

Introducing the National KnowHow2GO Campaign

April 14, 2009

PREPARING FOR COLLEGE MEANS
TAKING THE TOUGH CLASSES NOW!

KnowHow2GO.org



AE

Ad
Council

LUMINA
Foundation and Research

Campaign Overview



- Context & History
- Key Messages
- Behavioral Changes
- Available Resources
- Q & A

Lumina Foundation for Education



Indianapolis-based private, independent foundation that strives to help people achieve their potential by expanding access to and success in education beyond high school

Lumina Foundation's Big Goal



Increase the higher education attainment rate of the United States to 60 percent by the year 2025 – representing an increase of 16 million graduates above current levels of production.

National & International Comparison:



Percentage of adults (25-64) with a postsecondary degree

	54	Canada
		Japan
		Korea
	52	
	50	
Massachusetts	48	
	46	
Minnesota	44	New Zealand
North Dakota		
Connecticut/Colorado/New York	42	Norway/Ireland/Belgium
New Jersey/Vermont/New Hampshire	40	Denmark/France
Illinois/Maryland/Nebraska		
Virginia/Iowa	38	United States /Australia/Spain/Sweden
Wisconsin/RI/SD/WA	36	Finland
Pennsylvania/Kansas/Delaware		U.K.
Hawaii	34	Netherlands
Utah/Montana		
Michigan/North Carolina/Georgia	32	Luxembourg
Ohio/MO/OR/WY/CA/FL/ME		Iceland/Switzerland
Indiana	30	
Idaho/South Carolina/Arizona		
Texas/Alabama/Tennessee/Alaska	28	Poland
Oklahoma		Greece
Kentucky/New Mexico	26	
Mississippi/Louisiana		
	24	
West Virginia/Arkansas		Germany
Nevada	22	Hungary/Portugal
		Mexico/Austria

Target Audience



Low-income, first-generation 8th -10th graders:

- Have high aspirations
- Do not have clear information on to how prepare for college
- Are not academically prepared
- Rely on themselves and friends
- Often don't have parents that push them to apply to or seriously consider college
- Are underrepresented on college campus

Did you know...?

- *90 percent of teens have college aspirations, regardless of their income level.*
- *80 percent of teens expect to attain a bachelor's degree or higher.*
- *42 percent of students ages 10-17 are not sure they know how to achieve their goals.*
- *87 percent of students between the ages of 12 and 17 are online.*

Sources: U.S. Department of Education, Alliance for Youth, Pew Internet and American Life Project



Campaign History



- KnowHow2GO is a public-awareness campaign designed to encourage students in grades 8-10 and their families to take the necessary steps toward college.
- Launched in January 2007 by Lumina Foundation for Education, American Council on Education and the Ad Council, KnowHow2GO is now active in more than 13 states and regions.

KnowHow2GO Campaign Goal



Provide low-income students and those who are the first in their family to pursue higher education, with the information and resources they need to prepare for college.

Two-pronged Approach:

- Media messages to inspire
- Ground network to support

How2Succeed

Put yourself out there!

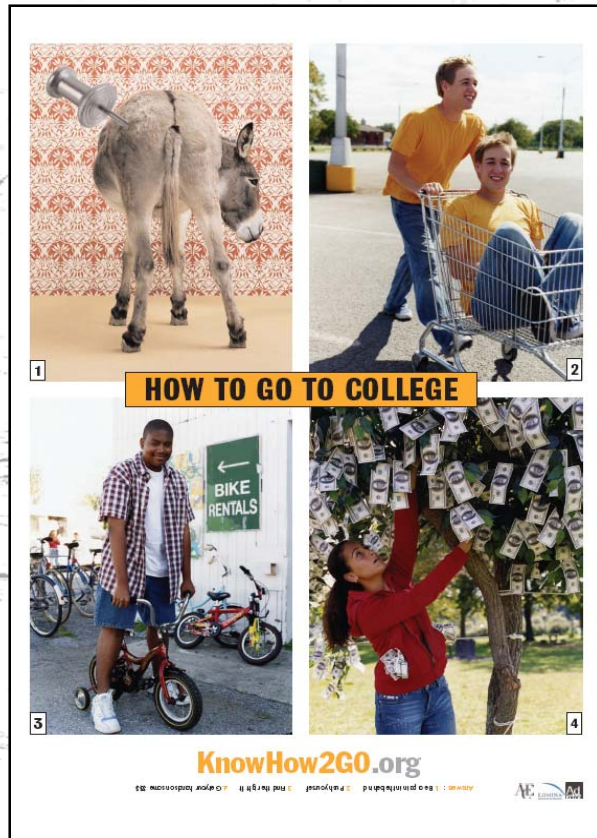
"Get to know your teachers; I really believe they are there to help you...they're there because they want to be, trust me! Once you get that, you pretty much feel respect."

- Eric, in *First in the Family*
(Next Generation Press)



Photo credit: Cally Robyn Walk

Clear Messages - 4 Steps



- Be a Pain
 - Persistent, don't give up
- Push Yourself
 - Take the right classes
- Find the Right Fit
 - Discover your passion, find the right school
- Get Your Hands on Some Money
 - Apply for financial aid

Watch and Listen



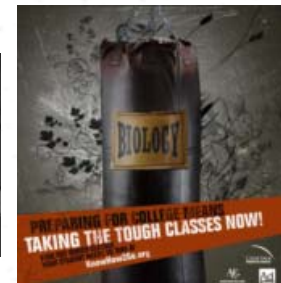
PSAs focus on:

- Step 1 “Be a pain”
 - TV (English/Spanish)
 - Radio
 - “Dream” (English/Spanish)
 - “Wanna Go” (English)
- Step 2 “Push Yourself”
 - TV (English/Spanish)
 - Radio (English/Spanish)



http://knowhow2go.org/partners/playbook_psa_tv.php

http://knowhow2go.org/partners/playbook_psa_radio.php



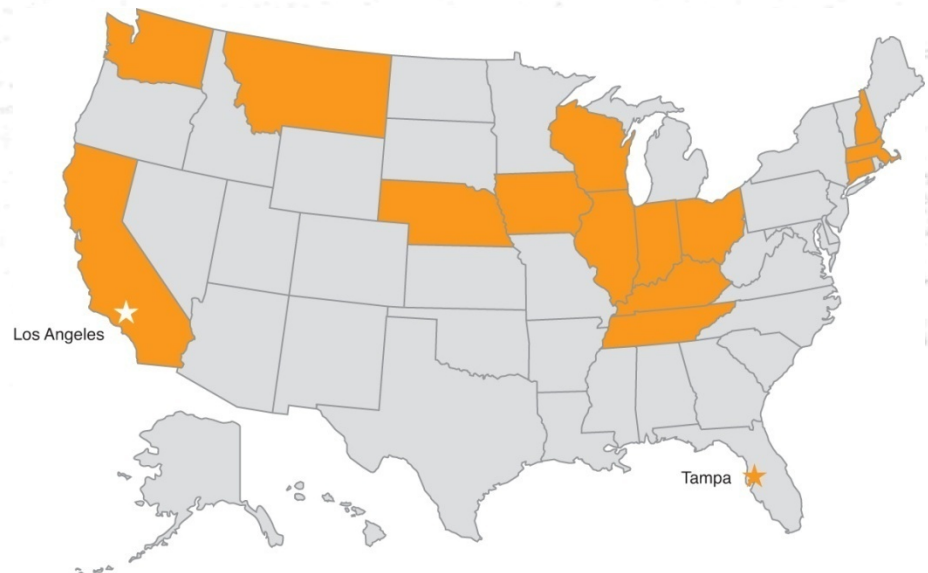
THEY PREPARE YOU FOR COLLEGE.
KnowHow2GO.org

Ground Network



- 13 state & regional coalitions offer on-the-ground support to students

California, Connecticut, Illinois, Indiana, Iowa, Kentucky, Montana, Nebraska, Ohio, Tampa Bay, Tennessee, Washington, Wisconsin



National Partners



More than 30 national partners

- Including professional associations, government agencies and national organizations that work directly with students



Interactive Web Site



KnowHow2GO.org

- Information organized by grade level
- Interactive, fun approach
- Links to local resources
- One-millionth visit in March 2009



Changing Behaviors



Benchmark survey shows:

- 35% of respondents are taking steps to college (26% 2007)
- 91% talking to an adult about college (80% 2007)
- Of these, 69% say they're talking about getting academically prepared (49% 2007)
- 69% of 10th & 11th grade respondents have taken Algebra II (51% 2007)

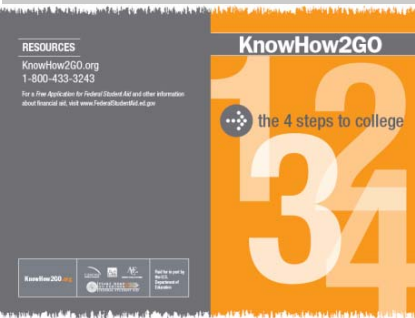


Get Your Hands on Some...Stuff



What's In Stock?

English & Spanish Brochures



How Do I Get It?

U.S. Department of Education
877-433-7827

<http://edpubs.ed.gov/>

Partner Helpline
888-716-6382

partnerhelp@KnowHow2GO.org

Partner Posters



Ad Council
800-933-7727

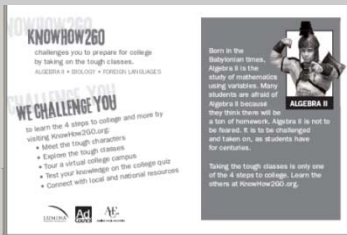
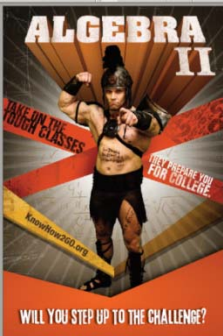
<http://psacentral.adcouncil.org/>

Get Your Hands on Some...Stuff



What's In Stock?

Postcards, T-Shirts, Silicone Bracelets,
Book Covers



How Do I Get It? Reprint it?

Partner Helpline

888-716-6382

partnerhelp@KnowHow2GO.org

Get Your Hands on Some...Stuff

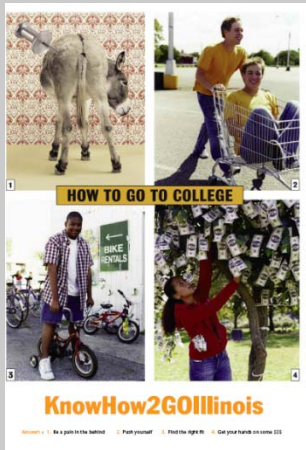


What's Out of Stock?

How Do I Re-Print It?

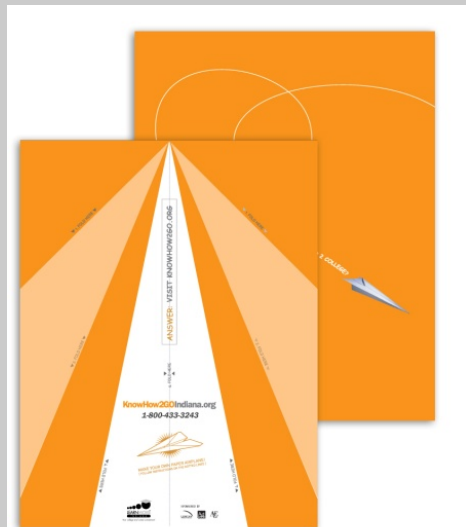
Postcards, Bookmarks and Paper Airplane Flyers

Partner Helpline
888-716-6382
partnerhelp@KnowHow2GO.org



••• Big dreams and good grades aren't enough to get into college. There are actual steps you need to take. Don't wait. We can help. Go online or call today.

••• Call 1-800-899-4722 or visit KnowHow2GOIllinois.org to learn more.



nada, zip, zilch
(What most kids know about preparing for college.)

KnowHow2GOIndiana

SPONSORED BY

The 4 Steps

- Be a partner - Be a good way.** Get involved from the very beginning and meet your fate.
- Push yourself and don't stop.** Working is great, but make sure you're getting into college, even when you're tired.
- Find the right fit.** You don't want to go to school in the best location for you and your career goals.
- Put your hands on some cash.** You don't want to get into college with no money. There's a lot of financial aid out there.

"I want to go to college but need your help."

We can visit KnowHow2GOIndiana.org to learn about the steps I need to take right now.

Learn more by visiting KnowHow2GOIndiana.org or calling 1-800-433-3243

Step Three



- Call or E-mail the Partner Helpline
 - Ask questions
 - Get materials
 - Keep us in the loop

Partner Helpline

888-716-6382

partnerhelp@KnowHow2GO.org

Ask Questions

