



# CAMPAIGN STARTER GUIDE

2018-2019



**COLLEGE GO!**



**CASH for COLLEGE**



**CAREER READY**



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Learn More Indiana’s college and career readiness campaigns—**College GO!**, **Cash for College** and **Career Ready**—are designed to deliver important college and career planning messages throughout the year in simple and fun ways that are aligned with Indiana’s education standards. You can find campaign materials at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials). Customize each campaign for your students and your community.

## CHOOSE YOUR COACHES.

Learn more about each campaign on the following pages, and select at least one person to head up each effort in your school community. Coaches can be anyone (counselors, teachers, administrators, parents, etc.) who is passionate about student success and excited to get the entire school community involved.

## SET THE STAGE.

Use campaign materials to make your school loud and proud about college and career success! Decorate bulletin boards with campaign-themed kits, hang posters and ask teachers to create themed doorways. Get students involved, too! Ask them to write what college they want to attend, ways to save for college or their dream career and include responses with the themed bulletin board kits found at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials).

## PLAN YOUR EVENTS.

Flip through this planning guide for ideas, and don’t forget to include a few fun, all-school events to kick off each campaign. Lunch-time trivia, announcements and sports events are great ways to get started. Consider having classroom contests, and partner with local organizations to spread the message throughout your community. The *LEARN MORE* and *NEXT* magazines have college and career themed information and activities that are great for classroom learning.

## SHARE YOUR SUCCESS!

Connect with us on social media and tag us in your posts!

Facebook: **LearnMoreIN**

Twitter: **@LearnMoreIN**

Instagram: **@LearnMoreIndiana**

Email: **jnejad@che.IN.gov**



COLLEGE GO!

College GO! takes place each August through November with information and resources designed to help Hoosiers plan for education beyond high school. The official “College GO!” kick-off is always the last full week of September (September 24-28, 2018), but you can incorporate College GO! activities and events whenever they fit into your calendar.

## WHY?

- **K-5:** What is college? Why is it important?
- **6-8:** Why does my high school diploma matter? What kind of college degree is right for me and my dream career?
- **9-12:** What should I study? What college should I attend? How do I apply for college?

## MAKE IT MATTER!

- Partner with local organizations to spread the word about College GO! throughout your community
- Invite speakers from local colleges and apprenticeship programs to speak to students
- Highlight alumni from your school who are getting advanced degrees
- Ask students to write their dream college on shapes in the bulletin board kit and hang them around the school

## CHECK OUT...

- College GO! activities, bulletin board kits and more at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)
- Online high school graduation plan and career assessments at [IndianaCareerExplorer.com](http://IndianaCareerExplorer.com)
- Activities in the “College” section of the *LEARN MORE* and *NEXT* magazines at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)

## Calendar of Events

### September 24-28: Kick Off Week

**Monday:** College Gear Day

**Tuesday:** Apprenticeship Day

**Wednesday:** College Options Day

**Thursday:** College Tour Day

**Friday:** College Application Day

### September 28: College Application Day

Recruit volunteers from nearby colleges and community organizations to staff computer labs and answer questions as seniors complete at least one application. Build up to the date by helping students write essays, collect references, etc. Find tips and more at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials).

### October 28: College Goal Sunday

Get in-person FAFSA help at 40+ locations across Indiana. Visit [CollegeGoalSunday.org](http://CollegeGoalSunday.org) for more information.



## CASH for COLLEGE

Cash for College takes place each December through March, with tips and activities to help students pay for education beyond high school. The campaign kicks off the last full week of January (January 21-25, 2019) and highlights the State's April 15 deadline for filing the Free Application for Federal Student Aid (FAFSA).

## WHY?

- **K-5:** How can I save for college? How do good grades help pay for college? What is 21st Century Scholars?
- **6-8:** What are college costs? How do I earn scholarships? How do I sign up for 21st Century Scholars?
- **9-12:** What is my estimated college cost? How do I find scholarships? How do I meet my 21st Century Scholar Success Program Requirements? How do I file the FAFSA?

## MAKE IT MATTER!

- Distribute play money to students who do scholarship-worthy things: volunteer, get an "A," etc.
- Ask area businesses to donate scholarship(s) for Cash for College events
- Post a list of local scholarships in a common area
- Ask students to write how they're paying for college on shapes in the bulletin board kit and hang them around the school

## CHECK OUT...

- Cash for College activities, bulletin board kits and more at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)
- The Indiana College Costs Estimator at [IndianaCollegeCosts.org](http://IndianaCollegeCosts.org)
- FAFSA help and tips at [FAFSA.gov](http://FAFSA.gov)
- Activities in the "Cost" section of the *LEARN MORE* and *NEXT* magazines at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)

## Calendar of Events

### January 21-25: Kick Off Week

**Monday:** Indiana CollegeChoice 529 Direct Savings Plan Day ([CollegeChoiceDirect.com](http://CollegeChoiceDirect.com))

**Tuesday:** Super Saver Day (brainstorm ways to pay for college)

**Wednesday:** Crunch College Costs Day

**Thursday:** 21st Century Scholars Day ([Scholars.IN.gov](http://Scholars.IN.gov))

**Friday:** Scholarship Skills Day

### Fridays in February: FAFSA Fridays

Check Learn More Indiana's social media for FAFSA information and activities in February.

### February 24: College Goal Sunday

Get in-person FAFSA help at 40+ locations across Indiana. Visit [CollegeGoalSunday.org](http://CollegeGoalSunday.org) for more information.

### April 15: FAFSA Deadline

FAFSA filing deadline for Indiana. Visit [FAFSA.gov](http://FAFSA.gov) to file!



## CAREER READY

Career Ready takes place each April through July, with real-world advice and practical experiences to help students prepare for their future careers. The official kick-off week is the last week of April (April 22-26, 2019), but career information is never out of season.

## WHY?

- **K-5:** What kinds of careers exist? How will my schoolwork help me in my future career?
- **6-8:** How do my interests line up with potential careers? What kind of credential will I need? What are some high-demand career fields in Indiana?
- **9-12:** How can joining a club, volunteering or job shadowing help me learn more about careers? What classes can help me learn more about specific careers?

## MAKE IT MATTER!

- Pick a career each day to highlight. Choose high-demand careers, especially ones students may not be familiar with
- Talk to students about how classroom topics relate to various career options
- Highlight classes that are related to specific careers
- Make bulletin boards with tips for students pursuing specific careers (teaching, engineering, nursing, etc.)

## CHECK OUT...

- Career Ready activities, bulletin board kits and more at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)
- Career Interest Assessments and more at [IndianaCareerExplorer.com](http://IndianaCareerExplorer.com)
- Information about fast-growing, high-wage jobs in Indiana at [IndianaCareerReady.com](http://IndianaCareerReady.com)
- Activities from the "Career" section of the *LEARN MORE* and *NEXT* student magazines at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials)

## Calendar of Events

### April 22-26: Kick Off Week

**Monday:** Career Dress-up Day  
**Tuesday:** Career Theater Day  
(View videos and explore more facts at [IndianaCareerReady.com](http://IndianaCareerReady.com))

**Wednesday:** Career Trivia Day  
(Set up college and career trivia in the lunchroom or during announcements)

**Thursday:** Career Dreams Day  
**Friday:** Career Explorer Day  
(Hint: local government leaders and parents or families are usually happy to help!)

### April 26: Career Explorer Day

Recruit volunteers and speakers from organizations in your community to host a career day at your school. Try to include speakers from all types of careers. Build up the date by having students take career interests assessments at [IndianaCareerExplorer.com](http://IndianaCareerExplorer.com). Find resources at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials).



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Visit [LearnMoreIndiana.org](http://LearnMoreIndiana.org) to learn more about our college and career readiness resources, including:

## PRINT-FRIENDLY RESOURCES

Learn More Indiana provides student success guides (magazines) for every grade level. Download electronic versions or browse our activity bank of related worksheets and other materials at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials).

## COLLEGE SUCCESS COALITIONS

Join your county's College Success Coalition, or help start a coalition of local business, school, nonprofit and government leaders who want to improve your county's college access and success rates. Data-driven and locally-focused, the Indiana College Success Coalitions are a great way to make an impact where you live. Learn more at [LearnMoreIndiana.org/coalitions](http://LearnMoreIndiana.org/coalitions).

## 21st CENTURY SCHOLARS

Indiana's 21st Century Scholars program offers income-eligible Hoosier students up to four years of paid tuition at an eligible Indiana college or university after they graduate from high school, dependent upon financial need. Students sign up in 7th and 8th grade, and in high school must honor the Scholar pledge, which includes completing 12 activities as part of the Scholar Success Program. To learn more about helping your students enroll in the program or complete the Scholar Success Program, visit [Scholars.IN.gov](http://Scholars.IN.gov).



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**CAREER READY**

Learn More Indiana is sponsoring a student contest and a school grant for the 2018-2019 school year. Learn more about each below.

## CONTEST FOR STUDENTS

Students can enter to win \$529 in a CollegeChoice 529 Direct Savings Plan account. To enter, students will answer create a picture or write an essay, depending upon their grade. Teachers will submit entry forms by December 31, 2018 as a part of their school grant entry (see below).

One student in each grade (K-12) will be chosen at random to receive the prize. For more information and to print the contest forms, visit [LearnMoreIndiana.org/contest](http://LearnMoreIndiana.org/contest).

## SCHOOL GRANT FOR TEACHERS

Win money for your school! Collect the student contest entries and send them to Learn More Indiana by December 31, 2018. The 10 schools with the highest percentage of entries will win \$1,000 to support college and career readiness for their students.

Along with student entries, schools who enter, must take a a photo of their students using the Learn More Magazines or of a Learn More Indiana display at their school. Then, post a photo to at least one of your school's social media accounts and tag Learn More Indiana in your post. Visit [LearnMoreIndiana.org/contest](http://LearnMoreIndiana.org/contest) for detailed instructions.

Please include school name and contact information in your submission. Questions? Email [info@che.IN.gov](mailto:info@che.IN.gov). Entries can be sent to:

Learn More Indiana  
ATTN: Contests  
101 West Ohio Street, Suite 300  
Indianapolis, IN 46204



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