



CAMPAIGN STARTER GUIDE

2019-2020



COLLEGE GO!



CASH for COLLEGE



CAREER READY



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

CHOOSE YOUR LEADERS.

Learn more about each campaign on the following pages, and select at least one person to head up each effort in your school community. Leaders 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 and community 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 and their dream career and include responses with the themed bulletin board kits found at 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**

YouTube: **LearnMoreIN**



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 the last full week of September (September 23-27, 2019), 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
- Online high school graduation plan and career assessments at IndianaCareerExplorer.com
- Activities in the “College” section of the *LEARN MORE* and *NEXT* magazines at LearnMoreIndiana.org/classroom-materials

CALENDAR

Sept. 20: #WhyApply Day

A national social media campaign to inspire students. Encourage your community to post selfies and share their reasons for going to college. Use **#WhyApply** and **#CollegeGO** in your posts!

Sept. 23-27: Kick-Off Week

Create theme days, like: College Gear Day, Apprenticeship Day, College Options Day, College Visit Day, and Launch your Future Day.

Sept. 23-27: College Application Week

Recruit volunteers to staff computer labs and answer questions as seniors complete at least one application. Build up to your event by helping students gather the information they’ll need. Find tips and more at LearnMoreIndiana.org/classroom-materials.

Nov. 3: College Goal Sunday

In-person, free FAFSA help at 40+ locations across Indiana. Visit CollegeGoalSunday.org for more information.



CASH for COLLEGE

Cash for College takes place each December through March, with tips and activities to help students budget and pay for education beyond high school. The campaign kicks off the last full week of January (January 20-24, 2020) 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 going to pay 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
- The College Scorecard at CollegeScorecard.ed.gov
- FAFSA help and tips at FAFSA.gov
- Activities in the “Cost” section of the *LEARN MORE* and *NEXT* magazines at LearnMoreIndiana.org/classroom-materials

CALENDAR

Jan. 20-24: Kick-Off Week

Create theme days, like: Indiana CollegeChoice 529 Direct Savings Plan Day (CollegeChoiceDirect.com), Super Saver Day, Crunch College Costs Day, 21st Century Scholar Day, and Scholarship Skills Day.

Fridays in February: FAFSA Fridays

Check Learn More Indiana’s social media for FAFSA information and activities in February. And, visit LearnMoreIndiana.org/classroom-materials for information and materials to host your own FAFSA Fridays event.

Feb. 23: College Goal Sunday

In-person, free FAFSA help at 40+ locations across Indiana. Visit CollegeGoalSunday.org for more information.

April 15: FAFSA Deadline

FAFSA filing deadline for Indiana. Visit FAFSA.gov to file!



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 20-24, 2020), 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 prepare for a career?

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
- Career Interest Assessments and more at IndianaCareerExplorer.com
- Information about fast-growing, high-wage jobs in Indiana at IndianaCareerReady.com
- Activities from the “Career” section of the *LEARN MORE* and *NEXT* student magazines at LearnMoreIndiana.org/classroom-materials

CALENDAR

April 20-24: Kick-Off Week

Create theme days, like: Career Dress-up Day, Career Theater Day (view videos at IndianaCareerReady.com), Career Trivia Day, Career Dreams Day, Career Explorer Day (Hint: local government leaders and parents or families are usually happy to help!)

April 24: 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. Consider engaging parents by providing information about NextLevelJobs.org, too. Find resources at LearnMoreIndiana.org/classroom-materials.



Visit LearnMoreIndiana.org to learn more about our student success campaign, college and career readiness resources, and interactive tools including:

PRINT-FRIENDLY RESOURCES

Learn More Indiana provides downloadable success campaign materials to help you celebrate the campaigns discussed in this guide. Our website also houses student success guides (magazines) for every grade level and suggested lesson plans to accompany them. Download electronic versions or browse our activity bank of related worksheets and other materials at LearnMoreIndiana.org/classroom-materials.

INTERACTIVE TOOLS

Learn More Indiana houses a school finder tool and short personality quiz to help students to get started thinking about their futures. Visit LearnMoreIndiana.org/school-finder and LearnMoreIndiana.org/discover-your-interests to explore these interactive elements.

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 and college they must honor the Scholar pledge, which includes completing the high school and college Scholar Success Program. To learn more about helping your students enroll in the program or complete the Scholar Success Program, visit Scholars.IN.gov.



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CAREER READY

Learn More Indiana sponsors an annual k-12 student contest and school grant for Hoosier students and schools across the state. Learn More at LearnMoreIndiana.org/contest.

CONTEST FOR STUDENTS

Students can enter to win \$529 in a CollegeChoice 529 Direct Savings Plan account. To enter, students should visit LearnMoreIndiana.org/contest and follow the directions for their grade level. If submitting paper contest entries for a school, please bundle entries in one package. Paper contest entries must be postmarked by **December 31, 2019**. 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. Entries can be sent to:

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

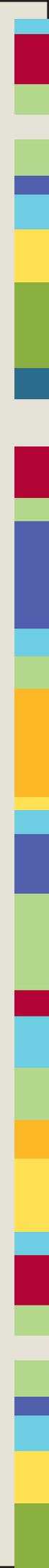
SCHOOL GRANT FOR TEACHERS

Win money for your school! Share pictures or a video of your students utilizing their Learn More Indiana magazines. Post your photos or video on Facebook, Instagram or Twitter. Be sure to tag us in your post and use the hashtag **#LearnMoreIndiana**. Learn More Indiana will pick 10 creative posts to win \$1,000 toward college and career readiness instruction.

Facebook: [LearnMoreIN](https://www.facebook.com/LearnMoreIN)
Twitter: [@LearnMoreIN](https://twitter.com/LearnMoreIN)
Instagram: [@LearnMoreIndiana](https://www.instagram.com/LearnMoreIndiana)

Visit LearnMoreIndiana.org/contest for detailed instructions and ideas to get you started.

Questions about student contests or the school grant? Email info@che.IN.gov.



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