



CAMPAIGN STARTER GUIDE

2020-2021



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 loud and proud about college and career success! Decorate bulletin boards with campaign-themed kits, hang posters, ask teachers to create themed doorways and utilize images to encourage students learning digitally. Get students involved, too! Use student goals to decoate bulletin boards with the kits at LearnMoreIndiana.org/classroom-materials. And, post about things on social media to get parents involved.

PLAN YOUR EVENTS.

Flip through this planning guide for ideas. We have ideas for in-person and remote activities to keep all your students engaged this year. Trivia and school announcements 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 21-25, 2020), 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 tyle matter? What kind of degree or credential is right for me and my dream career?
- **9-12:** What should I study? What are graduation pathways? 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, apprenticeship programs or your own alumni groups to speak to students. *Bonus: This can be done entirely virtually to accomodate online learning.*
- Ask students to write their dream college on shapes in the bulletin board kit and hang them around the school, on your social media pages or display them on a website

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
- #Webelongincollege lesson plans available at getschooled.com/journey/webelongincollege

CALENDAR

Sept. 8-25: Live Events about College

Check out social media events hosted by Learn More Indiana, 21st Century Scholars and Indiana colleges. Visit LearnMoreIndiana.org/classroom-materials for more.

Sept. 18: #WhyApply Day

A social media campaign to inspire students. Post selfies and share reasons to to college. Use **#WhyApply** and **#CollegeGO** in your posts!

Sept. 21-25: Kick-Off Week

Create theme days like College Gear or Zoom Background Day, Apprenticeship Day, College Options Day, (virtual) College Visit Day, and Launch your Future Day.

Sept. 23-27: College Application Week

Become an official host site by setting aside time for your seniors to apply to college this week. Find materials to help at LearnMoreIndiana.org/classroom-materials.

Oct. 25: College Goal Sunday

Free, virtual FAFSA help for all Hoosier students. Find out more at CollegeGoalSunday.org.



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 25-29, 2021) 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. Let students cash it in for rewards like pencils or a sticker
- Ask area businesses to donate scholarships or prizes for Cash for College events
- Post a list of local scholarships in a common area
- Send home information to parents about the importance of saving money for college (CollegeChoiceDirect.com) and filing the FAFSA
- Ask students to write how they're going to pay for college and post them round the school, on your social media pages or display them on a website

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
- Time for Payback, an interactive game about debt in college at timeforpayback.com

CALENDAR

Jan. 25-29: 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, videos, resources and activities in February. Looking to host your own financial aid or FAFSA event? Visit LearnMoreIndiana.org/classroom-materials for information and materials to host your own event.

TBD: College Goal Sunday

In-person or virtual free FAFSA help for all Hoosiers. Find out more at CollegeGoalSunday.org.

TBD: FAFSA Frenzy Events

Virtual FAFSA events hosted by the Indiana Commission for Higher Education and Learn More Indiana. Follow us on social media for more information.

April 15: FAFSA Deadline

FAFSA filing deadline for Indiana. Visit 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 26-30, 2021), 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. Invite speakers virtually or show videos
- Talk to students about how classroom topics relate to various career options and to employability skills
- Highlight classes that are related to specific careers and help students understand CTE opportunities in your school district
- Make bulletin boards or create a webpage 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 or virtually online. 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.

May 1: National Signing Day

Host a signing day, in school or online, to celebrate your seniors and their postsecondary plans - including those attending college, entering an apprenticeship or the military or those with career plans lined up. Learn more at bettermakeroom.org/collegesigningday.



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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 to share with your students online 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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