



COLLEGE GO!

CAMPAIGN

# STARTER GUIDE

2021



COLLEGE GO!



Learn More Indiana's **College GO!** campaign is designed to deliver important college and career planning messages to students simple and fun ways that are aligned with Indiana's education standards. You can find materials for College GO! at [LearnMoreIndiana.org/classroom-materials](http://LearnMoreIndiana.org/classroom-materials). Customize THE ACTIVITIES for your students and your community.

## CHOOSE YOUR LEADERS.

Learn more about the campaign on the following pages, and select at least one person to head up the 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](http://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](https://www.facebook.com/LearnMoreIN)

Twitter: [@LearnMoreIN](https://twitter.com/LearnMoreIN)

Instagram: [@LearnMoreIndiana](https://www.instagram.com/LearnMoreIndiana)

YouTube: [@LearnMoreIN](https://www.youtube.com/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 20-24, 2021), 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](https://LearnMoreIndiana.org/classroom-materials)
- Online high school graduation plan and career assessments at [IndianaCareerExplorer.com](https://IndianaCareerExplorer.com)
- Activities in the “College” section of the *LEARN MORE* and *NEXT* magazines at [LearnMoreIndiana.org/classroom-materials](https://LearnMoreIndiana.org/classroom-materials)
- #Webelongincollege lesson plans available at [getschooled.com/journey/webelongincollege](https://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](https://LearnMoreIndiana.org/classroom-materials) for more.

### Sept. 17: #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. 20-24: 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. 20-24: 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](https://LearnMoreIndiana.org/classroom-materials).

### Nov. 7: College Goal Sunday

Free, virtual FAFSA help for all Hoosier students. Find out more at [CollegeGoalSunday.org](https://CollegeGoalSunday.org).



Visit [LearnMoreIndiana.org](http://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](http://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](http://LearnMoreIndiana.org/school-finder) and [LearnMoreIndiana.org/discover-your-interests](http://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](http://Scholars.IN.gov).