



**COLLEGE GO!**

# STARTER GUIDE

INDIANA COLLEGE GO! CAMPAIGN

**LEARNMOREINDIANA.ORG**

**2025**

**Ideas**  
inside!

—  
**Discover**  
your path.

—  
**Discover**  
your future.



## WHAT IS IT?

Learn More Indiana's College GO! Campaign takes place in September every year and is designed to deliver important college and career planning messages to students in simple and fun ways that are aligned with Indiana's education standards. The festivities begin on **September 19** for **#WhyApply** Day. The next full week of **September (22-26)** is College Application Week where many Indiana universities and colleges waive their application fee for students to apply to their dream institution for FREE.

## HOW TO GET INVOLVED

To add your school as a participating institution, head to: [learnmoreindiana.org/college-discovery/college-go-initiative/](https://learnmoreindiana.org/college-discovery/college-go-initiative/) and find the "Participating Host Site" survey. Submitting this survey confirms that your school will celebrate College GO! with other schools from around the state. High schools that sign up to participate will also be entered to win American College Application Campaign's 2025 School of Excellence award. For additional information on the award, look for the "School of Excellence Award" section.

## PLAN ACTIVITIES!

Learn More Indiana has created college and career focused activities for all grades! Visit: [learnmoreindiana.org/college-discovery/college-go-initiative/](https://learnmoreindiana.org/college-discovery/college-go-initiative/) to download worksheets for students of all ages! The famous Learn More Indiana magazines are now digital. Head to [LMIMagazines.org](https://LMIMagazines.org) to access interactive electronic college and career focused activities. Use the LMI Educator Guides to print off worksheets regarding college and career readiness.

## MAKE IT YOUR OWN!

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 so much more! Do what works best for your school and your students.



## #WHYAPPLY DAY

**#WhyApply** Day will take place on **September 19, 2025**. On this day, we encourage teachers wear college-themed apparel and post on social media why they applied to college! Use the hashtag, **#WhyApply** and tag Learn More Indiana across platforms for a chance to be highlighted on our social media! This is a great opportunity to show students that there are many reasons to apply to college. It could be to make more money, to reach a dream job, to explore career options in the future, to create a better life for their family, and anything in between.

## COLLEGE APPLICATION WEEK

College Application Week will take place from **September 22 to September 26**. During this week, colleges and universities across the state will waive their application fees, allowing all students to submit applications. It's the perfect time to meet with seniors and have college representatives come in to discuss the application process. This week also provides students with the opportunity to learn more about the college-going process and explore postsecondary options.

## 21ST CENTURY SCHOLARS GUIDE TO COLLEGE

Encourage your students to review the **21st Century Scholars Guide to College** on [LearnMoreIndiana.org](https://LearnMoreIndiana.org). This comprehensive guide will help break down colleges in Indiana for easy comparisons and information. While available and useful to all students, we encourage 21st Century Scholars to review the guide to help decide where and how they want to use their scholarship.

## SHARE YOUR SUCCESS!

Connect with us on social media and tag us in your posts for a chance for your school to be featured! Encourage your students to follow our accounts as well for college preparation tools, events, and more!

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



[@LearnMoreIN](https://www.facebook.com/LearnMoreIN)



[LearnMoreIN](https://www.youtube.com/LearnMoreIN)

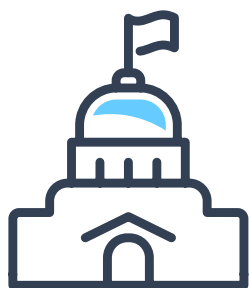


[@LearnMoreIN](https://twitter.com/LearnMoreIN)

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Discover your future.



## SCHOOL-WIDE ENGAGEMENT

College GO! isn't just for seniors in high school. This is a great time to start introducing college and career paths to all students! Here are a few examples of school-wide engagement opportunities for you and your students to participate in during College GO!.

- 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 virtually to accommodate online learning.
- Have your students get involved in door decoration contests. Art students and/or student council members can make their own college posters, student groups can decorate and maintain a hallway or area of the school for the week
- College GO! spirit days:
  - Monday - Don't sleep on your future!; wear your favorite pajamas.
  - Tuesday - Dress for success; dress for your future career.
  - Wednesday - Bright Futures Day; wear neon outfits.
  - Thursday - Off to college; wear your favorite college gear.
  - Friday - Our future starts here; support your school by wearing your current school gear!
- Make signs for each teacher's door that has the name of the college they attended. Ask your first period teachers to talk 5 minutes about their college experience and why they choose that institution.
- Do trivia or matching games with Indiana college mascots.

## INDIANA529 CONTEST

Back by popular demand Learn More Indiana has partnered with Indiana529 to give five students a \$1,000 contribution to an Indiana529 Savings Plan account. This contest is available to students in grades kindergarten through twelfth grade. The contest opens September 1, 2025 and will close November 21, 2025. To learn more about the contest and to have your students submit their entry, visit: <https://learnmoreindiana.org/college-discovery/college-go-initiative/> or <https://www.lmimagazines.org/>.



## SCHOOL OF EXCELLENCE AWARD

Starting in 2023, Indiana began to recognize one high school to be the recipient of the American College Application Campaign's (ACAC) School of Excellence Award. This award is given to a school that serves grades nine through twelve and demonstrates commitment to student success. Nominations for this award are based on College GO! involvement and college applications submitted during the campaign. The winning school excels in providing students with college and career preparation activities and college application support. The winning school is then recognized by ACAC and the Indiana Commission for Higher Education.

## HOW TO BE CONSIDERED

For the opportunity to be considered for the School of Excellence Award, you must serve grades nine through twelve and complete the Host Site survey before the College GO! campaign begins. During the completion of the survey you will have to confirm that you would like to be considered for the award. You must also confirm that you will submit the results of your campaign to Learn More Indiana before December 1, 2025. An additional survey will be sent to participating schools for data collection details like college applications submitted, number of students who participated, and most importantly how your school participated and how you engaged the students to encourage career and college readiness.

## RESOURCES AVAILABLE

Learn More Indiana has created a plethora of College GO! resources for use! Head to our Resource Hub on [LearnMoreIndiana.org](https://LearnMoreIndiana.org) for items like: bulletin board designs, classroom worksheets, and school-wide announcements.

## LEARN MORE INDIANA EDUCATOR GUIDES

Don't forget to utilize the Learn More Indiana "Educator Guides" for your school! Packed with new college- and career-focused worksheets for your students, College GO! is the perfect time to print them out and get your students involved. The guides can be found in your LMI school shipment or in the Resource Hub on [LearnMoreIndiana.org](https://LearnMoreIndiana.org).

# FREQUENTLY ASKED QUESTIONS



## WHEN WILL I GET MY SCHOOL SHIPMENT?

2025 school shipments are being sent during the week of August 25, 2025. Your school should receive their shipment within that next week. This kit will have school posters, 21st Century Scholar Guide postcards, handouts, and Educator Guides.

## HOW DO I FIND ADDITIONAL COLLEGE

Whether you are looking for classroom activities or decorations for your school, <https://learnmoreindiana.org/resource-hub/materials/> has something for every grade!

## HOW WILL I KNOW IF I WIN THE 2025 ACAC SCHOOL OF EXCELLENCE AWARD?

After a high school submits their final data from the College Application Week campaign, someone from Learn More Indiana will reach out with additional details and steps pertaining to the selection process.

## WHAT INFORMATION DO I NEED TO COLLECT DURING COLLEGE GO!/COLLEGE APPLICATION WEEK?

In order to be nominated for the ACAC School of Excellence Award, high schools must submit the data collected during the campaign. Even if the school is not interested in being nominated for the award, we encourage all high schools to submit their collected data. Data points include: number of graduating seniors, number of applications submitted during College Application Week, number of students participating in the campaign, and how the students participated during the campaign.



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