Introducing the National KnowHow2GO Campaign
April 14, 2009

Preparing for college means taking the tough classes now!
Campaign Overview

- Context & History
- Key Messages
- Behavioral Changes
- Available Resources
- Q & A
Indianapolis-based private, independent foundation that strives to help people achieve their potential by expanding access to and success in education beyond high school.
Lumina Foundation’s Big Goal

Increase the higher education attainment rate of the United States to 60 percent by the year 2025 – representing an increase of 16 million graduates above current levels of production.
National & International Comparison:

Percentage of adults (25-64) with a postsecondary degree

Canada, Japan, Korea

Massachusetts, Minnesota, North Dakota


Utah/Montana, Michigan/North Carolina/Georgia, Ohio/MI/OR/WY/CA/FL/ME, Indiana

Idaho/South Carolina/Arizona, Texas/Alabama/Tennessee/Alaska, Oklahoma, Kentucky/New Mexico, Mississippi/Louisiana

West Virginia/Arkansas, Nevada

New Zealand, Norway/Ireland/Belgium, Denmark/France

United States/Australia/Spain/Sweden, Finland, U.K.

Netherlands, Luxembourg, Iceland/Switzerland

Poland, Greece

Germany, Hungary/Portugal, Mexico/Austria
Target Audience

Low-income, first-generation 8th - 10th graders:

- Have high aspirations
- Do not have clear information on how to prepare for college
- Are not academically prepared
- Rely on themselves and friends
- Often don’t have parents that push them to apply to or seriously consider college
- Are underrepresented on college campus

Did you know...?

- 90 percent of teens have college aspirations, regardless of their income level.
- 80 percent of teens expect to attain a bachelor’s degree or higher.
- 42 percent of students ages 10-17 are not sure they know how to achieve their goals.
- 87 percent of students between the ages of 12 and 17 are online.

Sources: U.S. Department of Education, Alliance for Youth, Pew Internet and American Life Project
KnowHow2GO is a public-awareness campaign designed to encourage students in grades 8-10 and their families to take the necessary steps toward college. Launched in January 2007 by Lumina Foundation for Education, American Council on Education and the Ad Council, KnowHow2GO is now active in more than 13 states and regions.
provide low-income students and those who are the first in their family to pursue higher education, with the information and resources they need to prepare for college.

Two-pronged Approach:
- Media messages to inspire
- Ground network to support

KnowHow2GO Campaign Goal

How2Succeed

Put yourself out there!

“Get to know your teachers; I really believe they are there to help you...they’re there because they want to be, trust me! Once you get that, you pretty much feel respect.”

- Eric, in First in the Family
  (Next Generation Press)
Clear Messages - 4 Steps

- **Be a Pain**
  - Persistent, don’t give up

- **Push Yourself**
  - Take the right classes

- **Find the Right Fit**
  - Discover your passion, find the right school

- **Get Your Hands on Some Money**
  - Apply for financial aid
Watch and Listen

PSAs focus on:

• Step 1 “Be a pain”
  – TV (English/Spanish)
  – Radio
    • “Dream” (English/Spanish)
    • “Wanna Go” (English)

• Step 2 “Push Yourself”
  – TV (English/Spanish)
  – Radio (English/Spanish)

http://knowhow2go.org/partners/playbook_psa_tv.php
http://knowhow2go.org/partners/playbook_psa_radio.php
Ground Network

• 13 state & regional coalitions offer on-the-ground support to students

California, Connecticut, Illinois, Indiana, Iowa, Kentucky, Montana, Nebraska, Ohio, Tampa Bay, Tennessee, Washington, Wisconsin
National Partners

More than 30 national partners
• Including professional associations, government agencies and national organizations that work directly with students
Interactive Web Site

**KnowHow2GO.org**

- Information organized by grade level
- Interactive, fun approach
- Links to local resources
- One-millionth visit in March 2009
Changing Behaviors

Benchmark survey shows:

- 35% of respondents are taking steps to college (26% 2007)
- 91% talking to an adult about college (80% 2007)
- Of these, 69% say they’re talking about getting academically prepared (49% 2007)
- 69% of 10th & 11th grade respondents have taken Algebra II (51% 2007)
## Get Your Hands on Some...Stuff

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<th>What’s In Stock?</th>
<th>How Do I Get It?</th>
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<tr>
<td>English &amp; Spanish Brochures</td>
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<td>877-433-7827</td>
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<td>Partner Helpline</td>
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<td>888-716-6382</td>
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<td><a href="mailto:partnerhelp@KnowHow2GO.org">partnerhelp@KnowHow2GO.org</a></td>
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<th>Partner Posters</th>
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<td>800-933-7727</td>
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## Get Your Hands on Some... Stuff

### What’s In Stock?
- Postcards, T-Shirts, Silicone Bracelets, Book Covers

### How Do I Get It? Reprint it?
- Partner Helpline
  - 888-716-6382
  - partnerhelp@KnowHow2GO.org
## Get Your Hands on Some…Stuff

### What’s Out of Stock?

- Postcards, Bookmarks and Paper Airplane Flyers

### How Do I Re-Print It?

**Partner Helpline**
888-716-6382

[partnerhelp@KnowHow2GO.org](mailto:partnerhelp@KnowHow2GO.org)
Step Three

• Call or E-mail the Partner Helpline
  – Ask questions
  – Get materials
  – Keep us in the loop

Partner Helpline
888-716-6382
partnerhelp@KnowHow2GO.org
Ask Questions