



KHEAA Outreach Services

Lottery Trust Fund Task Force
October 19, 2023



Purpose of KHEAA Outreach

KHEAA's mission is to improve Kentucky students' access to higher education. To fulfill that mission, KHEAA Outreach informs students about their postsecondary options and how to pay for them.

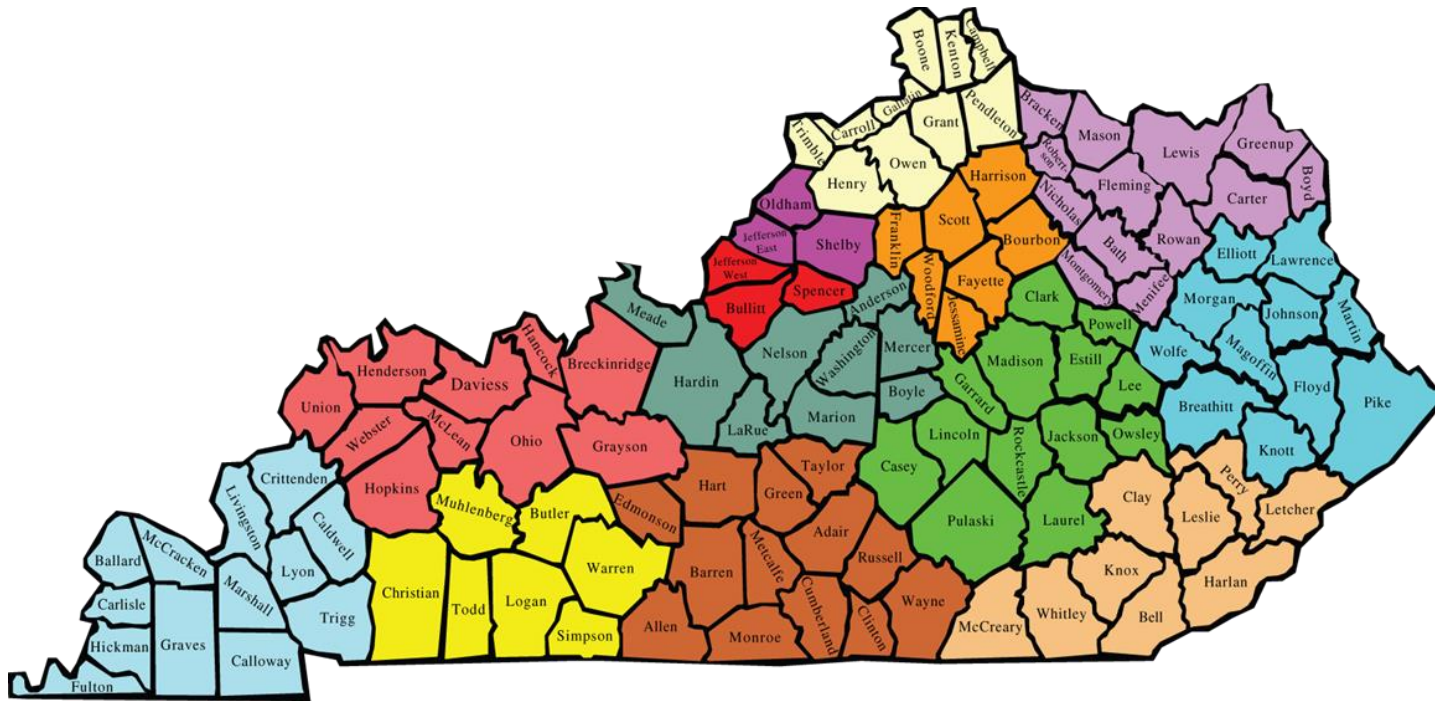
Through our Outreach services, KHEAA:

- Reaches out to students who may be at risk of not enrolling in or completing college or technical training.
- Informs students and families about higher education benefits, opportunities, planning, and career preparation.
- Helps students and families complete the Free Application for Federal Student Aid (FAFSA).
- Provides information on financing options, including activities that promote financial literacy and debt management.
- Provides resources for middle and high school counselors, adult education providers, financial aid administrators, college admission counselors, and a variety of community contacts to help them educate students about the admissions and financial aid processes.
- Strives to broadcast the message that education beyond high school, regardless of the credential an individual chooses to pursue, only enhances future lifelong earning potential and life satisfaction.

Regional Outreach

KHEAA has 13 regional outreach service areas across the Commonwealth. Counselors live and work in their regions, guiding students and parents through the admission and financial aid processes.

KHEAA's Regional Outreach program is the only college access program in Kentucky that serves every school in the state.



Regional Outreach

Counselors are available year-round to provide free on-site college planning and financial aid assistance through:

- Age-appropriate workshops for middle school and high school students as well as adults returning to school.
- Exploration of all forms of financial aid, including scholarships, grants, work-study and student loans.
- Assisting with the college admission and financial aid application processes.
- Attending college fairs and other community events to share information about Kentucky's student financial aid programs.

Services provided at a wide variety of places, including:

- Public and private middle schools and high schools
- Adult education centers
- Homeschool education groups
- College campuses
- Community-based organizations
- Public libraries
- Professional and civic organizations



College Info Road Show

KHEAA's mobile classroom visits schools and other venues across Kentucky.

- The on-board outreach counselor helps students explore careers, learn about postsecondary options, check KEES balances and apply for other state scholarships, apply for admission, file the FAFSA and more.
- High-speed internet access allows students to utilize KHEAA's wealth of online resources in a fun and engaging environment.



Kentucky College Coaches

KHEAA participates in the Kentucky College Coaches (KCC) program, which is funded in part by a grant to the Kentucky Campus Compact through Serve Kentucky, the Commonwealth's State Service Commission. This is the thirteenth year for the KCC program in Kentucky.

- The KCC program places AmeriCorps members to serve as near-peer college coaches in public high schools and Area Technology Centers across the state.
- Coaches work with whole-school populations in grades 9-12 with a core group of about 60-80 students who receive more intensive support.
- KHEAA currently sponsors 32 coaches at high schools across Kentucky.



FAFSA Completion Support

FAFSA completion support is one of the most highly demanded services provided by KHEAA Outreach. The following activities are designed to guide Kentucky students and their families through the FAFSA process as well as support school counselors and other professionals:

- Financial aid workshops conducted prior to the release of the FAFSA to inform students and families about the process and help set up FSA IDs
- FAFSA completion workshops offered during the school day, in the evening and on weekends to accommodate the needs of schools and communities
- FAFSA follow-up workshops to help students make corrections, navigate verification and understand aid offers
- Student-level FAFSA data reports provided directly to school districts and college access program personnel to monitor their students' FAFSA completion and target supports
- Professional development for school counselors, financial aid administrators, and college access professionals to train them on the FAFSA process
 - Training efforts have ramped up significantly this year in preparation for FAFSA Simplification
- Convening the Statewide FAFSA Committee to engage partners and leverage resources around FAFSA completion efforts across Kentucky

Kentucky Goes to College

KHEAA sponsors several statewide college access campaigns and initiatives designed to help schools and organizations enhance their college-going culture.

Resources for this suite of programs are developed and maintained by KHEAA at kygoestocollege.com.

- Kentucky College Application Campaign
 - High school seniors receive hands-on assistance with applying to college. This program is an official affiliate of the American College Application Campaign.
- FAFSA Completion Challenge
 - Schools can win prize money by having either the highest overall FAFSA completion rate or the most improved FAFSA completion rate for the school year.
- College Decision Day
 - Schools celebrate their graduating high school seniors for making educational plans beyond the high school level.

Social Media Outreach and Text Nudging

KHEAA strives to meet students and families where they are by providing college planning and financial aid information via social media platforms and text messaging.

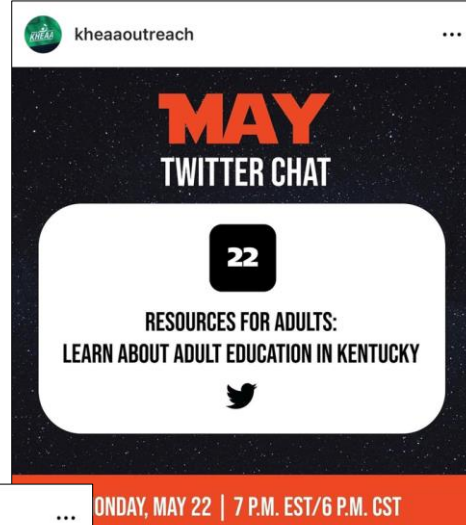
- Live social media events are conducted monthly via Facebook and X (formerly Twitter). Outreach staff also go live on Instagram to promote agency resources and initiatives.
- Helpful videos and tutorials are regularly posted on KHEAA's YouTube channel and shared via other social media pages.
- KHEAA creates ready-made social media content for other organizations to copy and use on their pages in an effort to spread important information and updates through multiple networks.
- Text messages are sent several times a month to those who opt in, providing timely reminders and helpful updates. Students, parents and others can text back and get a personalized response to questions.

Social Media Posts

These images show a sample of social media posts and social media event promotion.



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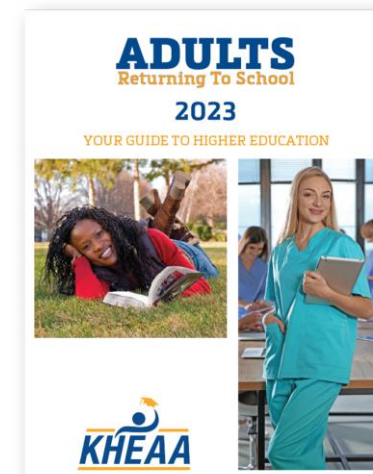
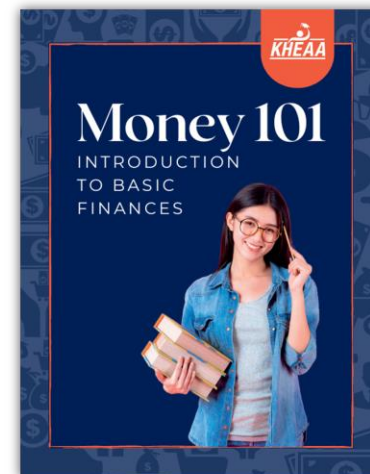
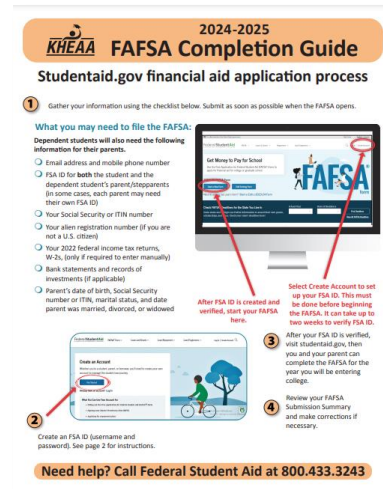
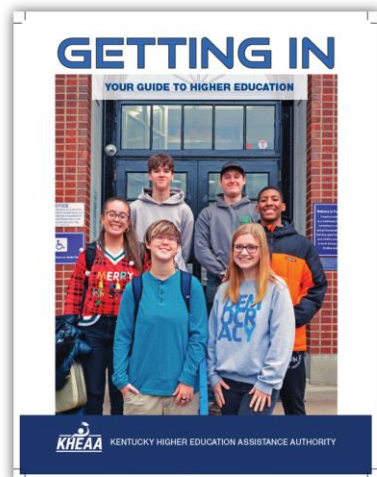
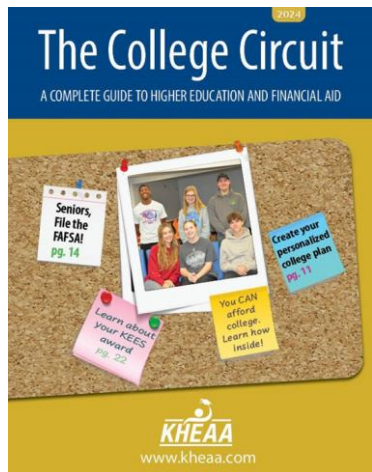


Online and Print Publications

KHEAA's in-house graphic design team produces relevant and age-appropriate publications to provide the public with critical information about planning, preparing, and paying for postsecondary education.

Electronic versions of KHEAA's publications are available online at kheaa.com, and printed copies are available for order and used as companion pieces to Outreach workshops.

Publications and other online resources are reviewed and updated regularly and are used by nearly every school and college access organization in the state.





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Text **OUTREACH** to **800-928-8926**
to receive timely resources and reminders about
preparing for college!

