

## **Kentucky College Application Campaign Media Talking Points**

### **General**

- The Kentucky College Application Campaign is a state-wide effort to increase the number of students pursuing a college degree or higher education credential. High schools across the commonwealth provide on-site assistance to students from school personnel, community volunteers, KHEAA staff and a variety of college access partners to complete admission applications and conduct college awareness and access activities. A Kentucky College Application Campaign online toolkit is maintained at [www.kygoestocollege.com](http://www.kygoestocollege.com) on which a variety of resources are posted for anyone interested in participating.

### **Background**

- This is the seventh year for the program here in Kentucky.
- Kentucky College Application Campaign is a part of the American College Application Campaign that is currently in all 50 states and the District of Columbia. The American Council on Education, along with other national partners, are providing support for this national initiative, helping other states interested in conducting their own College Application program.

### **Sponsor/Supporters**

- Kentucky College Application Campaign is sponsored by Kentucky Higher Education Assistance Authority (KHEAA). Partner organizations across the state include:
  - 55,000 Degrees
  - Association of Independent Kentucky Colleges and Universities (AIKCU)
  - College Access Partnership
  - Council on Postsecondary Education (CPE)
  - GEAR UP Alliance
  - Kentucky Association for College Admission Counseling (KYACAC)
  - Kentucky Association of Collegiate Registrars and Admissions Officers (KACRAO)
  - Kentucky Association of Educational Opportunity Program Personnel (KAEOPP)
  - Kentucky Association of Student Financial Aid Administrators (KASFAA)
  - Kentucky Campus Compact
  - Kentucky College Coaches Program
  - Kentucky Counseling Association (KCA)
  - Kentucky Department of Education
  - Kentucky School Counselor Association (KSCA)
  - Southern Regional Education Board (SRSB)

### **Message for Students/Families**

- The application process should not be a barrier to pursuing a college education.
- You can't enroll if you don't apply!
- Start researching colleges as early as junior year of high school and apply for admissions in the fall of your senior year to allow for ample time to hear from schools and meet scholarship and financial aid deadlines.
- Apply to more than one school to give yourself options.
- Plan for application fees and work with school counselors or college access providers to determine if you are eligible for application fee waivers based on Free and Reduced Price Lunch status.
- If you are not able to attend a College Application Campaign event, do not hesitate to contact the college's admissions office for help.
- Visit [kheaa.com](http://kheaa.com) for additional college planning resources. On the website, research financial aid options, and complete a personalized KHEAA *Getting the Facts* Report.