

November 2007 Newsletter

KnowHow2GO.org Special Edition!



KnowHow2GO

KnowHow2GO.org Gets a Makeover

KnowHow2GO's Web site is now more colorful and interactive. Visit KnowHow2GO.org - and be sure to turn up your volume. As you surf the site, virtual hosts will pop up to offer college-going advice. They'll also give suggestions for what to click next. The five hosts are members of the [National College Advising Corps](#), which trains recent college grads to be college advisors for underserved high school students.



Other new features on the KnowHow2GO.org homepage include:

- A scrolling list of KnowHow2GO Web sites created by our state partners
- An updated flash animation of the four steps to college
- An interactive **College Quiz** that tests how much students know about going to college
- A **Find Help Near You** map that directs students to organizations like yours that can help make their college dreams a reality
- A new **search function** that helps visitors find answers to specific questions
- A **Send to a Friend** button that allows visitors to e-mail the most helpful pages to themselves - and

Check the Expiration Date

If you received KnowHow2GO TV PSAs from Ad Council, you were probably perplexed by the expiration date on the label: 10/2007. Ad Council was to stop distributing the PSAs after that date, because of their agreement with the actors who appear in the ads. But thanks to the Ad Council's generosity, the expiration date has been extended to 10/2008.

When you're encouraging TV stations to play the KnowHow2GO PSA, you can rest assured the Ad Council is *still* doing the same!

to friends and mentors

Many of these features were built separately so they could be shared with our state partners. We're working diligently to finalize plans on how you can take advantage of these exciting new features on your own KnowHow2GO site.

KnowHow2GO.org/Partners

The new and improved KnowHow2GO.org will feature a micro-site for our partners. Visit KnowHow2GO.org/Partners to find [newsletter archives](#), a [list of partners](#) and a [calendar](#) of partner events. You'll also enjoy reading our new [Best Practices](#) section, which highlights KnowHow2GO collateral materials and events conceived by various campaign partners. We hope this section will inspire you as you're planning your own KnowHow2GO activities. Best Practices will be updated regularly, so please submit your local campaign happenings to partnerhelp@KnowHow2GO.org.



Users of the [On-the-Ground Playbook](#) will be pleased to see the how-to guides and other sections organized like the hard copy. The Partners site will give you the option to print each page individually or print the Playbook in its entirety.

KnowHow2GO Expo

More than 200 students and parents from Ohio's Lima and Allen counties participated in a KnowHow2GO College & Career Expo on November 4. Attendees separated into age groups and took part in workshops about coursework, testing, campus visits and financial aid. To learn more and view photos from the day, check out the article from the [Lima News](#).

Congratulations to Angie Meyer, director of the [Lima/Allen County College Access Program](#), for planning and hosting this successful event!

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