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From: KnowHow2GO [news@knowhow2go.org]
Sent: Tuesday, October 28, 2008 2:37 PM
To: Kushlis, Jennifer
Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

OCTOBER 2008

Mark Your Calendars

On **October 29**, the Academy for Educational Development will host a conference call with state partners to determine the agenda for the upcoming Learning Community meeting. The meeting is planned for **December 2-3, 2008**. For more information, e-mail us at partnerhelp@KnowHow2GO.org.

KnowHow2GO On the Air

The results are in: During the second quarter of 2008, KnowHow2GO earned \$20.6 million in donated media – a 57 percent increase from the first quarter and by far our best quarter to date! That brings our total donated media since January 2007 to more than \$98 million. KnowHow2GO now ranks seventh in donated media among 50 Ad Council campaigns. Congratulations to our state partners who are spreading the word about KnowHow2GO – keep up the great work!

State Partner Briefs

Montana Launches Local Campaign

Our partners launched KnowHow2GOMontana on September 15-16 at a regional GEAR UP conference. The conference was hosted at the recently opened ExplorationWorks! museum in Helena. Our partners decorated the museum promenade and interior with customized "tough" banners. They treated middle and high school program coordinators in attendance to KnowHow2GO Fun & Games Boxes – and photo opportunities with Algebra II!



Ohio State University Re-Brands its Community Commitment Day

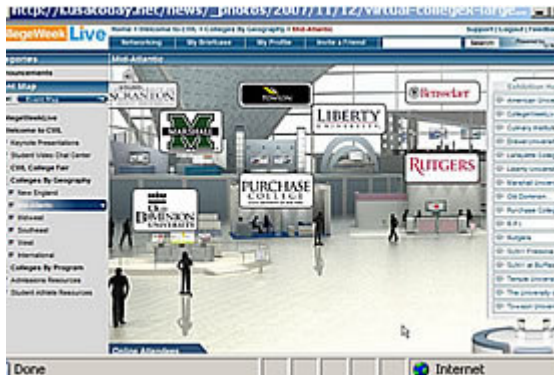
At the beginning of each school year, OSU hosts Community Commitment Day to encourage incoming freshmen to do community service. Hundreds of students showed up for this year's event, which was planned around a KnowHow2GO theme. Tally Hart, a KnowHow2GO partner and OSU's director of financial aid, urged participating students to talk to the kids they serve throughout the year about the importance of higher education.

Wisconsin Hosts Video Contest

This month, our partners in Wisconsin teamed up with EdVest to launch a video contest. The contest challenges students to create short videos dramatizing KnowHow2GO's "Four Steps to College." Winners, as announced in January, will receive EdVest scholarships of up to \$1,000!

Find the Right Fit – Virtually!

On November 12-13, KnowHow2GO will have a booth at CollegeWeekLive's virtual college fair. This free event attracted hundreds of college representatives and more than 10,000 attendees last year.



Sign up to...

- Exchange Instant Messages with admissions reps
- Check out virtual booths for colleges and partners like KnowHow2GO
- Watch videos of real college students talking about their experiences
- View live presentations by admissions reps from top colleges

Click [here](#) to register – and encourage the students you serve to do the

same!

College Access & Opportunity

The Center for Student Opportunity (CSO), a KnowHow2GO partner, recently released its *College Access & Opportunity Guide*. The Guide contains an upfront section on KnowHow2GO and profiles of 225 colleges and universities that offer special programs, scholarships and academic assistance for low-income and first-generation college students.

Click [here](#) to read more about the Guide. And encourage the students you work with to take advantage of CSO's free online tool, [College Center](#).

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