

Kushlis, Jennifer

From: KnowHow2GO [news@knowhow2go.org]
Sent: Friday, July 11, 2008 2:31 PM
To: Kushlis, Jennifer
Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

JULY 2008

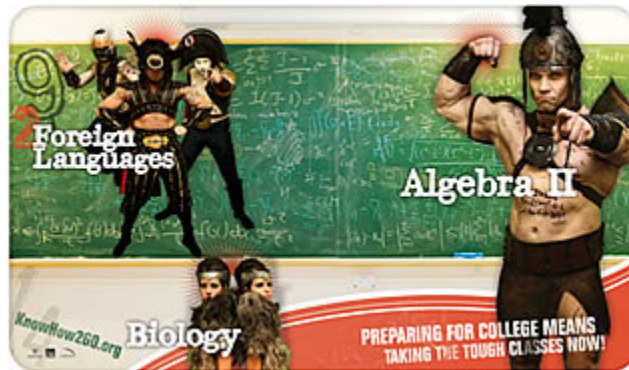
Collateral Update

Thanks to those of you who [voted](#) for your favorite "tough" collateral materials via the [KnowHow2GO social network](#). The results are in – and some clear winners have emerged:

- T-shirts (17 votes)
- Life-sized cut-outs of Algebra II (14 votes)
- Book covers (13 votes)
- Silicone bracelets (not included in vote, but suggested and seconded by state partners)



"Tough" t-shirt and life-sized cut-out



"Tough" book cover

We will keep this feedback in mind as we design and order national materials this summer. In the meantime, here are other materials updates:

- **"Tough" Billboards.** As of June 6, our stash of 865 [billboards](#) was depleted. This is a testament to your hard work and the popularity of the campaign. If you're still reaching out to advertisers, don't worry. We're planning another print run – triple the size of the last one – for next month.
- **Outdoor Ads on Demand.** In the meantime, you can order (and pay for) localized billboards and outdoor ads of any size through the Ad Council's vendor, Circle Graphics. Contact Kim Greathouse at 303-532-2370 or kgreathouse@circlegraphicsonline.com – and be sure to reference the "college access campaign!"
- **Better Brochures.** The U.S. Department of Education has offered us the opportunity to update the "look and feel" of the [brochures](#) before our Year Two print run. We anticipate these new and improved brochures will be available to order in late August.
- **"Tough" PowerPoint Template.** The new template is available for download from <http://knowhow2go.org/partners/index.php> under Playbook and PSAs & Campaign Materials.

KnowHow2GO Launches in Tampa Bay

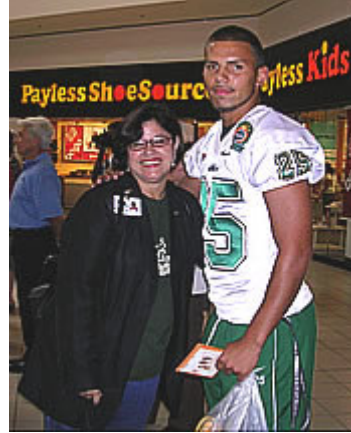
On June 27, our partners in [Tampa Bay](#), FL, launched their local campaign at a pep rally in nearby University Mall. The rally was attended by 100 middle and high school students from local summer programs. Student attendees visited stations representing each of the [four steps to college](#), spoke with

admissions and financial aid counselors and entered to win prizes including an iPod. During the event, students heard from the University of South Florida's spirit team, kicker Delbert Alvarado and president Judy Genshaft. [KnowHow2GoTampaBay](#) also announced a contest for local student groups, which challenges them to creatively illustrate the four steps.

The launch was covered by WUSF-TV, the public broadcasting station housed in the University of South Florida. Click [here](#) to view clips featuring KnowHow2GO partners Catherine Batsche and Ahn-Kay Pizano.



Local students meet the Hillsborough Community College mascot



ENLACE coordinator Norma Cano-Alvarez poses with USF kicker Delbert Alvarado

Social Media Update

KnowHow2GO's social media channels are gaining new members, views, friends and fans every day. But we need your help to make this campaign truly viral. Have you encouraged the students you work with to add the "tough" characters as friends on MySpace? Have they watched the videos and shared them with classmates? We promise to give our state partners credit when the numbers below skyrocket:

[KnowHow2GO Social Network](#)

- 111 members

PSA & ViralVideo Views ([YouTube](#) and [Lightbox](#))

- [TV PSA](#): 2,058 views
- [Algebra II](#): 2,944 views
- [Foreign Languages](#): 2,876 views
- [Biology](#): 3,229 views
- **Total PSA & Viral Video Views: 11,107**

MySpace Profiles

- [Algebra II](#): 11 friends
- [Foreign Languages](#): 8 friends
- [Biology](#): 11 friends

[Facebook Fan Page](#)

- 23 fans

Popular Posts (on the KnowHow2GO Social Network)

- [KnowHow2GO National Analytics - June 2008 Reporting](#)
- [Vote for Your Favorite Collateral Materials!](#)

If you want to receive an e-mail alert when a new discussion is started, go to <http://knowhow2go.ning.com/forum>. Scroll to the bottom of the page and click "Notify."

[To unsubscribe from this email, please click here.](#)

[Forward to a Friend](#)

