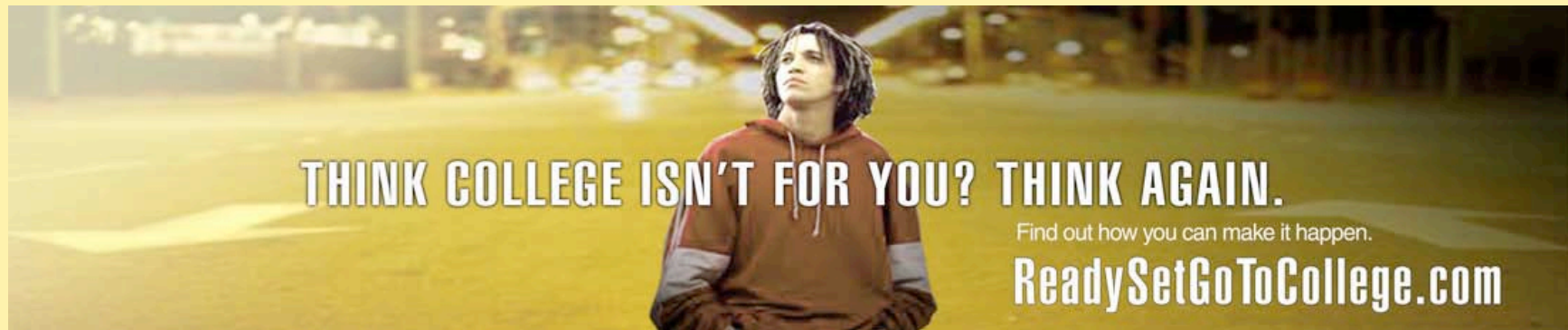


“Think Again”

Statewide campaign around college readiness and access



Education Commissioner David P. Driscoll

Chancellor of Higher Education Patricia Plummer

January 26, 2007

MASSACHUSETTS
Board of Higher Education



ReadySetGoToCollege.com

Urgent need for action

- **Growing need** for college educated workforce
- Too few high school graduates are **ready for college**
- Too many **need remedial help** in college
- Too many drop out of the “educational pipeline”

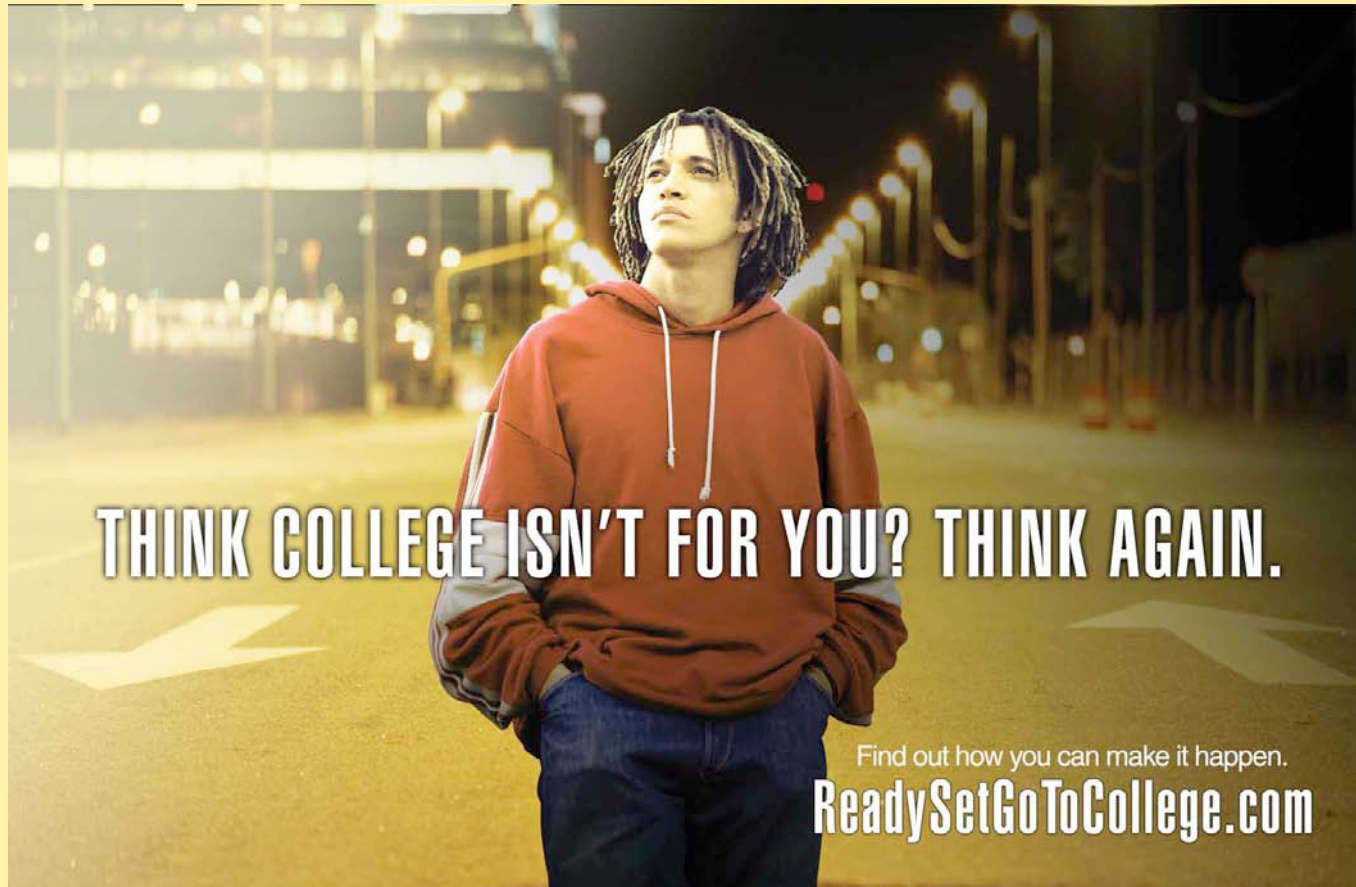
What we're doing about it:

- Raising the floor
- Raising the ceiling
- Enhancing data and accountability systems
- Developing a college and career readiness web portal
- Conducting the “Think Again” public outreach campaign

“Think Again” campaign ties it all together

- Launched on Jan. 1
- Ads ask: **“Think college isn’t for you? Think again.”**
- Goal: Increase college-going rates, especially for under-represented students
- Cost: **\$250,000** for January, February and April media plan
- Campaign elements: TV, cinema, radio and transit ads, all driving viewers to **ReadySetGoToCollege.com**
- Website is now purely informational; goal is to evolve into Massachusetts web portal

Poster



5,000 copies will be distributed to every high school, community center and youth organization in the state.

MASSACHUSETTS
Board of Higher Education



ReadySetGoToCollege.com

Transit Ad



Running on 65 buses in Boston and 60 buses in Springfield throughout January and February.

MASSACHUSETTS
Board of Higher Education



ReadySetGoToCollege.com

TV, Cinema and Radio

- *TV ad running during popular programming on FOX-TV, and on MTV, ESPN, Nickelodeon and the Family Channel in Springfield and Central Mass.*
- *Ads are also running before movies in cinemas on the South Shore and Cape Cod.*
- *Radio ads airing on JAM'N 94.5 (Boston), WRZE 96.3 (Cape Cod), WBEC 95.9 (Berkshires), and WHYN 93.1 (Springfield) throughout January and April.*

ReadySetGotoCollege.com homepage

To date, the site has received more than 5,000 unique visitors.

Updating it with a survey tool to make it more interactive.

Plan to expand site into a college and career web portal for Massachusetts.

Get Ready
Get Set
Go to College

**THINK COLLEGE ISN'T FOR YOU?
THINK AGAIN.**

► View TV Ad
► Listen to Radio AD

Welcome to ReadySetGotoCollege.com. This site was designed to help you get ready for college and on the path towards a successful future. It may seem complicated, but if you start early, ask for help and stay focused, you can make it happen.

Here are eight basic steps to help you prepare for college:

Get Ready...

1. Start planning for your future, as early as middle school. Study hard and think about what you might want to do with your life.
2. When you get to high school, make sure you take the right courses and get involved in extracurricular activities in your school.
3. Prepare for the PSAT and SAT exams, and take them when they're offered. If you're not happy with your results, sign up for the retests and try again.

Get Set...

4. Keep your parent or guardian involved. Talk to them as you begin planning for your future. Discuss your college and career options.
5. Meet with your high school guidance counselors or teachers to map out what classes you should take, and learn how the college admissions and financial aid processes work.
6. There are lots of scholarship opportunities out there. Do plenty of research to make sure you consider each one. Apply for financial aid early, even if you don't know where you're going to college.

Go to College...and Succeed!

7. Think about where you want to go to school, how big a school you want to attend, and what course of study you might pursue. Do the research on which colleges will meet your needs. If you can, take the time to visit the campuses and see which schools feel right to you.
8. Once you're at college, stay there. Too many students give up after a few semesters and never get their degree. Put the study skills that got you to college back to work, try your best and you will succeed.

► View TV Spot ► Listen to Radio Spot

MASSACHUSETTS
Board of Higher Education

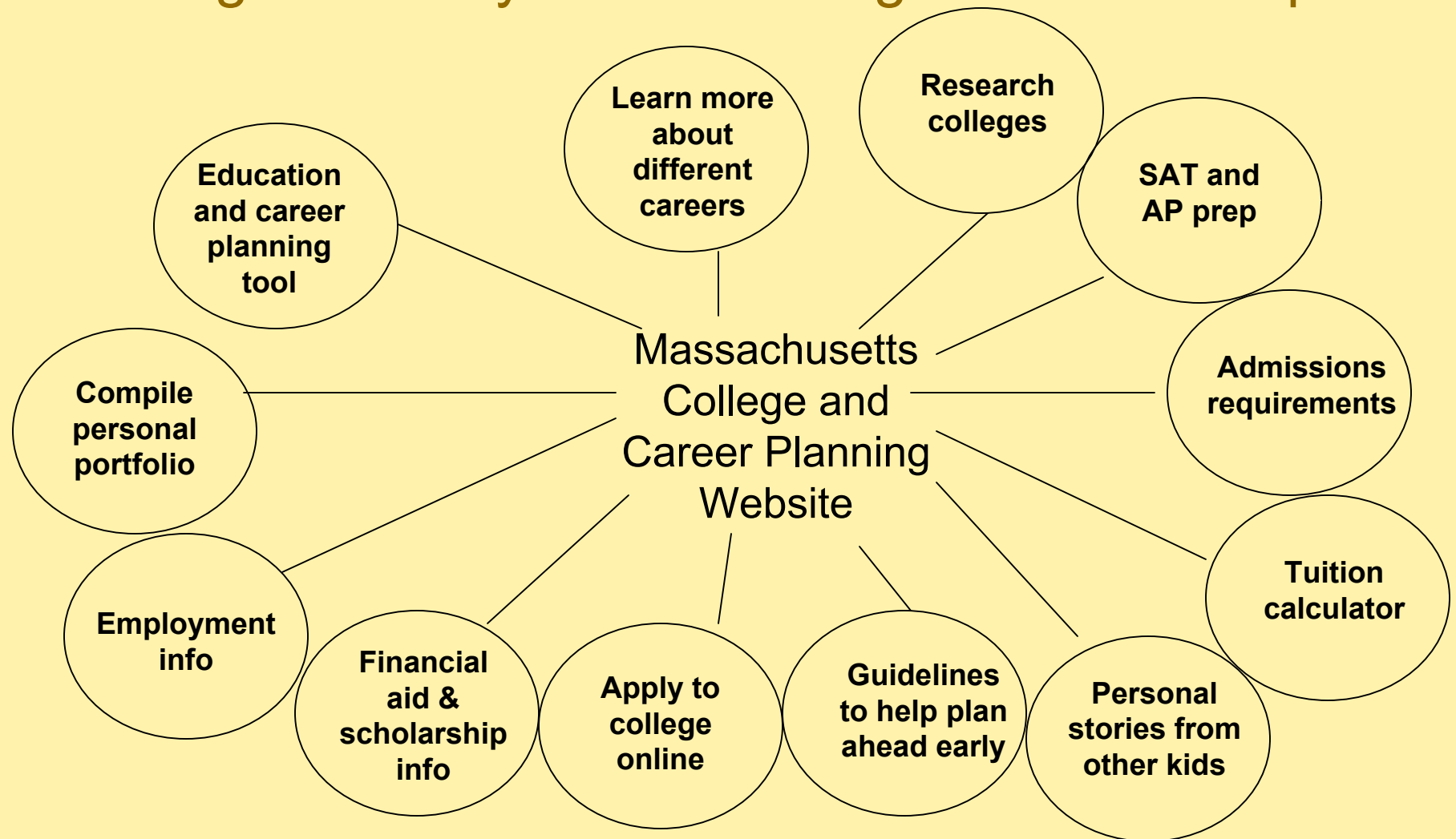
MASSACHUSETTS
DEPARTMENT of
EDUCATION

MASSACHUSETTS
Board of Higher Education




ReadySetGoToCollege.com

Planning underway to build college access web portal



CFNC.org: The “gold standard”



College Foundation
of North Carolina

Helping You Plan, Apply, and Pay for College

My CFNC

Career Center

Student Planner

College Fair

Online Applications

Paying for College

College Savings Program

Log Into My CFNC

Create My CFNC

Search CFNC & Campus Sites

Contact CFNC

About CFNC

CFNC en español

- » Adult Learner
- » Financial Aid Administrator
- » GEAR UP NC
- » School Counselor
- » College Redirection
- » Downloadable Resources
- » SAT, ACT Test Prep



>> **FAFSA Day February 17, 2007**

Search for college scholarships

Apply to NC colleges and universities

Register for CFNC Events

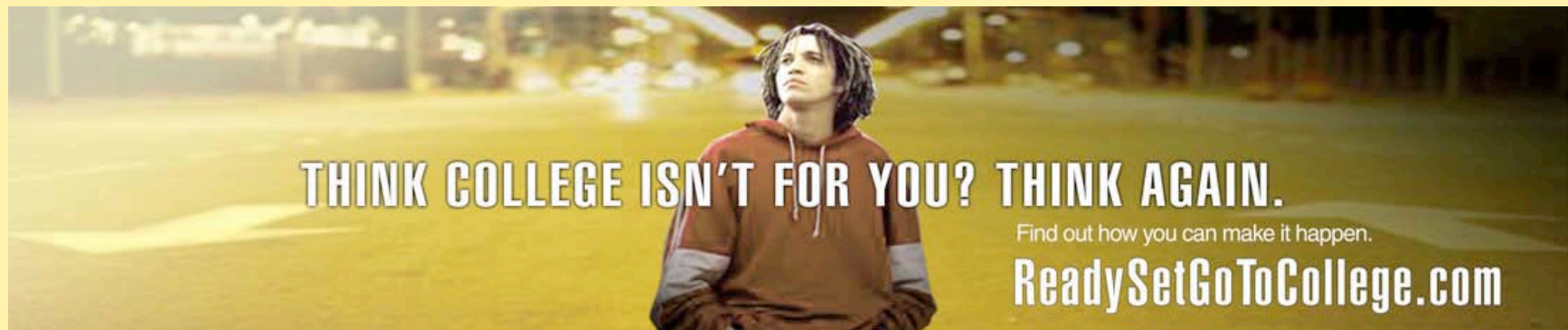
We believe every student should have the opportunity to go to college. Use the tabs above, the links to the left or the links below to access all CFNC has to offer.

<p>High School Planner Track grades, honors, test scores and more. » Learn more</p>	<p>Test Preparation Use FREE test preparation for the SAT, ACT and more. » Learn more</p>	<p>Calculators Plan your loan needs and repayment. » Learn more</p>	<p>Apply for Loans Complete a MPN for a student or parent loan. » Learn more</p>
<p>Career Key Find careers that fit your interests and personality. » Learn more</p>	<p>Apply for Admission Apply to NC colleges and universities. » Learn more</p>	<p>Scholarships Search for scholarships available for NC students. » Learn more</p>	<p>Repayment Wizard Find help repaying your education loan. » Learn more</p>

What we need to move forward:

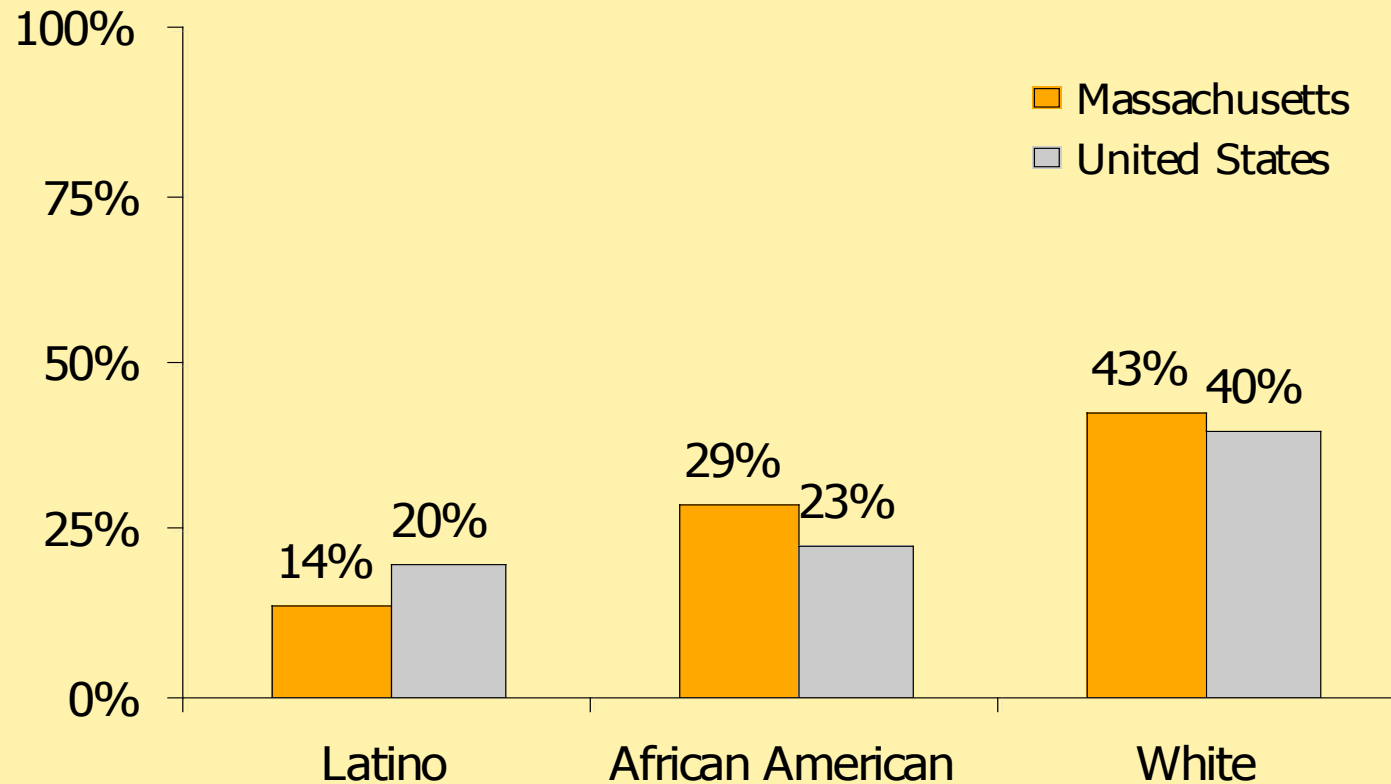
- \$2 million to develop the Massachusetts College and Career Planning web portal
- \$1 million (estimated) each year thereafter to maintain web portal

“Think Again” Campaign Why is this necessary?



Supporting Data

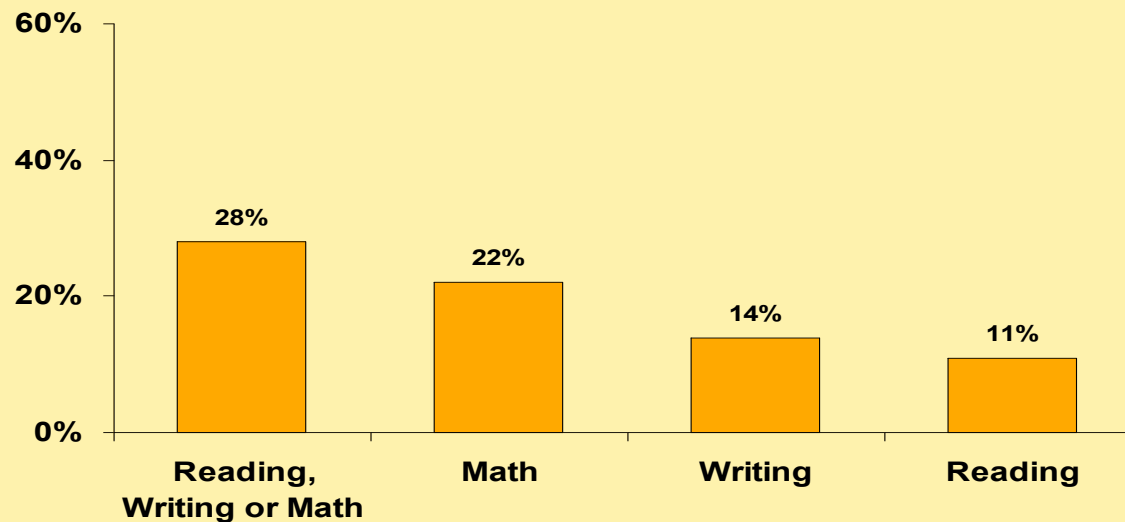
Too few freshmen college-ready in 4 years



Source: Manhattan Institute, *Public High School Graduation and College-Readiness Rates: 1991–2002*, February 2005, http://www.manhattan-institute.org/html/ewp_08.htm

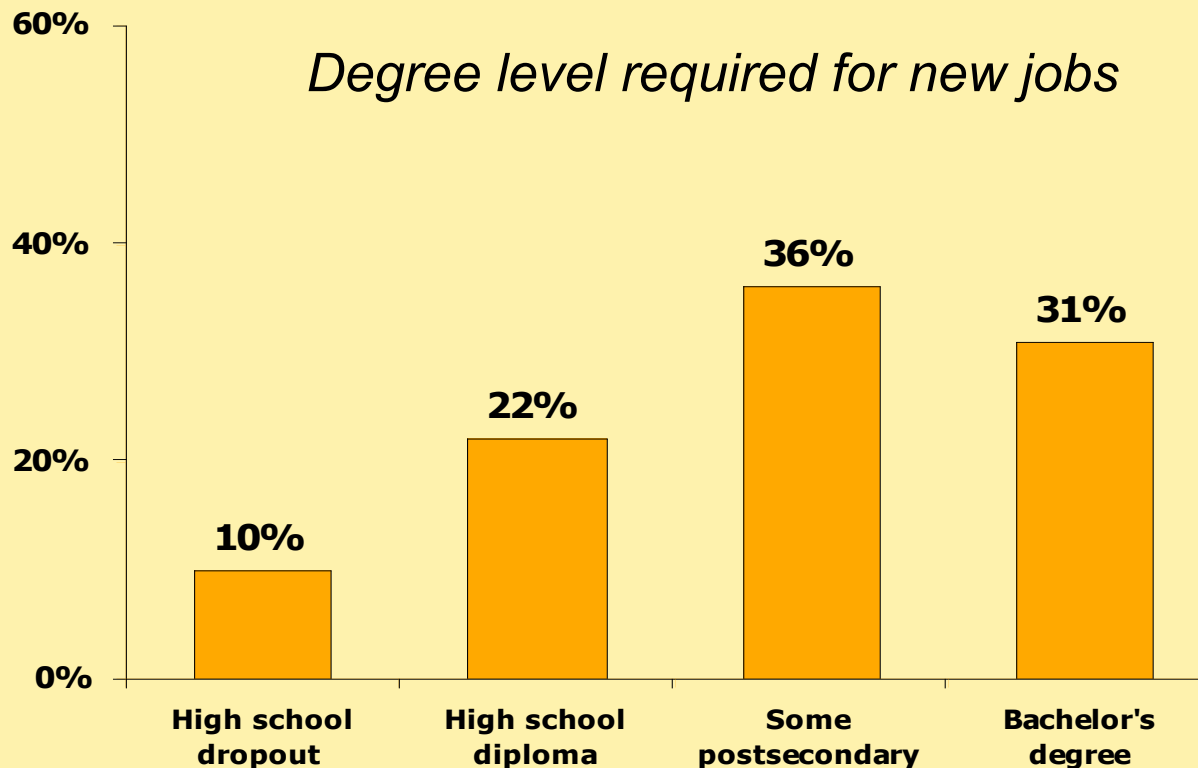
College-bound does not mean college-ready

Percentage of U.S. college freshmen requiring remedial help



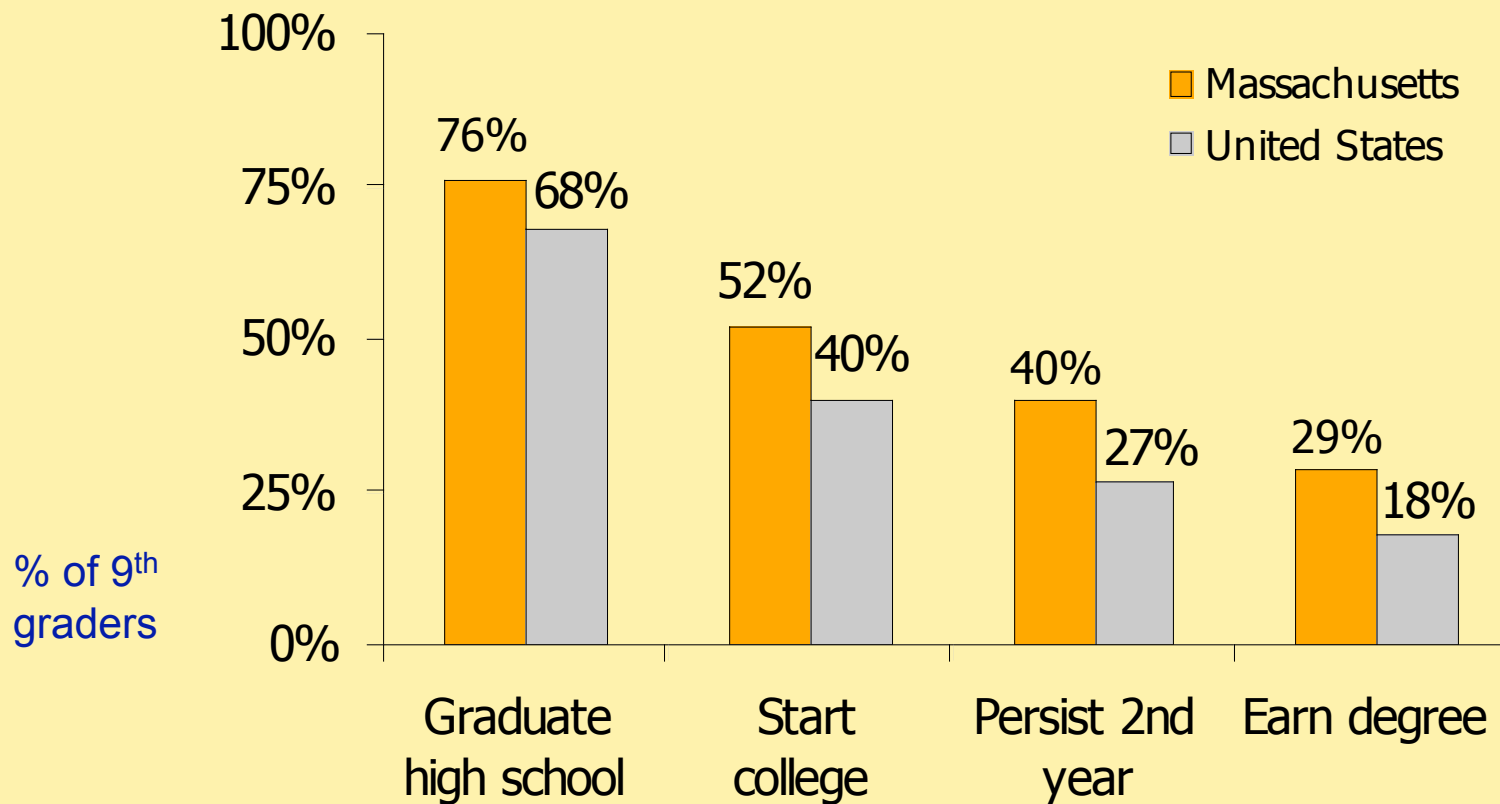
Source: National Center for Education Statistics, *Remedial Education at Degree-Granting Postsecondary Institutions in Fall 2000, 2003.*

By 2010, new jobs will require more education



Source: Carnevale, Anthony P. and Donna M. Desrochers, *Standards for What? The Economic Roots of K-16 Reform*, Educational Testing Service, 2003.

Too many students drop out of the educational pipeline



Source: National Center for Public Policy & Higher Education, *Policy Alert*, April 2004.

Moving toward college readiness

- Massachusetts was named one of **10 Honor States** by the National Governor's Association in 2005.
- Awarded \$2 million grant over two years to **improve high school graduation rates** and **increase college readiness**.
- Three key objectives:
 1. Restore the value of the high school diploma
 2. Close the achievement gap
 3. Use data to hold ourselves accountable

Progress to date:

#1: Restore the value of the high school diploma

- Developing a recommended high school curriculum aimed at better preparing more students for college.
- Working to better align high school curriculum with college requirements in grades 11 and 12.
- Working with Achieve and its partners to create optional end-of-course Algebra II exam to determine college readiness.
- BHE and DOE have requested \$2 million in FY08 budget to restore dual enrollment statewide.
- Working with schools to increase the number of students taking the SAT and participating in AP courses and exams.

Progress to date:

#2: Close the achievement gap

- 2006 Grade 10 MCAS results were the best yet: 84 percent of students earned their CD on their first try.
- Urgent need for high school reform and college readiness underscored frequently by both DOE and BHE.
- DOE has hosted several conferences to highlight “best practices” and underscore need for additional high school reform efforts statewide.
- Plans are underway to develop college readiness web portal
- “Think Again” campaign

Progress to date:

#3: Use data to hold ourselves accountable

- EEC, DOE and BHE have created P-16 council and are working together to create seamless education system from preschool to college.
- P-16 database will allow us to track performance of students from preschool through college graduation and conduct valuable research.
- Creating school-to-college report to help monitor the performance for students, schools and districts.

How to reach us

For more information on how you can help support the “Think Again” campaign, or the development of the Massachusetts College and Career Planning web portal, please contact:

Heidi Guarino, Massachusetts Department of Education

hguarino@doe.mass.edu

Eileen O’Connor, Massachusetts Board of Higher Education

EOconnor@bhe.mass.edu