

GO!VEMBER

November 8-12, 2021

CAMPAIGN OVERVIEW

GO!vember is a collaborative campaign designed to inform Kentucky high school students and their key influencers about the college-going process and encourage them to complete the FAFSA and apply for and enroll in postsecondary education.

CAMPAIGN ACTIVITIES

SOCIAL MEDIA

During the week of November 8-12, the Council on Postsecondary Education (CPE) and GEAR UP Kentucky (GUK) will be posting inspirational and informational posts on their social media platforms related to the following topics:

- WHY to GO to college (compelling reasons, practical benefits)
- HOW to GO to college (how to apply, what to do when)
- HOW to GO to college “early” (e.g., dual credit, AP)
- HOW to GO to for less (financial aid, grants, scholarships)
- HOW to choose where to GO – and what to study (match & fit)

VIRTUAL PARENT NIGHT | November 17, 2021

CPE and GUK are partnering with KHEAA to host a Virtual Parent Night at 7:00 p.m. Eastern on Wednesday, November 17. At this event, KHEAA outreach counselors will present “Paying for College 101” and field questions from family members. This event will be promoted during GO!vember week but will occur the week after, during Kentucky Family Engagement Week.

RESOURCE COMPILATION WEBPAGE

A GO!vember resource compilation webpage will provide a “one-stop shop” with helpful downloadable documents and links to online resources related to the topics listed above.

PARTNER PARTICIPATION TOOLKIT

Partners will be provided a link to access the GO!vember Participation Toolkit, a webpage with social media content and other materials they may share to help inform their constituencies about GO!vember and promote the value of pursuing postsecondary education.

For more information, contact Missy Ross at missy.ross@ky.gov.

