College Goal Sunday℠ workshops were held at 18 locations across the state. Pictured from left to right: Ripley High School workshop; Fairmont State University Gaston Caperton Center (Clarksburg) workshop; Shepherd University workshop.

**2011 Participants by Role**

- Parents & Family Members: 752
- Students Who Completed the FAFSA: 708
- Other: 21

**Year to Year Growth: 312%**

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<th>Year to Year Growth</th>
<th>2010 Event</th>
<th>2011 Event</th>
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<td></td>
<td>370</td>
<td>1,526</td>
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**Online Initiatives**
- Social media (Facebook & Twitter)
- Email outreach (8,000+ readers)
- Cross-marketing with cfwv.com and optional online registration

**Media Outreach**
- Earned media (resulting in 20+ stories in media outlets across WV)
- Statewide radio & newspaper ads
- Localized media/marketing kits

**Community Outreach**
- Bureau for Children & Families and YMCA (grant)
- College & university support
- High school counselors

**Partnerships**
- Fairmont State GEAR UP • Heart of Appalachia Talent Search Program • Lumina Foundation for Education
- West Virginia Association of Student Financial Aid Administrators • West Virginia Clearinghouse • West Virginia Council for Community and Technical College Education • West Virginia Department of Education • West Virginia GEAR UP • West Virginia Higher Education Policy Commission • West Virginia Independent Colleges and Universities • West Virginia Partnerships to Assure Student Success (PASS) • West Virginia TRiO Association
- West Virginia Volunteer Income Tax Assistance (VITA) Program • YMCA

College Goal Sunday℠ is made possible through the work of the College Goal Sunday Steering Committee℠, a dedicated group of volunteer site coordinators, and hundreds of additional volunteers from the financial aid community. Angela Holley, Director of the Heart of Appalachia Talent Search Program, chairs the steering committee and leads the effort.
About College Goal Sunday:
College Goal Sunday℠ is an opportunity for students and families to receive free assistance completing the Free Application for Federal Student Aid (FAFSA). In 2011, College Goal Sunday℠ financial aid workshops were held at 18 locations across the state.

The College Goal Sunday℠ program was created by the Indiana State Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from the Lumina Foundation for Education. College Goal Sunday West Virginia is coordinated by the College Foundation of West Virginia, which is an initiative of the West Virginia Higher Education Policy Commission in conjunction with the West Virginia Council for Community and Technical College Education, the West Virginia Department of Education, the West Virginia Department of Education and the Arts, and West Virginia GEAR UP.

College Goal Sunday℠ was aided greatly by the support of the following sponsors:

Alderson-Broaddus College  Fairmont State University Alumni Association  Snyder of Berlin
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The Bronze Look  Foodland, Glenville  United Bank
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Cannon’s Ace Hardware, Keyser  Glenville State College Foundation  WVU Visitor Resource Center
Chick-Fil-A, Clarksburg  Go Mart, Glenville  YMCA of Harrison County
Chuck Mathena Center for Performing Arts  Linda’s Hallmark Shop, Keyser
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Evergreen Florist & Gifts, Ripley  Shepherd University Bookstore
Fairmont State Gaston Caperton Center  Shepherd University Foundation
Fairmont State University  Concord University Student Support Services

For more information about College Goal Sunday℠ visit www.CFWV.com.