



COLLEGE GOAL SUNDAY

2011 PROGRAM SUMMARY | Coordinated by the West Virginia Higher Education Policy Commission



College Goal SundaySM 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.

Bluefield State College

Braxton Co. High

Capital High

Concord University

Davis & Elkins College

Erma Byrd Higher Education Center

Fairmont State University Gaston Caperton Center

Glenville State College

Lincoln Co. High

Marshall University Mid-Ohio Valley Center

Mountwest Community & Technical College

New River Community & Technical College

Potomac State College

Ripley High

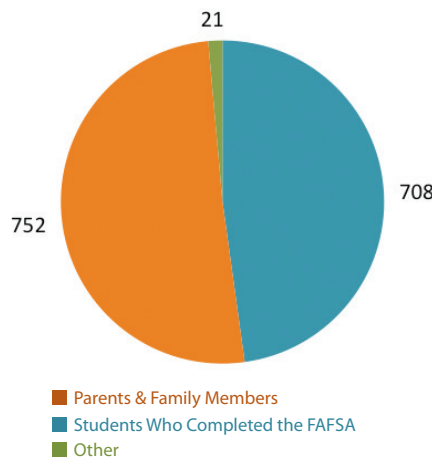
Southern West Virginia Community & Technical College

Shepherd University

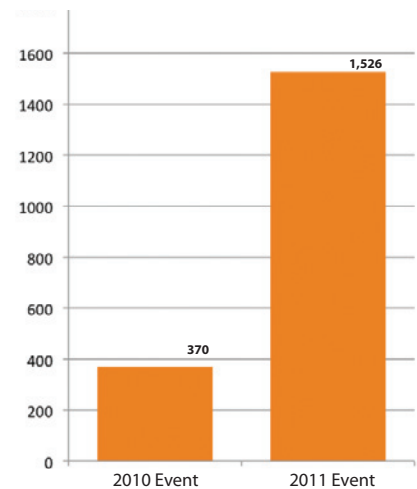
West Virginia Northern Community College

West Virginia University

2011 Participants by Role



Year to Year Growth: 312%



Online Initiatives

- ✓ Social media (Facebook & Twitter)
- ✓ E-mail outreach (8000+ readers)
- ✓ Cross-marketing with cfww.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

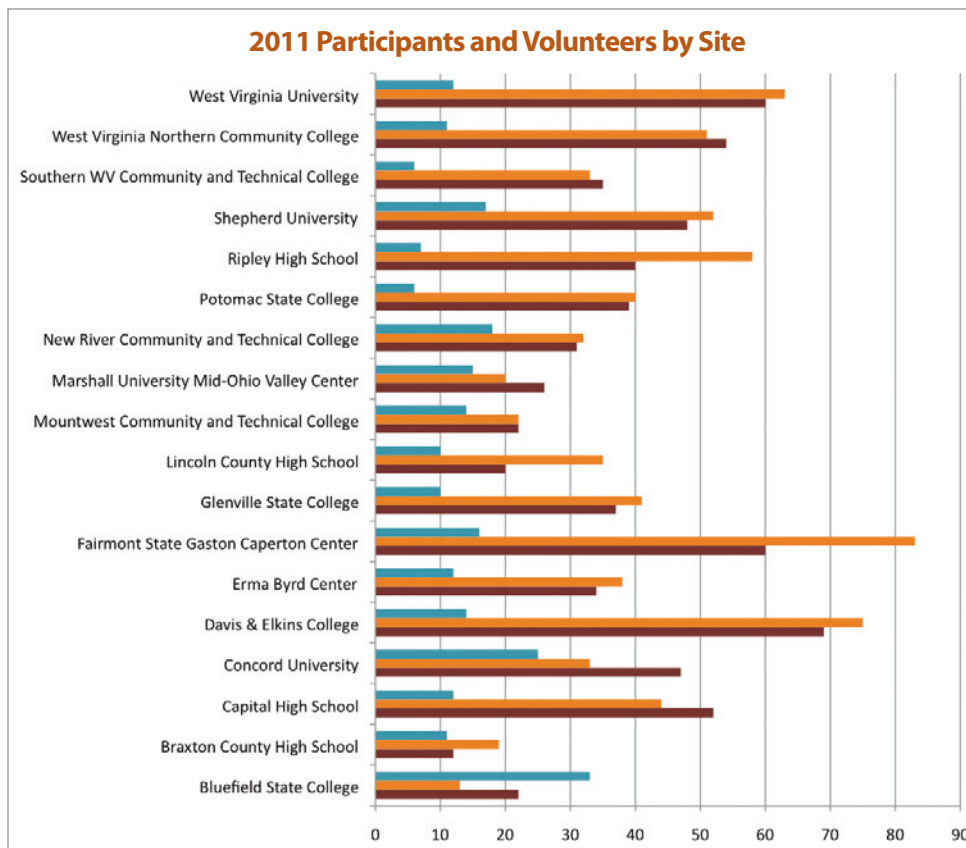
Community Outreach

- ✓ 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 SundaySM is made possible through the work of the College Goal Sunday Steering CommitteeSM, 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.



■ Parents & Family Members
■ Volunteers
■ Students Who Completed the FAFSA

About College Goal Sunday:

College Goal SundaySM is an opportunity for students and families to receive free assistance completing the Free Application for Federal Student Aid (FAFSA). In 2011, College Goal SundaySM financial aid workshops were held at 18 locations across the state.

The College Goal SundaySM 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 SundaySM was aided greatly by the support of the following sponsors:

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| Alderson-Broaddus College | Fairmont State University Alumni Association | Snyder of Berlin |
| BB&T of Athens, WV | Fairmont State University GEAR UP | Stray Cat Wing Shack, Keyser |
| The Bronze Look | Foodland, Glenville | United Bank |
| Calhoun Banks | Gino's Pizza & Spaghetti, Ripley | Wal-Mart, Keyser |
| 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 | |
| Concord University Admissions | Main Street Books, Keyser | |
| Concord University Athletics | Mandi's Main Street Studio, Keyser | |
| Concord University Computer Services | Mountaineer All-Star Café, Keyser | |
| Concord University Financial Aid Office | Pepsi Cola Company, Fairmont | |
| Concord University McNair Scholars Program | Potomac State College Bookstore | |
| Concord University Student Support Services | Powell Wholesale Company | |
| Concord University Upward Bound Program | Princeton Times | |
| Country Classics, Keyser | Princeton-Mercer County Chamber of Commerce | |
| Dairy Queen, Ripley | Ryan's Steakhouse | |
| Evergreen Florist & Gifts, Ripley | Shepherd University Bookstore | |
| Fairmont State Gaston Caperton Center | Shepherd University Foundation | |
| Fairmont State University | | |

For more information about College Goal SundaySM visit www.CFWV.com.