



COLLEGE GOAL SUNDAY

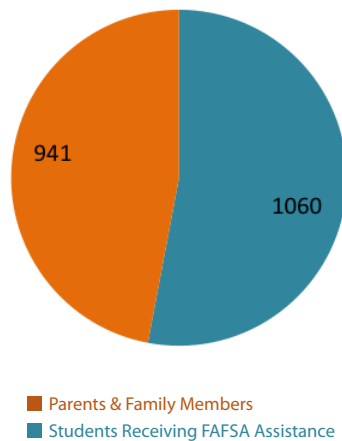
2012 PROGRAM SUMMARY | Coordinated by the West Virginia Higher Education Policy Commission



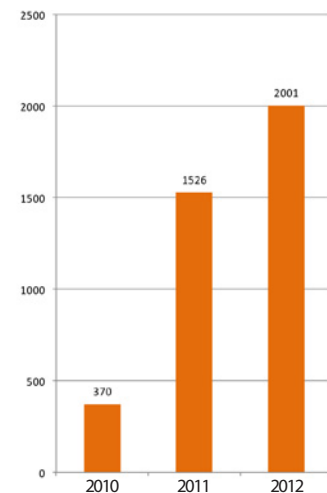
College Goal Sunday workshops were held at 19 locations across the state. Pictured from left to right: Southern West Virginia Community and Technical College, Mountwest Community and Technical College, New River Community and Technical College.

- Bluefield State College
- Braxton Co. High
- Capital High
- Concord University
- Davis & Elkins College
- Erma Byrd Higher Education Center
- Fairmont State University and Pierpont Community & Technical College
- 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
- WVU Institute of Technology

2012 Participants by Role



Year to Year Growth: 2010-2012



Online Initiatives

- ✓ Social media (Facebook & Twitter)
- ✓ E-mail outreach (13,000+ readers)
- ✓ Cross-marketing with cfww.com and optional online registration

Media Outreach

- ✓ Earned media (resulting in 30+ stories in media outlets across WV)
- ✓ Statewide radio & newspaper ads
- ✓ Localized media/marketing kits

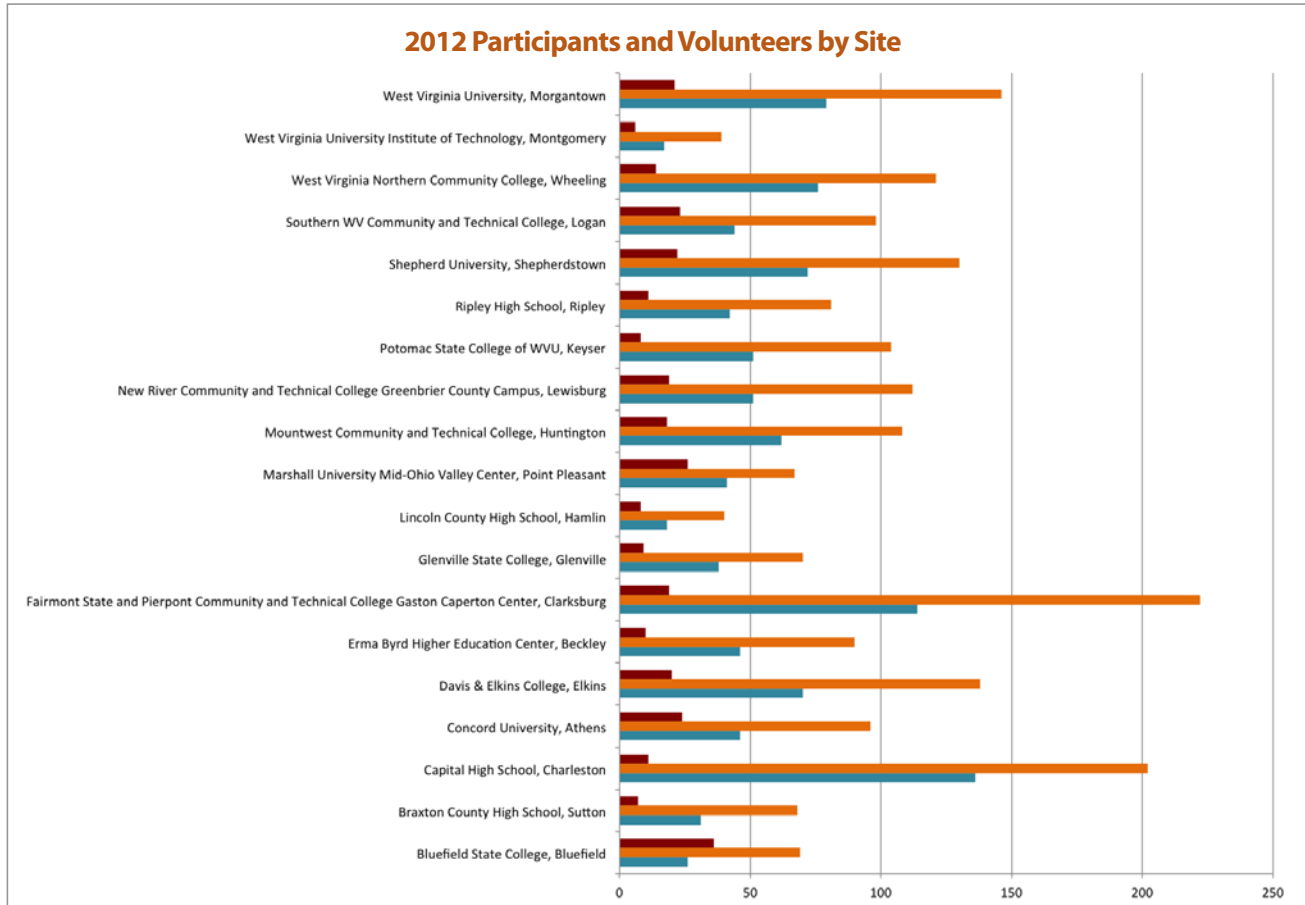
Community Outreach

- ✓ YMCA
- ✓ College financial aid administrators and college access providers
- ✓ 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.



- Total Participants (Students, Parents and Family Members)
- Students Receiving FAFSA Assistance
- Volunteers

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 2012, College Goal Sunday financial aid workshops were held at 19 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, and the West Virginia Department of Education and the Arts.

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