GET READY NH!
Go to college & get ahead

A college access program
for students, by students.

www.getreadynh.org

April 2, 2009
Some Facts

- ~ 90% of the fastest-growing and highest-paying jobs require some postsecondary education
- Dropouts from the class of 2008 will cost New Hampshire almost $1.1 billion in lost wages over their lifetimes.
- College graduates live 9.2 years longer than high school dropouts.
- Over a 40-year career, people with bachelor’s degrees earn $1 million more than high school dropouts.
- High school graduates are 25% less likely to have health insurance than college graduates.
- At every age, individuals with higher levels of education are more likely to engage in leisure-time exercise than those with lower levels of education.
- High school dropouts are six times more likely to be on public assistance than bachelor’s degree graduates.
The Problem

- The high school dropout rate in NH is high
  ~¼ of students who enter high school dropout
- There is a “leaky pipeline” between high school and college completion
  only 56% of graduating seniors go directly to college
- Students can easily fall off the path to college, and once off, it’s hard to get back on
- Encouraging students to get on and stay on this path is an ongoing challenge, especially in regions where there is a low college-going rate
- There are significant misconceptions that college isn’t an option for everyone
GET READY NH!
Go to college & get ahead

Formerly known as
Go Ahead. Get Ahead. or GaGa

www.getreadynh.org

April 2, 2009
Goals of Get Ready NH!

- To encourage more kids to consider, prepare for, and go on to college
- To inform HS students that the vast majority of today’s jobs require some college and that there are continuing education options available to them, no matter what their situation
- To increase the college-going rate and decrease the high school dropout rate
Get Ready NH! Program Components

1. Get Ready for College
2. Get Ready NH! Street Teams
GET READY NH!
Go to college & get ahead

Get Ready for College

www.getreadynh.org

April 2, 2009
Get Ready for College

- An effort that helps students in grades 6-12 identify steps they can take each year to help them get ready for college.
- Brochures and posters in English and Spanish available to guidance counselors in middle and high schools in NH that list the steps students can take.

www.getreadynh.org
Get Ready for College

- **9th Grade Students:**
  - Visit a school counselor in the guidance office to learn what resources are available at your school for homework help, career exploration, and college planning. Work with your counselor to set up a four-year plan for a future high school career.
  - Take challenging and fun courses that will later satisfy University System of New Hampshire admission requirements, such as algebra I, geometry, college prep English, and a foreign language class.
  - Aim for top grades in all of your classes. Although some classes may seem hard, focusing on your class work and homework helps to develop the study skills you'll need.
  - Check with your math teacher to see if your school participates in the Mathematics Diagnostic Testing Project, a state assessment tool that determines your math readiness.
  - Learn extracurricular activities at school, as well as community service opportunities—colleges look for students who are well-rounded.
  - Begin visiting www.collegereadiness.org to get advice on how to choose a school that is right for you and to learn more about college planning.

- **Family:**
  - "What Classes Do I Need to Take?" to help your student plan for his/her four-year high school curriculum, so they are eligible for college upon graduation.
  - Attend back-to-school nights and meet with school counselors and teachers to get information about which courses your student needs to take that best prepare them for college admissions.

- **10th Grade Students:**
  - Consider taking geometry or algebra I and college prep English—talk with your school counselor about which the most challenging course options for you.
  - Expand your knowledge and develop your interests. Take part in special programs and extracurricular activities such as music, theater, art, or sports.
  - Begin thinking about how you can explore your interests further in college. What options are available to you?
  - Visit the New Hampshire Board of Higher Education website at www.cnhhe.org for career exploration tips and advice.

- **Consider taking the PSAT, a practice exam for the SAT:** www.collegereadiness.org to get advice on how to choose a school that is right for you and to learn more about college planning.

- **Family:**
  - Arrange visits for your student to UNH colleges or university campuses. Take tours, and talk to faculty and students on campus about their experiences.
  - Start telling your student about what college she or he would like to attend and what subject she or he would like to major in.

- **11th Grade Students:**
  - Check with your school counselor to make sure you are taking the classes you need to be admitted to UNH.
  - Eliminate the stress of college costs and financial aid by planning ahead. Visit www.nhhe.org or call a college counselor at 1-888-540-7192, extension 1111, to talk with a representative about options and financial aid.
  -Many UNH students benefit from reduced in-state tuition costs at UNH.

Wanna Make a Million?

- To make an extra million, just go to college. It pays.

- *Among people who are at high school, college attendance rates are 25% higher than among those who are not in college. A 10-year-old who saves 10% of their income and invests it at 10% will have $1,500,000 by age 65.*

- **Lifetime Income for Millions of New Hampshire Residents:**

  - **Bachelor's Degree:**
    - Average income: $93,515
    - Average earnings: $1,015,600
  - **Associate Degree:**
    - Average income: $57,140
    - Average earnings: $327,600
  - **High School Diploma:**
    - Average income: $33,500
    - Average earnings: $101,500

- **College can make a big difference in your future.**

- **Visit www.getreadynh.org** for any questions you may have about college.

Go to college & get ahead

University System of New Hampshire

www.getreadynh.org
The *Go Ahead. Get Ahead.* effort was developed in the spring of 2006 as an organic social marketing effort aimed at increasing the college-going rate and decreasing the high school dropout rate.

- UNH marketing class conducted primary research through surveys and focus groups.
- Analyzed data and created a target market (10th graders).
- Developed the GaGa name and the street team concept.
• Created a marketing campaign
• Developed the “for students... by students” theme
• Built and launched the GaGaNH web site
• Brought the project to a point where it could go to the trial phase
• Developed collateral materials and advanced the web site
• Created a relationship with Spaulding HS to launch a trial
• Held events at the HS including lunch outreach activities and skits for all 10th graders
• Evaluated effort and made recommendations for GaGa4
• Refined model and core messages, and developed the concept of a tool kit to help replicate the program elsewhere in the state
• Continued effort with Spaulding HS and developed new, unique engagement tools
• Developed lists of eligible schools near colleges that have a high than average dropout rate and lower than average college going rate
• Conducted pre- and post-interaction surveys to determine impact
GRNH! Spring 2008 – present

• Funding
  – Sought funding from several grant sources
  – Obtained funding through the U.S. Department of Education’s College Access Challenge Grant program
  – Obtained funding from the NH Charitable Foundation.
  – Funded for 2008-2010 and seeking additional funding for future years.

www.getreadynh.org
GRNH! Spring 2008 – present

• Toolkit
  – Renamed the program to Get Ready NH!
  – Developed the logo and tagline “Go to college & get ahead”
  – Designed and printed marketing materials for teams to post in the schools and give away at events
    • Water bottles
    • Sling back packs
    • Key tags
    • Lanyards
    • Window clings
    • Posters
    • T-shirts
    • Banners
  – Published a GRNH! Toolkit Manual – the ‘how to’ guide for implementing the GRNH! program.

www.getreadynh.org
GRNH! Spring 2008 – present

- Expansion
  - Maintaining the program at UNH and Spaulding High School
  - Expanded to Keene State College with Monadnock Regional High School
  - Expanded to Granite State College with Kennett High School
GRNH! Spring 2009-2010+

• Expansion
  – Growing from 3 teams to 10 teams
  – Updating program format to align with experiences of three 2008-’09 teams.
  – Securing funding for year 3
  – Adding online team collaboration tools
  – Breaking the distance barrier – connecting high schools virtually with colleges
• **Partners Needed!!**
Looking for high schools and colleges to expand to for the 2009-2010 school year. *There is no cost to either the high school or the college for participating.* Contact Tina Newberry 661-2041 or tina.newberry@usnh.edu for information.
## Partners Needed

<table>
<thead>
<tr>
<th>Drop out</th>
<th>Complete</th>
<th>Potential College Partner</th>
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