

Section I: Introduction – Welcome to college.gov

Objectives

- Present **college.gov** Web site and discuss goals of the site
- Provide **college.gov** demo
- Discuss ways to spread the word about **college.gov**

Materials

- PowerPoint presentation with screen captures of **college.gov**, including home page, main interior pages and roadmap. If you will have access to the Internet during the presentation, use the live site and Instructor's Guide; if you will not have Internet access, use the PowerPoint screen captures to walk through the site.

Trainer Tips

- The Instructor's Guide provides talking points. If you feel more comfortable presenting the material using the PowerPoint presentation, feel free to do so.
- Visit **college.gov** to preview the Web site.

Section I: Introduction – www.college.gov

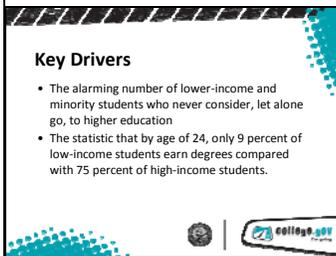
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Introduction

Welcome! Today's presentation will give you a better understanding of **college.gov**'s mission and provide a demonstration of the site.

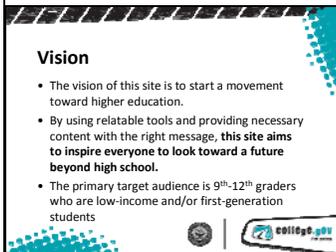
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Key Drivers

- Although **college.gov**'s primary target audience is 9th-12th graders who are low-income and/or first-generation students, the site has long-term goals to continue to expand to reach other audiences, such as adult students and middle school students.

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Vision

- **college.gov** is not just a Web site, it is a movement.

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Goals

- The site was developed to **engage, inform** and **inspire** students to believe they can continue education beyond high school while providing clear, manageable action steps for moving forward.

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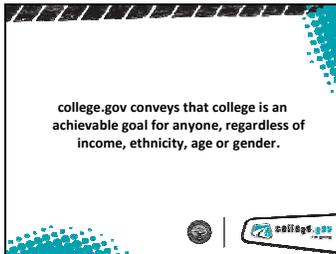


Built by Students

- The process **college.gov** uses to add new features, update content and make overall decisions about the site is based on feedback and recommendations from students and users.

- **college.gov** incorporates student feedback as updates and enhancements are made to the site.
- The design, information architecture (the way information is organized), content and features were the result of dialogue with students.

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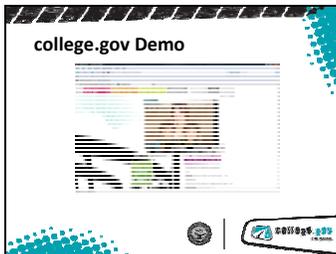


Through exposure to the site’s inspirational messaging and practical guidance for preparing and paying for college, students will see that college is within their reach.

I encourage you to spend time exploring the site—but for now I want to take a few minutes to walk through the navigation and show you some highlights—remember the site is for students, designed in collaboration with students.

Note to Instructor: *At this point, you will give participants a demo of college.gov. If you have access to the Internet, use the live Web site. If you do not have access to the Internet, use the PowerPoint screen captures.*

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Begin Demo

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college.gov homepage

- Organization of the site
 - **Why Go:** inspiration for going to a two- or four-year college, trade school or certificate program
 - **What to Do:** practical advice on preparing for college
 - **How to Pay:** crucial information about understanding and finding financial aid options, including federal student aid
- Students can create their own “I’m going” billboard and upload it to the home page.
- Located throughout the site, students provided inspirational testimonials—in their own words—about the paths they took to get to college.
- Content for parents, teachers and counselors

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- **Why Go:** Provides inspiration for going to college, including pursuing individual interests and personal growth, as well as boosting potential for future earnings. Deeper-level pages cover:

- Boost your earnings
- Find your passion
- Prove your potential
- Grow with help and support
- Lift your family

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- **What to Do:** Provides practical advice on preparing for college and helps students navigate the entire process: from choosing the right school, to selecting a major, applying for admission and more. Deeper-level pages cover:
 - Find schools
 - Take the tests
 - Apply for admission,
 - Start preparing now
 - Seniors will find a month-by-month checklist for preparing for college.
 - Your college roadmap
 - Need more help?
 - Provides guidance to help students find resources and support in their local community, as well as at the state and national levels.
- **How to Pay:** Provides crucial information about understanding and finding financial aid options, including federal student aid. Deeper-level pages cover:
 - Get the basics
 - Learn what's available
 - Be money smart
 - Apply for federal student aid

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- This section links to the FASFA4caster, which helps students estimate financial aid.

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Customizable Roadmap

- Under "What to Do"
- Provides steps a student should take each year to prepare for college
- Student can personalize the roadmap by changing its look and colors and providing their name, college of choice and inspirational messages, including an "I'm going" statement
- Can be saved as the student's computer background, or printed as a wall poster

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Info for Parents/Family: Provides information on how parents and family members can be supportive and find the answers to their questions. Deeper-level pages cover:

- Why they should go
- What you can do
- How to deal with the cost

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How You Can Help

- Order college.gov materials through <http://ESApubs.org>
- Link to college.gov on your website or blog
- Spread the word. Encourage your students and peers to visit college.gov
- Check out college.gov for yourself and send us your comments and suggestions at college@ed.gov



How You Can Help

- We need your help to get the word out
- If you have other specific ideas for how you can help, but need support, please contact college@ed.gov

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Questions?



Questions

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Visit www.college.gov and provide feedback on your experience!