



college.gov





Key Drivers

- The alarming number of lower-income and minority students who never consider, let alone go, to higher education.
- The statistic that by age of 24, only 9 percent of low-income students earn degrees compared with 75 percent of high-income students.





Vision

- The vision of this site is to start a movement toward higher education.
- By using relatable tools and providing necessary content with the right message, **this site aims to inspire everyone to look toward a future beyond high school.**
- The primary target audience is 9th-12th graders who are low-income and/or first-generation students.





Goals

1. Create and inspire hope that college is possible.
 2. Engage students by building a site that they can relate to.
 3. Inform and activate students by giving them the info, tools and resources to take action/steps to go to college.
- 





Built with Student Input

- Received student feedback:
 - Create something with a non-government look and feel
 - Come to us where we are
 - Have people that look like me
 - We trust other students
- Field-tested site design
- Conducted usability testing
- Engaged in content dialogue with students

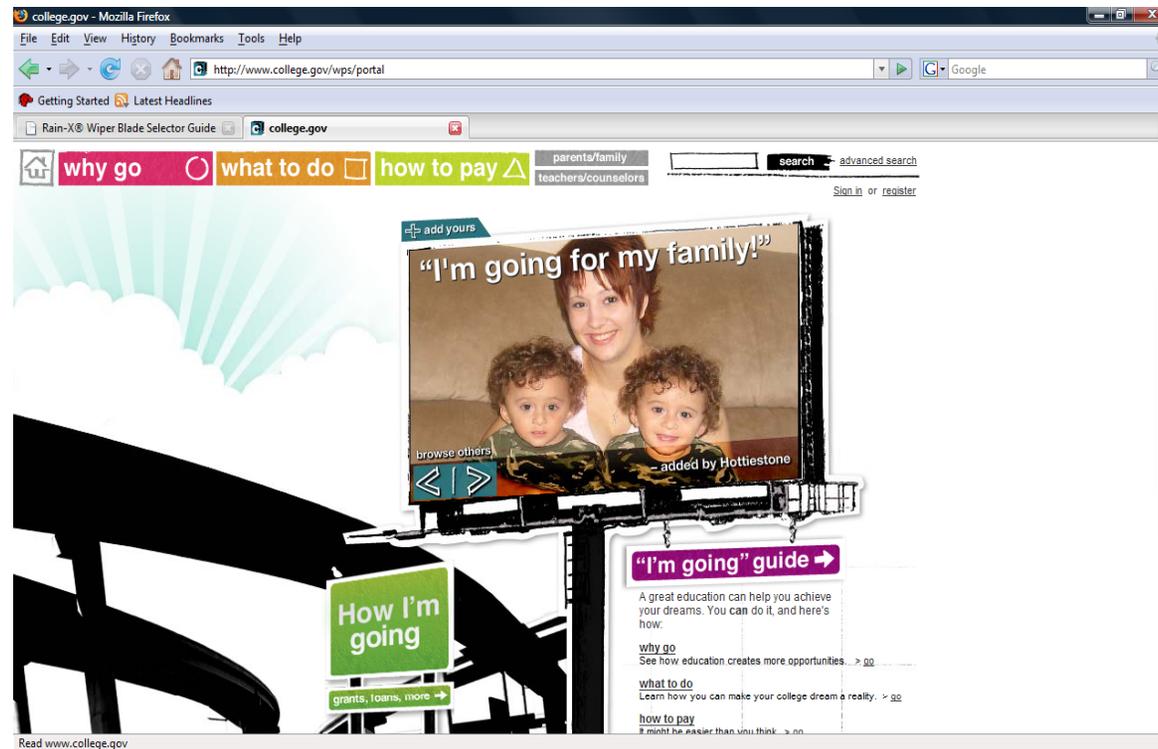




college.gov conveys that college is an achievable goal for anyone, regardless of income, ethnicity, age or gender.



college.gov Demo



[+ add yours](#)
 "I'm going to ride my Success to my Destiny!"
[browse others](#) - added by DMcfadden08
[How I'm going](#)
[grants, loans, more](#)

"I'm going" guide →
 A great education can help you achieve your dreams. You can do it, and here's how:
why go
 See how education creates more opportunities. > [go](#)
what to do
 Learn how you can make your college dream a reality. > [go](#)
how to pay
 It might be easier than you think. > [go](#)



why go



what to do



how to pay



parents/family
teachers/counselors

search

advanced search

why go:

- boost your earnings
- find your passion
- prove your potential
- grow with help and support
- lift your family

why go

It can make a huge difference in your life — and your family's. More education can open doors of opportunity, financially and personally. Find out what going can mean for you:



[video transcript](#)

— Salmaa
University of Texas

- boost your earnings** ⇨
more education = more opportunity
- find your passion** ⇨
endless possibilities
- prove your potential** ⇨
you can succeed
- grow with help and support** ⇨
don't go it alone
- lift your family** ⇨
create a legacy of success

Community colleges can often cost less than other types of colleges



what to do →

how to pay →



why go



what to do



how to pay

parents/family
teachers/counselors

search

advanced search

why go:

boost your earnings

find your passion

prove your potential

grow with help and support

lift your family

Every year,
over \$80
billion in
federal
student aid
is available

create
Your college
roadmap

boost your earnings

more education = more opportunity



"The moment I first realized that I could go to college was in middle school when I saw how hard my mother had to work to support three children."

Jamal,
Louisiana State University

Higher Salaries: Earn More During Your Career

Studies prove it: continue your education after high school and you're likely to **make more money than people who stop at high school**. As an example, a college graduate can afford to buy a large, flat-screen TV in 1–2 months while a non-college graduate might have to work for 3–4 months to buy the same TV.

4-Year Degree

2-Year Degree

High School

No High School

\$38,000/yr



Skills for Today's Jobs: Have More Options

Today, more jobs than ever before require specialized training or a two-

Move slider up and down to view salaries.
[view description](#)

next: find your passion >>>

this page: [bookmark](#) | [print](#) | [e-mail](#)



why go



what to do



how to pay

parents/family
teachers/counselors

search

advanced search

what to do:

- find schools
- take the tests
- apply for admission
- start preparing now
- your college roadmap
- need more help?

what to do

Preparing to go to college can seem complicated. But if you break it down, it's easier to understand. Use these pages to plan and organize your path to college or other postsecondary ("after high school") education:



[video transcript](#)

— Viridiana
University of Texas

- find schools** ⇨
make the best match
- take the tests** ⇨
tips and guidelines
- apply for admission** ⇨
improve your chance of success
- start preparing now** ⇨
it's never too early, or too late
- your college roadmap** ⇨
get a customized desktop or poster
- need more help?** ⇨
additional resources

college.gov

More than half
of current
college
students
receive
financial aid





why go



what to do



how to pay

parents/family

teachers/counselors

search

advanced search

what to do:

find schools

take the tests

apply for admission

start preparing now

your college roadmap

need more help?

find schools

make the best match



"There's so many important factors in choosing a college that will work for you. The atmosphere at the university and the community that it's in and the people that are there. What city is it in? What part of the country is it in? What's it like to live there? But it's different for everyone. It ranges from financial, to the climate, to the types of students that are there, to the programs that are offered at the school."

Liz,
Louisiana State University

Kinds of Schools: Set Your Course

The school you choose needs to fit your interests, career goals, your financial situation and other factors (see the Find the Right Fit section below). Schools fall into these basic types:

- **Public versus private.** Public schools are operated by state and local governments. Tuition is often less at a public school. Private schools are not affiliated with a government organization. They may be non-profit, such as colleges run by private foundations or religious denominations. Or, they may be for-profit businesses, such as many career, trade or technical schools.
- **Four-year colleges and universities.** These can offer bachelor's, master's and doctorate degrees, and sometimes include professional schools, like law school or medical school. Universities tend to be larger than colleges.

next: take the tests >>>

college.gov

A degree
can give you
more buying
power

create
Your
college
roadmap
→





why go



what to do



how to pay

parents/family

teachers/counselors

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advanced search

what to do:

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- your college roadmap
- need more help?

take the tests

tips and guidelines

What They're for: Show Your Stuff

High schools vary from place to place, so colleges can't look at grades alone.

Standardized tests provide a consistent way for colleges to evaluate students. Most colleges require you to take one of the most common tests, the SAT® or the ACT®. Check with the colleges you plan to apply to for their testing requirements.

Success Strategy: Prepare, Study, Repeat

To take these tests, you should be armed with more than a #2 pencil. Both major testing organizations offer lots of resources to help you prepare and study. Both also offer preparatory tests you can take early. Your local library and bookstore have books that can help you prepare. And if you don't do well the first time, don't panic — you can re-take the tests to try to raise your score.



[Need More Help?](#) Learn about free test preparation.



"When it comes to taking standardized tests, put the effort into them to study. You're making an investment in your future. There can be a very big gain out of taking the standardized tests two or three times, because most people improve when they take it again. In the long run, I was able to get more scholarship money simply because of my score on the standardized tests."

next: [apply for admission](#)



why go



what to do



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- need more help?

need more help?

additional resources

Throughout this site, we've suggested certain steps or resources to help you reach your educational goals.

But if your school doesn't have those resources, or circumstances make it difficult to follow that advice, you're not alone.

The good news is there are many people and organizations willing to help you. The information here can point you in the right direction.

Get Someone on Your Side

Find an adult who wants to help you pursue your educational goals. It may take some looking, but they are out there.

So talk to someone — if not a parent or school counselor, then talk to other family members, a guardian, teacher, coach, someone at your place of worship, a businessperson or simply someone you know who went to college. Let them know you want to go to college and ask if they can offer any advice, help or support.

Find Help in Your Community

Sometimes help is right down the street. Look to resources within your community. You may discover supportive mentors, local scholarship opportunities, new ideas and information.

- **The Library.** If you have limited Internet access or prefer books and brochures to the Web, this is the place to go. Librarians can also help you find answers to your college questions. Find your local library.

college.gov

Help finding scholarships is available for FREE

create Your college roadmap

learn more



why go



what to do



how to pay

parents/family
teachers/counselors

search

advanced search

how to pay:

- get the basics
- learn what's available
- be money smart
- apply for federal student aid

how to pay

The resources are out there. Check out what kind of financial help is available, and how you can get it.

get the basics ⇨
financial aid 101

learn what's available ⇨
grants, scholarships, loans and more

be money smart ⇨
get the most bang for your buck

apply for federal student aid ⇨
fast track to FAFSA



[video transcript](#)

— Tony
University of Texas-Pan American

get the basics →

Higher education means lower unemployment

create
Your college roadmap



why go



what to do



how to pay



parents/family
teachers/counselors

search

advanced search

how to pay:

- get the basics
- learn what's available
- be money smart
- apply for federal student aid

apply for federal student aid

fast track to FAFSA

Introducing the FAFSA: Let the Funds Begin

Getting financial aid starts with the *Free Application for Federal Student Aid* or FAFSA.

By filling it out, you apply for the U.S. Department of Education's federal student aid programs, the largest source of student aid in America. In many cases, you're also automatically applying for funds from your state, and your school as well.

Who It's For: See If You're Eligible

You might be eligible if all of these apply to you:

- You are a U.S. citizen or eligible noncitizen
- You are a high school graduate or GED holder
- You are working toward a degree or certificate in an eligible program
- You are not in default on a federal student loan and do not owe money to the government related to other grants or loans

[Get complete eligibility information.](#)

Completing the FAFSA: Do It Online

It's recommended that you complete the FAFSA online. More help is available online, and you'll get a response within 3-5 days, rather than 2-3 weeks by mail.

this page: [bookmark](#) | [print](#) | [e-mail](#)

You can use one application for many schools

create Your college roadmap

Address <http://www.college.gov/financial-aid/fafsa.htm>

Go Links >>



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how to pay

parents/family

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advanced search

FAFSA4caster - U.S. Department of Education - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address <http://www.fafsa4caster.ed.gov/>

Go Links >>



START HERE
GO FURTHER
FEDERAL STUDENT AID

FAFSA4caster

FAFSA4caster Home Student Aid on the Web Students.gov PIN Site Contact Us About Us

English | Espanol

- A Get Started
- B Use the FAFSA4caster
- C Take the Next Step

Federal Student Aid

FAFSA4caster

Get Started

A

Understanding financial aid. What is federal student aid? Who qualifies? How do you apply? Get an early start on the financial aid process by learning the basics now. It can be as easy as A-B-C!

[Link to section](#)

Special Announcements

Seniors. Ready to fill out the FAFSA?



High school seniors in the last semester of school must fill out a FAFSA to determine eligibility for financial aid.

[Link to FAFSA on the Web](#)



Preparing for college takes planning and

Use the FAFSA4caster

B

Begin Now

You can use one application many schools

Done

Local intranet

this page: [bookmark](#) | [print](#) | [e-mail](#)

<http://www.fafsa4caster.ed.gov/>

Internet



why go



what to do



how to pay



parents/family
teachers/counselors

search

advanced search

[Click here to view accessible version](#)

John Smith's college roadmap
Edit sign

I'm going to make my family proud.
Edit sign

Believe you can do it!

Your message:
Believe you can do it

Change Color:

My "I'm going" Roadmap
sophomore

Research:

- Find a school counselor, teacher or mentor you trust for guidance, help and support.
- Ask a college graduate for advice on preparing to go.
- Use local libraries and the Internet to research schools.

Prepare:

- Keep your grades up.
- Join clubs, sports or volunteer activities.
- October: take the PSAT test. It's good practice for the SAT Reasoning Test, and could win you a scholarship. And/or, take the PLAN test (to prep for the ACT test).
- Confused about tests? Ask...

Edit background



why go



what to do



how to pay

parents/family
teachers/counselors

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info for parents/family

why they should go

what you can do

how to deal with the cost

info for parents / family

ways to support

As a parent or a child's primary caregiver, you may wonder whether education after high school is necessary or a good fit for your child. Or maybe you want to know how to help your child go to college. The answers are right here.



[video transcript](#)

— Bruna
University of Texas-Pan-American

After you finish this section, go through the [Why Go](#), [What to Do](#) and [How to Pay](#) sections of this site. The information and resources there will also be valuable to you.

why they should go →
a better life: the greatest gift

what you can do →
be a partner in their progress

how to deal with the cost →
making opportunities affordable





How You Can Help

- Order college.gov materials through <http://FSAPubs.org>.
- Link to college.gov on your Web site 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.





Questions?





college.gov
I'm going.

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