

college.gov Presenter Toolkit

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Letter from the college.gov team

Thank you for helping us spread the word about college.gov by talking about the site with your students! Because you work directly with students, you play an important role in helping more Americans see themselves as college material and take the steps needed to get there—whether it's a two-year college or a four-year college.

college.gov is being built by the [U.S. Department of Education](#) in collaboration with students across the country. This site is intended to be the go-to source for information about and resources for planning, preparing and paying for postsecondary education (such as two- or four-year colleges and universities, and vocational or career schools). Most importantly, college.gov is designed to inspire students and encourage them to pursue postsecondary education.

We hope you find this toolkit useful. Please feel free to contact us with any questions or suggestions at college@ed.gov.

Thanks for your help,
The college.gov team

About college.gov

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

This unique Web site motivates students with inspirational stories and information about planning, preparing and paying for college. With students' input and participation, college.gov was created for high school students and their families as a comprehensive online resource with the help and tools students need to get started.

Identifying the Need

Millions of high school graduates are discouraged from pursuing education beyond high school. This has a significant impact on their future—and America's future economic prosperity. About 90 percent of the fastest-growing jobs will require some postsecondary education. Without proper information and support, students may not realize the benefits of higher education, and the nation may never realize the benefits of their talents.

Expanding Accessibility

The Department of Education is committed to expanding the accessibility, affordability and accountability of higher education for more Americans. The Department listened to students and families from across the country who expressed the need for a single source to deliver accurate and trustworthy information about postsecondary education in a user-friendly way.

Creating college.gov

The site has three main goals:

- Create and inspire hope that college is possible
- Engage students by building a site that they can relate to
- Inform, guide and activate students by giving them the tools and resources necessary to plan for and get to college

Delivering Unique Features

- Inspiring videos of college students sharing their stories and experiences as to how they overcame obstacles to achieve their college dreams
- Fresh design picked by students that boasts a non-government look-and-feel
- A feature which allows students to upload their own "I'm going" billboard to the home page
- An interactive tool for students to create an "I'm going" personalized roadmap that details the steps to take to get to college
- Content organized and presented in a way for students to easily find the answers to their higher education questions: Why Go? What to Do? and How to Pay?
- Links to valuable online resources, such as College Navigator (school search site), Free Application for Federal Student Aid (FAFSA) and FAFSA4caster

Guide to college.gov

- Site users are able to upload their own “I’m going” billboard on the home page to support the vision of students helping students.
- Three main content areas:
 - **Why go** – Information on the benefits of getting more education after high school, including resources to help students investigate educational and career paths.
 - Boost your earnings
 - Find your passion
 - Prove your potential
 - Grow with help and support
 - Lift your family
 - **What to do** – Information to help plan and organize the path to college or other postsecondary education. Provides resources to help students research schools, learn about standardized tests and apply for admission, including a calendar of tasks for high school seniors and planning advice for juniors and younger students.
 - Find schools
 - Take the tests
 - Apply for admission
 - Start preparing now
 - College roadmap (customizable and downloadable)
 - **How to pay** – Information on money available to help pay for college or other postsecondary education. Provides an overview of financial aid, kinds of aid available, help to find money and use it wisely, and guidelines for applying for aid.
 - Get the basics
 - Learn what’s available
 - Be money smart
 - Apply for federal student aid
- **Pages dedicated to parents/family and teachers/counselors** to help students talk to the adults in their lives about college
- **Links to valuable online resources**, such as College Navigator (school search site) and Free Application for Federal Student Aid (FAFSA)

Frequently asked questions (FAQ's)

1. How can I order materials to distribute to my students?

Please visit <http://fsapubs.org> to order college.gov materials. If you do not already have an Institution ID (OPE/ML), please call 1-800-394-7084 or e-mail orders@FSAPubs.org for assistance.

2. How can I submit feedback on college.gov or this toolkit resource?

Because you work directly with students, your feedback is important. If you have developed your own lesson plan on incorporating college.gov into classroom conversations about postsecondary education, please share it with us! Submit questions or suggestions to college@ed.gov or through the feedback section on www.college.gov.

3. Can I link to college.gov on my blog or Web site?

Yes! We encourage you to tell colleagues, friends and family members about college.gov.

4. How can I help spread the word about college.gov?

- Talk to your students about college.gov
- Post an "I'm going" roadmap in your classroom/office
- Order college.gov materials for your school
- Talk to your colleagues about college.gov
- Join college.gov's fan page on Facebook

5. Is there an extra resource for students with specific situations?

For guidance about a student's specific situation, please encourage them to call the Federal Student Aid Information Center at 1-800-4-FED-AID (1-800-433-3243). A representative will answer questions about federal student aid programs, funding an education or applying for financial aid using the FAFSA. TTY users can call 1-800-730-8913.