

KnowHow2GO

Tampa Bay

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KnowHow2GO: New Help for Tampa Bay Students' College Aspirations *National college-knowledge campaign arrives in Tampa Bay*

TAMPA, Fla. –U.S. Department of Education studies show that 8 out of 10 students expect to earn a bachelor's degree or higher – but few students understand the steps it takes to be fully prepared to go to college. In order to continue guiding local students on the path to higher education, the University of South Florida recently joined the national KnowHow2GO campaign which is sponsored by the Ad Council, the American Council on Education and Lumina Foundation for Education.

“We are pleased to partner with KnowHow2GO,” said Florida Mental Health Associate Dean Catherine Batsche. “This campaign increases awareness about the resources that are available to young people interested in going to college.”

The campaign helps young people – particularly low-income students – those who are the first in their families to pursue higher education – navigate the complex process of preparing for college.

“The KnowHow2GO campaign encourages young people to actively pursue post-secondary education by reaching out to them, their parents and other caring adults in their communities,” said Batsche.

In order to do this, KnowHow2GO created four simple steps that students can follow with the help of adult mentors. The four steps are:

- 1) *Find someone to help.* Let everyone know that you're going to college and need their help.
- 2) *Push yourself.* Working a little harder today will make getting into college even easier.
- 3) *Find the right fit.* Find out what kind of school is the best match for you and your career goals.
- 4) *Put your hands on some cash.* If you think you can't afford college, think again. There's lots of aid out there.

KnowHow2GO seeks to reach young people in their own language and through trusted media. In addition to a student-focused Web site and print materials available in both English and Spanish, the campaign has created a series of public service advertisements for TV, radio and outdoor spaces.

For additional information about the campaign, visit www.KnowHow2GoTampaBay.org or call 813-974-6429.

Big dreams and good grades aren't enough to get into college. KnowHow2GO is a national public service campaign designed to inform young people about the actual steps they need to take to make their college dreams a reality. The campaign includes television, radio, print, outdoor, and interactive advertising. It is sponsored nationally by the American Council on Education, Lumina Foundation for Education and the Ad Council.

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