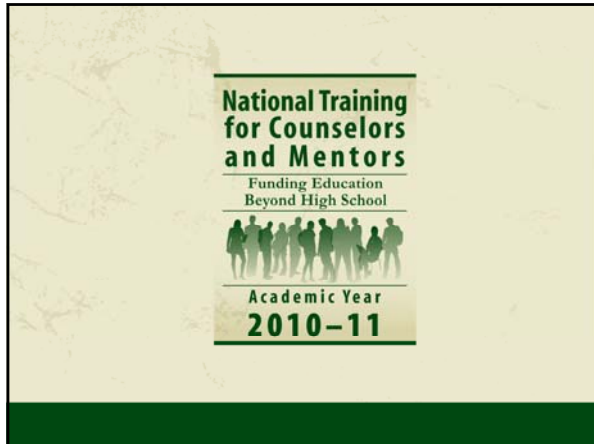
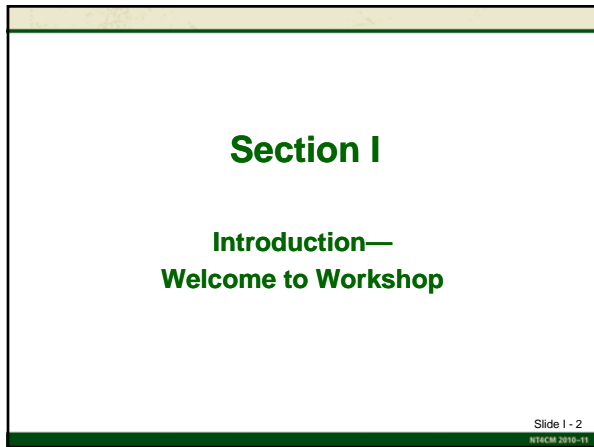
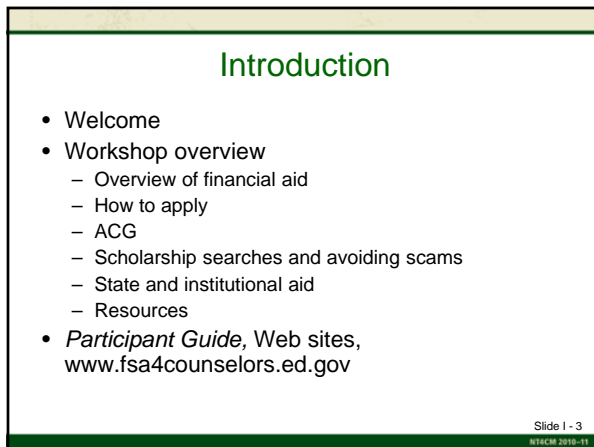


Section I

Introduction—Welcome to Workshop







Section I

Introduction—Welcome to Workshop

College.gov

- New resource from U.S. Department of Education
- Launched in September 2008
- Engage, inform, inspire students
- “I’m going” theme of empowerment
- Overcome belief that college is out of reach

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Campaign Goals

- Engage students through graphics, messages, testimonials and social networking options
- Inform students about planning for college
- Inspire students to want to pursue higher education

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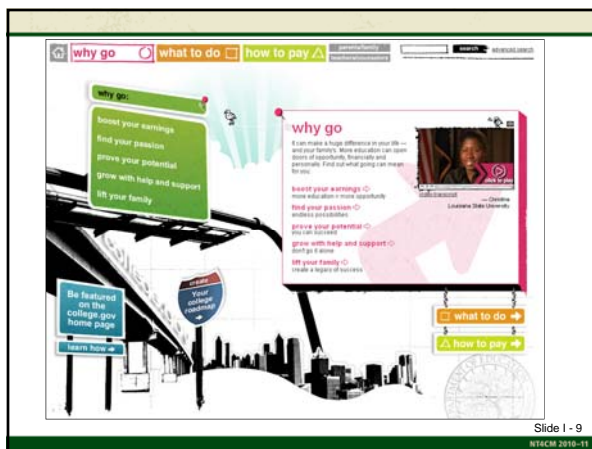
Demonstration—Home Page

- Why Go
- What To Do
- How To Pay
- Student Testimonials
- Content for parents and counselors

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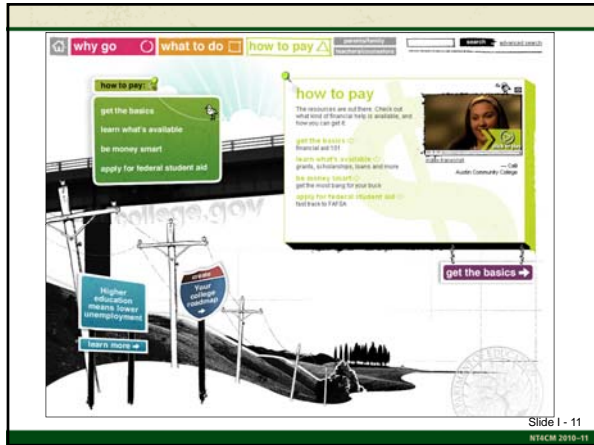
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Cool Features—Customizable Roadmap

- Provides students with steps to take each year
- Students can personalize with
 - Graphics and color
 - Name
 - College of choice
 - Personal messages
 - “I’m going” statement
- Save as computer background or download as poster

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Cool Features—Customizable Home Page and Social Networking

- Create a billboard with photo and “I’m going” statement on college.gov home page
- Send a link to customized college.gov homepage to family and friends
- Add the billboard to their Facebook profile
- Become a fan on college.gov’s page on Facebook

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Cool Features—Career Discovery Tool

- Students take an assessment of their strengths and interests
- Tool helps student identify career options and possible courses of study

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