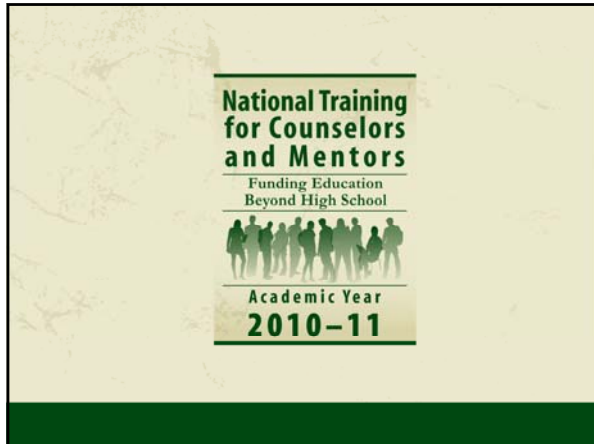
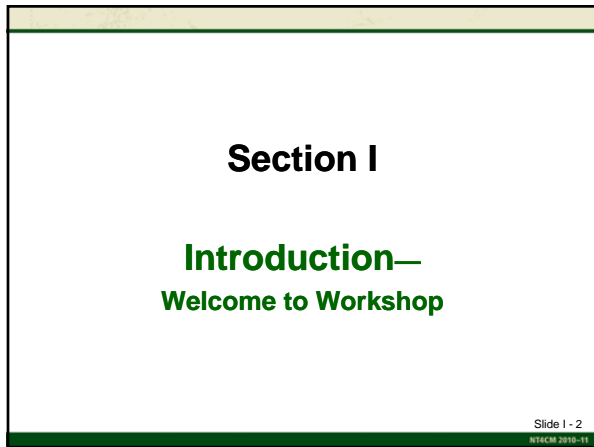
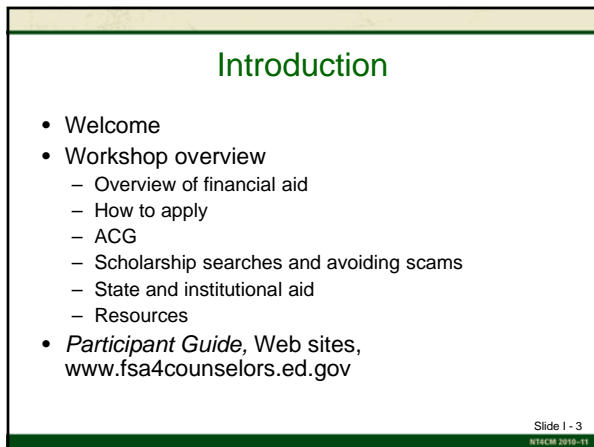


Section I

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

Slide I - 4
NT4CM 2010-11

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

Slide I - 5
NT4CM 2010-11

Demonstration—Home Page

www.college.gov

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

Slide I - 6
NT4CM 2010-11

Section I

Introduction—Welcome to Workshop

Demonstration—Main Navigation

- Why Go
 - Boost your earnings, find your passion, prove your potential, grow with help and support, lift your family
- What To Do
 - Find schools, take the tests, apply for admission, start preparing now, your college roadmap, need more help

Slide I - 7
NT4CM 2010-11

Demonstration—Main Navigation

- How To Pay
 - Get the basics, learn what's available, be money smart, apply for federal student aid

Slide I - 8
NT4CM 2010-11

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

Slide I - 9
NT4CM 2010-11

Section I

Introduction—Welcome to Workshop

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

Slide I - 10
NT4CM 2010-11

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

Slide I - 11
NT4CM 2010-11

Getting the Word Out

- Need your help
- Encourage students to visit college.gov
- Encourage students to interact with site and develop an inspirational “I’m going” statement
- Encourage parents to visit college.gov too

Slide I - 12
NT4CM 2010-11

Section I

Introduction—Welcome to Workshop