



STATE OF CONNECTICUT
EXECUTIVE CHAMBERS

M. JODI RELL
GOVERNOR

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CONTACT: Adam Liegeot, 860-524-7313
Adam.Liegeot@ct.gov
Ann R. Gaulin, 860-713-6769

Governor Rell Announces Campaign to Help Students Prepare for College

Pointing out that low-income students are underrepresented on state college campuses, Governor M. Jodi Rell today announced that a coalition of Connecticut schools, community groups and government agencies has formed a partnership to help students prepare for higher education.

The campaign known as KnowHow2GOConnecticut will aim to help young people, particularly low-income students and those who are the first in their families to pursue higher education, to navigate the complex process of preparing for college.

On January 17, the KnowHow2GOConnecticut partnership will be launching the college access campaign with radio and television spots and a new student-friendly, interactive website (www.KnowHow2GOConnecticut.org). The launch will take place throughout the day at several local middle and high schools.

The KnowHow2GO campaign is a grassroots initiative to encourage young people to actively pursue post-secondary education by reaching out to them, their parents and other adult influencers in their communities.

“Big dreams and good grades aren’t enough to get into college,” Governor Rell said. “This public service campaign is designed to inform young people about the actual steps they need to take to make their college dreams a reality.

“Unfortunately, too few students in our inner cities and rural areas are taking advantage of the American dream of higher education; not because they can’t do it, but because they often do not know how to go. For many, college is a foreign concept.

“This new website will serve as a one-stop resource for information on college, with links to Connecticut graduation requirements, Connecticut Post Secondary Institutions, and financial aid resources. The Web page will also let students and parents chat with an expert to help answer their questions.”

The campaign encourages students to take college prep courses, seek help from guidance counselors or community based organizations that support college matriculation, to consider their interests and strengths when choosing a college and career, and to research the financial aid opportunities available in this state.

“When a student succeeds in school, graduates and goes on to higher education, we all win,” Governor Rell said. “That success gives the student an opportunity to participate fully in our economy, it brings financial independence and it strengthens families.”

It is difficult to become a first generation college student. Research shows that more than half of low-income parents and guardians leave the decision to go to college to their children. This includes four-year institutions, community colleges and technical training programs that lead to skilled jobs and good careers.

“Like the state’s achievement gap, Connecticut has a serious ‘awareness gap’ about what steps to take to get into college,” stated Higher Education Commissioner Valerie Lewis. “Research shows that low-income, first-generation students aspire to attend college but often lack clear information about how to plan and pay for college. The KnowHow2GoConnecticut campaign encourages students as early as middle school to start preparing for college by building community support and spreading a message that appeals directly to youngsters and teens. We are delighted that the state’s entire education community is working together in spreading the word about not just why college is important, but how to get there.”

“In some of Connecticut's high schools, fewer than 6 in 10 graduates pursue higher education,” State Department of Education Commissioner Mark McQuillan said. “This includes 2- and 4-year colleges, community college and technical training programs that lead to skilled jobs. Without further education, students are left with fewer choices and fewer opportunities to succeed in life. This affects not only our cities, but many rural and suburban communities. KnowHow2Go can help hundreds of students to access higher education and skilled training. It is an important resource that can help improve our state's future.”

The find out more, visit www.KnowHow2GOConnecticut.org or call Ann R. Gaulin at 860-713-6769.