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To: Kushlis, Jennifer

Subject: KnowHow2GO Updates for Partners

KnowHow2GO | Insider

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Preview: KnowHow2GO University

Attention partners: KnowHow2GO-U opens for enrollment this spring! Beginning in late April, visitors to KnowHow2GO.org will be invited to tour our virtual campus. Students can go inside campus buildings such as the admissions and financial aid offices to find related information and activities. They can also listen to actual college radio stations, decorate a virtual dorm room and sit in on real college classes.



We encourage you to start thinking about how you can incorporate this new resource in your outreach to middle and high school students.

Free Resource for Students

The National Survey of Student Engagement Institute will provide hard copies of its "A Pocket Guide to Choosing a College" to KnowHow2GO partners free of charge. The guides, which are available in English and Spanish, are intended for distribution to students and their mentors. Click [here](#) to preview the guide.

Do Students KnowHow2GO?

In January 2008, the Ad Council conducted its second annual survey tracking awareness of KnowHow2GO's PSAs and messaging. The survey included oversamples of students in Indiana and Ohio, which launched statewide campaigns early last year.

Awareness of KnowHow2GO increased significantly over the past year. More than 60 percent of students nationwide responded that they saw or heard at least one PSA. This number is difficult to confirm through phone interviews, but awareness is undoubtedly high.

This year's survey also revealed that more students are aspiring to college and taking active steps to get there. Students are also telling more people about their college dreams. They most often told their parents (51 percent), teachers (54 percent), other adults (31 percent), peers (29 percent), older siblings (25 percent) and older friends (20 percent).

For more information about the survey, contact the Partner Helpline at 888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

KnowHow2GO Tops the Charts

Drum roll please: KnowHow2GO ranked 7th in donated media support during the third quarter of 2007 out of 50 Ad Council campaigns. The campaign received \$12 million in donated media from July to September 2007, elevating total support to more than \$51 million.

Most support during the third quarter – \$7.6 million – was driven by the English and Spanish radio PSAs. Ad Council was excited to report that the radio PSAs played most often during morning drive time. Also popular were KnowHow2GO Web banners, which appeared on frequently visited sites

such as Google, Yahoo, iVillage and MSN. These placements, as well as support of the television PSAs, amounted to more than \$1 million in donated media. Television PSA support increased by 58 percent since the second quarter.

For more information about the latest donated media report, contact the Partner Helpline at 888-716-6382 or e-mail partnerhelp@KnowHow2GO.org.

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