WHAT IS KNOWHOW2GO?
The KnowHow2Go campaign was launched in January 2007 by the American Council on Education, Lumina Foundation for Education and the Ad Council. The campaign is a multi-year, multi-media effort that includes television, radio, and outdoor public service advertisements (PSAs) that encourage young people, primarily those in 8th through 10th grade, to prepare for college using four simple steps:

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

This campaign has built partnerships with many state-based college access networks. For more information about college access networks in your areas, visit the National College Access Network. To find information about specific programs in your area, visit MoveED at [www.moveed.org](http://www.moveed.org), a national directory or college access programs.

This campaign acknowledges that the K-12 student population is a very diverse group that includes different levels of familiarity with American curriculum, culture, and society. The KnowHow2Go guides are available in English, Spanish, Arabic, and Hmong on [http://knowhow2go.acenet.edu/about.html](http://knowhow2go.acenet.edu/about.html).

INTRODUCING K-12 YOUTH TO KNOWHOW2GO
The KnowHow2Go campaign was tested with 8th -10th grade youth, the target audience of KnowHow2Go. KnowHow2Go has created several TV, radio and print Public Service Announcements (PSAs) to appeal to middle and high school youth. Before introducing the youth you serve to the “4 Steps to College,” consider showing these youth the KnowHow2Go PSAs found at [http://knowhow2go.acenet.edu/about.html](http://knowhow2go.acenet.edu/about.html). There are currently two different KnowHow2Go campaigns available for viewing or listening. The first campaign focuses on taking difficult classes in middle and high school to prepare for college. The newest campaign is centered on the skills it takes to get to college. Both campaigns are inspiring and serve as a great icebreaker with K-12 youth.

MORE ABOUT THE FOUR STEPS
The KnowHow2Go campaign promotes four key steps to help K-12 youth achieve their post-secondary goals, mentioned above. More information and resources related to each step can be found at [http://knowhow2go.acenet.edu/four-steps-to-college.html](http://knowhow2go.acenet.edu/four-steps-to-college.html).

When educating the youth you serve about these steps, it may be beneficial to focus on one step at a time. Each step can lead to great conversations with the youth about tailoring that advice to their own life. For example, when discussing step 1, ask the youth about the individuals in their lives that they can talk to about their college dreams. If they are stumped, ask them about parents, other family member, teachers, coaches, guidance counselors, family friends, clergy and community leaders. By listing out all of these potential advocates, youth may feel more confident about their education support network. After compiling this list, help the youth to brainstorm talking
points so they feel prepared to talk about their college aspirations and how their network can help them to achieve these goals.

**AGE SPECIFIC RESOURCES**

KnowHow2Go has dedicated sections of their webpage to middle school students, high school freshmen, high school sophomores, high school juniors and high school seniors. These sections contain advice and tips. These lists can be found at [http://knowhow2go.acenet.edu/middle-and-high-school-students/make-a-plan.html](http://knowhow2go.acenet.edu/middle-and-high-school-students/make-a-plan.html).

**KNOWHOW2GO MENTORS**

KnowHow2Go also provides a useful tab for the mentors working with K-12 youth. At the link [http://knowhow2go.acenet.edu/mentors.html](http://knowhow2go.acenet.edu/mentors.html), you will find tabs similar to those available in the CPV toolkit, including: Getting Ready, Making a Plan, Talking to Your Teen, College Myths, Costs & Financial Aid, Concerns About College, and a Mentor Workbook. This information is also available in Spanish. These resources coincide with the CPV curriculum.

**KNOWHOW2GO CAMPUS TOUR**

A virtual campus tour is available on the KnowHow2Go website. At the bottom of the Middle and High School Students section, click “Campus Tour”, and you will be directed to a virtual tour that will guide you through campus buildings. Youth can explore various buildings on the KnowHow2Go University campus, including Admissions, the Academic Center, Financial Aid, the Library, the Student Center, the Career Center, Campus Dormitories, and the Athletic Center.

Moving the mouse will allow the youth to navigate campus, and clicking on a building brings the youth “into” the building. Once inside a building, red targets are all around. Each of these targets is clickable, and contains information about the services available inside that building. For example, in the Financial Aid building, clicking on the target on the welcome desk will give the youth information about different types of financial aid available to college students. If the youth wants to save this information to access later, they can click “Add to Notebook” in the upper left corner of the information box. Whenever they want to return to this information, they can click “My Notebook” on the left side of the Campus Tour screen. Often, the information located behind the red targets in each building contains links to more information and resources on that topic. When a youth exits the campus tour, a prompt will appear on the screen notifying the user that the contents of the notebook will not be saved once they exit. These contents can be printed or emailed.

**ADDITIONAL KNOWHOW2GO MICHIGAN RESOURCES**

General College Quiz: Look to the margin on the Middle and High School Students section, there is a 10 question quiz on general college knowledge. This is a good place for youth to assess their familiarity with college before looking at the age-specific resources described above. There are also Success Stories available to share with K-12 students. Explore the website for more information and additional resources!