

Using the KnowHow2Go Michigan & National Campaign Resources

www.micampuscompact.org



The KnowHow2Go campaign was launched in January 2007 by the [American Council on Education](#), [Lumina Foundation for Education](#) and the [Ad Council](#). [Michigan College Access Network \(MCAN\)](#) is the lead partner for the KnowHow2GO campaign in Michigan. This multiyear, multimedia effort includes television, radio and outdoor public service advertisements (PSAs) that encourage 8th through 10th graders to prepare for college using four simple steps.

Introduce 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. There are currently two different KnowHow2Go campaigns available for viewing or listening. The first campaign, [Tough](#), focuses on taking difficult classes in middle and high school to prepare for college. The newest campaign, [You've Got What It Takes](#), 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.

KnowHow2Go's Four Steps to College

The KnowHow2Go campaign promotes four key steps to help K-12 youth achieve their post-secondary goals. They are:

Step 1 – Be a Pain!

Let everyone know that you're going to college and need their help.

Step 2 – Push Yourself!

Working a little harder today will make getting into college even easier.

Step 3 – Find the Right Fit!

Find out what kind of school is the best match for you and your career goals.

Step 4 – Put Your Hands on Some Cash!

If you think you can't afford college, think again. There's lots of aid out there.

More information and resources related to each step can be found [here](#). 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 resources that are meant specifically for students of that age group, such as college quizzes, financial aid information, career surveys and more. A menu for each age can be found on the left side of [this page](#).

Mentor Resources in English and Spanish

KnowHow2Go has dedicated sections

Student Success Story Videos

[This resource](#) provides answers to college questions frequently asked by K-12 youth. The questions are answered via YouTube video by a diverse group of current high school and college students from across the country. If you click through the story themes at the top of the page ("Choosing a School", "Finding A Mentor", you'll see a whole new set of videos for each topic.

KnowHow2Go Virtual Campus Tour

A virtual campus tour is available on the KnowHow2Go national website. In the bottom left quadrant of the page, click on the button that reads "Campus Tour." You can also [click here](#) and scroll down until you find it. 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. However, the youth can choose to either print the contents of their notebook or email the information to themselves or to another person.

General College Knowledge Quiz

At the bottom of the KnowHow2GoMichigan homepage, 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.