



May 2006, Volume 5

GEAR UP kick-off events spread awareness

The Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) efforts to prepare students to enter and succeed in college continues to gain steam in eight Ohio communities.

Several of the GEAR UP “lighthouse” sites held kick-off events in the first quarter of 2006.

Zanesville announced the existence of its GEAR UP program at a school rally in the auditorium at Grover Cleveland Middle School on Jan. 19 and handed out information at a home basketball game of Zanesville High School on Jan. 21. A story in the local newspaper previewed the program.

In Elyria, the GEAR UP initiative took center stage at the Feb. 15 school board meeting. Guests included Regent Anthony Houston, State Board of Education member Martha Wise, Maria Boss, President and CEO of Cleveland Scholarship Programs; and Jennifer Blatz, executive director of OCAN. The event was televised on the district’s public access network. A story appeared the next day in the local newspaper. The Elyria schools receiving GEAR UP services include



Les Richards, principal of Grover Cleveland Middle School in Zanesville, speaks with seventh- and eighth-grade students about GEAR UP at the Success Celebration on Jan. 19.

Elyria High School and Westwood Junior High School.

West Union joined the party on March 13 with a celebration indeed. Students from West Union’s steel drum band welcomed and delighted guests at the West Union kickoff held in the school’s gymnasium. State Representative Danny Bupp, Dr. Lawrence Dukes, President of Southern State Community College, Ohio Valley Local

School District Superintendent Pat Kimble, Brenda Martin, Director of the Southern State Center of Excellence, and Mr. Dennis Sizemore, Principal of West Union High School gave remarks. The West Union High School choir also participated in the event. Regents employees Jon Tafel and Jocelyn Frasier also attended.

Part of the work happening be-
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Victor Ruiz, GEAR UP and Technical Assistance Consultant with the Cleveland Scholarship Program, speaks with a reporter about GEAR UP during the kick-off event in Elyria on Feb. 15.

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tween GEAR UP personnel at the local level and the state level is trying to determine the most effective ways to raise awareness about the program. In March, OBR communications staff members and a con-

sultant met in Columbus with all the GEAR UP coordinators. The discussion centered on developing a comprehensive marketing toolkit that can be used locally. In May and June, OBR communication staff members will offer media and spokesperson training for the sites.

E 4 Me offers online learning option

Ohioans are learning – online – with the help of the Ohio Learning Network’s (OLN) E 4 ME program, a free, non-credit introduction to e-learning (www.e4meohio.org). Since its debut in August, 2004, more than 2,600 students have enrolled.

E 4 ME is self-paced so anyone with a computer and access to the Internet can enroll. New classes begin every month. E 4 ME students learn about distance learning in general and how to start taking classes online through readings, quizzes, and instructor guidance. Students explore various careers and learn how education

makes an impact on careers. The course allows busy adults to make their own schedule and introduces them to the time management skills needed to successfully complete a course.

Also, the career assessment and other tools help adults who are looking for a possible career change choose a new course for their future.

The course has been promoted through the use of radio ads, newspaper ads, press releases, a booth at the Ohio State Fair, marketing via local community partners including the OCAN, the Ohio Community Computing Network, and public libraries throughout the state.

Tuition Trust urges saving for college

The Ohio Tuition Trust Authority launched a new marketing campaign this fall to encourage more Ohio families to start saving for college through the CollegeAdvantage 529 Savings Plan.

The campaign targeted Ohio families with children under age 18 and delivered a simple and direct message to “Start Saving” before time passes you by.

The ad campaign illustrated the passage of time in a child’s life by denoting key childhood milestones.

The Tuition Trust produced television, newspaper, magazine and online advertising to deliver the message. In addition, the Tuition Trust developed a variety of direct mail pieces delivered to over 500,000 Ohio households. Part of the direct mail program specifically targets new and expectant parents. Ads were also developed to target African-American and Hispanic families.

The overall ad campaign is supported with community outreach efforts through various organizations throughout the state.

The ads directed families to call the Tuition Trust hotline, 1-800 AFFORD IT (233-6734), or to visit the CollegeAdvantage Web site, www.collegeadvantage.com, for more information.

The CollegeAdvantage Web site offers detailed program infor-

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mation, online enrollment capabilities and, for current account owners, the ability to manage accounts online through a secure section of the Web site.

The Tuition Trust is also working with Ohio companies to offer CollegeAdvantage as an employee benefit. The Tuition Trust recently launched a new payroll deduction Web portal that makes the administration of the payroll deduction process quick and easy for employers.

Employees can not only enroll in the program online but they can also start payroll deduction once their employer has agreed to participate.

The CollegeAdvantage program has been a popular way for Ohio families to save for college expenses.

Since the Tuition Trust first began helping families save for college in 1989, the program has grown to currently serve more than 200,000 Ohio families with total program assets in Ohio exceeding \$2.1 billion as of the end of calendar year 2005.

CollegeAdvantage has many benefits that make saving for college easy and affordable:

- Use funds at any college or university.
- Pay for tuition, room and board, or books.
- Transfer funds to another child.
- Withdraw funds at any time.
- Change investment options.
- State and federal tax advantages - including a \$2,000 Ohio income tax deduction.

SAVE THE DATE

October 23-25, 2006
Ohio College Access & Success Conference
The Columbus Marriott North Hotel

ROAD TO SUCCESS
Ohio College Access & Success Conference
October 23-25, 2006

MONDAY, OCTOBER
23 ↗
Keynote Luncheon,
Educational Breakout
Sessions

TUESDAY, OCTOBER
24
Policy Breakfast,
Advisor Track,
Awards Dinner

Wednesday,
OCTOBER
25
Retention
Summit

The Ohio College Access Network (OCAN) and the Student Access and Success Coordinating Council of Ohio (SASCCO) work together to increase awareness of and successful participation in quality post-secondary programs, including apprenticeship, certificate, associate, and bachelor degree programs.

GET INVOLVED! For Sponsorship information or to submit a proposal to present at the conference, visit www.ohiocan.org/2006conference

Online registration will be available this summer!
One-Day registration will be available.

For more information contact:
The Ohio College Access Network
Phone: 513.830.1200
Email: ocan@ohiocan.org
Website: www.ohiocan.org

Conference 'arms' TRiO personnel

The 32nd annual professional development conference for the Ohio Association of Educational Opportunity Program Personnel (OAEOPP) took place April 23-25 in Columbus.

"A Call to ARMS: Access, Retention, Matriculation and Success" offered attendees new ideas on how to remove barriers and enhance program and services for students. In addition, conference participants attended professional development workshops that offered continuing education units.

National, regional and state-wide speakers provided updates on the latest best practices including Dr. Arnold Mitchem, President of the

Council for Opportunity in Education, and Ms. Tina Milano, Executive Director of the National College Access Network.

The conference also included an awards ceremony for trailblazers and achievers.

OAEOPP is a community of professionals committed to helping students in Ohio's federal TRiO programs prepare for and succeed in postsecondary education. TRiO programs include Upward Bound (Math Science and Veterans), Student Support Services, Educational Talent Search, Educational Opportunity Centers and the Ronald E. McNair Post-Baccalaureate Program.

CSP celebrates 40 years of scholarships, success stories

Since its inception in 1966, Cleveland Scholarship Programs Inc. has awarded more than 40,000 scholarships. No wonder CSP's 40th anniversary this year is a cause for celebration.

Two members of the Ohio Board of Regents have a special place in their hearts for CSP, albeit for different reasons.

Regent Jenny Brown is a past chair of the board of trustees of CSP and continues to serve as an emeritus member of the board. She is quick with a list of statistics to prove CSP's worth in obtaining last-dollar scholarships for students as well as advising services.

Regent Anthony Houston has

CSP to thank for gaining entrance to and succeeding in college. He often tells the story of how he came to Oberlin College as a freshman with much to learn and little academic background to learn with.

As Maria Boss, president and CEO of CSP notes in the latest issue of CSP's alumni newsletter, "CSP alumni are the living testaments of our commitment and service, and the walking success stories to be shared with the community.

"We take immense pride in providing you with opportunities and shining a beacon of light into your futures. For forty years, we have counted on your support to lead us into the future."

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Jon Tafel, Vice Chancellor for Educational Linkages and Access, oversees the Regents access initiatives and collaborative efforts with statewide partners to increase Ohio's college-going rate.

Student Access and Success is a quarterly newsletter produced by the Educational Linkages and Access Division of the Ohio Board of Regents for Ohio's access and success community.