

**Council on Postsecondary Education
May 23, 2008**

Statewide Launch of KnowHow2GOKy College Access Initiative

The Council will launch the KnowHow2GOKy college access initiative May 29 at 10 a.m. on the steps of the State Capitol in Frankfort. Invited guest speakers include federal and state policy leaders and college access partners. Several students representing each of the target audiences will attend to share their college experiences and the importance of knowing how to go to college.

KnowHow2GOKy is a multiyear, multimedia effort modeled after the national KnowHow2Go campaign developed by the American Council on Education, Lumina Foundation for Education, and the Ad Council. The outreach initiative outlines the steps to college for each target audience and features mass media and grassroots components, including a consumer-driven, audience-based Web site. The development of the KnowHow2GOKy Web site is provided in part by a \$100,000 grant awarded to Kentucky by the National Postsecondary Education Cooperative.