

We have a **problem!**

Idaho ranks near the top nationally for cost of living and quality of life, but only 43rd for students making it through college. Without education and training beyond high school, Idaho students will not



qualify for two out of three new jobs, will earn about half that of college graduates, will vote less, and need more welfare assistance. Idaho is too great to be near last in anything. We can turn this around, but it will take all of us — parents, students, educators, policymakers, businesses, and communities — to act now to make a difference.

For its part, the J.A. and Kathryn Albertson Foundation launched the “Go On” Initiative, a program that sounds the alarm that Idaho is falling behind in educational attainment,

which directly impacts lifetime earnings, including the ability to compete in a global marketplace and retain leaders and innovators in our state.

there’s a straightforward **answer**, but it’s not simple . . .

We need to raise **awareness** that Idaho stands to lose a lot more than just intellectual capital. We need to **act** on what we know works, and make it **affordable!** These three key elements are the foundation for postsecondary efforts locally and statewide. Here are the Foundation’s key “Go On” strategies:

1. **Awareness** about higher education options.

- **Public service announcements**, billboards, multi-media presentations, videos.
- **Toolkits** for use when speaking to junior and senior high schools.
- The **Know How 2 Go Idaho** campaign with practical resources for students and mentors. (www.knowhow2goldaho.org)

2. **Action** to engage and involve people in supporting students of all ages who want to go on.

- The **“Go On” Challenge** targets high schools and challenges them to motivate more students to go on. Prizes up to \$100,000.
- **Grants** to community organizations to help middle and high school students plan for education after high school.
- Support expansion of **early college credit** programs (dual credit, tech-prep, AP).
- Develop strategic partnerships to deliver a **unified message to “go on.”**

3. **Affordability**

- \$11 million in targeted **scholarships** to 11 Idaho higher education institutions.
- Fund connectivity and broadband access, targeting rural schools through the **Idaho Education Network** and **Idaho Digital Learning Academy**.

“Idaho’s fairly low performance in educating its young population could limit the state’s access to a competitive workforce and weaken its economy.”

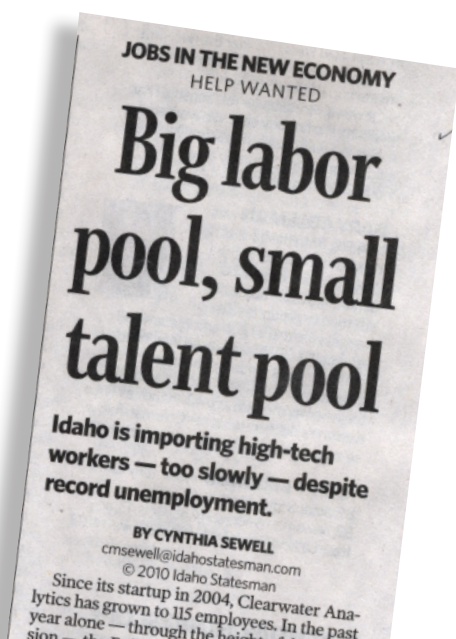
“College opportunities for young and working-age adults are poor. The likelihood of enrolling in college by age 19 is low and has dropped by 9% since the early 1990s.”

*Measuring Up 2008, <http://measuringup2008.highereducation.org/>

College Pipeline Snapshot
Transition and Completion Rates
from 9th Grade through College.
(number per 100 9th graders)

SOUTH DAKOTA	29.7
NEW HAMPSHIRE	29.3
MASSACHUSETTS	29.0
PENNSYLVANIA	28.3
MINNESOTA	27.7
IOWA	26.6
NEBRASKA	26.4
VERMONT	25.9
WISCONSIN	25.5
DELAWARE	25.2
WYOMING	25.0
NORTH DAKOTA	24.9
CONNECTICUT	24.3
MAINE	24.1
INDIANA	23.1
VIRGINIA	22.9
NEW JERSEY	22.8
KANSAS	22.6
NEW YORK	22.3
COLORADO	22.0
OHIO	21.7
RHODE ISLAND	21.1
ILLINOIS	21.1
MISSOURI	20.9
CALIFORNIA	20.1
MARYLAND	19.9
UNITED STATES	19.7
NORTH CAROLINA	19.4
TENNESSEE	18.8
MONTANA	18.4
MICHIGAN	18.2
KENTUCKY	17.8
UTAH	17.7
WASHINGTON	17.3
WEST VIRGINIA	17.0
ARKANSAS	16.8
OKLAHOMA	16.7
FLORIDA	15.9
GEORGIA	15.9
OREGON	15.6
LOUISIANA	14.5
SOUTH CAROLINA	14.5
ALABAMA	14.4
IDAHO	14.4
MISSISSIPPI	14.1
ARIZONA	13.8
TEXAS	13.6
NEW MEXICO	12.7
HAWAII	12.3
NEVADA	9.8
ALASKA	6.6

(National Center for Higher
Education Management Systems,
www.higheredinfo.org)





now, it's **your turn...**



This is an alarming picture, but it doesn't have to stay that way. Let this be a wake up call to change the path we are on. It's time to change. If you're concerned about the ability of Idaho's citizens to fully participate in keeping the economic and civic engines strong then help raise awareness, act upon what we know works and help develop affordable options. Here are ideas to get you started but visit www.go-on-idaho.org for much more.

Students See www.KnowHow2Goldaho.org	Parents	K-12 Stakeholders	Higher Education Stakeholders	Business and Organizations	Policymakers
Find a caring adult to help chart your course to go on (start early: 8 or 9th grade).	Help develop a plan to go on, including needed courses to take in high school.	Adopt & implement common core standards so students are better prepared to go on.	Develop the student supports needed to increase academic success and retention.	Sponsor events to help students & parents navigate the postsecondary education application process.	Learn about best practices, resources & sign up to receive updates www.jkaf.org (J.A. & Kathryn Albertson Foundation).
Push yourself! Take the hard classes: colleges value lower grades in tougher classes than high grades in easy classes.	Don't let your youth succumb to "senioritis". Recommend & hold them accountable to take tough classes—all the way through.	K-6 educators can focus time on learning organization skills, goal-setting, study skills, and self-advocacy.	Partner with schools to offer or enhance advanced opportunities (dual credit, AP, tech-prep).	Provide scholarships to pay for college entrance exams (ACT, SAT) and encourage other business leaders to do the same.	Support alignment of K-12 & higher education curriculum to close the gap between what high schools provide & what colleges expect.
Find the right fit—the institution that best matches your talents, interests and personality.	Help youth think through important questions: what are my strengths/weaknesses, dreams, what do I love to do, how can I help others (community service), etc.	Expand advanced opportunities on campus (dual credit, AP, tech-prep) so students start racking up college credits. Don't forget the IDLA & IEN have many options.	Develop near-to-peer opportunities to promote postsecondary options for high schools in your area.	Sponsor college visits so students can see themselves going on.	Support longitudinal data systems that provide transparency, and promote policies that hold the education system accountable for measurable outcomes.
Get your hands on some cash: grants, scholarships, work-study and loans.	Start the college fund early – take advantage of tax-free 529 plans.	Encourage counselor professional development, resource them so they can resource students & parents.	Sponsor and host FAFSA days to teach parents and students about the financial aid process and affordable options.	Include the "Go On" message in publications, outreaches, website, etc.	Support policies that enhance access to and affordability of college.