

A YEAR IN THE LIFE 2021-22

Our Vision
Every student prepared for postsecondary education

Our Mission

To increase the number of students in low-income Kentucky communities who are ready to successfully transition to and through postsecondary education. We do this by providing services and support to prepare the whole student and equipping their families, institutions, and communities to promote and sustain student success.

6,771
students served

62,021
hours of service
(students & family)

23
schools in
12
districts

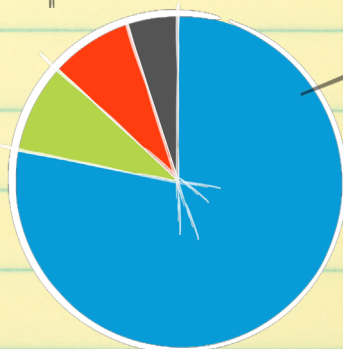
9
colleges &
universities

7
year
\$24.5m
grant

36
staff members
17
partners

WHO WE SERVED STUDENTS

8th grade	9th grade	12th grade	1st year college
2,101	2,453	1,740	477



78% White
9% Hispanic or Latino
8% Black or African-American
5% Two or More Races

50%
male
50%
female

THE FOUR PILLARS OF STUDENT SUCCESS



- Self (student)
- Family
- Institution
- Community

GUK services are designed to engage, develop and mobilize these Four Pillars in support of student success.

THE F.A.C.E.S. OF POSTSECONDARY READINESS

The F.A.C.E.S. of Postsecondary Readiness provide the guiding structure upon which all activities and opportunities GUK provides for students, families and school staff are built. The F.A.C.E.S. are:

Financial
Academic
Cultural
Emootional
Social

1ST GEN
68%*

744
with IEPs
Individualized Education Plans

More than
60%
from
low-income households

96%**
with Internet access

POSTSECONDARY ASPIRATIONS & PERCEPTIONS

65%
aspire to earn a bachelor's degree or higher

Nearly
1/2
of 12th graders completed AP, dual credit and/or CTE coursework

Most important factor when choosing a college is **COST**, followed by **PROGRAMS OFFERED**.



Nearly **9** out of **10** say they plan to enroll in postsecondary education



* 12th graders who responded to pre-senior survey indicating no college grads in immediate family

** 12th graders who responded to pre-senior survey indicating having access away from school

WHAT WE DID



FAMILY PILLAR

266

family members received

524

hours of advising & support (non-text)

1,162

text interactions via unique replies & link clicks

8,222

family members received

56,984

texts related to student curricula & activities



INSTITUTION PILLAR

118

school & district staff participated in

414

hours of GUK-funded PD

Sponsored

1

Superintendent in participating in the NCCEP District Leadership Institute



COMMUNITY PILLAR

138,789

statewide placements of TV & radio PSAs



176

participants in the GUK Institute for a College-Going Culture – students, school & district staff, postsecondary & organizational partners, GUK staff

IN 12 SCHOOL DISTRICTS

AUGUSTA IND. • BATH CO. • BOURBON CO. • COVINGTON IND. • FLEMING CO. • FRANKFORT IND. • MARION CO. • MASON CO. • MERCER CO. • PARIS IND. • PENDLETON CO. • ROBERTSON CO.



24,787

hours of curriculum provided



14,532

college readiness assessment modules were completed by students



20,982

hours of advising provided



385

students participated in campus visits for a total of **1,143** hours



SENIOR MILESTONES

GUK Senior Events*

734

students participated

904

total hours

College Applications

847

students completed at least 1 application

FAFSA Completion

900

FAFSAs completed

+4 ppt

increase over '20-21

TEXT OUTREACH

1,538

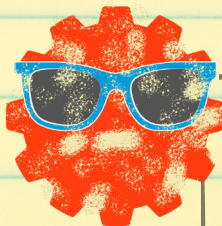
high school seniors & college freshmen

53,465

messages sent

2,189

interactions via unique replies and link clicks



GUK SUMMER ACADEMY

At no cost to students:

3

weeks on

2

university campuses: Eastern KY Morehead

Students

40

rising 10th graders participated and earned

3

college credit hours each

Families

43

family members participated in GUK Summer Academy activities



76

students participated in

100

hours of coaching

AT 9 COLLEGES/UNIVERSITIES

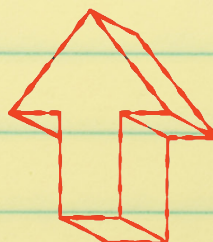
BLUEGRASS, ELIZABETHTOWN, GATEWAY, MAYSVILLE COMMUNITY & TECHNICAL COLLEGES • EASTERN KENTUCKY UNIVERSITY • KENTUCKY STATE UNIVERSITY • MOREHEAD STATE UNIVERSITY • NORTHERN KENTUCKY UNIVERSITY • UNIVERSITY OF KENTUCKY

OF NOTE

More than

3/4

of 2022 high school graduates were college ready, as determined by college readiness assessments



+47 ppt – English

+15 ppt – Math

+17 ppt – Reading

Change in percentage of students scoring “at benchmark” on college readiness assessments from 7th to 9th grade

* FAFSA Frenzy, College App Campaign, GEAR UP Go Day