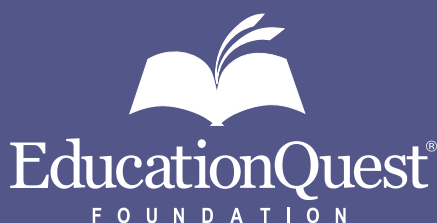
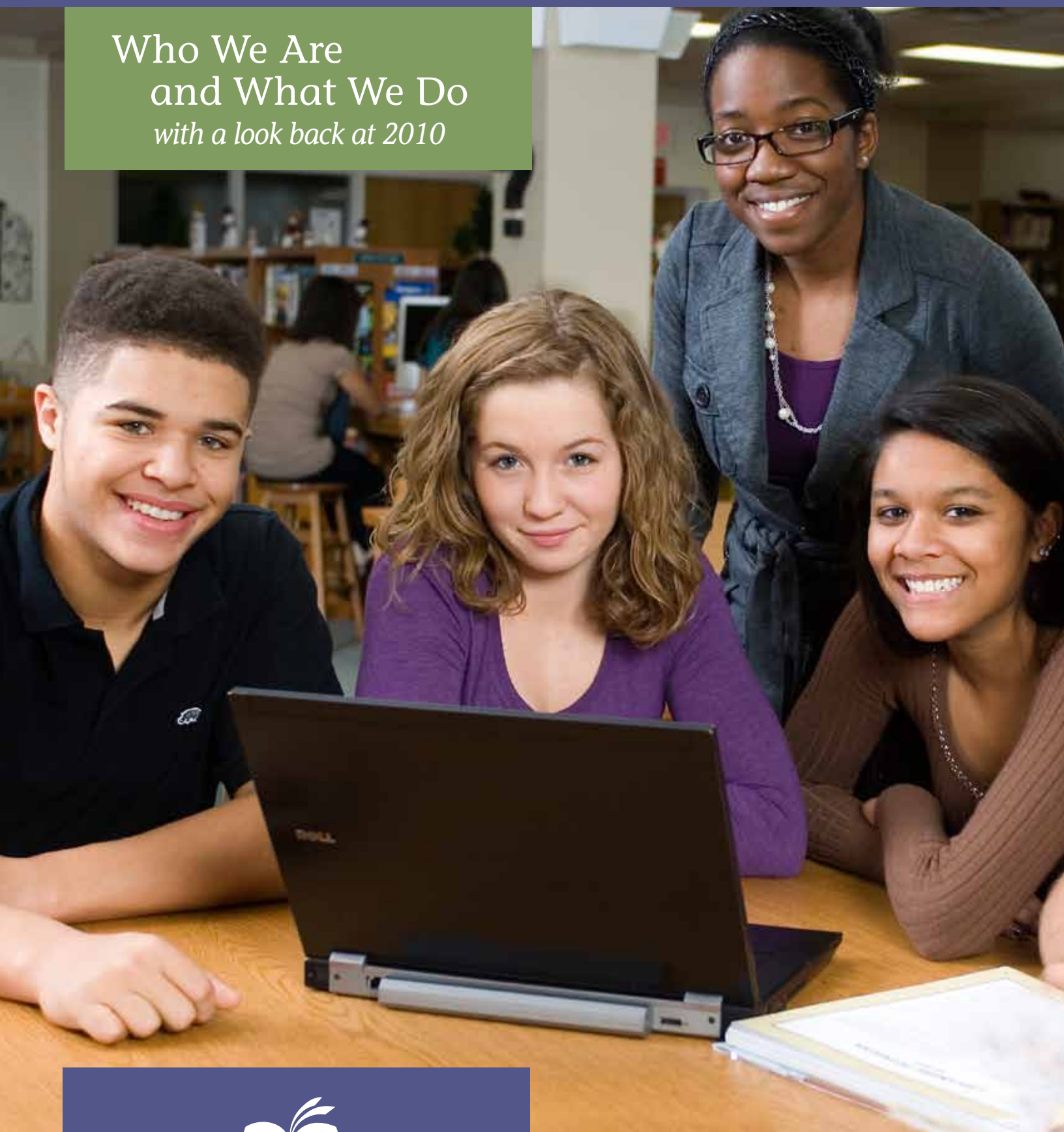


EducationQuest Foundation

Who We Are
and What We Do
with a look back at 2010



*Improving Access to Higher
Education in Nebraska*

About EducationQuest Foundation

EducationQuest was founded in 1998 with a mission to improve access to higher education in Nebraska. We fulfill our mission through:

- free college planning services
- need-based scholarship programs
- grants that help high schools increase their college-going rate
- outreach services for community agencies statewide

We fund our programs and services through a permanent endowment that will allow us to serve Nebraskans for years to come.

This publication provides an overview of EducationQuest programs and services along with a recap of activities over the past year.

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College Planning Services

... helping thousands of families each year

Each year, EducationQuest helps thousands of Nebraska students and families with college planning through our free in-house services, statewide efforts and web-based tools.

College Planning Offices

Through our offices in Kearney, Lincoln and Omaha, college planning specialists help students and families:

- research colleges
- find scholarships
- explore careers
- complete and file the FAFSA (Free Application for Federal Student Aid)
- learn about student loans

All services are free and most are by appointment to provide clients with one-on-one assistance.

Statewide Efforts

EducationQuest provides college planning services statewide through:

- college fairs in six Nebraska cities
- college planning and financial aid presentations at high schools across the state
- college planning materials (English and Spanish) distributed to all middle schools and high schools
- financial aid training for Nebraska guidance counselors

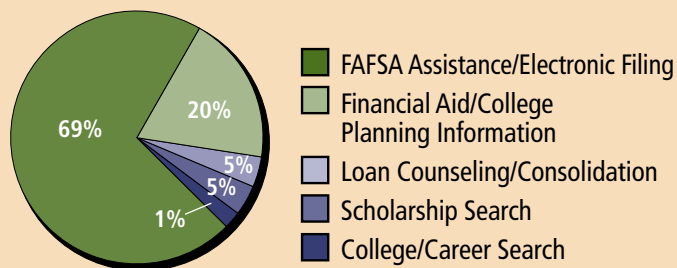
Last year, EducationQuest helped nearly 66,000 clients through our in-house and statewide efforts. In total, we recorded nearly 428,000 contacts with Nebraskans through all of our college planning services including web tools.

Because data is an important element in tailoring our college planning services to meet the needs of Nebraskans from all backgrounds, we ask our clients to complete a brief survey.

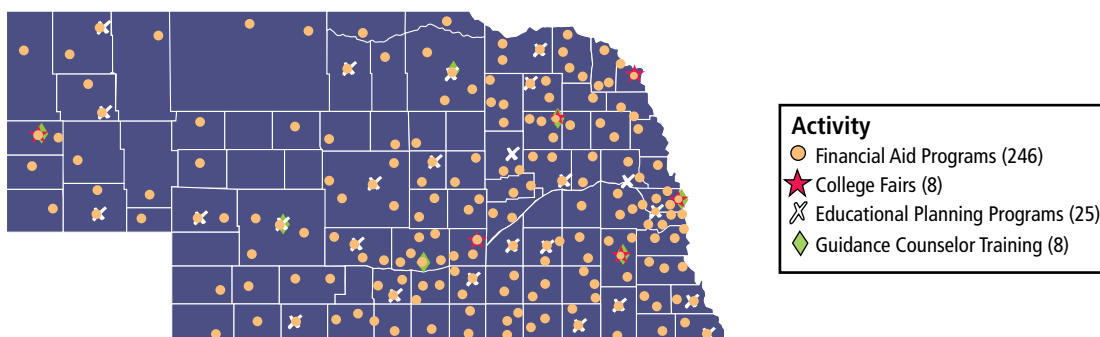
Surveys completed by 6,493 clients showed that:

- 18% were minority
- 50% had household incomes of less than \$50,000
- 72% of students served were between the ages of 15-23
- 95% of parents completed high school and 39% completed college

What in-house services were used the most?



2010 College Planning Activities



Each symbol may represent multiple activities.

KnowHow2GO Program

... promoting college access to
8th – 10th grade students

Since 2007, EducationQuest has sponsored the national *KnowHow2GO* program in Nebraska. The program provides four steps 8th – 10th grade students should follow to make college a reality. EducationQuest promotes the four steps through our *KnowHow2GONEbraska* website and through publications, videos, presentations, and events provided statewide. We also develop resources for guidance counselors, teachers, and community agency personnel to help them promote *KnowHow2GO* to students.

During 2010, EducationQuest enhanced its *KnowHow2GO* efforts through development of a new College Access department that is focusing on middle school efforts including the:

- deployment of a pilot *KnowHow2GONEbraska Ambassador Program* through which college students presented college access information to middle school and high school students in Lincoln Public Schools.
- production of a 30-minute program called “KnowHow2GO to College!” that is airing on Nebraska Educational Television and was provided as a DVD to schools and agencies statewide
- continuation of efforts to build *KnowHow2GO* college access networks in western Nebraska (Panhandle P-16 Initiative), northeast Nebraska (South Sioux City Community Schools) and Lincoln (North Star High School)

The four steps of **KnowHow2GO**

- STEP 1** **Be a *pain* – in a good way.** Find an adult to help you with college planning.
- STEP 2** **Push yourself.** Take rigorous coursework in high school and get involved.
- STEP 3** **Find the *right fit*.** Discover schools that match your career interests and skills.
- STEP 4** **Put your hands on some *cash*.** Apply for scholarships and financial aid.



Web-Based Resources

... simplifying the college planning process

Our website at EducationQuest.org feature tools that simplify college planning.

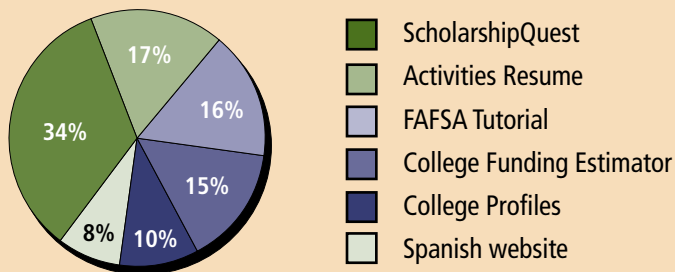
- **Guided Tours** provide college planning steps for middle school and high school students, upcoming college freshmen, and adult learners
- **Activities Resume**SM tracks students' extracurricular activities, community service and part-time jobs throughout high school
- **College Profiles**SM provides details about colleges in Nebraska and nationwide
- **College Funding Estimator**SM estimates results of the FAFSA (Free Application for Federal Financial Aid)
- **ScholarshipQuest**SM matches Nebraska students with local and statewide scholarships
- **Videos and podcasts** explain how to prepare and pay for college

The website also features information and resources for guidance counselors, community agency professionals, college professionals, and media representatives. Last year, EducationQuest developed an “Article and Resources” library that contains college access articles that media, schools and agencies are encouraged to use in their publications.

College planning resources in Spanish are available at EducationQuest.org/espanol.

EducationQuest also sponsors KnowHow2GONEbraska.org with information, tools and resources for 8th – 10th grade students, parents, mentors, and educators.

What EducationQuest website programs were most popular?



Free Materials

... guiding students through the college planning process

Each year, EducationQuest creates and updates college planning handbooks, newsletters, brochures, and other materials for distribution to middle schools, high schools and community agencies across the state. These schools and organizations rely on our publications to help students and clients prepare for college. Some of our materials meet specific needs, such as college planning handbooks for adult learners and for students with disabilities.

Serving the Spanish-speaking community

EducationQuest provides many materials in Spanish – an effort to help increase the college-going rate among Nebraska’s Latino population. Spanish materials include the *College Prep Handbook*, *College Planning Brochure*, *Exploring College* newsletter, and our website at EducationQuest.org/espanol.

In 2010, EducationQuest distributed publications to schools and agencies statewide. We also included a new resource in the distribution – our “KnowHow2GO to College” DVD that includes three 10-minute videos to help students prepare for college and the FAFSA.

To order free materials, visit the “High Schools” or “Community Agencies” sections of EducationQuest.org.



Need-Based Scholarship Programs

... helping Nebraskans achieve higher education

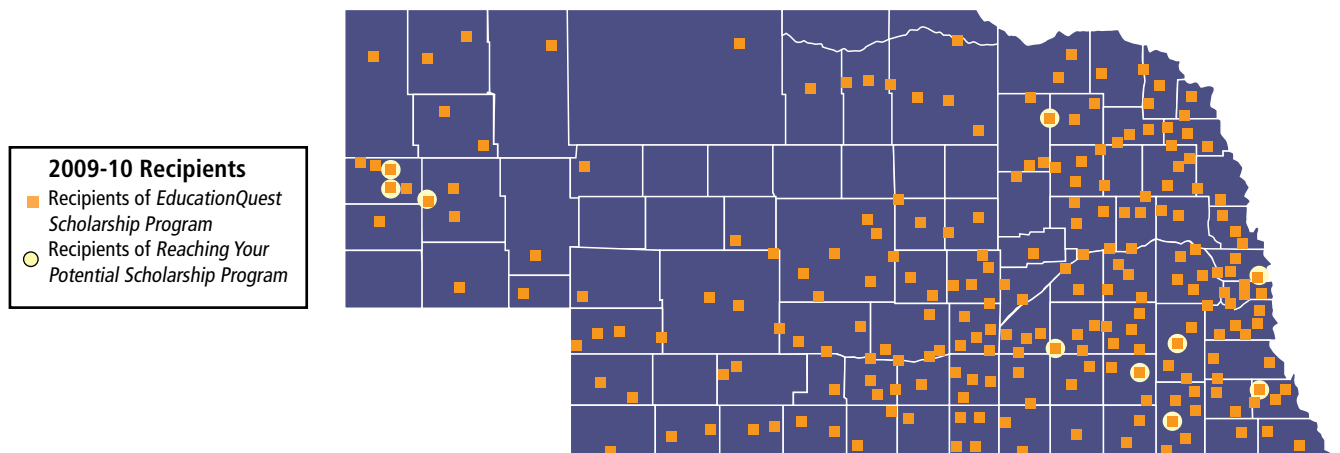
EducationQuest funds need-based scholarship programs that help Nebraska students overcome obstacles to higher education.

Through the **EducationQuest Scholarship Program**, EducationQuest disburses need-based scholarship dollars each year to Nebraska's nonprofit public and private colleges. The colleges then award the funds to eligible students who demonstrate financial need. In 2010, EducationQuest disbursed \$1.25 million that will help nearly 1,000 students during the 2010-2011 academic year. Since 1999, EducationQuest has disbursed nearly \$11 million providing over 10,500 scholarships.

The **Reaching Your Potential Scholarship Program** awards renewable scholarships twice a year to low-income Nebraska students who face obstacles to college. Applicants are referred to the program by community agencies and colleges statewide. In 2010, EducationQuest awarded \$131,200 to 28 recipients. To date, 246 students have received over \$2.5 million. Of these, nearly 77 percent are either in college or have graduated. In spring 2010, the program marked the 100th recipient to graduate from college.

Community agencies and colleges wanting more information about how to refer students to *Reaching Your Potential* should visit the "Community Agencies" or "Colleges" sections of EducationQuest.org.

2009-2010 recipients of EducationQuest Scholarship Program and Reaching Your Potential Scholarship Program.



Outreach Services

...serving clients of Nebraska community agencies

EducationQuest's Outreach Services staff works with community agencies statewide to reach Nebraskans whose circumstances make it difficult for them to pursue higher education. These can include low-income students, minority students, immigrants, students with disabilities, and adult learners.

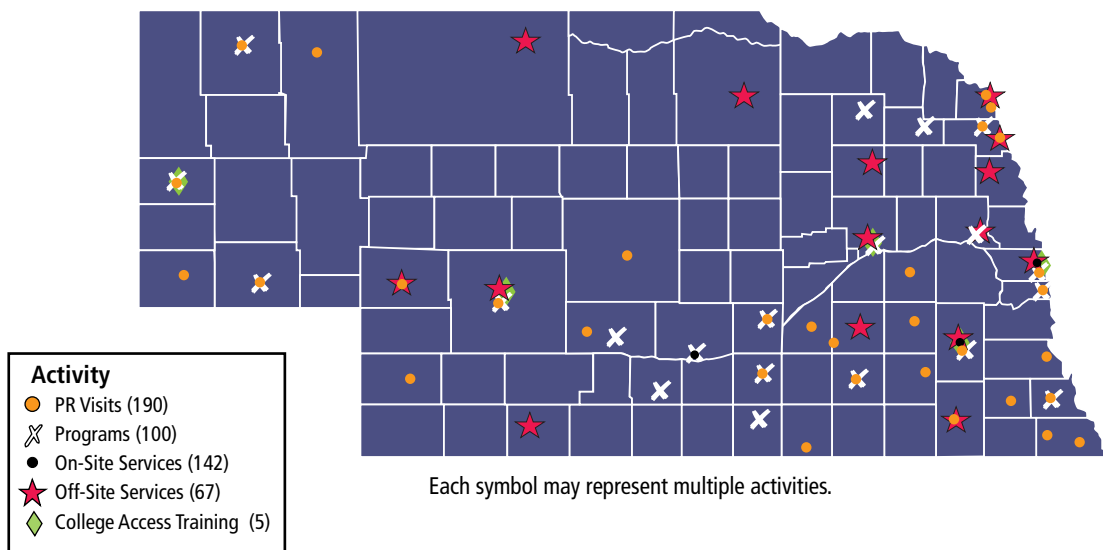
Each year, Outreach Services staff visit hundreds of agencies to counsel clients about ways to plan and pay for college – and to help them complete the FAFSA (Free Application for Federal Student Aid). They also present to agency professionals and clients about EducationQuest programs and services, financial aid, college planning, and our web-based tools, and explain how agency personnel can refer clients to EducationQuest's *Reaching Your Potential Scholarship Program*.

In addition, Outreach Services coordinates annual *College Access Training* workshops statewide to help agency personnel understand how they can help clients achieve higher education.

During 2010, Outreach Services staff traveled 16,800 miles across the state to provide agencies with college access services. They also exhibited and presented breakout sessions at local, regional, and statewide professional conferences, and conducted *College Access Training* for 120 community agency professionals in Lincoln, Omaha, Columbus, North Platte and Scottsbluff.

In total, Outreach staff served over 13,700 clients during 2010 through personal contacts (5,475), phone calls (3,740) and mailings (4,105).

2010 Outreach Services Activities

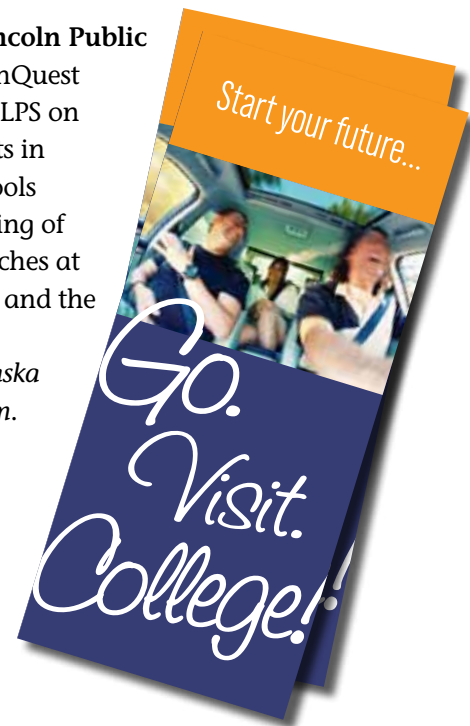


Partnerships

... working with organizations that share our mission

EducationQuest is pleased to partner with several Nebraska entities to fulfill our mission of improving access to higher education. Following are some of our partnership efforts from 2010.

- **Nebraska P-16 Initiative** - In September 2010, P-16 Initiative leaders, including Governor Heineman and EducationQuest President Liz Koop, announced the “Go.Visit.College!” campaign encouraging schools and parents to coordinate campus visits for students. This is one of many efforts EducationQuest is leading to improve the state’s college-going rate to the top 10 tier nationally – one of eight education goals developed by P-16.
- **University of Nebraska** – Each fall, the University of Nebraska system conducts “Counselor Updates” for guidance counselors statewide. EducationQuest joined those sessions to provide counselors with financial aid training.
- **Nebraska Association of College Registrars and Admissions Officers** – EducationQuest partnered with NACRAO to coordinate Educational Planning Programs at high schools statewide featuring college representatives.
- **Nebraska Educational Television** – Through this partnership, EducationQuest developed two 30-second spots that are airing on NET and cable television. We also developed “College Doesn’t Just Happen,” a 10-minute video focused on the four steps of KnowHow2GO; and a 30-minute program called “KnowHow2GO to College” that is airing on NET.
- **Foundation for Lincoln Public Schools** – EducationQuest collaborated with FLPS on *KnowHow2GO* efforts in Lincoln Public Schools including the training of College Access Coaches at five middle schools and the deployment of the *KnowHow2GONEbraska Ambassador Program*.



Looking ahead to next year ... developing new efforts to increase college access

EducationQuest was recently awarded College Access Challenge Grant funds that will spur the development of new efforts next year for 8th, 9th and 10th grade students, counselors and teachers, including the:

- formation of an advisory group made up of educators and agency professionals who work with 8th-10th grade students
 - development of a college access handbook for students
 - creation of college access media messaging that will air on movie theater screens
 - development of college access training for middle school educators
- Other EducationQuest efforts planned during 2011 include:
- continuation of the *Go.Visit.College!* campaign
 - evaluation of the *College Access Grants* program
 - coordination of a college access summit, "Building a Culture of College Access and Success in Nebraska" May 12, 2011 in Lincoln

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