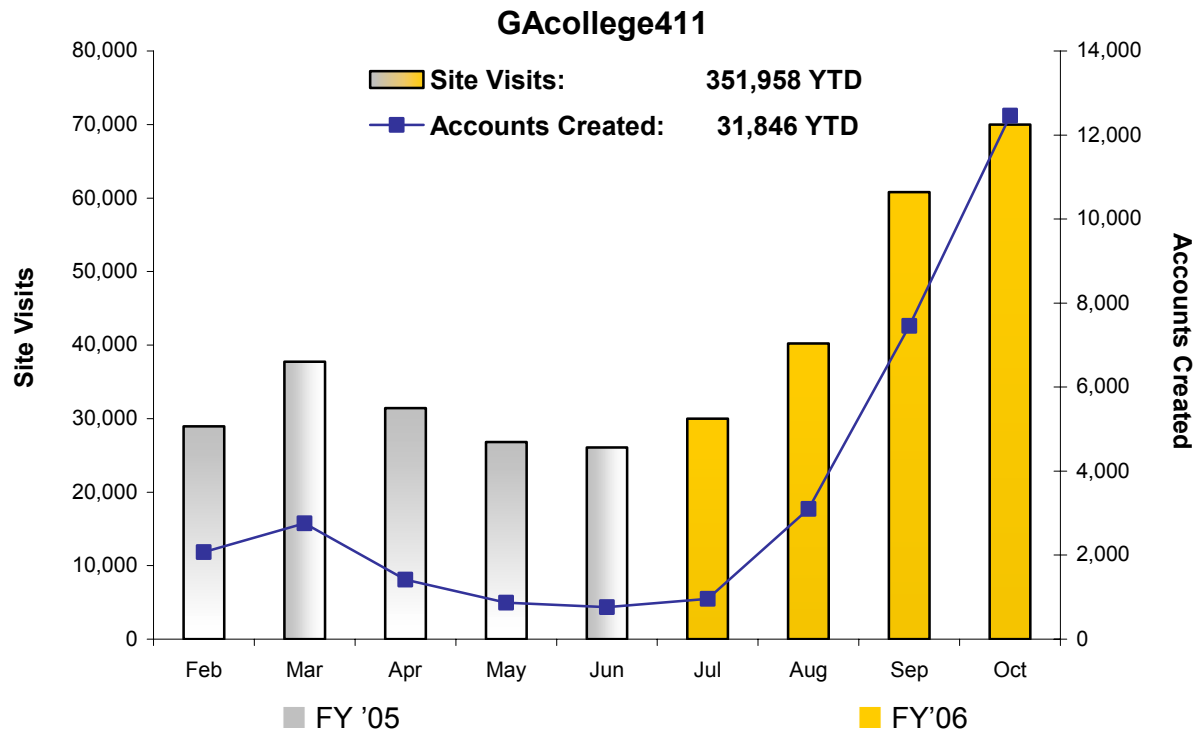


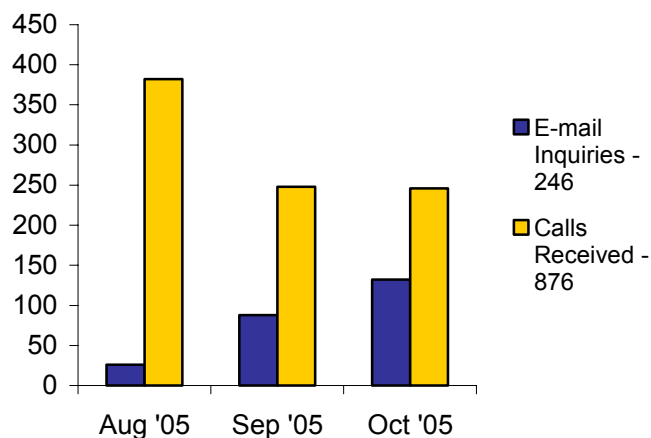
NOVEMBER 2005

GAcollege411.org is a powerful website that helps Georgia students plan, apply, and pay for college. The site, launched February 2005, is a free service of the State of Georgia provided by the Georgia Student Finance Commission (GSFC) and its many Georgia partners. Each month, a **GAcollege411 Update** will provide statistics, significant recent developments, and upcoming events. Thanks for everything you do to help Georgia residents realize their higher education dreams.

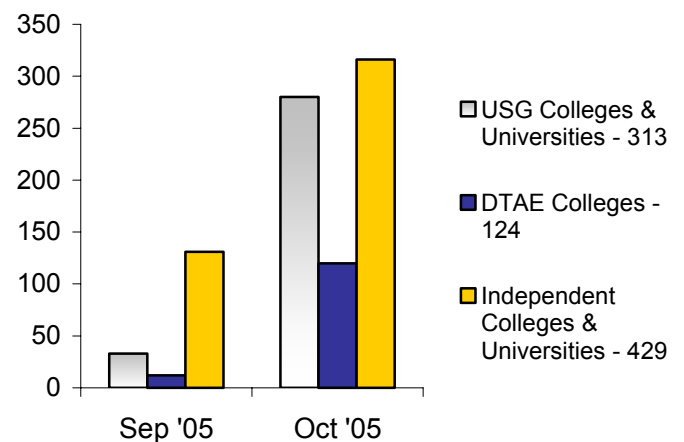
– Tim Connell, GSFC President



GAcollege411 Help Desk Assistance*



Applications Submitted through GAcollege411*



* Totals represent periods displayed

Significant Highlights

FY 2005

GAcollege411.org Site Planning and Development

- Contract with Xap Corporation signed June 2004
- Working Group with partner representation established August 2004
- Student Focus Group named the site, *GAcollege411*, September 2004
- Governor Perdue officially **launched GAcollege411.org** on **February 14, 2005** with a news conference

Promotion and Advertising

- More than 70 informational *GAcollege411* presentations were attended by more than 17,000 Georgians
- *GAcollege411* brochures, flyers, and posters widely distributed to Georgia schools
- News releases, interviews to media, and articles placed in various organizations' newsletters

FY 2006

GAcollege411.org Re-launched

Significant site enhancements were made; full **re-launch** occurred **September 12, 2005**

- Improvements made to the *High School Planner*, *Test Prep* and *Adult Learner* modules with career and salary information specific to Georgia added to the *Career Info* module
- Online applications active for over 60 institutions

Media References

- Education News WXIA 11Alive, Donna Lowery – August/September
- Media kits circulated to major Georgia cities – September
- *One-Stop Shopping for College* by Deborah Geering, GEORGIA Magazine, Georgia Electric Membership Corporation – September
- Clark Howard Consumer Report on WSB Channel 2 – September
- *Achieving Excellence: Inside Georgia Schools with Kathy Cox* – September

Promotion and Advertising

- Counselor packets with promotional materials distributed to all high schools – September
- Billboards developed and displayed at nine locations across the state – September/October
- Video spots (3) designed, developed and distributed in media kits – September
- College Planning postcard mailed to parents of 9th, 10th, and 11th grade students – October

Special Audience Presentations

- | | |
|--|--|
| Sep 1 – <i>Department of Technical and Adult Education Board</i> | Nov 11 – <i>Georgia Education Technology Conference</i> |
| Oct 13 – <i>Georgia Association of Student Financial Aid Administrators Conference</i> | Nov 16 – <i>Board of Regents</i> |
| Nov 9 – <i>Board of Education</i> | Nov 17 – <i>Georgia School Counselors Association Conference</i> |

New Site Features

Nov 15 – Georgia Student Finance Commission Applications (GSFAPPS)

New consolidated application format for scholarships, grants and service cancelable loans administered by GSFC