



College Access

Campaign Sponsor: Get Schooled
Creative Partner: Viacom

Background

Regardless of income level, America's young people routinely express an interest and intent in pursuing a postsecondary education and achieving their dreams. However, despite these high aspirations, low-income and first-generation students are underrepresented on college campuses. The reasons vary, but key barriers include affordability, a lack of college-going knowledge and preparation, expectations, and guidance and encouragement.

Campaign Overview

The Ad Council, Get Schooled, and Viacom are collaborating on a new multi-media public service advertising (PSA) campaign to improve college readiness among low-income and minority high school students.

The campaign directs students to GetSchooled.com, which contains comprehensive and user-friendly resources such as a roadmap for college preparation, information about financial aid and FAFSA, college matching, preparation for and access to remedial help, myths and facts about college, and success stories.

Objective

Raise awareness of GetSchooled.com and help students become college-ready by providing students with resources to address key barriers around:

- Paying for school
- Preparing for college (including course selection & test prep)
- Finding the right match

Target Audience

Low-income and minority students in grades 10-12.



Did You Know?

- Only 52% of high school graduates from low-income families enroll in college immediately after high school compared to the 80% of high-income graduates.
- Only 9% of low-income students are completing college, significantly lower than the 54% of their high-income peers.
- 83% of high school students say that their goal is to attend a four-year college, but less than 50% feel well prepared for college.