



## 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](http://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 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.