Group Plans To Launch College-Readiness Movement In Miami

~KnowHow2Go Florida is a grassroots and media campaign targeting students in grades 8-10 ~

Miami, FL - ENLACE Florida will meet with local community leaders, non-profit organizations, and educators in Miami this week as it plans to launch a new statewide college-readiness campaign in 2010. The regional partnership meeting will take place on Thursday, October 22 from 1:00pm-3:00pm at Florida International University (South Campus) in the Green Library Room 220. A second partnership meeting will take place on Friday, October 23 from 2:00pm-4:00pm at ASPIRA N. Youth Leadership Charter School in the Cafeteria (13300 Memorial Hwy., N. Miami, 33161). The new campaign, KnowHow2Go Florida, is designed to inform and encourage students in grades 8-10 to prepare for college. In partnership with Lumina Foundation for Education, the American Council on Education, the Ad Council, and non-profits throughout Florida, ENLACE Florida will coordinate and lead the grassroots and media campaign. The statewide effort will target first generation college-going students and deliver four steps summarizing the college-going process through television, radio, and outdoor advertisements. The KnowHow2Go Florida campaign will build partnerships with state agencies and non-profit youth-serving organizations in an effort to supplement local program delivery while connecting, informing, and mobilizing communities to Florida’s PreK-20 education policy debate. “The big goal here is develop a statewide coordinated effort to promote a college-going culture and help build demand for a high-quality post-secondary education. We want to increase the percentage of Floridians with high-quality degrees and credentials to sixty percent by 2025,” said Braulio Colón, Assistant Director for ENLACE Florida. According to the Florida Department of Labor, 4 out of 5 new jobs created in the state will require some form of postsecondary education. “In order to meet the future workforce demands of a knowledge-based society and economy, we are simply going to need more low-income, first generation students entering into and succeeding in college,” said Colón. “We expect KnowHow2Go Florida to help build a grassroots demand for higher standards in K-12, greater access to success in higher education, and improved efficiencies on how we help students pay for college” said Colón. During the next several months, ENLACE Florida will host a series of focus groups around the state with individuals and organizations interested in partnering
with the campaign. For more information on KnowHow2Go Florida, or for information on how to become a partner, visit www.knowhow2gofl.org

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ENLACE Florida is a statewide network promoting college readiness, access, and success for Latinos, African Americans, and other underrepresented students through research, communication, advocacy, and support.