



## **Education. Go Get It.**

Georgia's Education GO Get It Initiative (GO) was a statewide network of public and private partners whose sole purpose was to improve the quality of life for all Georgians by enabling and motivating students to earn a high school diploma and enroll in a two-year, four-year or technical college.

Georgia's Education GO Get It was an initiative led by the P-16 Department of the University System of Georgia and was part of a 16-state alliance. GO worked in close collaboration with partner project GAcollge411.

The first GO program started in Texas in 2002. Georgia adopted the program in 2004 and officially launched in February 2005. The program ended in July 1, 2006 due to funding cuts.

GO used three primary strategies:

- Break-through multi-media communications
- Grass-roots outreach
- Partnerships

### **GO Services and Programs**

#### **GO Centers**

GO Centers were a grassroots network of college and career access centers located in schools and communities across the state of Georgia. Through GO Centers, students and adult supporters received the message that a high school graduation and college education maximize life's choices and are desirable, attainable, and affordable.

Information on how to start a GO Center in a school, community organization, state agency, or other location can be found in the [GO Training Manuel.](#)

#### **GO Kits**

GO Kits contained college preparation presentations, notes, and activities for students from preschool through high school and their parents, mentors, and other supporters. GO offered these tools to community-based organizations and schools for their use with the students and families they serve. Presentations covered how to succeed academically in school, prepare for college, and save for college. GO Kits in English and in Spanish are available on disk. Contact the P-16 office for a free GO Kit disk.

#### **G-force**

G-Force members were college student or community mentors who serve as the core

volunteer force for GO; in GO Centers, in the school system, and in existing outreach efforts through community organizations. These volunteers were mentors that had an interest in assisting students to reach their potential through education. An information packet on G-force recruitment and service is available.

### **GO Multimedia Campaign**

The GO multimedia component was a multi-faceted statewide awareness campaign. The TV and radio components issued a call to action across the state. The website provided a destination where one could find research, partner information, GO Kit modules, GO Center information, and how to become a G-Force volunteer. The GO message that all students can reach their potential through education was communicated to students and their supporters: parents, teachers, mentors, counselors, and other influencers.

### **GO Student Ad Contest**

GO initiated the "What would you say?" ad contest to encourage students to think about the relevance of education in their lives and to inspire others through their creative work. Students were asked to create a storyboard and write a 30-second TV commercial about why students in Georgia should graduate from high school and go to a two-year, four-year or technical college. Students submitted their ideas in a storyboard format using the template provided by Education GO Get It. The winning entry was produced and aired on Georgia Public Broadcast.

### **GO Networks**

GO was built on partnerships and a statewide network of organizations committed to GO's vision and goals. These organizations represented all sectors of society: education, business, government, and community. The purpose of the network was to create a local and statewide, unified effort to improve high school graduation rates, increase college enrollment and increase the economic prosperity for citizens of Georgia.

### **GO Partner Scholarships**

GO partner scholarships gave students in grades 6 through 12 a chance to describe their attitudes and aspirations towards attending college and win a \$500 in the process. GO awarded 18 scholarships to students who were selected based on their application essays. The scholarship money was placed in each student's 529 Education Savings Plan, to be used to attend the college, university or technical college of the student's choice.

### **GO Theatre**

GO Theatre performances used drama, comedy, music and dance to motivate students to finish high school and go to college. GO Theatre Teams communicated with students by depicting true life situations that students might face. At the end of each performance, cast members remained in character to converse with audience members about their personal stories.