



## Our mission

We advocate for and support Iowans as they explore, finance and complete educational opportunities beyond high school to increase family and community success.

## Our motto

Because college changes everything.

## Our vision

All Iowans can achieve an education beyond high school.

## Our values

- Put students first
- Respect and honor the dignity of each other and all those we serve
- Uphold the public trust
- Create and nurture internal and external partnerships that benefit our customers
- Provide services to our customers that exceed expectations and address their changing needs
- Develop and empower a motivated, compassionate, professional and accountable team
- Utilize evidence-based decision-making
- Strive to improve internal and external communication and increase transparency

October 28, 2016

## Iowa College Aid Programs

### Did you catch our FAFSA ads?

In the two weeks before the FAFSA window opened on October 1, Iowa College Aid ran advertisements on TV, in movie theaters and on Facebook. The simple 30-second spot reminded viewers that the time to file a FAFSA was about to open earlier than ever. Check it out [here](#).



### Gov. declares College Application Month

Iowa Governor Terry Branstad visited Bondurant-Farrar High school on October 14 to declare October as College Application Month in Iowa. His proclamation formally recognized the efforts of the Iowa College Application Campaign, Iowa College Aid's statewide initiative to increase the number of high school seniors who complete and submit college applications (part of our [3-Step Process](#)). Bondurant-Farrar is one of nearly 90 high schools participating this year, with school staff and volunteers helping students fill out college applications during a designated day at each school.

### Ottumwa LCAN holds conference

The Local College Access Network in Ottumwa (Cradle-College-Career-C3) held a conference October 20 to help build a college-going culture in that community. Nearly 100 educators and community leaders signed up for the conference, where topics included career readiness, business contributions, family development and college savings. Local TV station [KTVO](#) provided some nice coverage.





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## Success story: First-generation college aspirant

From [GEAR UP Iowa](#) student Rylie Maliszewski: “GEAR UP Iowa is helping me prepare for my future. Not only do we get free money for college but they also provide SAT/ACT prep, college visits, and even tutoring and mentoring. All of these features are free to us with having this program! I am so absolutely grateful to be a part of this program! I’m a first-generation college student. ... This experience is very new to me and my family.”

From her mother, Jennifer Maliszewski: “Knowing that the people of GEAR UP Iowa are always there to help out gives us some peace of mind. They offer so much to help the students reach their goals.... My family will be ever grateful for everything they do for the students and their families to make the transition from high school to college a smooth one.”