



MEDIA ALERT
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Education Policy & Advocacy Group Plans To Launch College-Readiness Movement

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

Tampa, FL- ENLACE Florida today announced that it plans to launch a new statewide college-readiness campaign in 2010 designed to inform and encourage students to prepare for college. In partnership with [Lumina Foundation for Education](#), the [American Council on Education](#), and the [Ad Council](#), the group will lead a grassroots and media campaign called [KnowHow2Go Florida](#). The statewide effort will target first generation college-going students in grades 8-10 and deliver four steps summarizing the college-going process through television, radio, and outdoor advertisements. The KnowHow2Go Florida campaign will also build partnerships with non-profit youth-serving organizations in an effort to supplement local program delivery while informing and connecting communities to Florida's PreK-20 education policy debate. "The big goal here is develop a statewide coordinated effort to increase the percentage of Floridians with high-quality degrees and credentials to sixty percent by 2025," said Paul Dosal, Executive Director for ENLACE Florida. "Today we're at about thirty-three percent," said Dosal. According to the Florida Department of Labor, 4 out of 5 new jobs created in Florida 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 students and students of color entering into and succeeding in college," said Braulio Colón, Assistant Director for ENLACE Florida. "We expect KnowHow2Go Florida to help build a grassroots demand for higher standards in K-12 and greater access to higher education," said Colón. During the next four months, [ENLACE Florida](#) will host a series of focus groups around the state for 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.