



MEDIA ALERT
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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.