



2009 Annual Forum: Making More Connections than Route 66

COLLEGE GOAL SUNDAYSM

Celebrating 20 Years of Serving Students & Families

May 10-13, 2009

Santa Ana Pueblo, New Mexico

Please join us in May for the 2009 CGS Best Practices Forum with a special emphasis on future programming. The forum will be held at the *Hyatt Regency Tamaya Resort & Spa, 1300 Tuyuna Trail, in Santa Ana Pueblo, New Mexico on May 10-13, 2009*. The forum will begin on the 10th at 3pm and end on the 13th at noon.

The forum will focus on the following theme areas:

- **Managing Resources and Program Sustainability** – How to identify, acquire, and manage resources effectively; how to maximize the impact of the resources you have; and how to minimize operational and program expenses;
- **Building Effective Partnerships** – How to identify and approach prospective partners (businesses, coalitions, higher education, foundations, internal partners, etc.), and how to nurture and grow those relationships over time.
- **Designing Social Media and Marketing Projects**– How to effectively build and manage social media and marketing strategies. This includes researching audience groups, barriers and influencers prior to project design.
- **Expanding our Reach** - How to ensure student/families maintain a level of understanding of the key elements to financial aid – grant eligibility, borrowing, financial literacy, tax assistance, and next steps to the FAFSA. How to expand efforts the day of, pre- or post- College Goal Sunday in an effort to build a more effective pipeline for students and their families.

It is our goal to make this forum as applicable to the needs of state coordinators and volunteers as possible. By visiting the official Forum website <http://events.signup4.com/collegegoalsunday> you can register for the event through the national office, view the tentative agenda and find information regarding hotel and travel accommodations

With your help and continued hard work as partners, College Goal Sunday will continue to be a program that helps students and families who need assistance in completing the financial aid forms, with a particular focus on helping low-income, first-generation families.

1. For the first time ever, we invite you to submit a **SESSION PROPOSAL** for the College Goal Sunday National Forum, to be held on May 10th through May 13th at the Tamaya Hotel and Resort outside of Albuquerque, New Mexico. If interested, email feedback@collegegoalsundayusa.org.
2. Perhaps you have a Best Practice idea on a topic important to your program or community. Soon to follow will be details on how you can showcase your ideas, marketing strategies and efforts unique to your program through a Best Practice gallery. You may contact Juan Garcia at jgarcia@icansucceed.org for details.

If you have any questions regarding accommodations, planning or logistics, please contact Johnavae Campbell at the College Goal Sunday office (312) 415-2940 or by email at johnavae.campbell@ymca.net.