

# A campaign that empowers students to take charge of their future

## I am the One

The “I am the One” campaign is a statewide marketing effort to empower **all** students to plan for and succeed in education beyond high school. The “I am the One” message affirms the responsibility we each have to help all Virginians pursue an education and plan for a brighter future. **We want you to participate in this upbeat, high-energy campaign, and we will provide you with FREE materials to help promote a college-going culture in your area.**

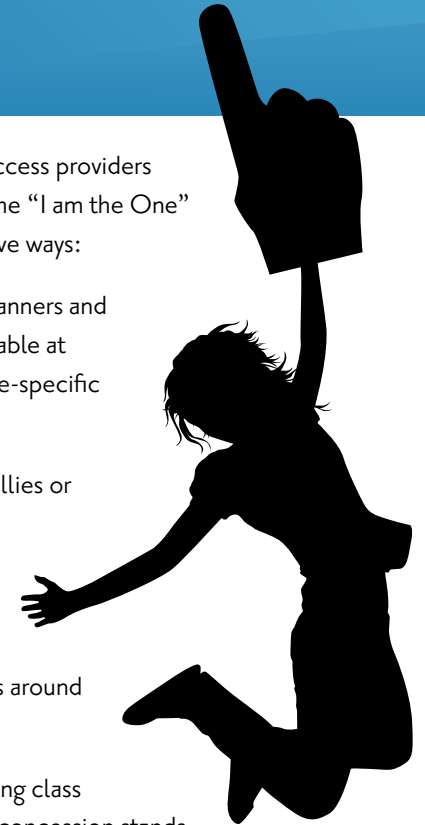
The “I am the One” campaign is based on input from Virginia high school students and counselors, and its message is designed to resonate with students on two different levels. First, that they deserve and are worthy of the opportunity to continue their education beyond high school. Second, that it is their responsibility to make this dream come true.

All of the materials lead students to the “I am the One” website: [i-am-the-one.com](http://i-am-the-one.com). This site was specifically designed to link visitors to existing information from trusted sources, including [fafsa.gov](http://fafsa.gov) and the [VAwizard.org](http://VAwizard.org). In addition to resources for students and parents, the site provides an area for counselors to access electronic versions of the “I am the One” informational materials, including Spanish versions of the student planner and parent checklist, as well as PowerPoint® and signage templates with “I am the One” graphics for you to customize on an as-needed basis.

The free “I am the One” informational and incentive materials are designed to be incorporated into the college-preparation programs, activities, and services that you already provide to students. We don’t want to overshadow your school-specific or organizational message, but rather to give you fun giveaways and valuable information to enhance it.

Schools and community-based access providers across Virginia are already using the “I am the One” materials in these fun and inventive ways:

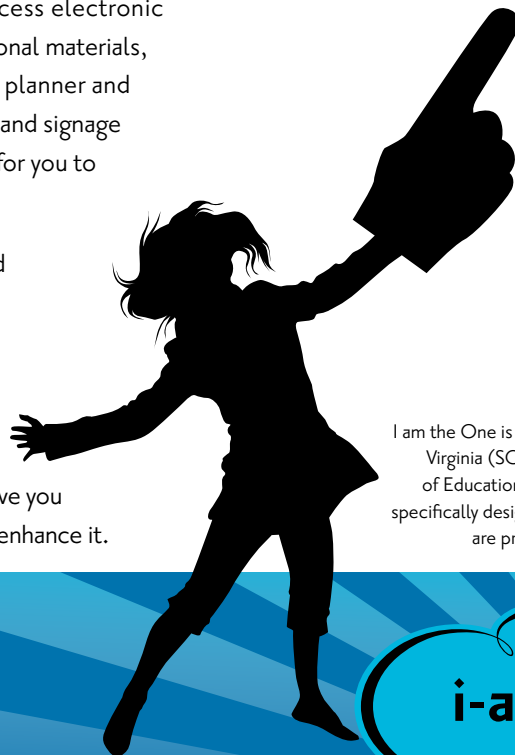
- Utilizing the “I am the One” planners and PowerPoint presentation (available at [i-am-the-one.com](http://i-am-the-one.com)) during grade-specific classroom guidance sessions.
- Distributing items during pep rallies or club activities.
- Distributing “I am the One” items at Parents’ Night.
- Building homecoming festivities around the “I am the One” theme.
- Using “I am the One” cups during class picnics or at school-sponsored concession stands.
- Offering “I am the One” items as rewards to seniors who apply to college or complete scholarship applications.



We hope you’ll find a way to integrate these free items into your programs. Thank you for encouraging Virginia students to explore and prepare for educational opportunities beyond high school!



I am the One is coordinated by the State Council of Higher Education for Virginia (SCHEV), through funds available from the U.S. Department of Education’s College Access Challenge Grant Program. The grant is specifically designed to increase the number of low-income students who are prepared to enter and succeed in postsecondary education.



## [i-am-the-one.com](http://i-am-the-one.com)