



# Indiana Pathways to College Network

## “Leveraging the Internet for Educational Resources”

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# What is Web 2.0? SMS? Social Networks? Etc.?

- Let's look at history: it took us 15 years to move from the start up of the Web to Web 1.0 (utilizing databases and spreadsheets and sending emails and understanding the basics of search) and only 5 years to get to Web 2.0 (the more interactive web – social networking, keyword search, wikis, YouTube, Bookmarking, RSS, Dig, Blogs, Texting, mobile technology,etc).
- It is anticipated that it will take less than 3 years more to move into Web 3.0 – real interaction – more like Second Life and customized marketing; Linked In (the groups), Grand Central, GPS down to the person, Twitter, etc.
- Web 3.0 is REALLY about how we will use Technology to our advantage where it is really relevant to us as individuals.
- Those individuals and organizations trying to reach the younger millennials will have the most success IF they can DETERMINE the needs/wants of this generation to and then, LEVERAGE Technology to engage them to TAKE ACTION

# Let's talk about the HS Student's environment

- It's a mobile world! 8 million mobile users – 1,800 average text messages a month; 20 hours a week online; tech savvy – highly visual.
- A generation who's "used to being connected"
- A generation who's "demanding to be engaged and entertained"
- A generation that will tell you what it thinks, wants, and has the money to influence their parents.
- You must provide a unique and innovative emotional medium "to tell your story" that engages them, answers their questions, and has a much higher probability of leading them to action.
- It must be differentiated, relevant, and customizable to be viral.

# How do we “get them to take action”?

- Let's look at what Companies are doing and compare them to what our High Schools are doing when it comes to trying to “capture attention”
- What about how those who are trying to get more students engaged in college are engaging parents and the tools “we” are getting to help our students in the way they interact in their daily life (How are organizations and colleges helping us to help the teen?)
- It's a very, very busy world! Lots of distractions. Letters to the house, Print media, DVDs, and college fairs – very 1990's (examples/questions)
- How well do we understand what their expectation is?

# Internet Resources

- Popular Ones: Kaplan, U.S. News on Colleges, College.gov, going2college.org, KnowHow2Go.org, College Mentors, collegeboard.com, anycollege.com, petersons.com
- What about: iamgoingtocollege.com, igot2know.com, graspr.com, expertvillage.com, teenink.com, offtocollege.com, collegeparents.com
- What about Educational Blogs? [.thecollegeblognetwork.com](http://.thecollegeblognetwork.com), [uscollegesearch.org/blog](http://uscollegesearch.org/blog)



## We are the ONLY Web 2.0 Company that provides relevant information through 100% video

- We are an innovative, one of a kind digital media start up company based in Indianapolis, IN with a mission to *“build a better world by providing relevant information via 100% video in a 100% positive and engaging way.”*
- Our interactive website [www.igot2know.com](http://www.igot2know.com) provides relevant, specific information to help teens & parents find the information they want to make a decision.
- Our model is based on the “emotional connection” approach – we are leveraging today’s digital technology for today’s visual person’s high desire to be engaged and entertained while getting their questions answered.

## Our Contact Information

- Got2Know is in Noblesville, IN.
- If you have any questions about Got2Know, please feel free to call us at 317-372-6524.
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