

November 5, 2014

MEMORANDUM

TO: State Board of Regents

FROM: David L. Buhler

SUBJECT: Monte and the World of Possibilities

Background

For the Utah System of Higher Education to reach the “big goal” of having 66% of Utah’s workforce with postsecondary degrees by 2020, it is essential to increase college participation from student populations who may have never considered higher education as a viable option. The StepUp Utah higher education campaign is a social awareness campaign to reach out to these students, paid for and made possible by a grant from the U.S. Department of Education (the College Access Challenge Grant (CACG)). The campaign encourages all Utah youth to dream big about their futures, and then act on those dreams by preparing for and completing college. Whether aiming for a one-year certificate or a four-year degree, StepUp provides tips, tools, resources and conversation starters on preparing and paying for college so that obtaining a higher education can be a reality for all Utahns.

Issue

In an effort to encourage young students to begin dreaming of what they want to be when they are adults—and to emphasize that college is an important part of achieving that dream—the Utah System of Higher Education (USHE) commissioned the creation of a children’s book, *Monte and the World of Possibilities*. The book was written by Love Communications and illustrated by Colt Bowden. Colt attended BYU and graduated in 2012 with a Bachelors of Fine Arts, majoring in Illustration.

In the children’s book, the main character Monte has a lot of questions about the world around him, with one of them being, “Can I go to college?” In the end, he realizes that school, and college in particular, can help him follow his dreams. The book was developed for second and third graders, and an [online toolkit of activities](#), complete with a [PDF of the book](#), is available for free for teachers, afterschool coordinators, and parents to incorporate into their college discussions with students.

A book launch event took place on Tuesday, October 7, 2014, during an assembly at Beehive Elementary in Granite School District, where Nadine Wimmer, CEO of the Read Today program, introduced guest reader Lieutenant Governor Spencer Cox and Commissioner of Higher Education David Buhler. Each student at Beehive Elementary received a copy of the new book. Over the next year, 4,550 KSL Read

Today volunteers will share the story with the children they tutor. Additionally, on November 13 the Lieutenant Governor will kick off another reading event in partnership with the state library system so that families may have access to the book at their local branch.

Overall StepUp campaign has helped further the Regents strategic priority of increasing participation in higher education. It has been instrumental in helping the Utah System of Higher Education increase awareness and momentum toward increasing academic and financial preparation so more Utah citizens might participate in postsecondary education.

Commissioner's Recommendation

This is an information item only, no formal action by the Board is required. However, the Board is encouraged to read and take note of the information in this memorandum as part of the Board's Participation strategic objective. A copy of *Monte and the World of Possibilities* will be included in each Regent's folder.

David L. Buhler
Commissioner of Higher Education

DLB/MMK
Attachment

MONTE AND THE WORLD



OF POSSIBILITIES

WRITTEN BY KATIE BRADLEY BARRETT & CAMERON PINEGAR. — ILLUSTRATED BY COLT J BOWDEN

Monte woke up feeling extra curious about the world around him. He wanted to know who, what, where, why and how he could be part of it all. With every answer he received, Monte saw a new world of possibilities and all he had to do was start dreaming.

The world holds so many possibilities. Isn't it exciting? And like Monte, the more questions you ask, the more likely you are to achieve your dreams. One of the best ways to find answers to your questions is by reading. That's why I'm so proud to be a part of Read Today, KSL's reading program. Our mission is to help every child learn to read which in turn leads to a better chance of success in school and following your dreams—whatever they may be.

Nadine Wimmer
KSL-TV, Anchor Reporter
Read Today, CEO

Are you ready for college? It may seem years away, but did you know the earlier you start dreaming about what you want to be when you grow up, the better prepared you'll be to realize those dreams? It's true. Higher education is the key to your future success. Your parents and teachers can help you along the way as you choose an education pathway that will help you reach your dreams. So enjoy reading, learning, and dreaming about your future.

Utah Governor Gary R. Herbert



ne Tuesday morning, Monte
woke up feeling extra curious.



Everywhere
he looked he
wanted to
know what,
where, why,
who, and how.





He set out to find some answers.



Dinosaur, how did you get such a good smile?

A paleontologist dug me out of the ground and put me back together so I can show off my choppers at the museum.

How much dental floss do you use a week?

Not much. Just a mile or two.

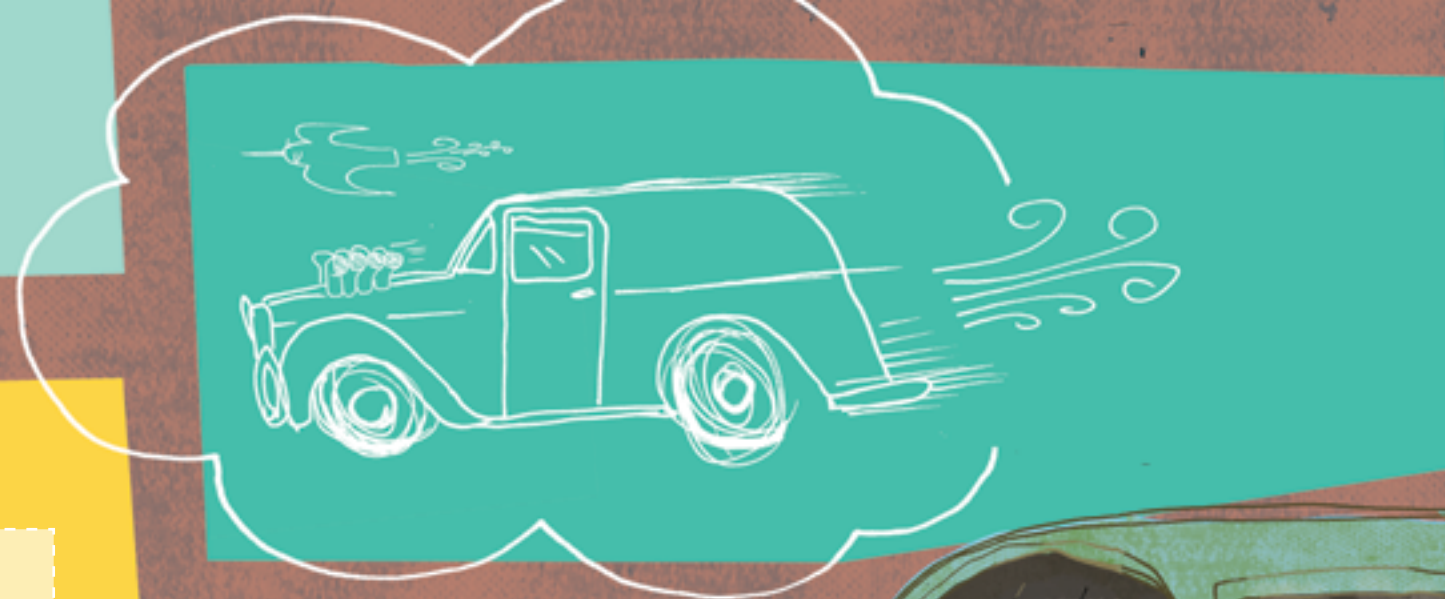


Car, what makes you drive so smoothly when you are old?

You are only as old as you feel. An automobile mechanic repaired me and keeps my engine and systems running well.

Are you faster than a White throated Needle tail?

I have never raced one before, but if you meet one, send it my way.





Numbers, how did you get up there?

We have names by the way. I'm 5 and he's 3. A sign painter put us up here, but before that the head of the finance team used math to find the best price per can.



Does it hurt when you are divided?

Actually, it kind of tickles.



Robot, who made you so smart?

That is a stereotype, but in this case it is true. A computer programmer created software for me so I can be launched into space with astronauts and help them explore and learn about places like Mars.



Do Martians
play basketball?

Yes, but the hoop is
much higher.



Book, where did you find so many words?

There is no short answer, but I'll do my best. All books begin with an author. An author is someone who takes words and turns them into stories. These stories can take your mind just about anywhere you could ever dream of going.

What are you about?

Me? World travel. In fact, I'm about to go to Paris right now. You can join me by flipping through my pages.





Bridge, how did you get so strong?

Thank you for noticing. A civil engineer thought I should start with a foundation, then a framework of steel and these stable supports.

How many elephants carrying gold bars could you hold up?

Roughly three thousand carrying one hundred gold bars each.



Storm Cloud, when will your lightning strike?

Well that's my secret, but if you ask the meteorologist, she might know. Meteorologists study and help predict the weather.

Can lightning strike the same place twice?

Yes, but I try to keep it original.



Building, why are so many people coming in and out of your doors?

I'm not just any building. I'm a college. Students come here to learn everything they need to follow their dreams. In fact, right now there are students learning how to become business people, artists, nurses, scientists, pilots, and more—all inside my doors.

Can I go inside a college someday?

Yes, and who knows what you'll be when you come out?



ATHLETE

PHOTOGRAPHER

DENTIST

WELDER

WRITER

SOFTWARE
Engineer

POLICE
OFFICER

SIGN
PAINTER

MECHANICAL
ENGINEER

VETERINARIAN

GRA
PHIC
DES
IGNER

Forensic
Analyst

TEACHER

ARCHITECT

ELECTRICIAN

RADIOLOGIST

STONE
MASON

CEO


CHIEF OF CHIEFS

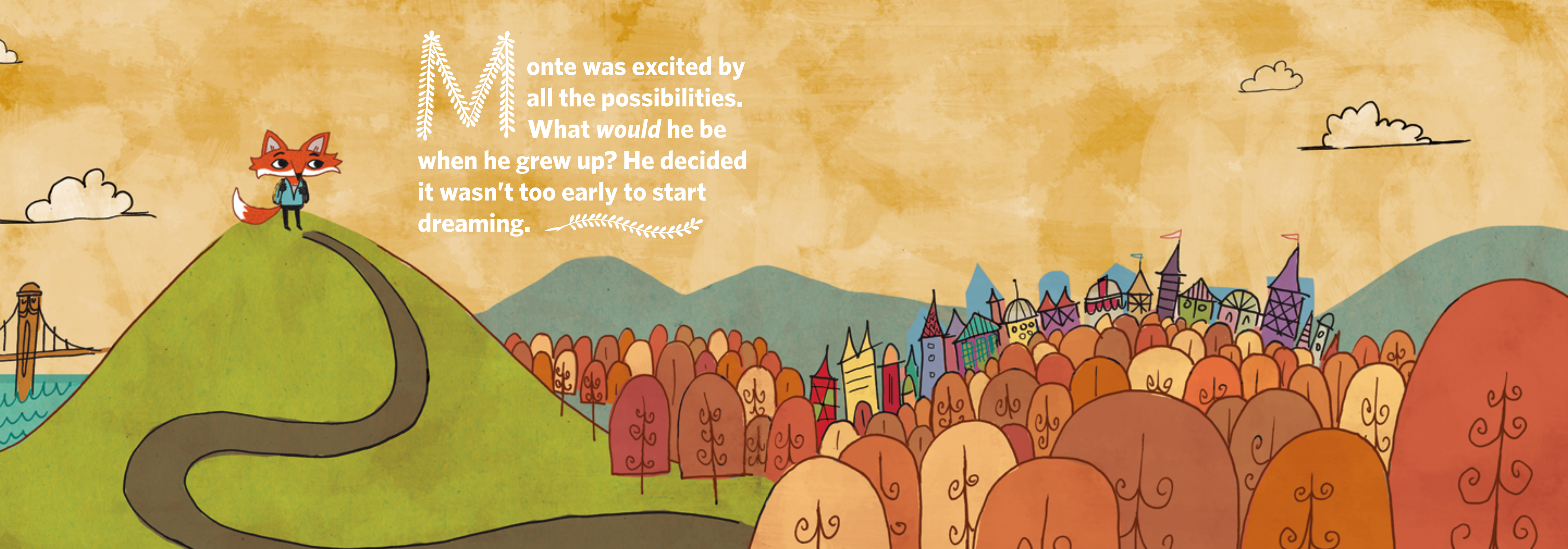
ARTIST

ENTREPRENEUR

MOVIE
PRODUCER

Space Invader

Monte was excited by
all the possibilities.
What *would* he be
when he grew up? He decided
it wasn't too early to start
dreaming. 





ABOUT THE ARTIST

COLT BOWDEN has always loved to draw as soon as he was big enough to hold a crayon. Born and raised in Magna, Utah, he spent his childhood climbing in trees, building snow forts, and exploring the world around him. An avid doodler, painter, skateboarder, and children's book collector, Colt is always looking for new ways to be creative. Colt attended BYU and graduated in 2012 with a Bachelor of Fine Art degree, majoring in Illustration. Colt loves taking walks in the park with his his wife Abigayl and their son in sunny Southern California.



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