

**Postsecondary Network**  
**May 19, 2020 Discussion Summary**  
**Financial Aid Focus**



**How can we connect with students to keep them engaged in postsecondary enrollment?**

- Virtual one-on-one sessions centered on college planning.
- Text messaging campaigns to check on students and see how they are doing.
- Connect with colleges- HBCUs are connecting with students to keep them motivated about the fall.
- Social media offers encouragement and motivation.
- Leveraging current student connection opportunities to remind them about postsecondary deadlines. For example, DeKalb is using diploma and gown pickup as a chance to remind students to complete the FAFSA.
- Remembering to connect with underclassmen, too, because it will help prepare them for these key messages when they get older.

**How can we educate students about the challenges of FAFSA completion and the potential appeals process?**

- There is a YouTube series that prepares students for college - “May College Prep Series Transitioning to College.”
- Leverage personal relationships - FAFSA is a sensitive process.
- Swiftforms link to complete appeals of financial aid decisions.
- Revisiting GA Futures site that has a wealth of knowledge about postsecondary enrollment and requirements.
- Library systems can curate and distribute knowledge digitally to broad population at no charge.

**How can we help students identify sources of financial aid?**

- The needs are different. Start summer support campaigns to identify specific student/family needs.
- GAFutures.org has a list of valuable resources for students including a Scholarship Search and other training tools.