



Postsecondary Success Change Action Network February 9, 2021

Say hello in the chat box...

- Share your name, organization, and role

Agenda

- L4L's Theory of Action
- Early Literacy CAN update
- FAFSA completion discussion

Small group welcome question

What has been one personal or professional bright spot for you in 2021?

L4L's Theory of Action

What we do:

Mission:

To ensure that every child in our region becomes a thriving citizen who achieves success in school, career, and life

...in an environment of sustained trust, learning, and momentum

Engage partners

Create shared understanding [of data]

Amplify bright spots

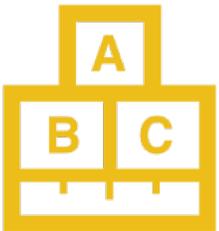


L4L Key Indicators

Early Grade Literacy

8th Grade Math

Post Secondary Success



Kindergarten Readiness

3rd Grade Reading Proficiency

8th Grade Math Proficiency

High School Graduation

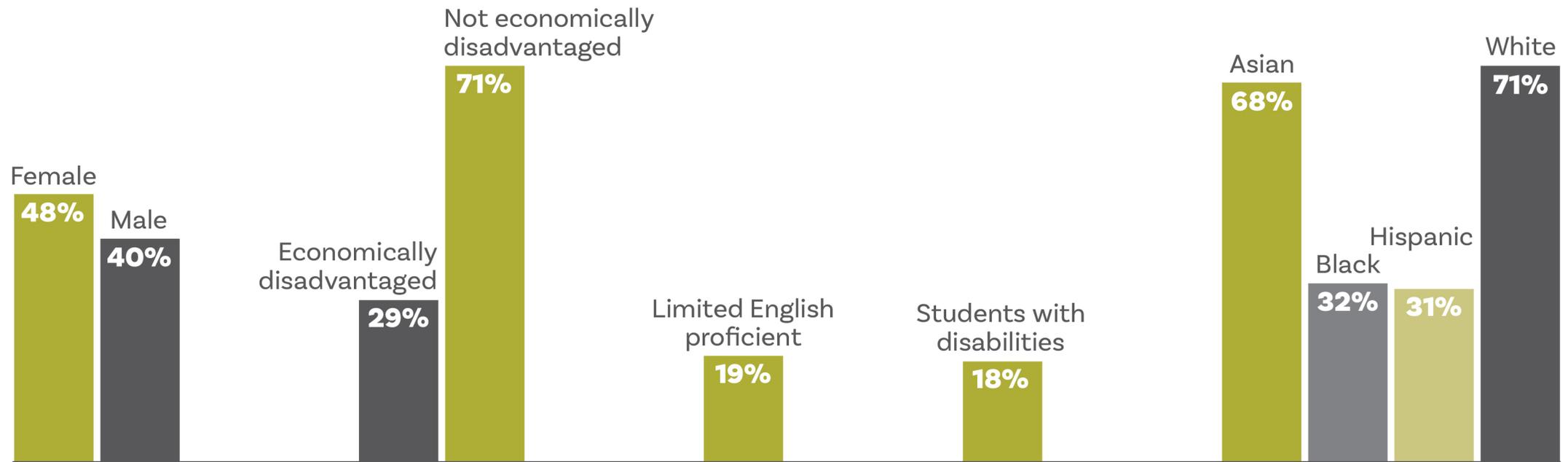
Post-Secondary Enrollment

Post-Secondary Completion



3rd Grade Reading Proficiency

Percent of Students Proficient & Above Grade Level on 3rd Grade Reading



Source: GOSA, 2018-2019 Georgia Milestones End-of-Grade (EOG) Assessments (by grade)

CAN and Leadership Council prioritized pandemic factors affecting 3rd grade reading proficiency

Teacher Preparation
Children's Mental Health
Early Childhood Education

Attendance
Summer Learning Loss
Student Engagement

School and Classroom Climate
Adult Literacy
Food Insecurity

Newest Early Literacy Bright Spots



A professional learning organization that delivers resourceful and innovative strategies to *engage students, equip teachers, and grow school communities* for meaningful impact on the future.

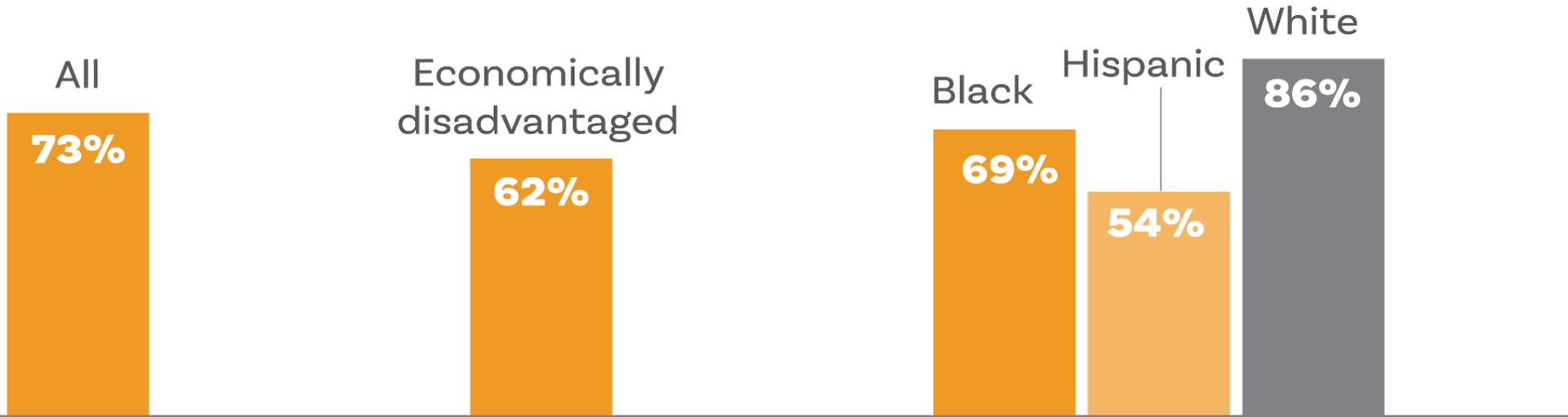


A professional learning approach that provides freely accessible tools that equip educators to enhance students' social emotional engagement in the learning environment.

Postsecondary Success



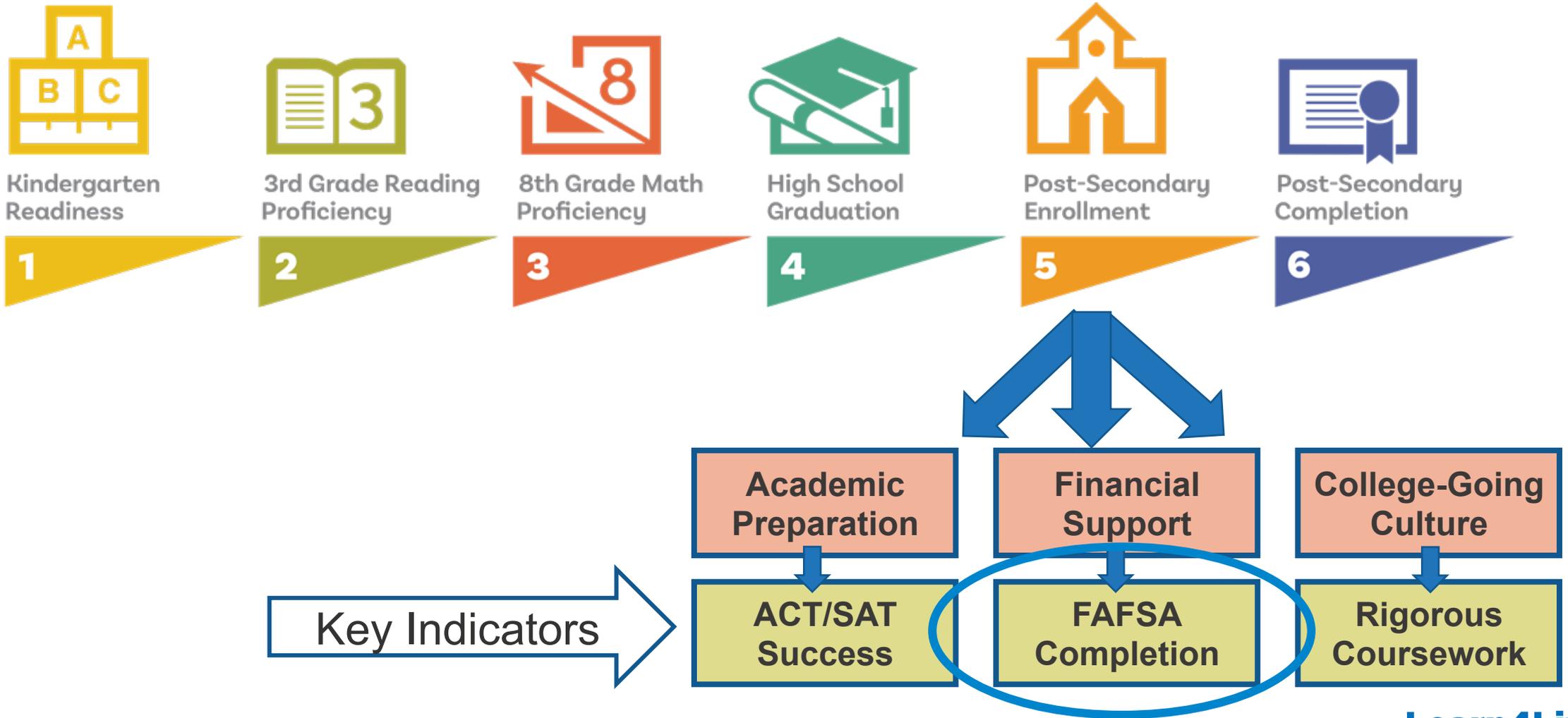
Postsecondary Enrollment



Percent of students enrolling in a post-secondary institution within 16 months of graduation*

*2017 High school graduates

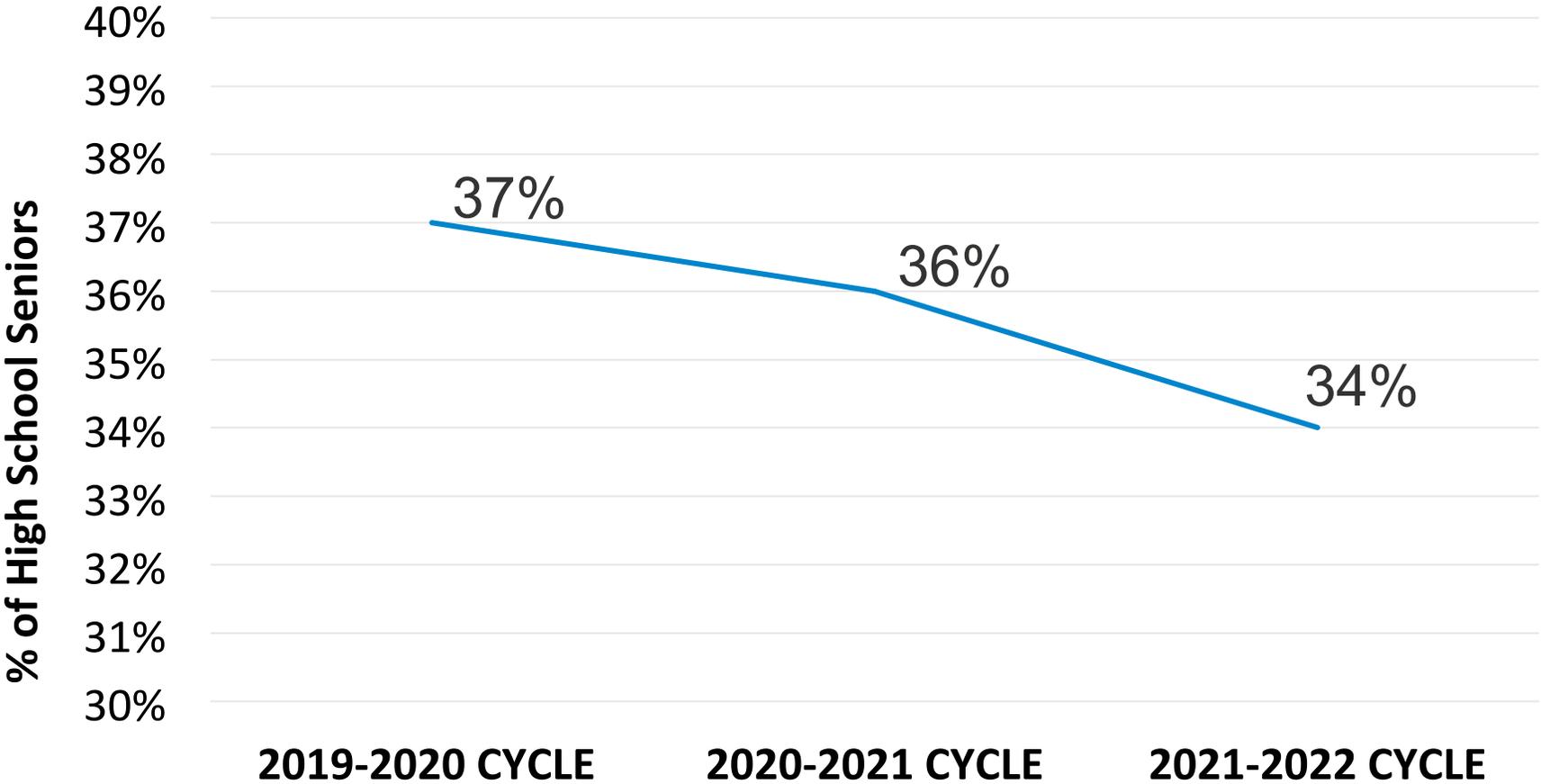
FAFSA is a key indicator of Postsec success



The Case for FAFSA

- Students who *receive assistance* with the FAFSA and *information about aid* are:
 1. Substantially more likely to submit the aid application,
 2. Enroll in college the following fall, and
 3. Receive more financial aid

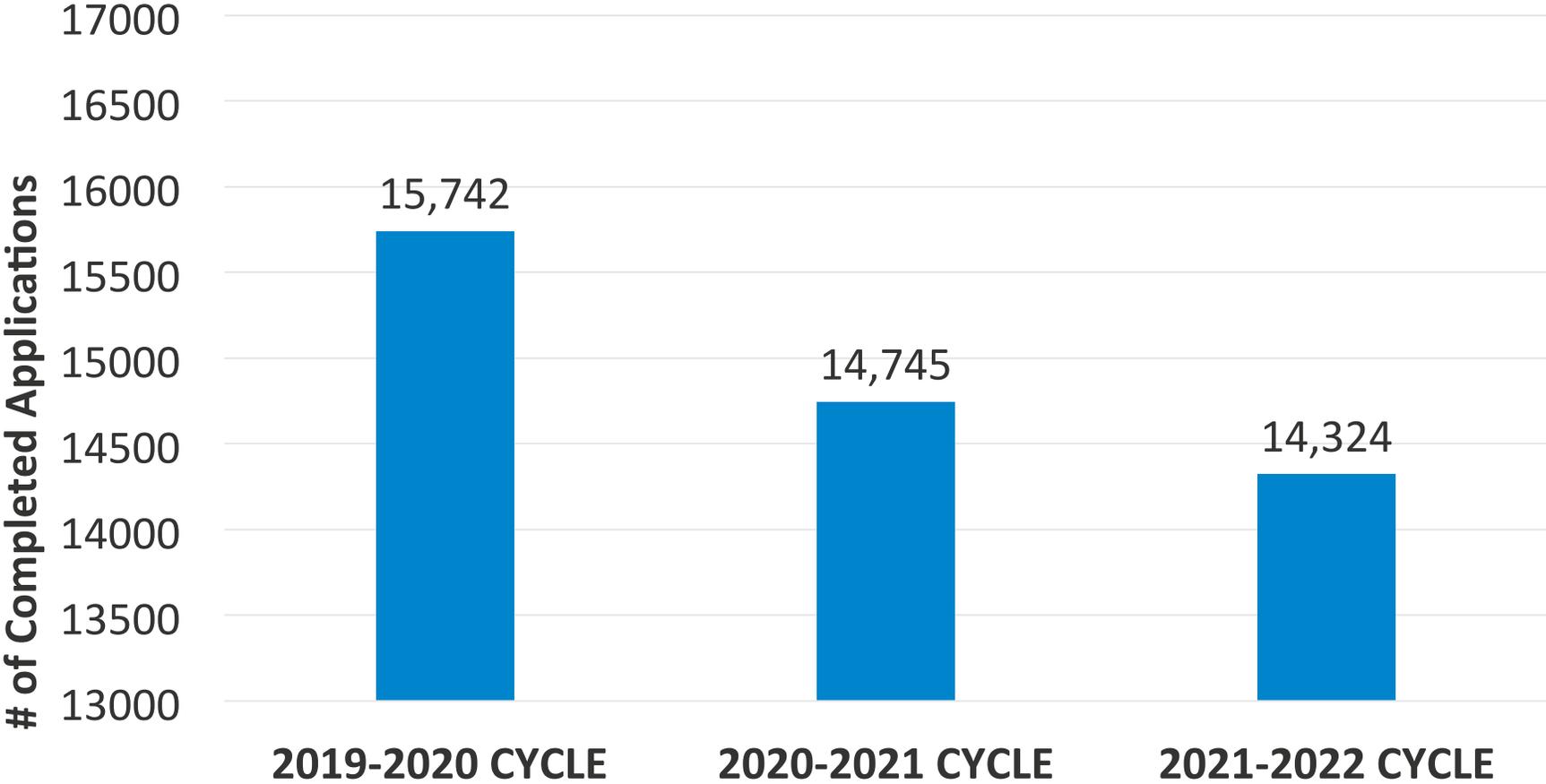
FAFSA Completion for the L4L Region



***each cycle reflects completion rates through the month of January



Completed FAFSA Applications for the L4L Region



***each cycle reflects the applications completed through the month of January



CAN identified many FAFSA Completion challenges

School district prioritization

Complexity for parents

Awareness of deadlines

Complexity for school staff

Parent reluctance to share info

Undocumented students' hesitancy

Wavering commitment to postsec (COVID)

Submission vs completion confusion

Income eligibility concern

Building on United Way's College Bound Initiative

- **Access:** College Bound's goal is to ensure ALL students have access to a college education by helping families complete the FAFSA form
- **Partnership:** Partnering with schools, nonprofit organizations, and *volunteers* to host events that bring critical resources to students and their families to make college accessible



College Bound Partnership with The Scholarship Academy

- Hosts free FAFSA events between Nov 2020 – March 2021
- Goal of increasing FAFSA completion at participating schools by 5%
- Target areas include Clayton, DeKalb, and South Fulton

Metro Atlanta 2021 FAFSA Initiative

Goals

- Build **collaborative ownership** around shared FAFSA goals
- Build structure for reaching regional targets
- Measure and report progress data
- Adjust programmatic course as needed through continuous improvement model
- Connect k-12 districts with higher education through shared goals

FAFSA Working Teams

Team	Core Activities	Today's Key Questions
Data	<ul style="list-style-type: none">• Establish source & baseline• Share regular review of progress	What is our baseline date and how should we set a target?
Programs	Continue developing and improving FAFSA support programming for students	How can College Bound's FAFSA work reach more students?
Engagement	<ul style="list-style-type: none">• Understand student and family experiences• Include S&F in co-implementation	What are the major barriers to FAFSA completion that students and families are facing this year?
Communications	Build a regional media campaign for awareness and progress reporting	What are the key messages of this FAFSA initiative? Who needs to be invited?

Data Discussion Group

Goal: Use data to frame the challenges and progress of this work

Data Source

- We are currently pulling data from the Federal Student Aid website; are there any other data sources to consider/include?

Goal Setting

- What data point should the network use as a baseline for the FAFSA completion initiative?
- What types of targets and/or goals should the network consider?

Tracking/Visualizing

- What key messages do we want to communicate using data?
- What's the best way to visualize this data?

Other data considerations?

Programs Discussion Group

Goal: Identify some strategies and tactics to expand the reach of the College Bound initiative

1. College Bound in detail (Jeremy) and clarifying questions
2. How can other orgs align with College Bound to reach more students?

Partnerships through, for example...

- Nonprofits
- School districts
- Volunteers
- Foundations
- Businesses
- Higher education

3. Any other considerations for this regional FAFSA initiative planning process?

Engagement Discussion Group

Goal: Identify some strategies and tactics for students and caregivers to co-create this effort

1. Prioritize the top three challenges
2. How to involve students in this initiative?
3. How to involve caregivers in this initiative?

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**School district
prioritization**

**Complexity for
school staff**

**Wavering
commitment to
postsec (COVID)**

**Complexity for
parents**

**Parent reluctance
to share info**

**Submission vs
completion
confusion**

**Awareness of
deadlines**

**Undocumented
students' hesitancy**

**Income eligibility
concern**

Communications Discussion Group

Goal: Identify some components of a successful communications plan to generate awareness and support for this FAFSA completion

1. What are the key messages of this FAFSA initiative?
 - Students
 - School districts
 - Business community
 - Other potential champions?
2. What types of messages resonate with these groups? Any campaign examples we can learn from?
3. What are some watch outs?
4. When is a good time to start communicating?

Thank you to today's facilitators

Share out a key takeaway from your group's discussion

- Data
 - Dr. Shafiqua Little, L4L
- Programs
 - Jeremy Toulon, The Scholarship Academy
 - Taylor Ramsey, OneGoal
- Engagement
 - Brad Bryant, REACH
- Communications
 - Dr. Ken Zeff, L4L

Network Next Steps

- **Attend the next network meetings:**
 - Updated calendar invites will be sent
 - Consider participating in FAFSA planning team
- **In the chat box (optional)...**
 - Share any resources you'd like to be shared with this network in the follow up email
- **Check out L4L's annual report**