



FAFSA Postsecondary Change Action Network

April 12, 2022

Say hello in the chat box...

- Share your name, organization, and role

Welcome, Yolanda Marroquin – L4L Project Manager



- Key focus will be on the science of reading work for the Literacy and Justice For All partnership
- Previous: Director of Community-Based Programs for Scottsdale Early Learning
- Received national and state accolades including ‘Supervisor of the Year’ and Parents as Teachers LOSOS Prize for Innovation

Agenda

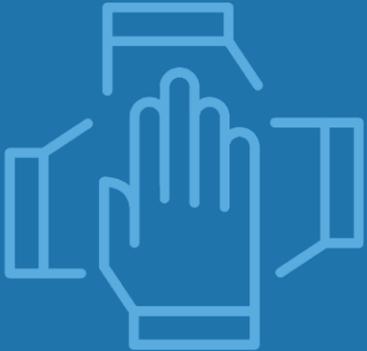
- L4L's Theory of Action
- Mandatory SAT/ACT Testing Update
- National & State FAFSA Completion Update
- GSFC - Helping Counselors Track Students' FAFSA Status
- College Bound - Breakout Group Discussion
- Next Steps

L4L's Theory of Action

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

What we do:

Engage partners



Create shared understanding (of data)



Amplify bright spots

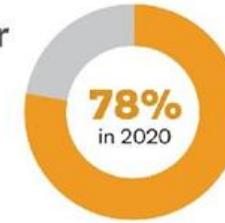


Our Region is Diverse and Growing

Five Core Counties & School Districts

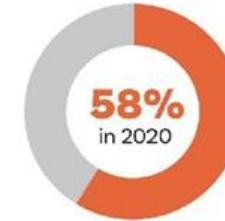


Students of Color



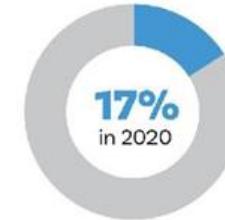
Change in Eight Years,
2012-2020
53,000+

Low-Income



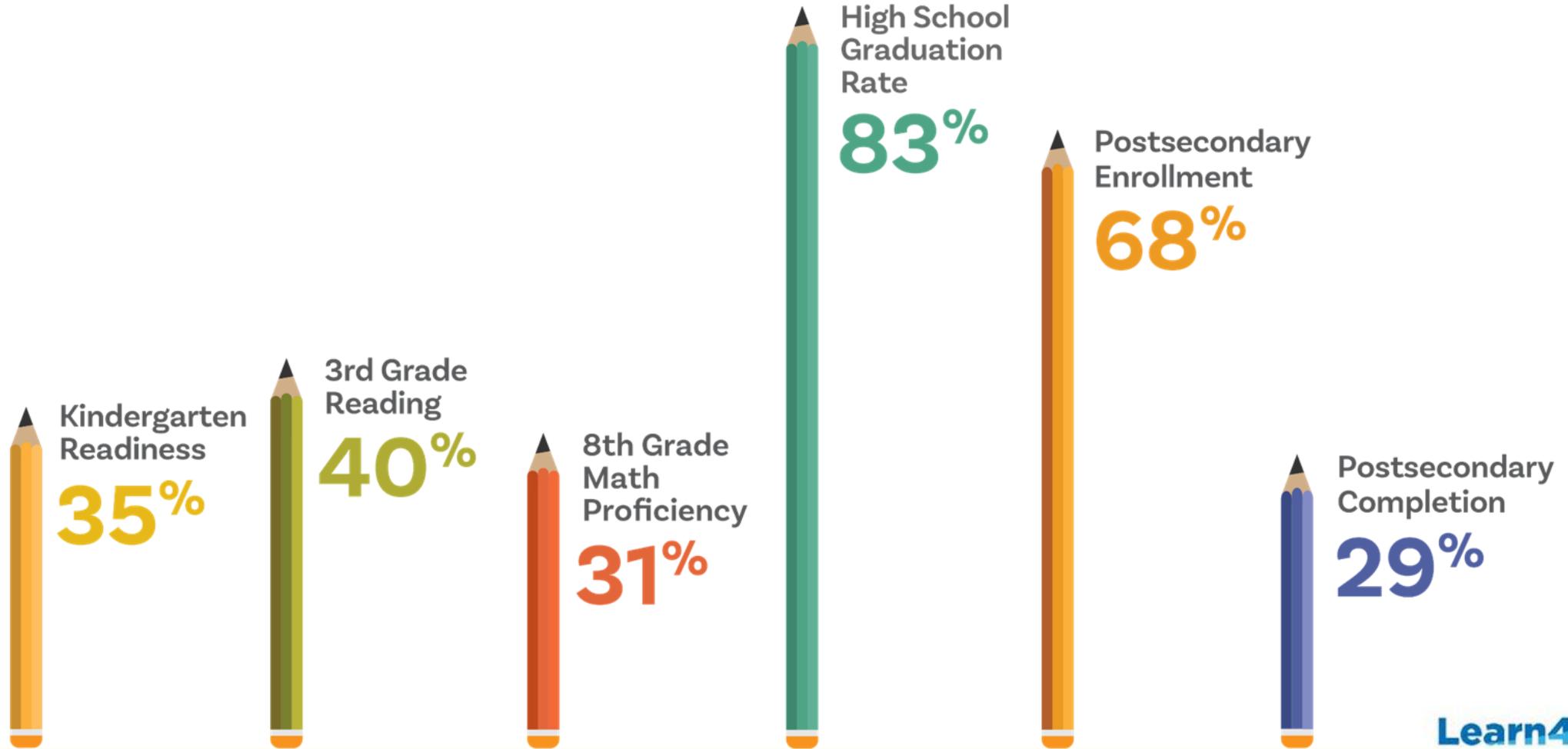
Change in Eight Years,
2012-2020
18,000+

English Learners



Change in Eight Years,
2012-2020
54,000+

The State of Education in Metro Atlanta



L4L Change Action Networks

Early Grade Literacy



Kindergarten
Readiness



3rd Grade Reading
Proficiency



8th Grade Math
Proficiency



High School
Graduation

8th Grade Math

Postsecondary Success



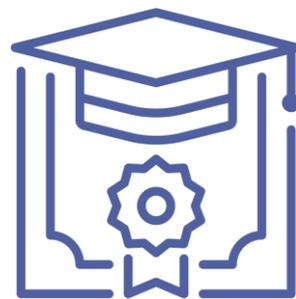
Post-Secondary
Enrollment



Post-Secondary
Completion

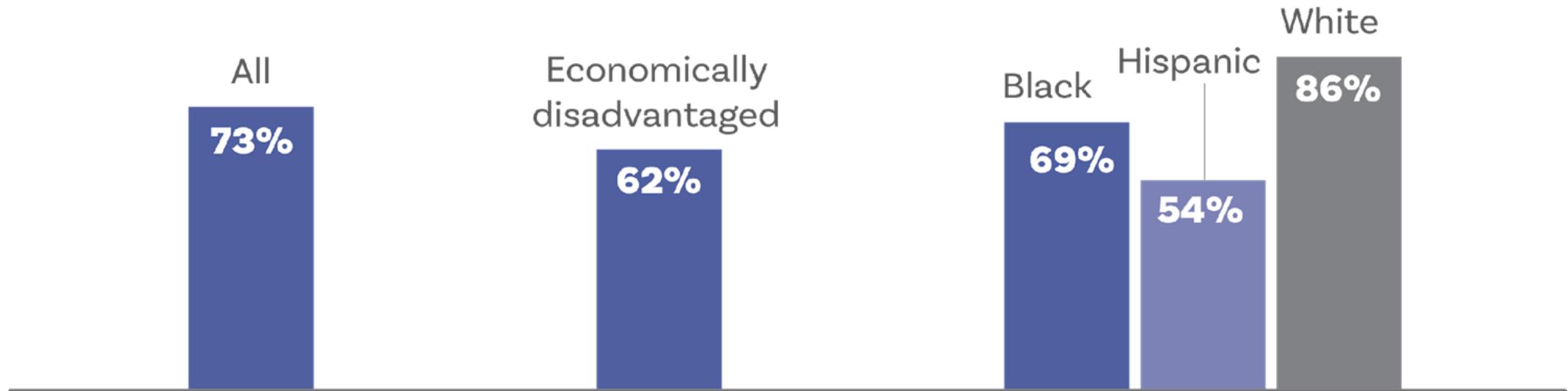


Postsecondary Success



Postsecondary Enrollments Gaps Exist

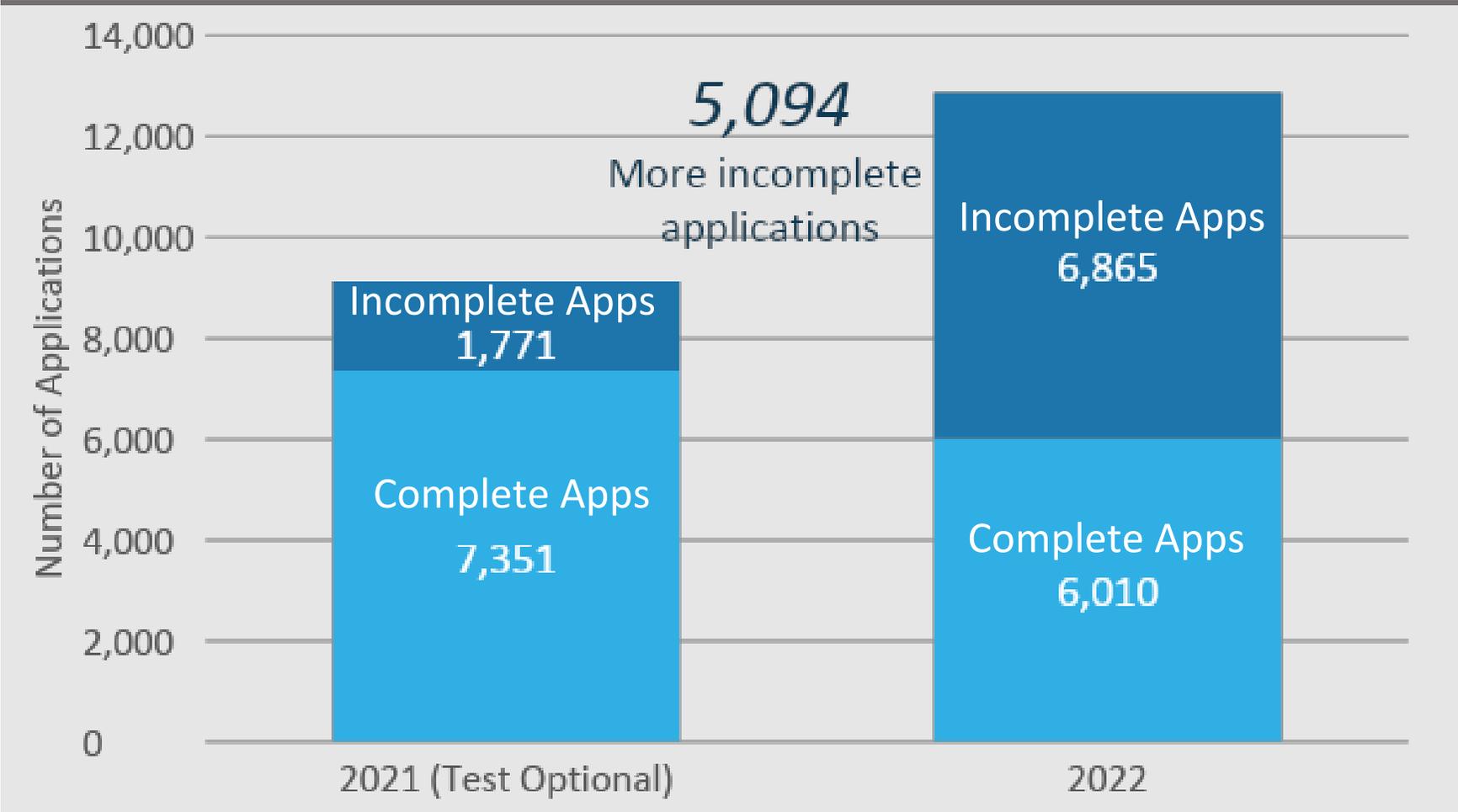
Percent of Students Enrolling in a Postsecondary Institution Within 16 Months of Graduation*



*2017 High school graduates

Limited Access to Mandatory SAT Impacts Enrollment

Georgia State University Application Data



Source: GSU Internal data
[178,600 students registered for August SAT and are unable to take test \(insidehighered.com\)](https://www.insidehighered.com)

Raised awareness of issue

Call to Action

GUARDIANS OF ATLANTA'S FUTURE

THOUGHT LEADERSHIP

Yet another barrier to college... required tests that are too often canceled

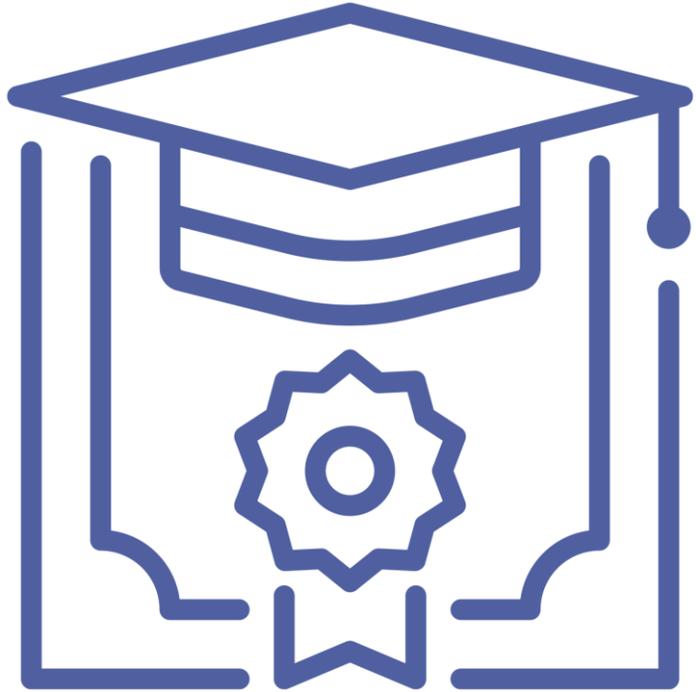
 Learn4Life • February 14, 2022 3:55 pm



Key National Findings

- > 46% of testing centers closed
- > Requires costly travel impacting low income student completion

 Learn4Life



Post-secondary Success Proficiency Factors

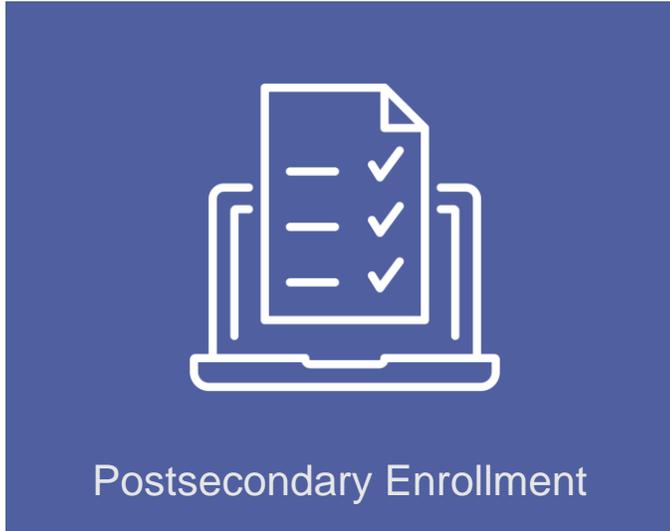
Academic Preparation
College-going Culture
Financial Support



CHANGE ACTION
NETWORK
FOCUS AREAS

Social Skills and Family Support
College Entrance Exams
Social and Academic Norms
College Applications
College Enrollment
Appropriate Coursework
College Orientation
Career Exposure
Exposure to College
Good Fit and Match
Academic Support

FAFSA is Critical for Postsecondary Success



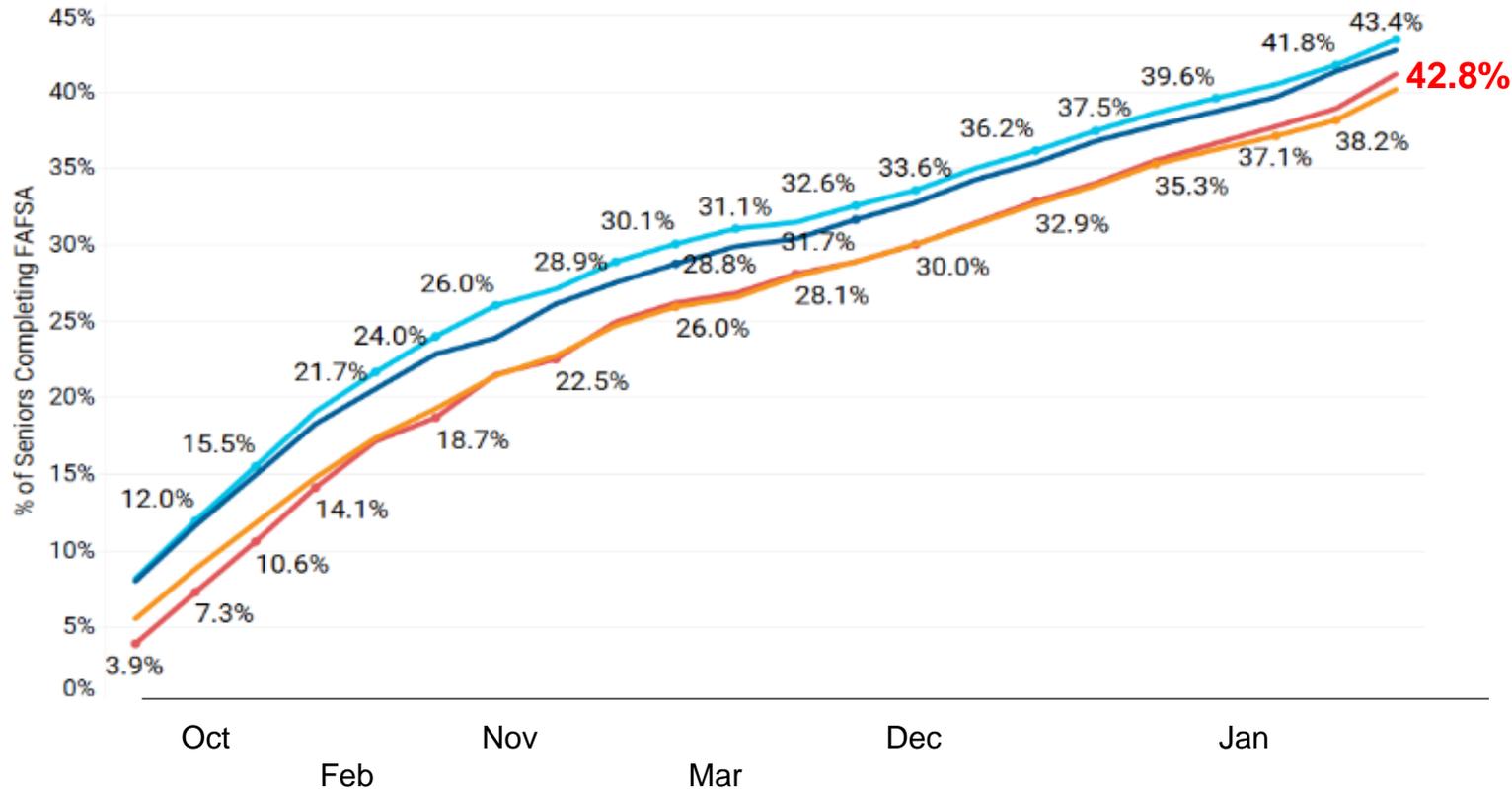
Completing the FAFSA increases postsecondary enrollment from 55% to 90%



Every additional \$1,000 in financial aid increases postsecondary persistence rates by 4%

Nationally, FAFSA Completions up 2.8% for HS Class of 2022

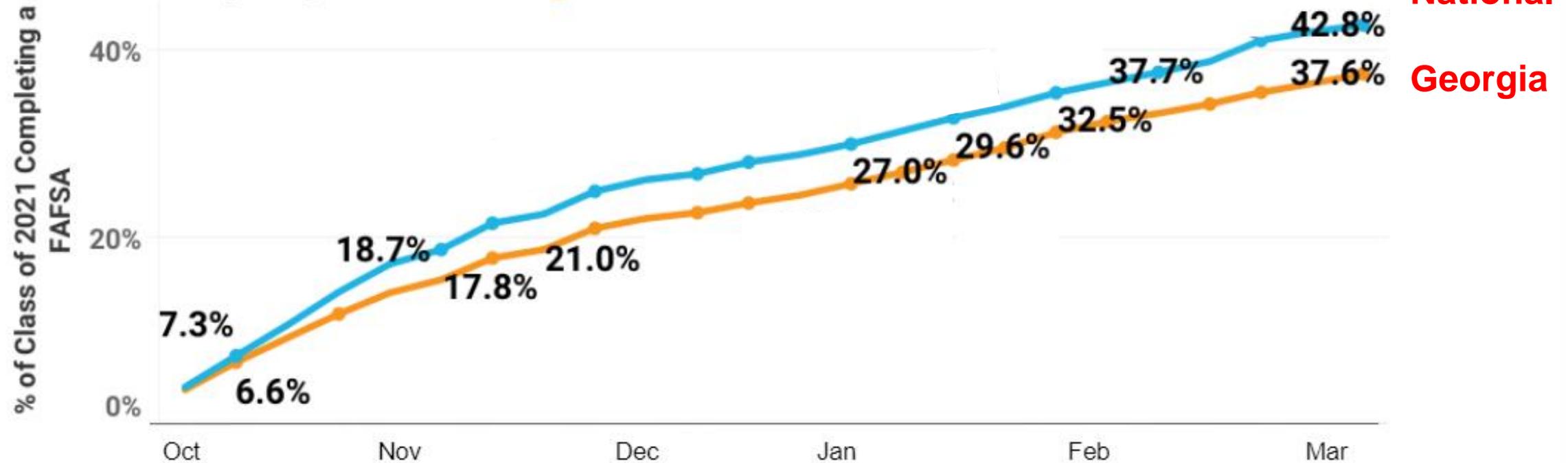
United States, % of HS Seniors Completing a FAFSA
Classes of 2019, 2020, 2021, 2022



- There have been **1,730,551** completions nationally, a **2.8% increase** compared to last academic year.
- Estimated % of seniors completing FAFSA thru 3/18 is **42.8%**
- HS w/ majority low-income and students of color YOY completion rate is nearly **3x national average**

In Georgia, current FAFSA Completion rate is 5% lower than national rate for HS Class of 2022

% of Seniors Completing the FAFSA: Georgia vs. National





Tracking FAFSA Completion improves postsecondary enrollment

Email dramsey@l4lmetroatlanta.org
for more in-depth convo

Georgia Student Finance Commission - Helping Counselors Track Students' FAFSA Status

Welcome, Dr. Melissa Cruz!
Vice President - Customer Communications



Why complete the FAFSA early? - Compare potential costs of in-state institutions

Jane Doe		Projected Academic and Financial Aid Profile with GSFC/GA futures ABC High School Class of 2022		
FAFSA Status: Completed		4 Rigor Credits Requirement: Met		
GSFAPP Status: Not Submitted		Highest SAT Score: None Submitted to GSFC		
HOPE GPA: 3.80 (as of 09/10/2021)		Highest ACT Score: None Submitted to GSFC		
Eligible GA colleges from your FAFSA/General college info	Georgia Institute of Technology	Kennesaw State University	University of Georgia	Georgia Southern University
Annual Cost of Attendance	\$29,158	\$27,253	\$27,946	\$24,042
HOPE Scholarship	\$7,680	\$5,010	\$7,680	\$5,010
TEG				
REACH Georgia Scholarship	\$2,500	\$2,500	\$2,500	\$2,500
Federal Pell Grant	\$6,145	\$6,145	\$6,145	\$6,145
Average Private Institutional Aid	n/a	n/a	n/a	n/a
Remaining Cost after scholarships and grants	\$12,833	\$13,598	\$11,621	\$10,387
Federal Subsidized Loan	\$3,500	\$3,500	\$3,500	\$3,500
Federal Unsubsidized Loan	\$2,000	\$2,000	\$2,000	\$2,000
Work Study (if available)	TBD	TBD	TBD	TBD
Remaining Cost after scholarships, grants, and loans	\$7,333	\$8,098	\$6,121	\$4,887

Updated Tracking System

- Google document for questions
- Weekly updates of FAFSA filings
- Monthly reports
- Yearly info doc. with statistics and comparison data

College Bound FAFSA Initiative

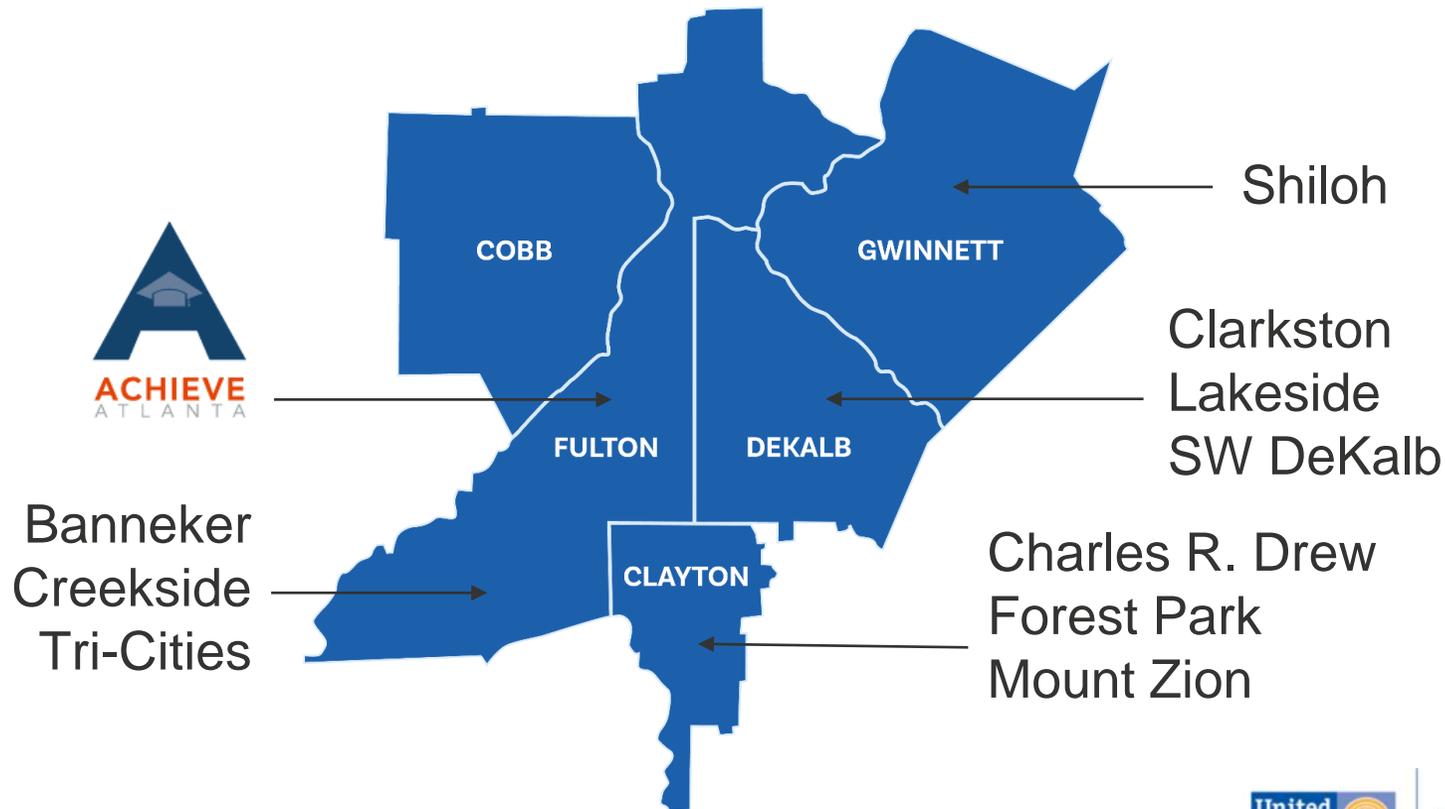
Goal: To increase postsecondary enrollment and completion by improving FAFSA completion across metro Atlanta

Strategy: Scale and accelerate the good work of the Scholarship Academy and the United Way's College Bound program who are:

- Training volunteers to work directly with students to complete FAFSA
- Hosting completion events and office hours
- Providing marketing materials and incentives



FAFSA Completion Phase 1: 10 High Schools, 4 Districts



Success since Oct 1, 2021:

- 600 students engaged
- 273 FAFSA completed
- Spring semester events happening thru April

Discussion Question: How can we modify our approach for Fall 2022 to bring in more students (given the following)?

Common Reasons Students Don't Complete FAFSA

- Don't know what FAFSA is or how to apply
- Unaware of FAFSA deadlines (college, state, & federal)
- Don't believe they qualify for aid
- Fear of taking on debt
- Feel application is too cumbersome
- Limited support (esp. during COVID)
- Difficulty accessing parent's financial information
- Concerns over immigration status
- Do not plan to attend college after HS



Current Approaches to bring in more students: In-Person Recruitment



DeKalb Probe College Fair



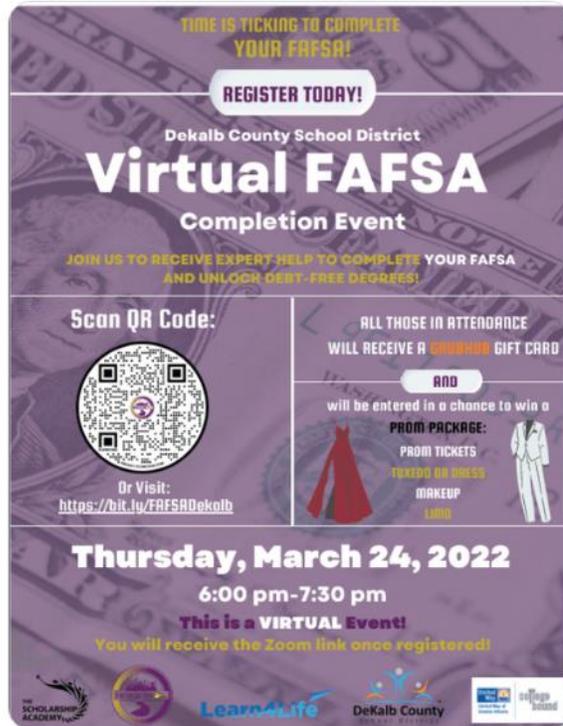
OneGoal Student Summit

Current Approaches to bring in more students: Posters, Incentives, & Social Media Marketing

Learn4Life @L4LMetroAtlanta · Mar 23

Virtual FAFSA event tomorrow, 3/24 from 6-7:30PM. Open to students & families @dekalbschools. Hosted by @scholarshipacad

Grubhub gift cards for all in attendance AND a chance to win a prom package! Register by scanning the QR code or by visiting bit.ly/FAFSADekalb



TIME IS TICKING TO COMPLETE YOUR FAFSA!
REGISTER TODAY!
Dekalb County School District
Virtual FAFSA
Completion Event
JOIN US TO RECEIVE EXPERT HELP TO COMPLETE YOUR FAFSA AND UNLOCK DEBT-FREE DEGREES!

Scan QR Code:

Or Visit:
<https://bit.ly/FAFSADekalb>

ALL THOSE IN ATTENDANCE WILL RECEIVE A GRUBHUB GIFT CARD
AND
will be entered in a chance to win a
PROM PACKAGE:
PROM TICKETS
TUXEDO OR DRESS
MAKEUP
LIMO

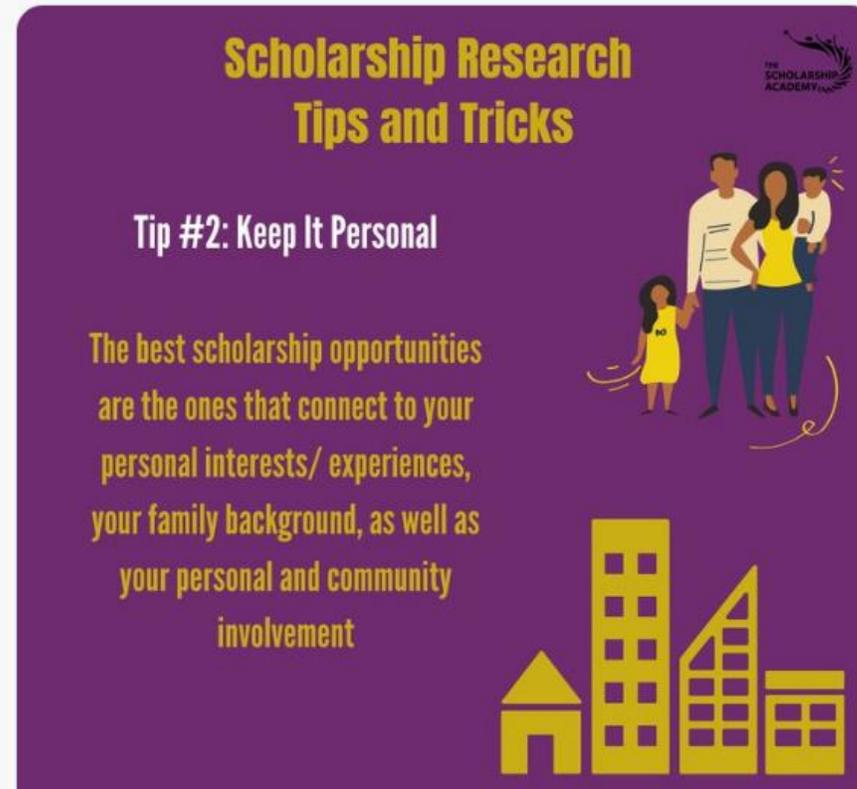
Thursday, March 24, 2022
6:00 pm-7:30 pm
This is a VIRTUAL Event!
You will receive the Zoom link once registered!

Brandi Beavers and 9 others

Scholarship Academy @scholarshipacad · Mar 25

Ending this week with Tip #2: Keep It Personal! Schedule a Virtual Office Hour with The Scholarship Academy so we can help apply these tips on the scholarship of your choice! #freemoney #scholarshiptips



Scholarship Research
Tips and Tricks

Tip #2: Keep It Personal

The best scholarship opportunities are the ones that connect to your personal interests/ experiences, your family background, as well as your personal and community involvement





Current Approaches to bring in more students: Sharing of Resources



Damian Ramsey

FW: Additional FAFSA Resources for Mount Zion



CollegeBound_FAFSA_Training-9-22.pdf
3 MB

Good evening Mount Zion Team,

It was a pleasure meeting you all a few weeks back. Yesterday, I shared the following resources with Ms. Edwards-Cooper and the counselors, but realized I accidentally kept you all off the email. The following are resources and tools that you and your colleagues can use to invest students and families in FAFSA completion. I hope you find them helpful.

1. Usher's New Look has partnered with Scholarship Academy for a session on FAFSA during their upcoming First Friday Session on **10/1 from 5:30-6:30PM** via Zoom. The flyer is attached and the link to register is below. Please encourage your students and families to attend and share with other folks in your network. <https://ushersnewlook.zoom.us/meeting/register/t3wvf-msqDgiGdEakN3oRrqjdpYLcJ0uQ7rg>
2. Attached are the PDF slides of a presentation on National Best Practices presented by Maisha Challenger of the US Department of Education at last week's FAFSA Training hosted by Georgia Student Finance Commission. Lots of great info here. Tools & Resources begin on slide 40. The recording of the session is now available for viewing at <https://youtu.be/NiBXHLfmDz0>! Please bookmark this link, review the recording as needed, and share with your colleagues.
3. FAFSA Toolkits created by Jeremy and his team at the Scholarship Academy can be accessed digitally at fafsaisithekey.com. The toolkit includes tools and resources to help generate a buzz around FAFSA.
4. If any of your colleagues, counselors, or staff would like to assist students with FAFSA completion, please encourage them to MAKE IT OFFICIAL by signing up for a FREE FAFSA Training with the United Way. There are multiple dates they can choose from, and the trainings are virtual. United Way Volunteers Link is LIVE: <https://service.unitedwayatlanta.org/opportunity/college-bound/>
5. Have an interesting story about the role of FAFSA on your educational journey? Help spread the word about WHY FAFSA matters by submitting a 15-30s video clip to jeremy@scholarshipacademy.org! Submissions will be collected through October, and will be used for a compilation video as part of our overall marketing campaign.
6. Please visit and bookmark the links below for your future reference as you engage students in completing their FAFSA.
 - [US Department of Education FAFSA Update Webinars](#)
 - [FAFSA Demo Site](#)
7. [FAFSA Data Presentation](#) - Feel free to pull from slide 6 for any communications or presentations that go out to students and families. Shiloh, for example, is using this information for FAFSA Friday emails to parents. Slides 7-9 include different ideas to engage your school community on FAFSA.

Email Summary

- College Bound FAFSA Training & Best Practices Video
- TSA Digital FAFSA Toolkit
- US DOE FAFSA Update Webinars & Demo Site Links
- FAFSA Data Presentation

Current Approaches to bring in more students: Sharing of Resources



Damian Ramsey

Additional FAFSA Resources - undocumented/DACA students



FAFSA Guide for Undocumented Students.pdf
173 KB

I hope you all are doing well. Before you head out for a much needed and well-deserved Fall Break, I wanted to share some additional resources that you can use to support your students and families with college access.

- Federal Student Aid (FSA) will be hosting a two-day Virtual Financial Aid Bootcamp on **October 19 and 21, 2021**. This bootcamp will feature information designed to help participants learn about the federal financial aid process and how to complete the **2022-23 Free Application for Federal Student Aid (FAFSA® form)**. This bootcamp is ideal for students, parents, guidance counselors, college access professionals, and other members of the financial aid community. [Please register here.](#)

Resources for undocumented students

Unfortunately Georgia prohibits undocumented students, including Deferred Action for Childhood Arrivals (DACA) recipients, from enrolling in certain public universities, and blocks their access to in-state tuition and state financial aid at any public university or college in the State. Below are some resources for undocumented students looking for financial aid. We hope you find this information helpful.

- On <https://www.thedream.us/>, you will find a list of college and universities that offer financial aid for undocumented students. One of those colleges is Oglethorpe University in Atlanta, GA. On this site you will also find two scholarships specifically for undocumented students - [The National Scholarship](#) and the [The Opportunity Scholarship](#). **They begin accepting applications November 1st, 2021.**
- At the following link, you will find a scholarship application for undocumented or DACA students with high GPA's. Emory University and Agnes Scott College are two Georgia-based schools that offer this scholarship. <https://boards.greenhouse.io/goldendoorscholars/jobs/3399972>
- The Mexican American Legal Defense and Education Fund has a list of scholarships for undocumented students. Students are encouraged to read the requirements for each scholarship to ensure they meet the criteria. Some are only for students in select States. <https://www.maldef.org/resources/scholarship-resource-guide-2021-2022/>
- Freedom University – Atlanta-based agency that provides rigorous college preparation classes, college and scholarship application assistance, and social movement leadership training for undocumented students banned from equal access to public higher education in Georgia <https://www.freedom-university.org/home>

Other Scholarship links:

Email Summary

- FSA FAFSA Guide for Undocumented Students
- FSA Financial Aid Bootcamp Resources
- Golden Doors Scholarship & The Dream Scholarships
- Freedom University
- Website translation resources

Current Approaches to bring in more students: Crunching the Cost of College Workshop



School Name: _____

Cost of Attendance

Tuition	
Room and Board	
Books and Supplies	
Other Expenses	
Total Expenses	

Ways To Pay For College / Anticipated Financial Aid

Scholarships	
Grants	
Family Contribution	
Work Study	
Loans	
Total Funding	

Cost of Attendance	Anticipated Financial Aid	Financial Aid Gaps

Lesson Objectives

- Students identify **at least one college** of interest
- Students research the total **cost of attendance**
- Students discuss **ways to pay for college** & learn how financial aid increases affordability
- Students get primed for FAFSA completion

Current Approaches to bring in more students: Food Truck Fridays



Strategy Details

- Day 1 - Crunching the Cost of College Workshop
- Day 2 (Friday) - FAFSA Submission Event w/ Food Truck Incentive



Breakout Group

How can we modify our approach for Fall 2022 to bring in more students?

Put yourself in Jalen's shoes...



Common reasons students don't complete FAFSA	Current Approach	Other Approaches?
Don't know what FAFSA is or how (and when) to apply	<ul style="list-style-type: none"> ● Share FAFSA Toolkit & resources w/ counselors ● Host FAFSA info sessions ● Educational posts via Social Media 	<p>Early on (paying for college workshops) Discuss FAFSA SOONER (before Oct 1), esp w/o need for current tax docs Short PSA during advisement led by students in isolation/junior breakout sessions (video), target info at CBOs not just schools, put info on websites and make it accessible, Encourage students to bring others along (maybe provide incentives?) Instead of 'FAFSA' say 'Money for College' (student language)</p>
Difficulty accessing parent's financial info (due to distrust, divorce, unemployment, etc.)	<ul style="list-style-type: none"> ● Present FAFSA Myths prez to parents ● Leverage counselor relationships ● Inform counselors & registrants of required docs prior to events (SS#, tax forms) ● Call Banking & Email follow up (post event) 	<p>Caveat - population in ATL is changing and students/families are thinking less about completing FAFSA Educating and leveraging tax preparers/fin. advisors in the neighborhood! (check reviews!) Focus group insight from students/families Counselors target students and get to parents via 1:1 convos Leverage school wide staff relationships</p>
Limited support, esp. during COVID	<ul style="list-style-type: none"> ● Offer FAFSA Training for Counselors ● Share FAFSA Toolkit & resources w/ counselors ● Offer expert support daytime, evening, in-person, virtual, parking lot, & VOH ● Promote events in-person, via email, social media, & posters 	<p>Targeted approach Financial aid → FAFSA clinic → Utilize existing events (football), GA PTA orgs.</p>

How can we modify our approach for Fall 2022 to bring in more students?

Common reasons students don't complete FAFSA	Current Approach	Other Approaches?
Do not plan to attend college after HS	<ul style="list-style-type: none"> ● Offer FAFSA support (if interested) ● South Fulton counselors surveyed students in order to offer targeted support 	
Feel application is too cumbersome	<ul style="list-style-type: none"> ● Offer expert support ● Inform counselors & registrants of required docs prior to events (SS#, tax forms) ● Share FSA creation video w/ counselors ● Encourage FSA ID completion (in advance) ● Shared 'Going Merry' platform w/ counselors 	
Don't believe they qualify for aid (institutional, state, federal)	<ul style="list-style-type: none"> ● Present FAFSA Myths prez to parents ● Share FAFSA Toolkit & resources w/ counselors ● Rely on counselors to address misconceptions ● In-person education (DeKalb Probe) 	

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Fear of taking on debt	<ul style="list-style-type: none">● Present FAFSA Myths prez to parents● Share FAFSA Toolkit & scholarship resources w/ counselors● Rely on counselors to address misconceptions	
Concerns over immigration status	<ul style="list-style-type: none">● Share FAFSA & scholarship resources w/ counselors & students	

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Difficulty accessing parent's financial info (due to distrust, divorce, unemployment, etc.)	<ul style="list-style-type: none"> ● Present FAFSA Myths prez to parents ● Leverage counselor relationships ● Inform counselors & registrants of required docs prior to events (SS#, tax forms) ● Call Banking & Email follow up (post event) 	
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Limited support, esp. during COVID	<ul style="list-style-type: none"> ● Offer FAFSA Training for Counselors ● Share FAFSA Toolkit & resources w/ counselors ● Offer expert support daytime, evening, in-person, virtual, parking lot, & VOH ● Promote events in-person, via email, social media, & posters 	<ul style="list-style-type: none"> -Hotline phone number for FAFSA support that students can call -Cohort approach - work with a whole class of students (starting earlier than 12th grade) -

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Difficulty accessing parent's financial info (due to distrust, divorce, unemployment, etc.)	<ul style="list-style-type: none"> ● Present FAFSA Myths prez to parents ● Leverage counselor relationships ● Inform counselors & registrants of required docs prior to events (SS#, tax forms) ● Call Banking & Email follow up (post event) 	<ul style="list-style-type: none"> -Hosting a Parent's University-for parents only- how to prepare their household for the process -How to captivate most, if not all, parents; parent leader groups; contacting influencers in the parent's space that parents listen to; who do parents listen to? (i.e. Mary J Blige, T.I.; generational icons; someone of name and note) -Incentivizing for parents and/or student reward -Starting from the beginning with parents; intentional parent engagement work
Limited support, esp. during COVID	<ul style="list-style-type: none"> ● Offer FAFSA Training for Counselors ● Share FAFSA Toolkit & resources w/ counselors ● Offer expert support daytime, evening, in-person, virtual, parking lot, & VOH ● Promote events in-person, via email, social media, & posters 	<ul style="list-style-type: none"> -Engage workforce partners (i.e. banks to be involved in the process); banks partners providing FAFSA information as an external influence and wealth of knowledge. -Having a phone number available for someone to call as a hotline with real time assistance, provided by L4L. -Cohort style approach-starting with the freshman class and moving forward with grades. -Introducing topic to Elementary, Middle School students

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Concerns over immigration status	<ul style="list-style-type: none"> ● Share FAFSA & scholarship resources w/ counselors & students 	

Zoom Chat Notes: I think this is also a space where strong relationships are important- having volunteers that are dedicated to developing relationships with the parents and walking them through this piece of the process. Another thought is having incentives for the parents as well as students

There are marketing companies who work directly with social media influencers, too- parents, especially younger parents are on social media too, just different platforms usually than the students

Maybe a competition between homerooms across the school for highest % of students who completed FAFSA?

From Careshia Moore to Everyone 01:48 PM

Also using student leaders to act as ambassadors to their peers.

Share out

Share one suggested approach from your group's discussion

Network Next Steps

- Check out L4L's latest L4L Blog and Saporta Report article
- We'll see in six weeks: **Tuesday, June 24th**
- Interested in joining a conversation about best practices to track students' FAFSA status to target outreach efforts and improve completion? **Email dramsey@l4lmetroatlanta.org**
- In the chat box (optional): Share any resources you'd like to be shared with this network in the follow up email

Boneyard