West Virginia’s FAFSA Completion Campaign

Southern Regional Education Board, Annual Go Alliance Meeting

November 8, 2013
Overview

• Outreach Events
  – College Goal Sunday
  – Statewide Workshop Collaboration

• Statewide Media Campaign
  – Paid Advertising
  – Earned Media
  – Social Media
Overview

• Localized Awareness Campaigns
  – FAFSA Meter (Feedback Loop)
  – “I Applied” Pilot

• Training and Professional Development
  – Webinars
  – Statewide Counselor Workshops
  – WVASFAA Conference
  – Outreach Training Events
Year 1 Results

• In 2012, 49% of West Virginia’s high school seniors successfully completed a FAFSA...By the state deadline: 42%

• This year (2013), more than 56% of seniors have completed a FAFSA...By the state deadline: 51%

• However, FAFSA submissions among adult learners and returning college students decreased.
College Goal Sunday

• One-day event in West Virginia

• 2013...
  – 22 locations
  – 1850+ participants
  – 925~ FAFSAs completed that day
  – 400+ volunteers

• 2014...
  – 25 sites planned
Statewide Workshop Collaboration

- List of experts across the state
- Shared calendar
- Workshop Toolkits
# Statewide Collaboration

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, October 31</td>
<td>College Day Fair - Midland Trail &amp; Meadow Bridge High Schools</td>
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<tr>
<td>Saturday, November 2</td>
<td>Open House - West Liberty University</td>
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<tr>
<td>Monday, November 4</td>
<td>WVASFFAA - Counselor Workshop at Southern WV CTC</td>
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<tr>
<td>Tuesday, November 5</td>
<td>WVASFFAA - Counselor Workshop at Concord University</td>
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<tr>
<td></td>
<td>WVASFFAA - Counselor Workshop at Eastern WV Community and Technical College</td>
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<tr>
<td>6:30pm</td>
<td>Face to Face with WVU - Northern Panhandle</td>
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**West Virginia HIGHER EDUCATION Policy Commission**
Statewide Collaboration

<table>
<thead>
<tr>
<th>Institution</th>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Bridgemont Community &amp; Technical College</td>
<td>Bonnie Edwards</td>
<td><a href="mailto:bedwards@bridgemont.edu">bedwards@bridgemont.edu</a></td>
<td>304-734-6648</td>
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<tr>
<td>Eastern WV Community and Technical College</td>
<td>Amanda Sites</td>
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<td>304-434-8000 ext. 236</td>
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<tr>
<td>Fairmont State University/ Pierpont Community &amp; Technical College</td>
<td>Cynthia Hudok</td>
<td><a href="mailto:cynthia.hudok@fairmontstate.edu">cynthia.hudok@fairmontstate.edu</a></td>
<td>304-367-4826</td>
</tr>
<tr>
<td>Fairmont State University/ Pierpont Community &amp; Technical College</td>
<td>George Yanchak</td>
<td><a href="mailto:gyanchak@fairmontstate.edu">gyanchak@fairmontstate.edu</a></td>
<td>304-367-4202</td>
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<td>Fairmont State University/ Pierpont Community &amp; Technical College</td>
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<td>304-367-4078</td>
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<tr>
<td>Glenville State</td>
<td>Karen Ray</td>
<td><a href="mailto:karen-ray@glenville.edu">karen-ray@glenville.edu</a></td>
<td>304-462-</td>
</tr>
</tbody>
</table>
Financial Aid Workshop Toolkit

Promotional Kit

Schedule a reminder telephone call to senior students' homes.

West Virginia HIGHER EDUCATION Policy Commission
Financial Aid Workshop Toolkit

• Types of Financial Aid Workshops
  – Financial Aid 101
  – State and Federal Programs
  – FAFSA Completion

• Coordinating Financial Aid Workshops
  – Planning Timeline
  – List of Experts
  – Marketing Resources
Financial Aid Workshop Toolkit

NEED MONEY FOR COLLEGE? We can help! Many West Virginia students qualify for financial aid. If you're planning to pursue a certificate program, a two-year college degree program, or a four-year college degree program, you should attend our upcoming financial aid workshop!

We'll have experts on hand to talk about state and federal financial aid programs, including the PROMISE Scholarship and the West Virginia Higher Education Grant. Plus, we'll tell you what you need to know to complete the FAFSA and other financial aid forms.

Date:
Time:
Location:
Details:

Questions? Contact:

Unable to attend? Visit the College Foundation of West Virginia's website at www.cfwv.com to learn about West Virginia's financial aid programs, including the PROMISE Scholarship and WV Higher Education Grant.

ways learn more about financial aid on the state's free college-planning website, www.cfwv.com.

###
News Release

<Date>

Contact: <Name>, <Title>
<Organization>
<Address>
<City, State Zip>  (304) <####-####>
<insert email>

<School Name> to Host Financial Aid Workshop

<School Name> will offer a free financial aid workshop to help students and parents learn more about aid to pay for college. The workshop will be held <insert date> from <insert time> to <insert time> at <insert place>.

Experts will be available to discuss state and federal financial aid options, including West Virginia’s PROMISE Scholarship Program and the West Virginia Higher Education Grant Program. Workshop presenters will also discuss the Free Application for Federal Student Aid (FAFSA) and assist families in preparing to complete financial aid applications. Any student planning to earn a trade certificate, a two-year college degree, or a four-year college degree should attend the free workshop.

Students planning to attend college in the fall of <insert year> should try to complete the FAFSA before April 15 to be considered for the West Virginia Higher Education Grant. To be considered for the PROMISE Scholarship, students must submit the FAFSA and the PROMISE application before March 1.

Students and parents can learn more about financial aid by visiting the state’s free college and career-planning website at www.cfw.com.

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Statewide Media Campaign

FINANCIAL AID 101

FINANCIAL AID UPDATE

Scholarship Programs

You know CFWV has a database of thousands of scholarships from organizations across the nation! We post new scholarships each week on Facebook and Twitter.

Only the scholarship competitions we post are open to students of all ages -- not just high school seniors. Check the links below for each program to see if you qualify. If you or someone you know of a scholarship we've featured recently:

- Alper Scholarship: Available: October 25
- AFSCME Scholarship: Available: November 1
- and more...

Financial Aid Timeline for WV Students

November 1
- Free Application Deadline
- Financial Aid Application deadline is November 1.

December 1
- Financial Aid deadline is December 1.

January 1
- Financial Aid deadline is January 1.

FINISH YOUR FAFSA

FIND CASH FOR COLLEGE

www.cfwv.com

West Virginia HIGHER EDUCATION Policy Commission
Local Awareness Campaigns

2013 Pilot: 15 high schools from across the state participated.

- April 15, 2012: 32.5% completed a FAFSA
- April 15, 2013: 47.3% completed a FAFSA

2014: Expanding to additional schools and partnering with IHEs.

West Virginia HIGHER EDUCATION Policy Commission
Stakeholder Feedback Loop

Percentage of Senior Class Completing a FAFSA (Class of 2013)

Updated - August 2, 2013

The below chart includes all public WV high schools and those WV private high schools that have provided us with second month enrollment data.

<table>
<thead>
<tr>
<th>School</th>
<th>2012-2013 2nd Mo. Enrollment</th>
<th>2012 FAFSA Completed by 8/2/2012</th>
<th>2013 FAFSA Completed</th>
<th>2013 Percent Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>18690</td>
<td>9943</td>
<td>10474</td>
<td>56%</td>
</tr>
<tr>
<td>Berkeley Springs High School</td>
<td>188</td>
<td>117</td>
<td>112</td>
<td>60%</td>
</tr>
<tr>
<td>Bishop Dorahue High School</td>
<td>29</td>
<td>25</td>
<td>24</td>
<td>83%</td>
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<tr>
<td>Bluefield High School</td>
<td>166</td>
<td>75</td>
<td>88</td>
<td>53%</td>
</tr>
<tr>
<td>Braxton County High School</td>
<td>109</td>
<td>76</td>
<td>81</td>
<td>48%</td>
</tr>
<tr>
<td>Bridgeport High School</td>
<td>191</td>
<td>156</td>
<td>142</td>
<td>74%</td>
</tr>
<tr>
<td>Brooke High School</td>
<td>256</td>
<td>129</td>
<td>156</td>
<td>62%</td>
</tr>
<tr>
<td>Buckhannon Upshur High School</td>
<td>242</td>
<td>99</td>
<td>135</td>
<td>56%</td>
</tr>
<tr>
<td>Buffalo High School</td>
<td>37</td>
<td>32</td>
<td>40</td>
<td>55%</td>
</tr>
</tbody>
</table>

FAFSA completion by High School is updated every two weeks on the U.S. Department of Education's website at this link:
Training and PD

• **Webinars**
  – State and Federal Aid
  – FAFSA Line by Line
  – Promoting FAFSA and Financial Aid Awareness in Your Community

• **Statewide Workshop Series**
  – 12 regional workshops offered annually

• **WVASFAA Conference**

• **Outreach Training**
Outreach Training

• Offered via webinar and at conferences
• Teaching strategies and tips for…
  – Marketing events and increasing awareness
  – Working with the media and conducting community outreach
  – Utilizing social media to promote awareness
• Outlining available tools and resources
  – Federal Student Aid
  – CFWV (State) resources
Federal Student Aid: PSAs

- **Components**
  - Television
  - Radio
  - Print
  - Web

- **Potential Uses**
  - Campus media and web
  - High school media and web
  - Student unions, waiting areas, media labs

Download: [StudentAid.gov/psa](http://StudentAid.gov/psa)
Federal Student Aid: Info Videos

Dozens of short informational videos...

Potential Uses

– Email blasts
– Websites
– Workshops
– School media
– Waiting areas
– Social media

YouTube: youtube.com/FederalStudentAid
Download: StudentAid.gov/resources
Contact Information

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