

ALL THINGS RELATED TO PROVIDING VIRTUAL FAFSA ASSISTANCE

DURING COVID-19

Virtual Office Hours

Zoom appointments were available for students and their families to obtain one-on-one assistance for FAFSA completion support.

The image shows a screenshot of the LOSFA website's 'TOPS Initial Eligibility' page. On the left, there's a sidebar with a back arrow, the LOSFA logo, the title 'TOPS Initial Eligibility', a 30-minute duration, and a note about web conferencing details. The main content area features a 'Select a Date & Time' calendar for November 2020. A yellow circular callout with the text 'CLICK HERE TO SCHEDULE A SESSION' points to the calendar. To the right of the calendar is a sidebar with links for 'TOPS Initial Eligibility', 'TOPS Retention Session', 'Student Hub', 'START New Accounts', 'START Verifications', and 'START Account Maintenance'. Each link has a brief description of the service.

Text Messaging

Through Signal Vine's text messaging platform, students were able to ask questions, and request assistance, related to the FAFSA.

GEAUX FAFSA Email Support

LOSFA widely publicizes our email address (GeauxFAFSA@la.gov) to families and students who have questions about the FAFSA. We regularly check and respond to all messages.

Phone Calls

LOSFA conducted phone calls if families did not feel comfortable meeting face-to-face via Zoom sessions.

FAFSA Now Campaign (Spring 2020)

LOSFA reached out to community-based organizations and our post-secondary partners to help spread the message about the FAFSA Now campaign.

LOSFA shared its FAFSA Now press kit with community partners, so they could reach students. The press kit contained graphics, and partners shared the graphics on their social media platforms.

This graphic promotes 'VIRTUAL Office Hours' for the Louisiana Office of Student Financial Assistance (LOSFA). It features the LOSFA logo on the left, which includes a graduation cap and the text 'Louisiana Office of Student Financial Assistance A Program of the Board of Regents'. On the right, there's a photo of a student lying on a couch using a laptop. Below the photo, the text 'VIRTUAL Office Hours' is written in a large, stylized font. At the bottom, it says 'Monday - Friday 9:00 AM - 4:00 PM' and 'Schedule Your SESSION' in a bold, blue font.

This graphic is titled '5 REASONS you should APPLY EARLY' and is part of the FAFSA Now campaign. It features a large number '5' and the text 'REASONS you should APPLY EARLY'. Below this, there are five numbered circles, each containing a reason to apply early. The reasons are: 1. You can complete the FAFSA before your college applications - just include colleges you plan to apply to and, if needed, update with additional colleges later. 2. When you submit your FAFSA early, you increase your chances of being able to see your estimated financial aid before the college decision deadline. 3. It makes comparing colleges easier. 4. This allows you time to focus on other things, like college applications, senior year coursework, or applying for scholarships. 5. More scholarship eligibility. Some scholarships look at your FAFSA results - and some of these scholarships have early deadlines. Don't disqualify yourself from those scholarships. At the bottom right, there's a circular logo for 'Go to FAFSA.gov to get started!'.

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(cont.)

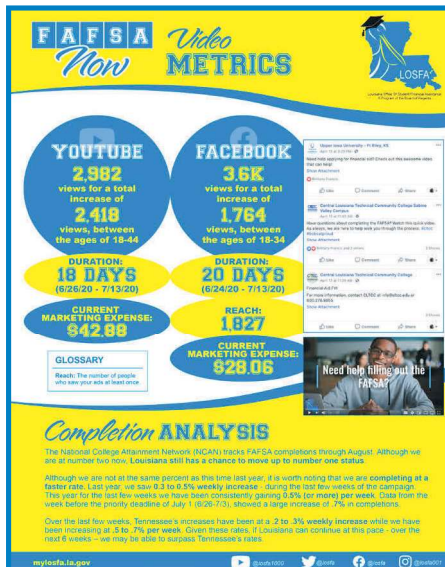
FAFSA Now Campaign (Spring 2020) (cont.)

Dr. Les Guice, President of Louisiana Tech University, Dr. Walter Kimbrough, President of Dillard, and Dr. Chris Maggio, President of Northwestern State University, each recorded a video for the campaign, to encourage high school students to complete the FAFSA and secure aid for college.



LOSFA shared a video created by its communications team to guide students through the process of completing their FAFSA. The video metrics graphic below was used to highlight LOSFA's engagement through its YouTube and Facebook platforms.

Along with highlighting the Louisiana districts and schools that made the most growth during the campaign, LOSFA ran error reports to identify a 2020 graduate who had errors on their FAFSA. LOSFA reached out to those students through email, social media, and phone calls to help students make corrections. The office also alerted state representatives and senators of how many students had errors in their district.



To Our Representatives/Senators in EAST BATON ROUGE PARISH

LOSFA is currently conducting FAFSA error reports. **We have identified 148 students who attend in your parish who could be missing out on financial aid, due to an incomplete FAFSA.**

HERE'S HOW YOU CAN HELP!

1. Encourage the graduates in your district to make sure their FAFSAs are complete and error free.
2. Have educational leaders in your district form a plan of action to get their graduates to fix their FAFSAs.
3. Help LOSFA get the word out by sharing our FAFSA posts on your social media sites.

For more information, visit mylosfa.la.gov

NOTICE: YOUR FAFSA IS INCOMPLETE

Your FAFSA was not processed completely by the federal processor due to a missing parent and/or student signature. In order to be considered for any financial aid, including TOPS, your FAFSA must be submitted AND completed.

Dependent students must have a FAFSA signed by both the student AND parent.

You can supply missing signatures in one of the following ways:

1. Click login on the home page at www.fafsa.gov to log in to FAFSA on the Web. Click provide signatures, and follow the instructions provided on the page to sign your FAFSA with an FSA ID. (If you do not have an FSA ID, you can create one at FSaid.gov)
2. If you choose not to create an FSA ID, you can print a signature page, sign it, and mail it to the address provided on the signature page.

For more information, visit mylosfa.la.gov

FAFSA Now Pilot (Fall 2020)

The FAFSA Now Pilot campaign urges the class of 2021 to complete their Free Application for Federal Student Aid (FAFSA) by February 1, 2021. The FAFSA is the application for federal aid such as the Pell Grant, Work Study and Federal Student Loans. The FAFSA is also the application for state aid such as the Taylor Opportunity Program for Students (TOPS), and the Louisiana GO Grant. In addition, many institutions also use information from the FAFSA when deciding which students receive scholarships, also known as institutional aid. Some national scholarships also require completion of the FAFSA.

