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.

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.
ALL THINGS RELATED TO PROVIDING VIRTUAL FAFSA ASSISTANCE (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
May 5, 0
Dr. Walter Kimbrough, @WalterKimbrough, President of Dillard University shares why he feels #FAFSA completion is important to a student’s success. #FAFSANow #Here4Students #LAprosper #LAMyCollege

2,322 People Reached
48 Engagements
4 Shares

FAFSA
May 9, 0
Dr. Les Guice, President of LA Tech has a message for high school seniors and continuing students. Be sure to complete your #FAFSA to secure money for college! #FaFSANow #Here4Students #LAprosper #LAMyCollege

3,108 People Reached
73 Engagements
7 Shares

LOSFA
May 1, 0
Dr. Chris Maggio, President of @HLSUL shares a message on why completing/renewing the #FAFSA is important. Let’s all do our part to make sure our students can secure money for college! #LAMyCollege #LAprosper #Here4Students #LSUatCollege #FAFSANow

2,634 People Reached
52 Engagements
5 Shares

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.

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.