Objectives

I can identify the three best practices in promoting FAFSA completion using digital, social, and traditional media.

I can describe what methods have been successful in UHEAA’s context and what methods have not been as successful.

I can identify resources that UHEAA has created that I can use to promote FAFSA completion, awareness about financial aid, and college readiness in general.
Overview of West Valley City

• Utah consistently ranks very low in FAFSA completion
  • Missionaries for the Church of Jesus Christ of Latter-day Saints serve two year missions at 18 for men and 19 for women
  • Approximately 50% of Salt Lake County are Latter-day Saints
  • Culture of self-reliance
• **Granite School District High Schools**
  • Cottonwood High School
  • Cyprus High School
  • Kearns High School
  • Granger High School
  • Hunter High School
  • Olympus High School
  • Skyline High School
  • Taylorsville High School
Social Media Strategy

- **Promote FAFSA Completion**
  - StepUp Utah social media promotes college readiness
  - StepUp educates families about financial aid and FAFSA completion
  - StepUp creates FAFSA DIY Kit for counselors, educators, and families

- **Nudge Students to Complete the FAFSA**
  - Promote FAFSA completion open houses through social and digital media
  - Provide text nudges to students to encourage open house attendance and completion.

- **Provide Resources to Assist in FAFSA Completion**
  - Host FAFSA completion open houses with incentives for attenders
  - YouTube FAFSA Walkthrough Video

- **Provide Information about Verification**
  - Provide nudges about FAFSA verification and direct students
  - Social and digital media resources about the verification process

- **Provide continuing financial education**
  - Once students have completed the FAFSA, what comes next?
  - How can students borrow wisely?
UHEAA promotes FAFSA completion through the creation of tailored, timely, and actionable videos that are disseminated in social and digital media channels.

- **2019-2020 FAFSA Walkthrough Video**
  - Produced by financial aid experts
  - Guides families step-by-step through the FAFSA process
  - Ad-free through contributions from higher education partners

- **Planet Nutshell Videos**
  - What is the FAFSA?
  - The Financial Aid Order of Operations
  - 1,2,4 or more

- **Verification Videos**
- **Ask the StepUp Experts Videos**
  (Counselors and Educators)
UHEAA promotes FAFSA completion through promoting state-sponsored FAFSA completion open houses, DIY materials, and other financial aid-related content on Instagram, Facebook, and Spotify.

- **StepUp Facebook/ Instagram**
  - September “You Can Pay for College” Night Facebook Ads ($250)
  - October to December FAFSA Open Houses
  - January to June
    - Promote FAFSA completion
    - Encourage wise college decisions

- **Spotify**
  - Leveraged FSA-created materials
  - **Audio**
  - $250 budget
  - Click Through Rate: 0.24%
UHEAA developed timely, tailored, and actionable text messages to reach out to students to provide information about financial aid, FAFSA completion, scholarship opportunities for high school students.

- **Program:** Trumpia
- **Scale:** State-wide
- **Sample Messaging:**
  - Come to Cottonwood High School on November 14 from 5 to 8 with these documents to get cash for college: [http://zip.ma/1Cp3j](http://zip.ma/1Cp3j). Ttxt STOP to OptOut.
  - Are you following our 12 days of scholarships? Check them out here to get cash for college: [URL] Ttxt STOP to OptOut
  - It's not too late to get cash for college! Fill out the FAFSA at [FAFSA.gov](http://www.fafsa.gov) or using the myStudentAid app. Need help? Reply! Ttxt STOP to OptOut

- **Efficacy:** Text messages are more regulated (limited number that you can send per month), less likely to be ignored by students/parents. Bite-sized, digestible content for students.
Summary

• **Review Objectives**
  • I can identify the three best practices in promoting FAFSA completion using digital, social, and traditional media.
  • I can describe what methods have been successful in UHEAA’s context and what methods have not been as successful.
  • I can identify resources that UHEAA has created that I can use to promote FAFSA completion, awareness about financial aid, and college readiness in general.