Plan your work and work your plan!
Plan, Do, Revise, Review

- Establish committee of key people
- Schedule planning retreat
- Develop strategic action plan
- Follow up
FAFSA Completion Committee

Dedicated, Enthusiastic, Executors
8–Hour Retreat
Action Plan

The Devil is in the Details
Objectives

- Marketing and Messaging
- Events
- Training
- Continued Planning and Paperwork
Regular Meetings are a Must!

- Accountability
- Reassessment
- Additions
- Revisions
Cultivate Champions
Start at the Top!

- District Executive Cabinet
- Hot Topic Call with Principals
- Campus Champions
- Community Partners
- Education Partners
Superintendents and Counselors Make Excellent Champions
What to do when you get push back?

Win them over!
First u haf-ta FAFSA
Then you getta Frito Pie
Building Bonds

While working in K-12:
- Financial Aid Administrators
- Admissions Counselors
- Academic Advisors
- Special Programs (Music programs, athletics etc)

While working Higher Ed:
- College Counselors
- Principles & Administration
- College Readiness Programs
- Be a Resource
Classroom Presentations

Engaging Financial Aid Presentation

Activities such as Kahoot

Reach ALL seniors
Events

- College Application Day
- First Gen & McKinney-Vento
- Testing Days Scavenger Hunt
Facebook lives
Zooms, Blackboard collaborate, Google Hang outs
Prepared Video & PDF “How-Tos”
Stay tuned in to Higher Ed & Financial Aid Communities
Outreach

• Deliverables
• Social Media
• Local News & Radio
Outreach

ODessa COLLeGE

FAFSA

Complete your FAFSA today at https://fafsa.gov

FAFSA is the Free Application for Federal Student Aid. This is a federal program that can help you pay for your college degree at the school of your dreams!

1. Create an FSA ID for yourself and one parent.
2. Complete the application for the year you will be attending college.
3. Create a save key and write it down!
4. Fill out the student information accurately. Add up to 10 colleges.
5. Complete the demographic and financial information with a parent.
6. Electronically sign using your FSA ID.

NEED HELP?
Please contact the Financial Aid office via email at financialaid@odessa.edu or call (432)335-6429

ODessa COLLeGE

FAFSA

I WILL COMPLETE MY FAFSA:

DATE: ___________ DATE: ___________
PLACE: ______________

Questions? Contact Alexus at: agalindo@odessa.edu or (432)335-6362

Things needed to complete your FAFSA:

☐ 2017 TAX DOCUMENTS ☐ SOCIAL SECURITY NUMBER

YOUR FSA ID: ___________________________
PASSWORD: ___________________________

YOUR PARENTS' FSA ID: _______________
PARENTS' PASSWORD: ___________________

Questions? Contact Alexus at: agalindo@odessa.edu or (432)335-6362
THE TIME IS NOW
TO FILL OUT YOUR 2019-2020 FAFSA
STOP BY THE FINANCIAL AID OFFICE IN THE SAULSBURY CAMPUS CENTER TODAY!

STUDENTS CAN EARN 10 DRIVE TO SUCCESS POINTS FOR COMPLETING THE APPLICATION!

TIME IS RUNNING OUT!
Seniors, time is running out to fill out your FAFSA! Start today at fafsa.gov
Questions? Contact Alexus at:
agalindo@odessa.edu or
Call/Text (432) 201-9218
Outside the Classroom

- FAFSA completion Competition
- Graphic Design Competition
- AVID/TRIO/Communities in Schools
- FAFSA Fiesta
- Senior Fun Days
- Home rooms
- FAFSA Required Scholarships
- Community Events
- College Workshops
- Scholarship Raffles
Individualized FAFSA data

- Individual Appointments
- Individualized FAFSA Data
- Individual Calls
- Student Directory Information
- Invite to Workshops
- Invite to Workshops
Questions?
Engaging Partners

NCAN FAFSA Institute 2020 | 7.29.2020
Chandra Scott
Mobile Area Education Foundation
NCAN: FAFSA Completion Challenge 2018-2019

- 25 cities awarded
- Kresge Foundation/Great Lakes Higher Education
- Increase completion rates by 5 percentage points
- High schools
- Colleges/Universities
Brainstorm!
First U HAF-TA FAFSA

1,008 Parents/Students signed up to receive Haf-ta FAFSA reminders

First U Haf-ta FAFSA Campaigns at local high school
Football Games at Ladd-Peebles Stadium
Texting and Social Media Outreach

The Pell Grant award has increased to $6195! Get on your computer or phone and do yourself a FAFSA today.

iTunes link: https://tapit.us/xwy5I
Google Play link: https://tapit.us/y2Wm4

First U Haf-ta FAFSA

What time is it? It's FAFSA time! If you have not started your FAFSA, now is the time. To get started go to https://tapit.us/yDNoB

Need cash for college?
First U Haf-ta FAFSA!
Texting and Social Media Outreach

Roses are Red
Violets are Blue
Completing the FAFSA
is the smart thing to do!
Texting and Social Media Outreach

What season is it? **FAFSA** Season!

Mardi Gras time is also **FAFSA time**

New Year Resolutions

1. Complete FAFSA
2. Prepare for ACT
3. Apply to College
Engaging Partners: Elected Officials

Resolution
Mobile County Commission
Mobile, Alabama

IN OBSERVANCE OF
First U Haf-ta FAFSA Day

WHEREAS: Mobile’s First U Haf-ta FAFSA (Free Application for Federal Student Aid) Completion Initiative provides filing assistance to Mobile County students and their families in applying for financial aid for college, career school, or graduate school; AND

WHEREAS: It is critical to our county’s workforce and economic development that Mobile County students obtain postsecondary credentials or career training after high school; AND

WHEREAS: It is estimated that by 2020, 63 percent of jobs in Alabama will require a postsecondary degree or certification; AND

WHEREAS: Mobile County has set a goal that 75,000 Mobileans will hold a college degree or postsecondary credential by 2030; AND

WHEREAS: Applying for financial aid is the first step in qualifying for funding to pay for college and career training programs; AND

WHEREAS: Mobile’s First U Haf-ta FAFSA Completion Initiative goal is to increase FAFSA completions of all high school seniors by 4.5 percent. NOW THEREFORE LET IT BE

RESOLVED: That the Mobile County Commission does hereby declare, October 1, 2018, a

First U Haf-ta FAFSA Day

WHEREAS: in Mobile County, Alabama, we encourage all Mobile County residents to support this cause that so clearly impacts our community.

Mobile to
Jo White Grad

September 24, 2018
Engaging Partners: Faith-based Community
Faith-based Community

If you need cash for college... do yourself a #FAFSA before the deadline on June 30th.
Communication is Key
Leader Boards

**LEADER BOARD**

**EZ Texting Campaign Membership**

**LEADER BOARD**

**FAFSA Completion Dashboard**

**CONGRATULATIONS TO OUR COUNSELORS WHO ARE SEEING THEIR ACTIONS MAKING IMPACT.**

- Schools with the most number of members in the EZ Texting High School FAFSA Campaign:
  1. Baker High School
  2. Murphy High School
  3. Davidson High School

- Schools with greatest percent increase in EZ Texting High School FAFSA Campaign Members:
  1. ACES Day and Evening Academy
  2. B.C. Rain High School
  3. Bryant High School
  4. Theodore High School

**SPRING IS HERE...**

**CONGRATULATIONS TO OUR COUNSELORS WHO ARE SPRINGING TOWARDS FAFSA COMPLETION!**

- Schools with the highest percent of students who have completed their FAFSA:
  1. Baker High School
  2. Davidson High School
  3. Blount High School

**Completion Goal Status**

- Completion Goal: 771
  - Approaching: 1367
  - Needed for Goal: 771

As an initiative of the Mobile Area Education Foundation in partnership with Cities in Schools, BMHJ Public Charter Schools, Mobile County Public School System.
Bring It All Together
Engaging CBOs in FAFSA Completion

Stuart Hencke: Executive Director, Rochester Education Foundation
THE BASIS OF MY “EXPERTISE”

• Rochester Education Foundation:
  – Non-profit organization focused on students in Rochester city and charter schools
    • Two full-time staff, two part-time, one AmeriCorps member
  – Convener of the Rochester College Access Network
  – Five years of experience coordinating our local FAFSA completion initiative
THE BASIS OF MY “EXPERTISE”

• Background on Rochester
  – NY’s 3rd largest city
  – Over 50% of children live in poverty
  – Graduation rate of 54%
  – 60+ percent of grads attend one local community college
  – 19% of adults with at least a Bachelor’s Degree
  – School district is in constant state of disarray
OUR ROLE AS A CBO IN FAFSA COMPLETION

• REF convenes the Rochester College Access Network (RCAN)
  – Sets community goals around college-going
  – Provides the “experts” for programming
  – Platform through which best practices can be shared, resources, and requests can be shared
  – RCAN set FAFSA completion as the #1 priority
OUR ROLE AS A CBO IN FAFSA COMPLETION

• FAFSA Fest: Year One
  – We inaugurated FAFSA Fest in 2015; 3 events in one week during one snowstorm
    • Experts from financial aid offices, professionals, friends of our organization
    • Marketing assistance from the City of Rochester
    • 2 events at branch libraries, capstone at community college
    • Why no schools? Not interested in having us.
OUR ROLE AS A CBO IN FAFSA COMPLETION

• FAFSA Fest: 2019-2020 (Pre-Covid)
  – 5 large community events in the fall
  – 20 school-based events
  – 5 small community events
  – Weeklong drop-in center at library during February Recess
  – 46% of FAFSAs completed done with REF assistance
  – True transition from FAFSA Fest as events to FAFSA Fest as a program
OUR ROLE AS A CBO IN FAFSA COMPLETION

• REF recruits, trains, and manages volunteers
• REF manages marketing; traditional and new media
• REF serves as liaison between partners, institutions
• REF manages, tracks, and distributes data (we’re it!)
• REF provides the staff
• REF beats the drum around FAFSA completion
• **REF raises the money**
WHAT CAN CBOS DO?

• Convene and coordinate a disparate group of stakeholders and partners
• Serve as the community-wide voice and promoter of FAFSA completion
• Provide access to a larger network of volunteers and experts
• Eliminate the duplication of services
• School counselors and college financial aid offices can’t do it all
• Fundraise
• Collect data and provide a community-wide view of FAFSA completion
• Manage the process
WHAT CAN’T CBOS DO? … IT ALL!

• K-12: The key to student access in a completion initiative
  – Schools offer access to kids, have the ability to set FAFSA as expectation, and provide the simplest marketing tool
• Higher Ed: The experts in a completion initiative
  – Colleges can provide the manpower, training, and expertise to create a cohort of volunteers
• Other partners: Fill in the gaps
  – Churches can provide legitimacy, media can create buzz, and other organizations can provide volunteers and marketing assistance
WORKING WITH SCHOOLS... THE REF EXPERIENCE

• Five years in, we still do not have large-scale buy-in at a district or school administrator level
  – Exacerbated by rampant turnover in top level positions and differing priorities
• It took four years for our first invitation to the school party, now we crash them all.
  – This can’t wait.
WORKING WITH SCHOOLS…
THE REF EXPERIENCE

• How do we bring FAFSA to the school day?
  – Engage the counselors, provide information, make the ask
  – Make multiple visits: the one-two punch
• Make sure you have back-up
  – On-call FAFSA expert for the hard questions
  – Can’t get in on your own? Find who can.
  • Example: Community College instant application and registration days
• New counselor? Convince them that this is normal.
COMMUNICATING WITH SCHOOLS...
THE REF EXPERIENCE

• Monthlyish college access newsletter
  – What it claims to be: News and updates on scholarships, open houses, resources, and events
  – What is it really: how we communicate monthly FAFSA completion statistics with schools and counselors
• Why do we share this data? NO ONE ELSE IS!
• We communicate to anyone who is listening and work with anyone who wants to hear.
• How to get contact info? Search school websites, annoy the head of counseling, bribery.
POTENTIAL ROLES FOR CBOS IN FAFSA COMPLETION

• The Champion: Bring the message forward
• The Funder: Raise the money, pay the bills
• The Organizer: Bring together the partners, find the volunteers, coordinate the events
• The Partner: Serve as a conduit for information, promoter of events, pipeline of volunteers
• The One Who Does It All: If not you then who?
GETTING STARTED AS A CBO IN FAFSA COMPLETION

1. Survey the scene: Who is doing what? How can you be surgical?
2. Convene a group: you, a school, a college
3. Set a goal
4. Find an expert, train a cast of characters
5. Have your event(s)
6. See how you can do it better
7. Repeat.
STUART’S HOT TIPS

• It might take a while- keep going.
• Focus on what you can control in the process.
• Find the people that want your help.
• Remember that if you help 3 kids at an event or 103, you’ve still changed lives.
• Set a daily limit with your spouse or partner about how much you talk about FAFSA- they’ll get tired of it very quickly.
• Use the NCAN resources provided- copy from the experts!
Questions?

CONTACT
Stuart Hencke
shencke@rochestereducation.org
585-271-5790
Self-Assessment

Please download this document to your computer, rename it with the name of your community, and record your responses to questions 1-26 prior to the first webinar in the FAFSA Completion Institute Series. It will help you think through what is already going on in your community around FAFSA completion and specifically touches on some of the topics we will be addressing during the Institute.

Although we would LOVE for you to thoroughly think through and record the answer to each question, we understand that you might not have the chance to do so prior to the webinar. If you are able to please at least give these questions some thought, that would be great!

Implementation Plan Templates

The templates included at the end of this document will be used during the Institute so no need to do anything with them until the webinar. But please have this entire document handy during the Institute webinar.
FAFSA Completion Goals

1. Does your state have a FAFSA completion goal?
   - □ Yes. If yes, what is the goal? [Click here to enter text.]
   - □ No
   - □ Not sure

2. Does your community have a FAFSA completion goal?
   - □ Yes. If yes, what is the goal? [Click here to enter text.]
   - □ No
   - □ Not sure

3. Does your school district have a FAFSA completion goal?
   - □ Yes. If yes, what is the goal? [Click here to enter text.]
   - □ No
   - □ Not sure
Part I: Partnerships and Collaboratives

4. Does your community have a partnership or collaborative that focuses on increasing access to postsecondary education for all students?
   - ☐ Yes. If yes, what is the name of this collaborative? [Click here to enter text.]
   - ☐ No
   - ☐ Not sure

5. If you answered Yes to question 4 above, is FAFSA completion part of the collaborative’s work?
   - ☐ Yes
   - ☐ No
   - ☐ Not sure

6. What sectors are involved in this collaborative? (check all that apply) What are their roles?
   - ☐ Community-based/non-profit college access organization(s)
     Role(s): [Click here to enter text.]
   - ☐ Community-based/non-profit local foundation(s)/scholarship providers
     Role(s): [Click here to enter text.]
   - ☐ Community-based/non-profit grassroots, civic, social service and/or advocacy organizations
     Role(s): [Click here to enter text.]
   - ☐ K-12 Schools/District
     Role(s): [Click here to enter text.]
   - ☐ Postsecondary institution(s)
     Role(s): [Click here to enter text.]
   - ☐ Business/business organization(s)
     Role(s): [Click here to enter text.]
   - ☐ Postsecondary institution(s)
     Role(s):
   - ☐ Faith-based organization(s)
     Role(s): [Click here to enter text.]
   - ☐ Local government/social service agency(ies)
     Role(s): [Click here to enter text.]
City/Community Name: Click here to enter text.

Completed by: Click here to enter text.

☐ Other (please describe)
Role(s): Click here to enter text.

7. What are the 3-5 priority areas on which this partnership or collaborative focuses? (leave blank if unsure)

Priority Area 1:
Click here to enter text.

Priority Area 2
Click here to enter text.

Priority Area 3
Click here to enter text.

Priority Area 4
Click here to enter text.

Priority Area 5
Click here to enter text.

8. How are these partners coordinated? Which partner does that coordinating? (leave blank if unsure)

Click here to enter text.

9. In your opinion, which partners/sectors see themselves as responsible for helping students complete the FAFSA and go on to pursue a postsecondary degree or credential?

Click here to enter text.

10. In your opinion, does your community have a “college going culture”?

Click here to enter text.

11. How are parents engaged in FAFSA completion?

Click here to enter text.
Part II: Training and Capacity Building for FAFSA Completion

12. Who currently assists students in completing the FAFSA? (check all that apply)

☐ Staff from community-based, non-profit college access organization(s)
☐ Counselors/K-12 staff
☐ Representatives from a postsecondary institution(s)
☐ Volunteers from a local business
☐ Peers or near peers
☐ Other (please describe)
  Click here to enter text.

13. How are these individuals trained to assist students with FASFA completion?

Click here to enter text.

14. Who conducts that training?

Click here to enter text.

15. What training curriculum/vehicle are used?

Click here to enter text.

16. Where do students complete the FAFSA (check all that apply)

☐ In school during the school day
☐ At an in-school FASFA completion event but after traditional school hours
☐ Off-site at a community-hosted event (e.g at the library, faith-based organization, college-fair type event)
☐ At an event hosted by a local postsecondary institution
☐ On their own/at home
☐ Other (please describe)
  Click here to enter text.

17. In your opinion, do people in your community have any misinformation about completing the FAFSA?

☐ Yes
☐ No
☐ Not Sure

18. If you answered Yes to the question above, what misinformation do they have?
19. How do you build trust with students and, more importantly perhaps, families in your community about college-going, FAFSA completion, financial aid etc.
Part III: Reaching Students and Families through Strategic Communication & Events

20. Do you use any of these traditional media strategies to disseminate information on FAFSA completion to students, parents/families or the broader community? (check all that apply)

☐ Ads in newspapers or magazines
☐ Radio spots
☐ Announcements on cable or network TV
☐ Other (please describe)

21. Do you use any of these new/non-traditional media strategies to disseminate information on FAFSA completion to students, parents/families or the broader community? (check all that apply)

☐ Social media (Facebook, Twitter, Snapchat, Instagram etc.)
☐ Online ads
☐ Geofencing
☐ Texting
☐ Online advertising
☐ Other (please describe)

22. Does your community have a marketing campaign or specific branding aimed at raising awareness about the importance of postsecondary education and/or FAFSA completion?

☐ Yes
☐ No
☐ Not Sure

23. If you answered Yes to the question above, please briefly describe

Click here to enter text.
Part IV: Accessing and Using Data to Increase FAFSA Completion

24. Does your state make student-level FAFSA completion available to schools, districts and/or eligible partners? (check all that apply)
   - [ ] Yes, to schools and districts
   - [ ] Yes, to eligible partners
   - [ ] No
   - [ ] Not sure

25. If you answered Yes to the question above, do your schools, districts and/or eligible partners access and use this data? (check all that apply)
   - [ ] Yes, schools and districts access and use this data
   - [ ] Yes, eligible partners access and use this data
   - [ ] No
   - [ ] Not sure

26. If you answered Yes to the question above, how do your schools, districts and/or eligible partners use this data? (check all that apply)
   - [ ] To target students who have not completed the FAFSA to get them to do so
   - [ ] To ensure that all sub-populations are completing the FAFSA at comparable/equitable rates
   - [ ] To create public facing dashboards that display FAFSA completion rates of our community’s schools
   - [ ] To promote and track friendly FAFSA completion competitions within and/or among our community’s schools
   - [ ] Not sure
   - [ ] Other

Click here to enter text.
### Implementation Plan

Please complete one template for each goal you hope to accomplish during the 2020-2021 academic year.

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Potential Barrier(s)</th>
<th>Desired Outcome(s):</th>
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**Stakeholders/Partners Required:**

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**Resources Required:**

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**What training/technical assistance do you anticipate needing to accomplish this goal?**

|                  |                  |                  |                  |                  |
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| Objective 5: |
| Stakeholders/Partners Required: |

| Resources Required: |

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</table>
**Objective 5:**

**Stakeholders/Partners Required:**

**Resources Required:**

**What training/technical assistance do you anticipate needing to accomplish this goal?**
Implementation Plan

Please complete one template for each goal you hope to accomplish during the 2020-2021 academic year.

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Potential Barrier(s)</th>
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Implementation Plan

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# Implementation Plan

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| Objective 5: | | | | |

| Stakeholders/Partners Required: | | | | |

| Resources Required: | | | | |

| What training/technical assistance do you anticipate needing to accomplish this goal? | | | | |
PROMPTING QUESTIONS:

- What is realistic given the school situation?
- What resources will you need – especially resources you’ve not needed previously?
- Who else will you need to involve?
- If you are going to meet people where they are, where are they now? How will you be able to reach parents and students to get them information and assist with FAFSA completion? What does that mean for partners you might want/need to engage in this work?
- What does your community need to do to prioritize FAFSA completion work in this current environment?