College Bound RESOURCE GUIDE 2021

HELPING FAMILIES FIND FUNDS FOR COLLEGE



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OVERVIEW

What is College Bound? College Bound harnesses the power of collective impact to remove barriers to college access. Through collaboration between United Way, the Learn4Life Network, and The Scholarship Academy, volunteers are trained in the FAFSA completion process, equipping them with the knowledge to help students and families navigate the Free Application for Federal Student Aid (FAFSA) during in-person and virtual events and 1:1 office hours. What is FAFSA? FAFSA is a form that must be completed by both students AND their parents (unless students are independent) in order to secure federal, state, and school-sponsored financial aid for college (2-year, 4-year, or technical programs).

Why FAFSA: Paying for college is the number one barrier in getting people to go to college and students who could benefit the most from financial aid are the least likely to apply. Surveys show the primary reasons students and their families don't complete the FAFSA form is that they believe it is too complicated, that they are not eligible for aid, or that they don't even know that financial aid exists

BENEFITS OF FAFSA COMPLETION:

- FAFSA completion is strongly associated with postsecondary enrollment.
- For every \$1000 in grant aid per student increases postsecondary persistence rates by 4 percentage points.
- 90% of high school seniors who complete FAFSA attend college directly after high school, compared to just 55% of FAFSA non-completers.

What is the goal of the College Bound FAFSA Initiative?: Increase FAFSA completion rate by at least 5 percentage points for targeted student groups throughout metro Atlanta.

COMPONENTS OF THE COLLEGE BOUND FAFSA INITIATIVE:

- Recruit and train an "army" of community and corporate volunteers to help students and their families complete the FAFSA paperwork at one-day events
- Distribute community-wide information campaigns directed at families via social media, radio, television, and print
- Cross-sector coalition that includes secondary and post-secondary institutions, United
 Way, and non-profit community and corporate partners

- One-day events to help students and their families complete FAFSA paperwork and provide additional support services, which may include resource expo, workshops, childcare, food, etc.
- Schools/districts must be able to provide access to 50+ computers/tablets and internet access

BENEFITS TO PARTICIPATING SCHOOLS AND THEIR FAMILIES:

- College Bound will work with your team to set a FAFSA completion goal, create a FAFSA completion action plan, and host FAFSA completion events
- Support will include two virtual and two in-person FAFSA completion events (one
 of each per semester for up to 150 families per event), virtual 1:1 office hours, FAFSA
 training for school-based and non-school based volunteers, and access to scholarship
 resources, free of charge
- A budget and marketing materials will be provided to schools to recruit students and incentivize FAFSA completion
- College Bound will provide additional resources through United Way to address barriers for families (i.e. childcare, food, workshops, etc.)

RECOMMENDATIONS BASED ON LESSONS LEARNED:

- Leadership within the school district and the schools must be involved from the beginning and a planning committee should be formed as soon as possible
- Each event should target more than one school to ensure an adequate number of families attending (approximately 150 families per event)
- Schools must participate in biweekly collaborative planning meetings until one month prior to events to share updates on event logistics
- The guidance department within participating schools must commit to outreach communication prior to event and follow-up with students after FAFSA completion to ensure students have access to support when applications are selected for verification and/or if other issues arise

"WHY FAFSA?"

STEP 1: LAUNCH A "WHY FAFSA?" CAMPAIGN IN YOUR SCHOOL/COMMUNITY.

- **Build the Momentum:** It's important to build momentum prior to the October 1st FAFSA opening date. Identify 3-5 members to serve on your school's "WHY FAFSA?" team to promote the benefits from September February
- **Create the Container:** Put up posters in high traffic areas. (Entry/Exit Ways, Cafeteria, Gymnasiums, etc...) Additionally, you can include FAFSA information in the school and PTA newsletters and on all district and community communications. Parent liaisons should include "WHY FAFSA?" information in their communications.
- Raise the Stakes: Consider hosting a "WHY FAFSA?" Challenge via Social Media to get teachers, community members to share why they submitted a FAFSA when they were in school. It will be helpful to identify incentives from school/community partners to support this step.
- **Drill it Home**: Using the Lesson Plan in the appendix, schedule either virtual or inperson presentations during home room

"WHY FAFSA?" FACTS

These facts are to accompany messaging to participants, they can also be used as talking points in conversation or on larger scale.

- FAFSA completion is a key step on the postsecondary journey
- It increases one's chance of enrolling in college from 55% to 90%
- It increases one's chance of graduating college. Each additional \$1000 that a student secures in financial aid, increases their persistence rate by 4%
- It increases one's earning potential. GA public university graduates earn on avg. \$850,000 more over the course of their careers than GA students with a HS diploma alone
- FAFSA completion has declined during the pandemic Since the onset, more than 250,000 fewer high school graduates have completed the FAFSA

STEP 2: IDENTIFY STRATEGIES TO ENGAGE SENIORS OUTSIDE YOUR TRADITIONAL PIPELINES

- Incorporate FAFSA information and activities into all senior coaching sessions, pep rallies, senior meetings, and financial aid nights and as a part of your Georgia apply to college month planning.
- Develop collaborative relationships with other school-based clubs and organizations, including the athletic department to incorporate "WHY FAFSA?" messaging into their meetings/practices.

"WHY FAFSA?" CAMPAIGN MESSAGE EXAMPLE

- "The career path I dreamed of required a college degree. FAFSA unlocked financial aid for me to make that dream a reality."
- "Completing the FAFSA meant I could go to college without my parents paying a dime."
- "I was offered a full scholarship to attend my dream school. But, before I could receive the award my FAFSA had to be completed to demonstrate my financial need."

STEP 3: IMPLEMENT A TARGETED "WHY FAFSA?" STRATEGY FOR PARENTS/GUARDIANS

- Consider your current parent/guardian population;
 - What is their current knowledgebase on College Access and Affordability?
 - Are there existing partners who can connect and educate this population?
 - O Do you current have an existing structure to meet and support this group?
- Educate parents/guardians on their knowledge deficiencies. (i.e. Financial Terms, Timelines, and Best Practices)
 - See the appendix for a parent activity you can implement.
- Encourage active participation in their student's college access process.
- Instruct them on parental documents needed for a successful FAFSA submission.
- Support parents/guardians in coaching their student to submit FAFSA as early as possible to ensure maximum financial aid eligibility.

STEP 4: TRACK STUDENT/PARENT PARTICIPATION IN "WHY FAFSA?" ACTIVITIES

- See Appendix for a copy of the "WHY FAFSA?" tracking form.
- Tracking the engagement for virtual/in-person sessions, social media campaigns, etc.
- Student engagement in the "WHY FAFSA?" activities is a key indicator of future event participation.
- This tracking document can be utilized for outreach/support at a later date.
- The Scholarship Academy can also provide you a link to this master form should you prefer not to create your own.

STEP 5: UNDERSTANDING THE TOOLKIT

- "WHY FAFSA?" Swag Items
 - O Parents/Students; wristbands, buttons, pop sockets, pens
 - Staff/Faculty; t-shirts, wristbands, buttons, pop sockets, pens
- Pledge Cards
 - To be completed after the "WHY FAFSA?" Lesson plan, is a pledge to complete FAFSA as early as possible
- Sample "WHY FAFSA?" Lesson Plans
- Printed Informational Posters and Flyers Promoting "WHY FAFSA?" Campaign

The slogan "FAFSA is the key" can be used to market the campaign with a memorable and unified catchphrase. The FAFSA submission campaign is linked to www.fafsaisthekey.com which provides additional resources for students and parents.



IMPLEMENTING A COLLEGE BOUND FAFSA SUBMISSION EVENT

If your school/organization is interested in putting on a College Bound event(s) in your community, please follow the action steps noted here. Each school/organization is asked to commit to engage 100 students in submitting the FAFSA.

STEP 1: SUBMIT YOUR REQUEST TO PARTICIPATE

College Bound Targeted Schools will already have a system in place for support and can proceed to STEP 2. But you can contact The Scholarship Academy at inquiries@scholarshipacademy.org should you need additional assistance.

NON-COLLEGE BOUND TARGET SCHOOLS AND ORGANIZATIONS CAN REQUEST SUPPORT FOR A PLANNED FAFSA VIA THE FOLLOWING CHANNELS;

- All requests to participate should be submitted to The Scholarship Academy at inquiries@scholarshipacademy.org and including the following information:
 - O In the subject line: Request to Participate in College Bound Event
 - School District(s)
 - O Primary point of contact including name, title, phone and email
 - List of High School(s) attended by students
 - High School(s) complete address
 - Anticipated number of participants by school
 - O Please indicate any available resources from the organization/schools and/or school district for the event if applicable. Resources can include things like marketing, volunteer engagement, College Bound materials, incentives, etc. Schools must be able to provide access to computers/tablets and Internet access.
 - If available, note the best location for an event that is accessible by families of proposed schools. Include any details regarding the space, accessibility to mass transit, etc.
 - If the school district has preferred event date(s) between October January (weekdays or Saturdays), note them in the request. Please note that to engage the largest number of volunteer FAFSA coaches, Saturday mornings will be the best option.

• The Scholarship Academy representatives will follow up with the primary point of contact noted in the application with any additional questions.

STEP 2: FORM A PLANNING COMMITTEE

- Form a planning committee of individuals who understand the importance of FAFSA completion and are committed to collaborating with partners to plan the event. This committee must include leadership that has decision-making power over staff time and resource allocation. The committee should also include school representatives, i.e. ideally the principal and at least one guidance counselor from each school.
- Assign each member of the planning committee a role(s) so they know what is expected of them throughout the planning process. Hold each other accountable!
- Discuss the resources available and skills each member can bring to the table. Key areas of planning include:
 - Overall Project Management
 - Engagement (i.e. why should families attend, incentives, addressing barriers, registration, etc.)
 - Parent and Student Communication
 - O Resource Fair
 - Technology and Facilities (i.e. laptops and Wi-Fi, location, space designations)
 - O Workshops
 - Other (based on the planning committee)

STEP 3: TAILOR THE EVENT TO YOUR COMMUNITY

- Highlight and utilize the resources and partners that are already in your community. Be aware of the potential resources and/or partners within the community as a first step.
 Pool resources together for the benefit of students and families at the high school.
- If multiple schools/organizations are participating in the event, ensure that the location is centralized and accessible by all. Does the school district have resources to assist families in getting to the event?
- Pick the date for the event. Double check that there are no other events that may interfere with attendance to your event. Examples may include sporting events, community events, religious events, holidays, etc.

- Do you want a presentation to open up the event? If you would like to have a presenter
 at the beginning of the event, an admissions or financial aid staff member from a local
 college are both great options. Additional options include Georgia Student Finance
 Commission, college access organizations (i.e. Scholarship Academy, College AIM,
 College Advising Corps, OneGoal, etc.), or even a counselor from the school who has a
 solid understanding of the importance of the FAFSA as the first step towards paying for
 college.
- Will you need translators or interpreters to communicate with your students and their families?
- Identify transportation needs
- Identify technology needs
- What would help motivate families to attend? Information, incentives, music, games, resources? Make sure to tailor incentives to the community.
 - Re: raffle items Consider having separate raffle items that would be useful to students and to families. Family raffle items can include things like grocery gift cards, household items, etc. Student items could include a laptop and dorm room necessities. It is recommended to have both small and big-ticket items in the raffle.
- Consider incentivizing school engagement by creating friendly competition between participating schools that lead to a prize for the school that engages the most families.
- Resources for parents: what additional resources would be beneficial for families?
- What are the biggest barriers to attending and how can they be minimized (i.e. transportation, childcare, etc.)
- Review data on FAFSA completion rates over the last few years and set goals for the upcoming

STEP 4: EDUCATE STUDENTS/PARENTS ON REQUIRED EVENT MATERIALS

- A large part of submitting a successful FAFSA involves being prepared with all required documents.
- Consider these ways to remind families leading up to an event; An Automatic Email with Registration, a Text Reminder the Night Before the Event.
- See the appendix for sample messaging
- Participants should have the following documents on hand for the event;
 - Your Social Security Number

- Your Alien Registration Number (if you are not a U.S. citizen)
- O Your federal income tax returns, W-2s, and other records of money earned 2 years prior to your intended enrollment date. (i.e. Enrollment Fall 2022, Tax Year 2020)
- O IMPORTANT: You may be able to transfer your federal tax return information into your FAFSA using the IRS Data Retrieval Tool.)
- O Bank statements and records of investments (current year if applicable)
- Records of untaxed income (if applicable)
- An FSA ID to sign electronically.
- If you are a <u>dependent student</u>, then you will also need most of the above information for your parent(s).
- Encourage students/parents to create an FSA ID prior to the event.
 - Gather your documentation- Social security number, phone number and email address
 - Go to Federal Student Aid website www.studentaid.gov/fsaid
 - O Create account
 - Enter your email address-don't use school email address
 - O Create a username
 - Create a password
 - O Enter your name, date of birth, social security number
 - Enter your phone number
 - Select 4 challenge questions
 - Read and accept the terms
 - O Verify your phone number
 - Verify your email

STEP 5: CREATE AN EVENT TIMELINE

- Create a timeline and get dates on the calendar for meetings, phone calls, etc. A typical schedule will be a monthly planning meeting moving to weekly in the month prior to the event.
- Come to an agreement about how communication will occur and how often throughout the different stages of planning.
- Recommended Timeline (6 Weeks Prior to the Event). Access
- See appendix for sample timeline

STEP 6: STRATEGIC OUTREACH AND MARKETING

- Before putting any marketing out, discuss the messages you want to convey and the actions that you want your audience to take.
- Make sure incentives are included in the marketing materials so that they have the best chance of motivating participation.
- It will be important to include answers to the typical barriers to FAFSA completion including:
 - O Low awareness of the benefits of FAFSA completion
 - Hesitation to share personal information
 - Intimidation regarding the process
 - Lack of knowledge regarding what information is needed and the necessary timelines.
- Consistent communication with both students AND parents is important. Reach out to trusted resources that your target populations will listen to within the community to get more buy-in.
 - Within the school: morning announcements, flyers, school social media, district website, any communication systems you have for families, text messages, etc.
 - For families: any district or school communication systems, churches, community organizations, and flyers at or near other locations that families frequent.
- Participating schools and districts will be responsible for communication/marketing to families including recruitment, registration, and event logistics (i.e. schedules, reminders).
- See appendix for sample email communication and social media content plan

STEP 7:EVENT CONFIRMATION AND TRACKING

- See Appendix for a copy of the Submission Event tracking form.
- Tracking the engagement for virtual/in-person sessions, social media campaigns, etc.
- This tracking document can be utilized for outreach/support at a later date.
- The Scholarship Academy can also provide you a link to this form should you prefer not to create your own.

FAFSA Submission events will also be posted on The Scholarship Academy's Virtual Scholarship Center. Schools/organizations may use the Virtual Scholarship Center to market and email events to students and parents. Schools/organizations may also use the Virtual Scholarship Center to track registration to Submission events.

SAMPLE IN-PERSON EVENT SCHEDULE

	COLLEGE BOUND EVEN	T - SAMPLE SCH	IEDULE
TIME	ACTION	RESPONSIBILITY	MATERIALS NEEDED
8:00AM	The Scholarship Academy team on-site	Planning Committee	indoor/outdoor directional signs, banners, college bound stickers, bells, incentives
	School and District team on-site		computers, TBD
8:30 - 9:00AM	Volunteer check-in	TSA	continental breakfast; computer and/or room assignments
8:45-9:15AM	Volunteer FAFSA "refresh" training	TSA, GSFC	handouts
8:45AM	Doors Open		
9:00 - 9:30AM	Student and family check-in	TSA	continental breakfast
9:30AM - 12:30PM	FAFSA Appointments (x50)		
9:30 - 10:30	Appointment Timeslot #1	TSA	College Bound stickers, raffle tickets, computers
10:30 - 11:30	Appointment Timeslot #2		rume tickets, computers
11:30 - 12:30	Appointment Timeslot #3		
9:30am- 12:00pm	Resource Fair - Post-Secondary Institutions, College Funding Resources, Family/ Community Resources (TBD by Planning Committee)	Schools/ Community Partners	tables, chairs, raffle tickets
11:00AM - 12:30PM	Lunch and raffle giveaways	TBD	TBD
12:30PM	Dismissal		
12:30 - 1:00PM	Clean up and Planning Committee wrap-up	Planning Committee	

GOING VIRTUAL?

STEP 1: INCORPORATE THE 7 STEPS FOR IN-PERSON EVENTS STEP 2: MANAGE VIRTUAL SPECIFIC LOGISTICS

- Identify and set up virtual platform- Zoom, Microsoft Teams, Google Classroom
 - O You'll want to utilize the platform that your participants are most familiar with, but that also gives you the functionality to be successful
 - O Consider the need for speakers, host, screen sharing, recording, and breakout rooms
- Chose event date and time
 - You may need to break the event up into small portions to best serve your participants and meet availability
- Enhance your social media strategy to reach more participants
 - Target specific groups
 - Engage in fun contests
- Identify roles additional roles
 - O Host/MC
 - Event Logistics or Trouble Shooters
 - Tech Assistance
 - Floaters to visit breakout rooms
 - Back-up personnel
- Student Registration
 - Utilizing a platform that has a built-in built in system for registration can alleviate extra steps or miscommunication.
 - Consider Zoom's Event registration tool. This allows you to control who is in attendance as they register before being let into the meeting. But you also have less of a chance of sending the wrong meeting link as Zoom generates and emails this to the participant automatically.

- Evaluation and Progress monitoring tools
 - In event gage for how far participants have progressed
 - Zoom Poll
 - Google Form
 - Post event exit ticket, track participants and final status
 - Google Form
 - Survey Monkey
 - Microsoft Forms
 - Wufoo



SAMPLE VIRTUAL DAY-OF SCHEDULE

TIME	ACTIVITY	DESCRIPTION/ DETAIL	WHO/HOW MANY STUDENTS
9:00AM- 10:00AM	Set-Up/Logins and Volunteer Orientation for the Day	Volunteers will log in and receive instructions for the day. TSA sets up breakout rooms, prize postings, and other items needed for the day's events.	TSA. County A Schools and GSFC Staff, and Volunteers
9:45AM- 10:00AM	Student/Parent Logins	Students will be given links/ QR Codes for additional FAFSA resources upon logging in.	ALL (50 students each hour)
10:00AM- 10:25AM	Welcome and Introductions from Key Partners	10:00AM: Students Assemble in Virtual Room 10:05AM: Jessica/UW Rep give a welcome/GSFC Intro 10:10: GSFC Provides FAFSA Overview 10:25AM: Volunteer Intros/Students Move to Break Out-Rooms	TSA, County A Schools and GSFC Staff, and Volunteers
10:27AM- 10:45AM	Concurrent Break-Out Rooms (1-10)	10:27AM: Students meet with a volunteer consultant to go through FAFSA line-by-line. Student will remain in the breakout rooms until they complete the FAFSA (15 -20 minute buffer time)	Approximately 5 students per breakout room 1-2 Volunteers Per Break-Out Room (25 volunteers/hr)
	Concurrent Troubleshooting Rooms (11-14)	10:25AM: GSFC and County A College Access Specialist will be available to address specific FAFSA challenges, concerns in these rooms.	TBD

10:50 AM- 11:00AM	Student/Parent Logins	Students will be given links/ QR Codes for additional FAFSA resources upon logging in.	ALL (50 students each hour)
11:00AM-	Welcome and Introductions from Key Partners	11:00AM: Students Assemble in Virtual Room 11:05AM: Jessica/UW Rep give a welcome/GSFC Intro 11:10: GSFC Provides FAFSA Overview 11:25AM: Volunteer Intros/Students Move to Break Out-Rooms	TSA, County A Schools and GSFC Staff, and Volunteers
11:45PM	Concurrent Break-Out Rooms 1-10	11:25AM: Students meet with a volunteer consultant to go through FAFSA line-by-line. Student will remain in the breakout rooms until they complete the FAFSA (15-20 minute buffer time)	Approximately 5 students per breakout room 1-2 Volunteers Per Break-Out Room
	Concurrent Troubleshooting Rooms (11-14)	11:25AM: GSFC and County A College Access Specialist will be available to address specific FAFSA challenges, concerns in these rooms.	TBD
11:50 AM- 12:00AM	Student/Parent Logins	Students will be given links/ QR Codes for additional FAFSA resources upon logging in.	ALL (50 students each hour)

12:00 PM-	Welcome and Introductions from Key Partners	12:00 PM: Students Assemble in Virtual Room 12:05 PM: Jessica gives a welcome/GSFC Intro 12:10 PM: GSFC Provides FAFSA Overview 12:25 PM: Volunteer Intros/Students Move to Break Out-Rooms	TSA, County A Schools and GSFC Staff, and Volunteers
12:45PM	Concurrent Break-Out Rooms (1-10)	12:27PM: Students meet with a volunteer consultant to go through FAFSA line-by-line. Student will remain in the breakout rooms until they complete the FAFSA (15-20 minute buffer time)	Approximately 5 students per breakout room 1-2 Volunteers Per Break-Out Room (25 volunteers/hr)
	Concurrent Troubleshooting Rooms (11-14)	12:27PM: GSFC and County A Access Specialist will be available to address specific FAFSA challenges, concerns in these rooms.	TBD
12:50PM- 1:00 PM	Student/Parent Logins	Students will be given links/ QR Codes for additional FAFSA resources upon logging in.	ALL (50 students each hour)



		1:00PM: Students Assemble in Virtual Room	
	Welcome and	1:05PM: Jessica/UW Rep gives a welcome/GSFC Intro	TSA, County A
	Introductions from Key Partners	1:10PM: GSFC Provides FAFSA Overview	Schools and GSFC Staff, and Volunteers
		1:25PM: Volunteer Intros/ Students Move to Break Out- Rooms	
1:00 PM – 2:00 PM		1:27PM : Students meet with a volunteer consultant to go	Approximately 5 students per break-
	Concurrent Break-Out Rooms	through FAFSA line-by-line.	out room
	(1-10)	Student will remain in the break- out rooms until they complete the FAFSA (15-20 minute buffer time)	1-2 Volunteers Per Break-Out Room (25 volunteers/hr)
		1:27PM: GSFC and County A	
	Concurrent	Access Specialist will be available	
	Troubleshooting	to address specific FAFSA	TBD
	Rooms (11-14)	challenges, concerns in these rooms.	



TRACKING AND EVALUATION

STEP 1: ASSESS THE EVENT'S SUCCESS

- Assessing your event's success is important in planning for future events. Create a
 means for getting feedback from participants, volunteers, and staff to understand how
 future events can be improved, what was beneficial, how likely they are to come back,
 and other measures that you may have wanted to get.
 - This can ideally be included in your exit ticket. But if you have another means to collect this data there are other options.
- Schedule a debrief meeting with the planning committee to come to some consensus on best practices, lessons learned and recommendations for future events.
- Develop a plan for participant follow-up based on the event exit ticket information.
 - Another submission event
 - Information Sessions
 - O 1on1 support via virtual office hours
- Participating schools must submit data on FAFSA completion rates for their school and how the event influenced year-end results.
- Best practices highlight the critically important role school personnel must play after the event to ensure students respond to any pending items in the process, if they are flagged for verification and how else to prepare for heading on their post-secondary path.

STEP 2: RECOMMENDATIONS FOR STUDENT FOLLOW-UP/VOH

- The Scholarship Academy will be coordinating 1-on-1 sessions for direct support of students in need of additional assistance. These reasons may include the following;
 - Unique situations that require expert support
 - Inability to complete submission process during event
 - Unable to attend the submission event, but seeking submission support
 Virtual Office Hours are scheduled through the Virtual Scholarship Center.
- To sign up for Virtual Office Hours(VOH) please follow these guidelines;
 - Navigate to Virtualscholarshipcenter.com
 - Login using your username and password
 - If you don't have an account please contact inquiries@scholarshipacademy.org

- O Select "My Calendar" in the top toolbar
- To create a new session choose "Office Hours Request"
 - You can also see pending requests and set reminders from this page
- Assign the topic as "FAFSA Submission" and customize the date/time to meet your availability
- Once you submit you will be sent an email that the VOH session is pending, it can also be viewed via your "Pending Request" section
- A FAFSA Expert will then accept the session in the coming days, you will then receive an updated email that contains the meeting details (link for access and name of expert)
- Should you experience any issues you please contact *inquiries@scholarshipacademy.org*



ADDITIONAL RESOURCES

Scholarship Academy - http://www.scholarshipacademy.org/online/

United Way of Greater Atlanta - https://www.unitedwayatlanta.org/program/college-bound/

Georgia Student Finance Commission - http://www.gafutures.org/

University System of Georgia - https://www.usg.edu/institutions/

Technical College System of Georgia - https://tcsg.edu/find-a-college/

Georgia Independent College Association - http://www.georgiacolleges.org/about/member-institutions

Apprenticeship Programs - https://tcsg.edu/for-students/apprenticeship-programs/

Youth Apprenticeship Programs - https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Youth-Apprenticeship-Program.aspx

WorkSource Georgia - https://tcsg.edu/worksource/

OneGoal - https://www.onegoalgraduation.org/

College Advising Corps - https://advisingcorps.org/

College AIM - https://collegeaim.org/

Posse Foundation - https://www.possefoundation.org/

Goodwill of North Georgia - https://goodwillng.org/

All documents in the Appendix can also be downloaded at https://bit.ly/39mGNCN.

APPENDIX A: "WHY FAFSA?" LESSON PLAN FOR STUDENTS

LESSON TIME: 50 MINUTES

Session Objective

This session is designed to introduce students to the critical role that FAFSA plays in unlocking financial aid opportunities.

SESSION BACKGROUND INFORMATION

Overview of the Free Application for Federal Student Aid (FAFSA)

FAFSA is the federal application used to apply for financial aid for technical schools, colleges, and universities both for undergraduate and graduate programs. The Free Application for Federal Student Aid, (FAFSA) is the form that determines your financial aid from the government and most colleges. The form collects personal and financial information from students and parents and applies a formula to determine your Expected Family Contribution(EFC). FAFSA helps you create a strategy to pay for college and gain an understanding of what you can afford for college.

FACTS WORTH SHARING

- The more postsecondary training one has the more likely they will earn more over their lifetime *Education pays*: *US Bureau of Labor Statistics*
- FAFSA completion is strongly associated with postsecondary enrollment.
- For every \$1000 in grant aid per student increases postsecondary persistence rates by 4 percentage points.
- 90% of high school seniors who complete FAFSA attend college directly after high school, compared to just 55% of FAFSA non-completers.

MATERIALS NEEDED:

- College Costs Flash Cards/Number Cards
- Pell Grant Cards
- Virtual Financial Aid Jeopardy Link
- FSA ID: Students need access to their social security numbers, phone numbers and personal email address
- FAFSA Pledge cards

LEARN: THE PRICE IS RIGHT\$\$\$ (15 MINUTES)

- 1. Separate the students into small groups and allow each group to select a college-themed name (ex: The Scholars).
- 2. Using Our "College Costs" Cards, Read out/Post the Details of the College and give the students an opportunity to "guess" the total cost of attendance.
- 3. Similar to the Price is Right's "Pricing Game", each team will have one representative that will arrange the numbers in the right order/amounts. The team will be able to make suggestions to go higher/lower on the total amounts of the colleges they've selected.
- 4. The team that gets the exact amount first should win a small prize.
- 5. Once all teams have accurately arranged the price of their college. On a large flip chart sheet, have them list our colleges that match their particular category. (i.e. Four Year Public College Georgia State University)
- **6.** You can wrap up this activity with a discussion on the colleges they've identified, popular majors, etc.

College Cost Cards Data (see appendix for cards)

Type of College	Average Published Yearly Tuition and Fees
Public Two-Year College (in-district students)	\$3,440
Public Four-Year College (in-state students)	\$9,410
Public Four-Year College (out-of-state students)	\$23,890
Private Four-Year College	\$32,410

Source: College Board - Big Futures

^{*}Note: For Virtual Facilitation of this activity, please place the College Cost Cards on PPT slides, and utilize break-out rooms to facilitate the group activity.

DO: RACE TO RAISE (20 MINUTES)

- 1. Allow students to log into the Financial Aid Jeopardy game using their respective team names. To access the virtual Financial Aid Jeopardy, please log onto triviamaker.com
- 2. For each Jeopardy Question that a team answers correctly, allow them to add \$1000- \$2500 (depending on total college costs) to their selected school's total cost of attendance (for 1 year) to "raise" money towards their degree.
- **3.** The leading team will have an opportunity to pull from the FAFSA/Pell Grant cards and share out the total amount of money raised towards their education.
- **4.** After all teams have calculated their total awards, discuss the gaps that each team would be facing if this were a true scenario.
- **5.** Close out the session discussing how the FAFSA "unlocks" additional financial aid resources (see appendix for descriptions and amounts):
 - FEDERAL WORK-STUDY Amount Varies By Institution
 - Federal Supplemental Educational Opportunity Grants (FSEOG)-
 - Teacher Education Assistance for College and Higher Education (TEACH) Grants
 Up to \$4000
 - Institutional Grants Amounts Vary By Institution
 - STATE-BASED AID

TRACK: WHAT'S YOUR WHY? (15 MINUTES)

- 1. Allow each remaining team to "submit" a FAFSA by distributing remaining Pell Grant Cards and have them re-calculate their total cost of attendance.
- 2. Ask each group to brainstorm 5 reasons they should submit a FAFSA application. Challenge each team to "pitch" their reasons in a 2-minute "What's Your Why?" format.
- **3.** Wrap us the session highlighting some of the best reasons and lessons they've learned during the session.
- **4.** Give students an opportunity to make a commitment to submitting a FAFSA application by December of their senior year so that they have a solid idea of their financial aid needs in time to "raise" additional resources.
- **5.** Pass out FAFSA Pledge cards to the students who agree to submit a FAFSA by December, and walk them through the steps to create a Student FSA ID.
- **6.** Once students complete pledge cards, encourage them to post on Social Media the following taglines: #FAFSAISTHEKEY #countmein #FAFSAFRESH

STEPS TO CREATE AN FSA ID FOR **STUDENTS**

- (Source: US Dept of Education)

 Gather your documentation- Social security number, phone number, and email address
 - Go to the Federal Student Aid website www.studentaid.gov/fsaid
 - Create account
 - Enter your email address-don't use a school email address
 - Create a username
 - Create a password
 - Enter your name, date of birth, social security number
 - Enter your phone number
 - Select 4 challenge questions
 - Read and accept the terms
 - Verify your phone number
 - Verify your email

This lesson plan was contributed to the College Bound Initiative by The Scholarship Academy, a nonprofit organization committed to educating low-income and first-generation students about their college funding options. For more information about The Scholarship Academy, visit www.scholarshipacademy.org

APPENDIX B: "WHY FAFSA?" PARENT LESSON PLAN

LESSON TIME: 50 MINUTES

Session Objective

This session is designed to introduce parents to the critical role that FAFSA plays in unlocking financial aid opportunities.

SESSION BACKGROUND INFORMATION

Overview of the Free Application for Federal Student Aid (FAFSA)

FAFSA is the federal application used to apply for financial aid for technical schools, colleges, and universities both for undergraduate and graduate programs. The Free Application for Federal Student Aid, (FAFSA) is the form that determines financial aid from the government and most colleges. The form collects personal and financial information from students and parents and applies a formula to determine your Expected Family Contribution(EFC). FAFSA helps you create a strategy to pay for college and gain an understanding of what you can afford for college.

FACTS WORTH SHARING

- The more postsecondary training one has the more likely they will earn more over their lifetime *Education pays*: *US Bureau of Labor Statistics*
- FAFSA completion is strongly associated with postsecondary enrollment.
- For every \$1000 in grant aid per student increases postsecondary persistence rates by 4 percentage points.
- 90% of high school seniors who complete FAFSA attend college directly after high school, compared to just 55% of FAFSA non-completers.

MATERIALS NEEDED:

- A plastic/paper bag
- Index card
- Marker
- Virtual Financial Aid Jeopardy Link
- FSA ID: Parents need access to their social security numbers, phone numbers and personal email address

LEARN: WHAT'S IN THE BAG (15 MINUTES)

- 1. Place the following **bold** phrases on individual index cards. Keep the definitions to yourself. Place the cards into a bag. This will be their "Bag of Financial Aid".
 - **a. HOPE Grant** Tuition assistance program for GA residents attending a GA college or university. Must maintain a 2.0 or better.
 - **b. Zell Grant** Tuition assistance program for GA residents attending a GA college or university. Must maintain a 3.5 or better.
 - **c. Pell Grant-** Federal need based grant. Award amount is determined via FAFSA. The minimum award amount for the year is \$650 and maximum is \$6,495.
 - **d. Institutional Scholarship** Funds offered by the college or univeristy based on financial need or merit. These funds will not need to be paid back, but may come with eligibility requirements.
 - **e. Subsidized Loan-** Loans offered by the Federal Government based on need. This type of loan does not accrue while you are enrolled at least halftime.
 - **f. Unsubsidized Loan** Federal loans offered to the majority of students. Eligibility is not based on financial need and students actively accrue interest from the time the loan is applied.
- 2. Have parents volunteer to select a card from the bag and provide a definition for the term on their card.
- **3.** Use this as time to delivery important information to parents and guardians. But also gauge their existing knowledge base.
- **4.** Allow for a Q&A period to address concerns

DO: FINANCIAL AID JEOPARDY (25 MINUTES)

- 1. Allow parents to log into the Financial Aid Jeopardy game using their respective team names. To access the virtual Financial Aid Jeopardy, please log onto triviamaker.com
- 2. This will be a recap of knowledge taught in the learn session, as well as a chance to provide new supplemental information.
- **3.** Take a chance after each questions to explain the answer or provide resources on where more information can be found.
- **4.** At the end of the game, award the winning parent(s) with an incentive

TRACK: WHAT'S YOUR WHY? (15 MINUTES)

- 1. Have parents in small groups begin to discuss the importance of FAFSA and some of the following questions;
 - **a.** What would a debt-free college degree mean to you and your family?
 - **b.** What is your financial aid goal for your student?
 - **c.** What can you do to support your student's college journey?
- **4.** Provide information on upcoming FAFSA submission events. Encourage participants to choose a date to attend a FAFSA submission event and also set personal dates to have the FAFSA completed by.

APPENDIX C: MASTER TRACKING FORM "WHY FAFSA?"

"WHY FAFSA?" Event Tracking Form

Utilize these fields at minimum to track participation in your event. While you can add more fields, we ask that these be included.

	Required		
	Student First Name *		
	Student Last Name *		
	Student Cell Phone Number *		
	Student Email Address *		
	Parent First Name *		
	Parent Last Name *		
	Parent Cell Phone Number *		
	Parent Email Address		
	Student Address *		
	Student Address Line #2 (APT, Suite, Floor)		
1.	City *		

	State *	
•	Zip Code *	
	Ethnicity	
	Mark only one oval.	
	Hispanic or Latino Not Hispanic or Latino	
	Race	
	Check all that apply. American Indian or Alaskan Native Asian Black or African American Hispanic or Latino Native Hawaiian or Other Pacific Islander White	
5.	Student Current Grade Level * Mark only one oval.	
	12 11 10 9	
7.	Student High School *	
3.	Which of the following most accurately describes you?	
	Check all that apply.	
	Female	
	Male Non-binary	
	Transgender	
	Intersex	
	I prefer not to say	
	Other:	
1	ntended colleges of interest *	
1	ntended colleges of interest *	

APPENDIX D: SAMPLE EVENT TIMELINE

	STUDENT R	EGISTRATION	1	
Item	Activity	Date	Owner(s)	Notes
	Identify Invites (student groups and individuals)			
	Create and Finalize Registration			
	Send Invitation for Registration			
	Confirm # of Attendees			
	Set follow up text + email cadence			
	Reminder call to students (phone banking)			
	Calling Post Registration Reminder			
	PARTNER	OUTREACH		
Item	Activity	Deadline	Owner(s)	Notes
	Confirm event date			
	Determine student numbers, expectations, resources needed, partner support, student communication channels and deadlines for marketing to students, community partners			
	Confirm school district reps for the event Host orientation for school district			
	representatives			
	Establish meeting schedule			
	Day of Schedule Presentation			
	Identify translators			
	Confirm translators			

	MARI	KETING		
Item	Activity	Deadline	Owner(s)	Notes
	Welcome Packet sent out			
	Social Media cadence ready			
	VOLUNTEER (CONFIRMATIO	ON	
Item	Activity	Deadline	Owner(s)	Notes
	Identify Possible Volunteers			
	Confirm List of Volunteers			
	Identify potential FAFSA expert volunteers			
	Confirm FAFSA expert volunteers			
	Webinar Training			
	Send Follow Up Materials			
	TRACKING 8	& EVALUATION	N	
Item	Activity	Deadline	Owner(s)	Notes
	Finalize Evaluation			
	Monitor Exit Tickets			
	Build data report to send to partners			
	Send report to partners			
	Send team VOH appointments			

APPENDIX E: SAMPLE EVENT COMMUNICATION

SAMPLE STUDENT LETTER:

Hello [School Name] Students -

Our school district is partnering with the Georgia Student Finance Commission, and The Scholarship Academy to bring a series of FAFSA events designed to help you gain access to money for college.

We are offering a free opportunity to get assistance preparing and submitting your FAFSA for the 2021-2022 school year.

FAFSA submission is critical for college funding, so we're helping you with that process!

We are hosting sessions on: (Enter dates)

Our FAFSA Completion Events will provide students with one-on-one assistance completing the 2022-2023 FAFSA.

Post FAFSA Support Events are designed to help students navigate the financial aid process after FAFSA completion.

Please bring your FSA ID and your parents FSA ID (if you are considered a dependent for FAFSA purposes).

How do I create a FSA ID?

https://www.youtube.com/watch?v=K7ihhGk8mCY

Am I a dependent?

https://studentaid.gov/apply-for-aid/fafsa/filling-out/dependency

What documents do I need to complete the 2022-2023FAFSA?

https://studentaid.gov/help/info-needed

SAMPLE PARENT LETTER

Subject: Free Help with Submitting Your Student's FAFSA

Body: Hello [School Name] Community -

We wanted to let you all know about an opportunity for you and your student(s) to receive free assistance in filling out the 2022-2023 Free Application for Federal Student Aid (FAFSA). FAFSA submission is critical to college funding, so our school district is partnering with Georgia Student Finance Commission (GSFC), and The Scholarship Academy to bring a series of events to help students and families fill out the FAFSA form free of charge.

We will be providing small group assistance in filling out the FAFSA line by line on the following dates:

The FAFSA workshop is for students who have started but not yet completed the FAFSA.

Our FAFSA Completion Events will provide students with one-on-one assistance completing the 2022-2023 FAFSA.

Post FAFSA Support Events are designed to help students navigate the financial aid process after FAFSA completion.

Thank you,

How do I create an FSA ID?

https://www.youtube.com/watch?v=K7ihhGk8mCY

FAFSA® Form and FSA ID Tips for Parents

https://www.youtube.com/watch?v=fz9j-g1FIHQ

What documents do I need to complete the 2022-2023FAFSA?

https://studentaid.gov/help/info-needed

APPENDIX F: SOCIAL MEDIA CONTENT PLAN

Social Media Content Plan: Align with a submission goal of a specific number of FAFSA submissions between 10/1- 12/10/2021

3 Key Goals:

- Keep FAFSA in the front of students and their families
- Reach new and different stakeholders.
- Variety of social media experiences
- Create marketing/information cadence-looking forward to next communication

Facebook:

- Target audience: Parents/Partners
- Key messaging;
 - Why FAFSA?
 - Share benefits of FAFSA completion and submission
 - Providing information on FAFSA submission events
 - Facebook FAFSA Fridays

Example: On Fridays post a FAQ from students and parents about completing the FAFSA application. Provide the answer along with a reminder of the next Submission Event date. Remind students and parents that they can receive more answers to their questions at events.

Instagram:

- Target audience Students/ Parents
- Key messaging:
 - Why FAFSA?
 - Share benefits of FAFSA completion and submission
 - Providing information on FAFSA submission events
 - Spotlight FAFSA events upcoming and past

Example: Post the flyer of an upcoming Submission event or pictures from a past Submission event. Include a description of the tools and information participants received.

Twitter:

- Target Audience: Students/Parents
- Key messaging:
 - Why FAFSA?
 - FAFSA completion
 - Share FAFSA tips
 - Providing information on FAFSA submission events
 - Twitter Tuesday FAFSA Tips

Example: On Twitter Tuesdays, allow students and parents to Tweet your account with questions about FAFSA submission. Reply with a brief answer and encourage your feed to learn more at the next Submission event.

Tik Tok:

- Target Audience: Students
- Key messaging:
 - O How to submit a FAFSA?
 - Share FAFSA submission dates information needed to submit
 - Money Monday different students completing their FAFSA

Example: Using a money themed song, have students create a Tik Tok of them hitting the submit button on their completed FAFSA application.

APPENDIX G: TRACKING FORM FAFSA SUBMISSION (EXIT TICKET)

FAFSA Submission Event Tracking Form

Utilize these fields at minimum to track participation in your event. While you can add more fields, we ask that these be included.

-	Required	
	Student First Name *	
	Student Last Name *	
	Student Cell Phone Number *	
	Student Email Address *	
	Parent First Name *	
	Parent Last Name *	
	Parent Cell Phone Number *	
	Parent Email Address	
	Student Address *	
	Student Address Line #2 (APT, Suite, Floor)	
1.	City*	

2.	State *
3.	Zip Code *
4.	Ethnicity
	Mark only one oval.
	Hispanic or Latino
	Not Hispanic or Latino
5.	Race
	Check all that apply.
	American Indian or Alaskan Native
	Asian
	Black or African American
	Hispanic or Latino Native Hawaiian or Other Pacific Islander
	White
6.	Student Current Grade Level *
	Mark only one oval.
	12
	<u>11</u>
	10
	9
7.	Student High School *
8.	Which of the following most accurately describes you?
	Check all that apply.
	Female
	Male
	Non-binary
	Transgender
	Intersex
	I prefer not to say Other:

19.	Intended colleges of interest *			
20.	Did you complete the FAFSA during the session? *			
	Mark only one oval.			
	Yes			
	◯ No			
21.	How confident are you feeling about the financial aid process after this event? *			
	Mark only one oval.			
	1 2 3 4 5			
	No confidence, I have no idea how to navigate Completely confident, I could navigate the process alon			
22.	Will you be signing up for Virtual Office Hours for additional FAFSA assistance? If yes, please tell us what specifically you need help with			

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Google Forms







FAFSA SUBMISSION CHEAT SHEET

FAFSA Overview

Section	Explanation
Student Information	This section includes students' basic info, year of college enrollment, etc.
School Selection	This section allows students to select up to 10 colleges to add to receive their financial information.
Dependency Status	This section determines whether students are considered "independent" in status, which impacts their financial aid eligibility.
Parent Demographics	This information is used to determine whose financial information will be submitted on the FAFSA form.
Financial Information	This section includes the financial information of both student and parent(s).
Sign, Submit, Confirmation!	Confirmation of accurate completion to be considered for federal aid.

Getting Started: Section One

- 1. Introduce yourself, let families know that you will assist them as much as possible, but you are a volunteer and can only operate in that capacity.
- 2. Ask families if they have created an FSA ID for student and parent (both). If they DO NOT have an FSA ID, please have them create one on-the-spot.
- 3. Ask families if they have filed their 2019 tax return or have it with them (they can use the DATA retrieval tool or use a physical tax return) social security, number or permanent resident card, bank info/assets IRA's college savings plans.
- 4. Have students log into the FAFSA application (www.fafsa.ed.gov), using the FSA ID they created, and make sure they WRITE the "SAVE PIN" DOWN! DO NOT Log into www.fafsa.com!
- 5. Make sure you **select the 2021-2022 School Year**, refer to your guide and use the help hints on each page of the FAFSA form.
- 6. After the student has logged in, walk them through **Section 1**, which is their basic demographic information.

 ***Please remember that all male students MUST Register for Selective Service.

Section Two: School Selection

- 1. Once the demographic info is completed, students will have an opportunity to move on to **Section 2** and select up to 10 colleges that will receive their financial aid information.
- 2. Make sure to select check the box for each school that has been identified in the College Selection Search so that the Federal School Codes will be saved.







- 3. **Make sure you encourage students to indicate housing plans.** Students will have three options: on campus, with parents, or off campus. Make sure they understand the best option for full financial aid packages.
- 4. Please repeat the process for ALL the schools on the student's list.

Section Three: Student Dependency Status

- 1. Start by asking the student general information about their household. If there are any special family circumstances, make sure you review each of the dependency status questions on the FAFSA Worksheet. Ask for help if you are unsure.
- 2. If a student confirms ANY of the dependency status categories, please ask them if they have documentation that can be provided before you check the box.

Section Four: Student Financial Information

- 1. Begin this section by asking the student if they worked and filed taxes in 2019. Ask them if they are aware of any savings plans, etc. that would need to be reported in this section.
- 2. If possible, use the IRS DATA Retrieval Tool to automatically integrate student financial data.
- 3. Once you confirm the appropriate tax document, verify the appropriate 1040 (A, EZ) line items to respond to each FAFSA question.

Section 5: Parent Financial Information Instructions:

- 1. Before you begin to fill out the Parent information section, please make sure you review the "Who Is The Parent?" chart provided by the Federal Student Aid Office in your Resource Folder.
- 2. Remember only custodial parents go on the FAFSA (who the student lives with most or provides most support) or in some cases both parents even if they are not married but still live together.
- 3. For special employment circumstances, please review the Parent Demographic Info in the Appendix Section to determine Parent Employment Status.
- 4. If possible, use the IRS DATA Retrieval Tool to automatically integrate parent financial data. If parents do NOT bring a 1040 form (1040A, EZ), and you are using the w-2 forms, please make sure you are asking each question in this section carefully.

Time To Submit!!

- 1. Once **Both student and parent** have completed their sections, click "**AGREE** to the terms and conditions." Both the student and parent should sign their names by entering their FSA ID. (Aren't we glad we asked them to write this down and save it?)
- 2. Make sure they click **SUBMIT your FAFSA Now**. (Just because you sign doesn't; mean that you submitted, please finish that step and look for the "Congratulations" confirmation page







FAFSA Tips www.fafsa.ed.gov

- ✓ When assisting a student in completing their FAFSA, It is important that students use their legal name that is associated with their social security number. If the student uses a "school name" or "birth name" that is not the same name on the social security card; they at risk of having an incomplete FAFSA resulting in resubmission or following up with FAFSA.ED.gov.
- ✓ When assisting a student with their FAFSA application, If their parents are separated or divorced, **students must report** information on the parents that they live with more often or who contributes more than 51% to the student. If the parent who supports student is remarried, then the stepparent must provide information on the FAFSA as well.
- ✓ Make sure the family has properly addressed any "untaxed income" such as disability, social security, child support payments etc. on their FAFSA application.
- ✓ While you are assisting a student in completing their FAFSA, please do not list yourself a *preparer*.

Avoid The Following FAFSA Mistakes

- Not using the correct website FAFSA.COM is a SCAM!!!
- 2. Inputting Incorrect Information
 - Misplaced Parent and Student Information:
 - Entering the Wrong Social Security Number (SSN)
 - Amount of Income/Taxes
- 3. Not Using the IRS Data Retrieval Tool Keep it Simple! Use all available information to ensure accuracy.
- 4. Forgetting to sign and submit If students don't sign your application, it won't be submitted properly. Use the new <u>Federal Student Aid ID</u> to sign electronically or you can opt to print a page and submit regular signatures. Confirm your FAFSA was submitted by checking your status immediately after you file on the My FAFSA page of FAFSA.gov.
- 5. Not verifying that the FAFSA Information is Complete Without Errors in the Student Aid Report.

Additional FAFSA Resources

- FAFSA Demo Site https://fafsademo.test.ed.gov/webdemo.htm
- Understanding the FAFSA Process https://studentaid.ed.gov/sa/fafsa/filling-out/dependency
- 2021–2022 FAFSA® Materials and Websites https://financialaidtoolkit.ed.gov/tk/learn/fafsa/updates.jsp
 - Dependent and Independent Applicants https://studentaid.ed.gov/sa/fafsa/filling-out/dependency
 - FAFSA4caster- https://studentaid.ed.gov/sa/fafsa/

Georgia State Programs

GA Financial Aid Programs - https://gsfc.georgia.gov/programs-and-regulations

Savannah State University (Public)
THE SCHOLARSHIP ACADEMY
FAFSAisthekey.com
Kennesaw State University (Public)
THE SCHOLARSHIP ACADEMY
FAFSAisthekey.com
Georgia Institute of Technology (Public)
THE SCHOLARSHIP ACADEMY
FAFSAisthekey.com
Emory University (Private)
SCHOLARSHIP ACADEMY
FAFSAisthekey.com
Mercer University (Private)
SCHOLARSHIP ACADEMY
FAFSAisthekey.com

\$43,244	\$17,255
\$27,450	\$18,879
\$27,836	\$29,632
\$11,084	\$72,604
\$39,194	\$53,822