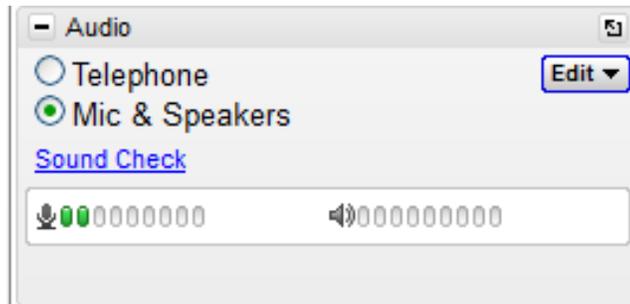
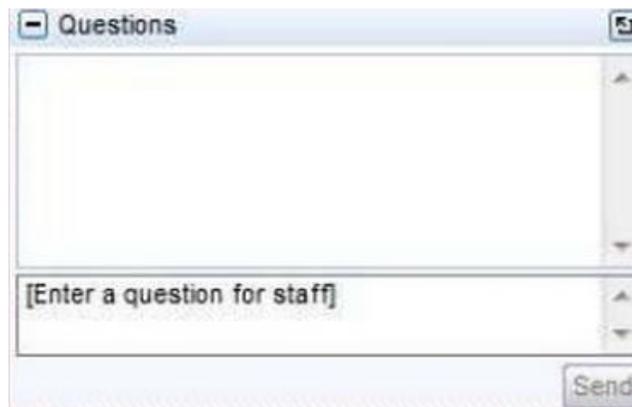


Thank you for joining us for today's webinar!

Check Audio: Click “Mic & Speakers” to use computer audio or Telephone to call conference line



To Ask Questions: Use the “Questions” feature in control panel



Note:

This webinar is being recorded, all webinar registrants will receive a link to view the webinar and slides used

How can we help students make better college decisions?

FLORIDA COLLEGE ACCESS NETWORK



About the Florida College Access Network



Our Mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students.

Our Vision: At least 60% of working-age Floridians will hold a high-quality post-secondary degree or credential by the year 2025.



Florida CAN's Guiding Values



College is postsecondary education

College readiness is career readiness

College is for everyone

College is a public good

Reaching Goal 2025 will require collective action



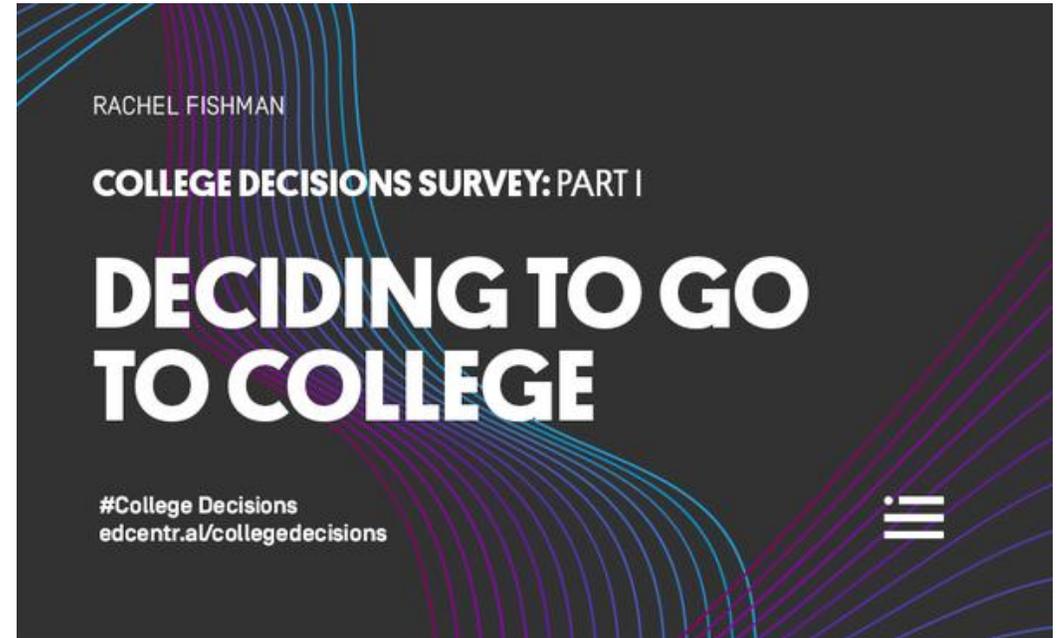


Rachel Fishman

Senior Policy Analyst

New America | Education Policy Program

@higheredrachel @NewAmericaEd



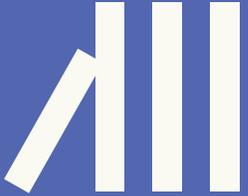
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Today's Presenter...



**EDUCATION
POLICY**

@NewAmerica

Rachel Fishman, Senior Policy Analyst, Education Policy Program

What do prospective students know about choosing and financing college?

 Findings from *The College Decisions Survey*



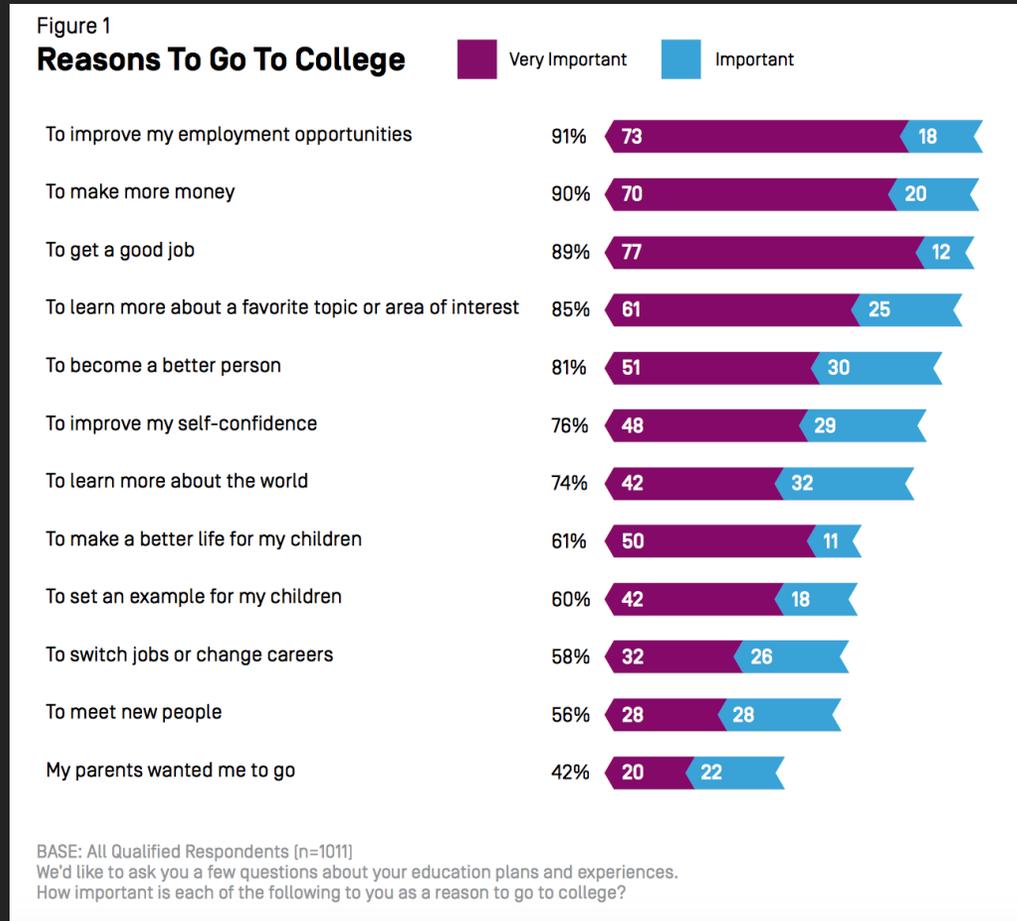
New America's *College Decisions Survey*

New America commissioned Harris Poll to survey prospective and recently-enrolled college students ages 16 to 40. We asked students about their opinions of student loan debt, how much money they're planning to borrow for their undergraduate education, and how they will deal with repaying that debt.

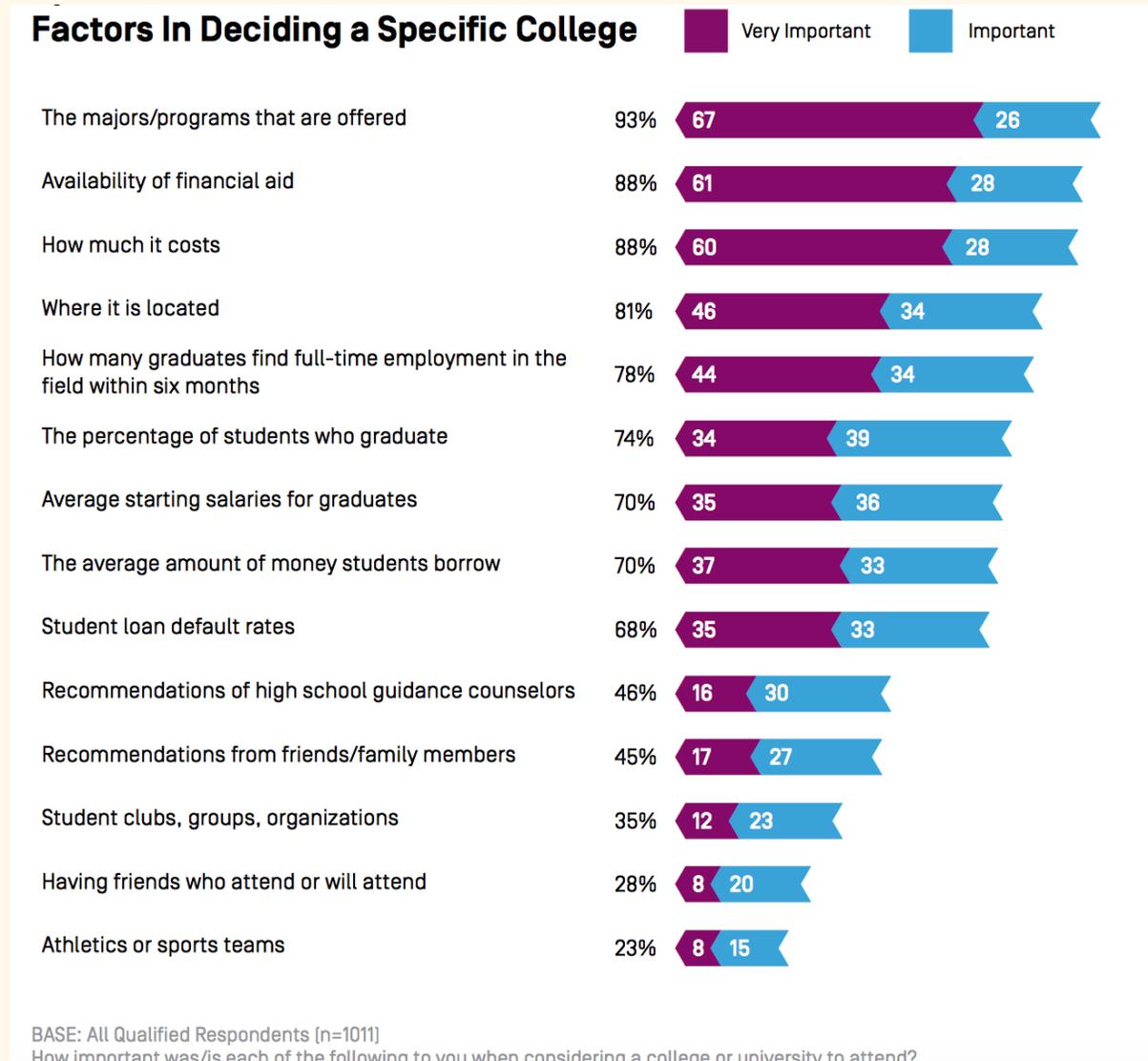
New America
n=1011
<ul style="list-style-type: none">• U.S. residents ages 16-40 who do not have college degrees and who plan to enroll in a two-year or four-year college within the next 12 months• Included individuals in their first semester of their first year at a two-year or four-year college (n=264 for recently-enrolled; n=747 for prospective students)
Online, administered by Harris Poll
Funded by Lumina Foundation
Data collected October-November 2014
URL of study: edcentral.org/tag/college-decisions-survey



Deciding to go to College: Financial Concerns Take Center Stage



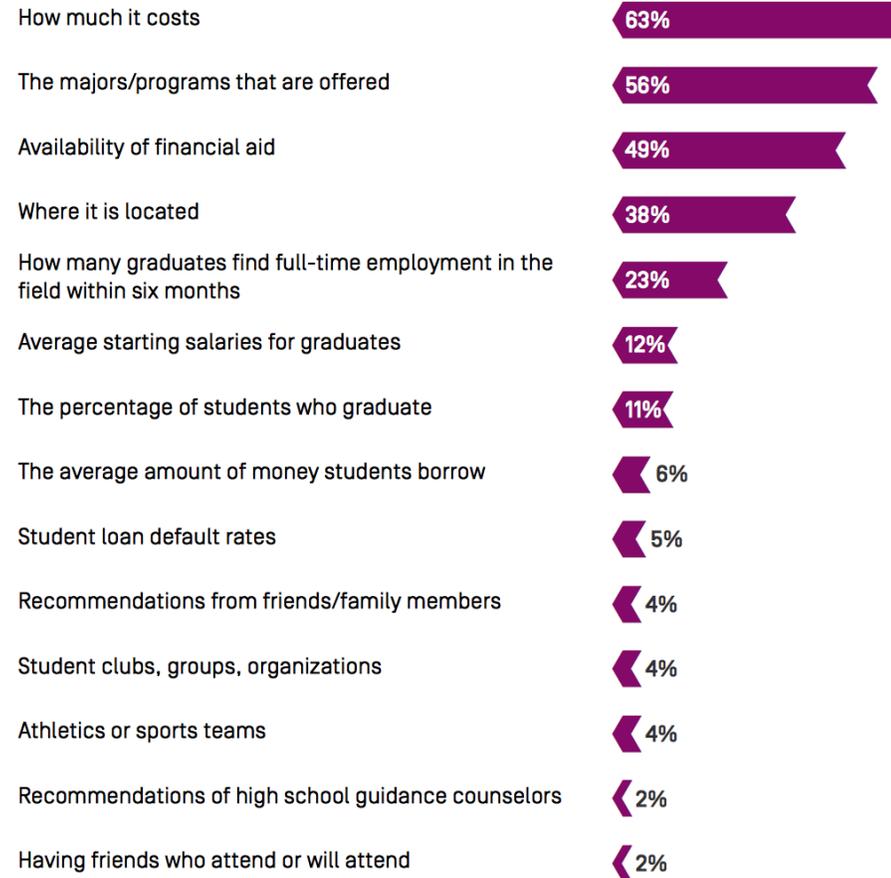
What do students find important when choosing which college to attend? Cost, financial aid, and specific programs/majors.



When limited to choosing just their top three answers, students focused much more on cost.

Figure 3

Most Important Factors In Deciding a Specific College



BASE: All Qualified Respondents (n=1011)

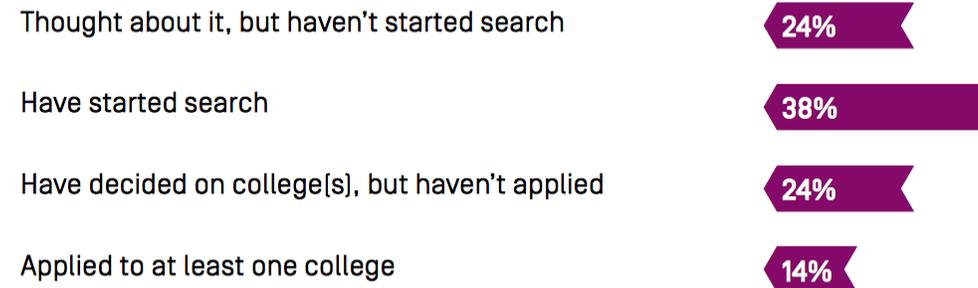
If you had to choose, which of these factors are most important to you when choosing a college or university?

Please select up to three responses.

When do students start the college search process?

Figure 1

Prospective Student College Search Progress



BASE: Not Yet Enrolled (n=747)

Q800: You indicated that you are likely to enroll in a college within the next 12 months. Which of the following best describes where you are in the college search process?





There were differences in age for when students started their college search.

Table 2
When College Search Started, By Age

Age	A. 16-19	B. 20-23	C. 24-29	D. 30-40
Base	235	213	192	176
Less than three months ago	26%	21%	27%	37% ^B
Three to five months ago	16%	27% ^A	29% ^A	29% ^A
Six to eight months ago	12%	9%	19% ^B	12%
Nine to eleven months ago	13%	9%	8%	7%
One to two years ago	27% ^{BCD}	14% ^C	3%	7%
More than two years ago	7%	20% ^{AD}	16% ^A	8%

Data were tested at the 95% confidence level. Capital superscript letters [A, B, C, etc.] indicate statistically significant differences between the subgroups being analyzed.

BASE: Enrolled or Not enrolled, but Started Search (n=816)

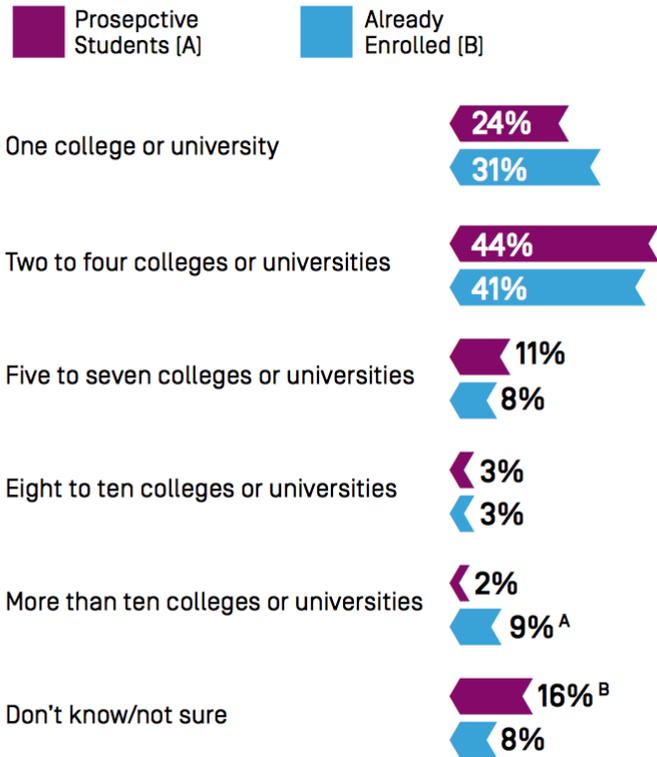
Q805: Thinking about your college search process, how long ago did you start looking into information about colleges?



A majority of students planned on applying to more than one school.

Figure 2

Number of Schools to Apply to



BASE: All Qualified Respondents (n=1011)

Q815: How many colleges did you apply to?/ are you planning on applying to?

Data were tested at the 95% confidence level. Capital superscript letters [A, B] indicate statistically significant differences between the subgroups being analyzed.



Students planned to attend mostly in-person or a hybrid approach that blends online learning.

Table 3

Type of School or Program

On-Location Only	42%
-------------------------	-----

A traditional "bricks-and-mortar" college or university, taking all on-location classes	
---	--

Online Only	13%
--------------------	-----

An online college or university, taking only online courses	11%
---	-----

A traditional "bricks-and-mortar" college or university, taking online courses only	2%
---	----

Hybrid (Both Online and On-Location)	34%
---	-----

An online college or university, taking some online courses and some on-location courses	16%
--	-----

A traditional "bricks-and-mortar" college or university, taking some online courses and some on-location courses	18%
--	-----

Other	1%
--------------	----

Not Sure	9%
-----------------	----

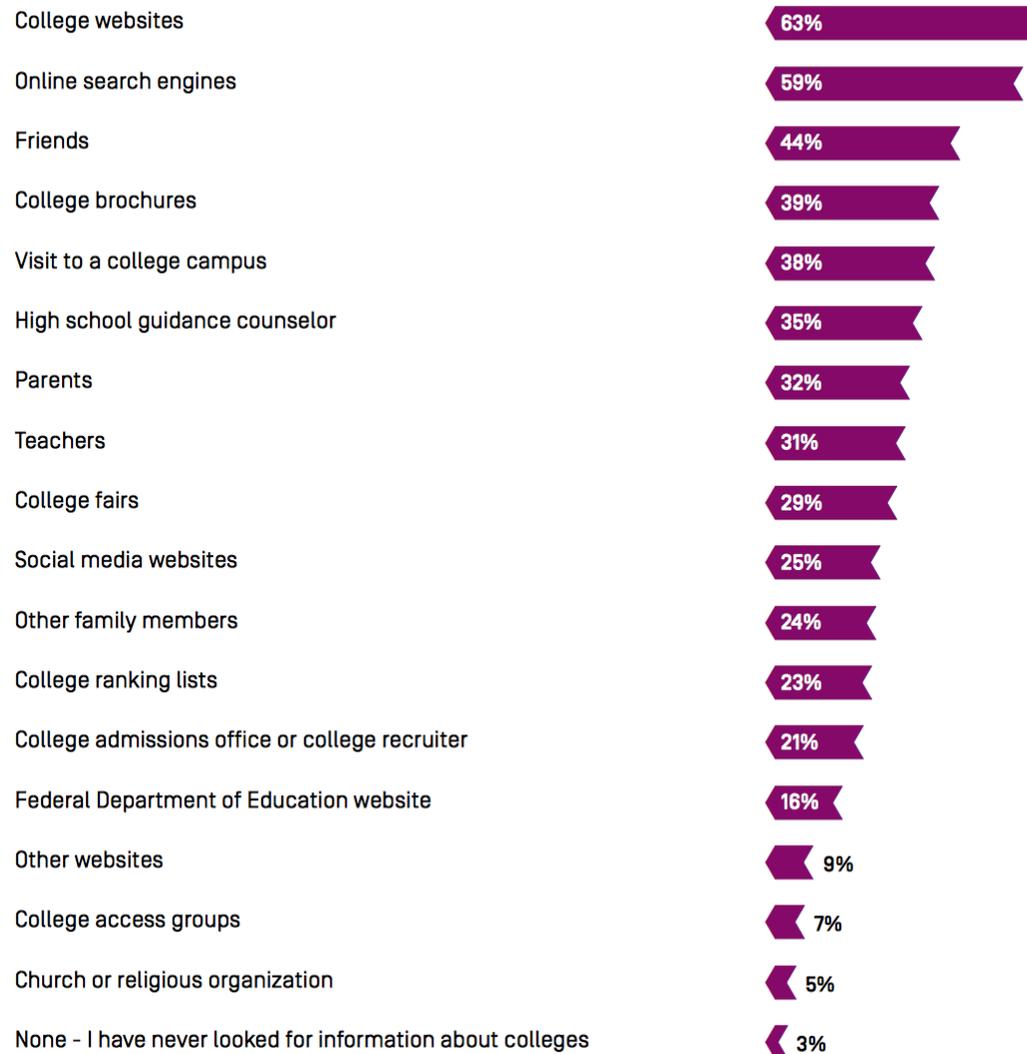
BASE: All Qualified Respondents (n=1011)

Q1010: Which of the following best describes the type of college and program in which you are currently enrolled/ plan to enroll?



Students use many different sources to find more information about colleges.

Sources of Information Used by Prospective and Recently-Enrolled Students



BASE: All Qualified Respondents (n=1011)

Q825: Which of the following have you ever used to find information about colleges? Please select all that apply.

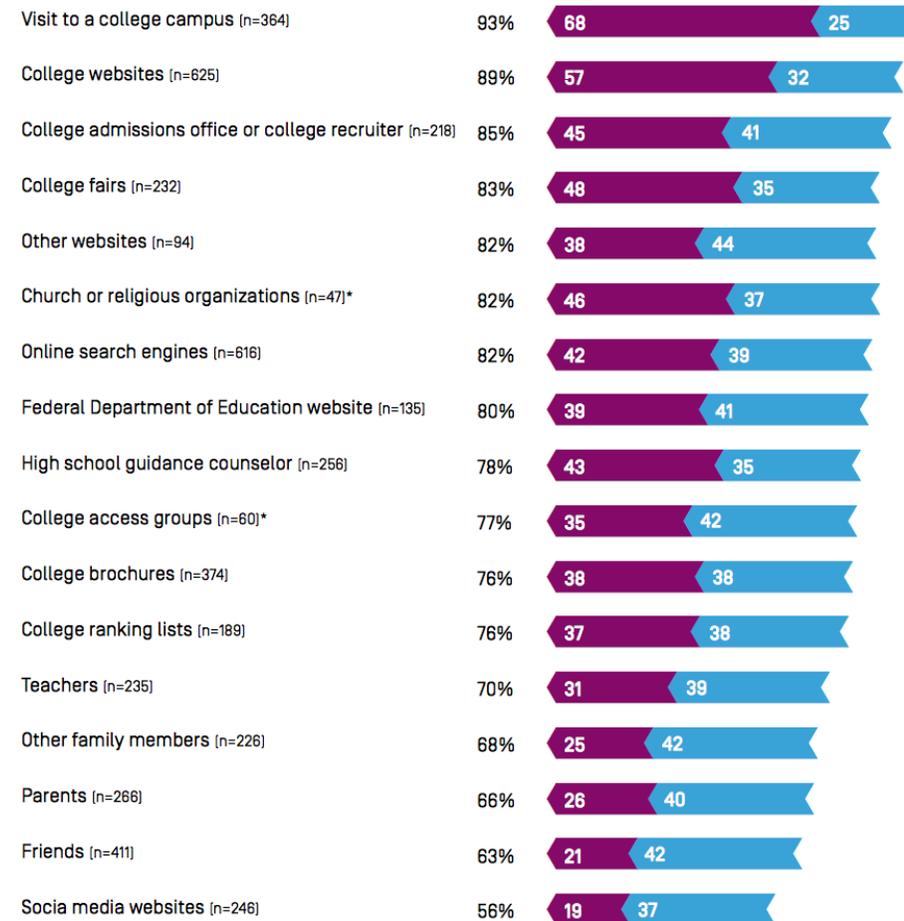


Students vary in how helpful they found these sources of information.

Figure 3

Helpfulness of Information Sources

Very Helpful Helpful



BASE: Used Source (variable base)
Q830: How helpful are/were each of these sources of information about colleges?



Younger students used a wider array of information sources.

Table 1

Sources of Information, by Age

Age	A. 16-19	B. 20-23	C. 24-29	D. 30-40
Base	256	250	252	253
Colleges' websites	71% ^{BCD}	55%	53%	59%
Online search engines	57%	57%	59%	65%
Friends	51% ^{CD}	42%	35%	37%
College brochures	48% ^{BCD}	33%	33%	29%
Visit to a college campus	48% ^{BCD}	33%	31%	26%
High school guidance counselor	54% ^{BCD}	32% ^{CD}	13%	9%
Parents	48% ^{BCD}	31% ^{CD}	17%	10%
Teachers	48% ^{BCD}	27% ^{CD}	12%	13%
College fairs	43% ^{BCD}	25% ^D	16%	10%
College ranking lists	30% ^{CD}	21% ^C	11%	17%

BASE: All Qualified Respondents (n=1011)

Q825 Which of the following have you ever used to find information about colleges? Please select all that apply.

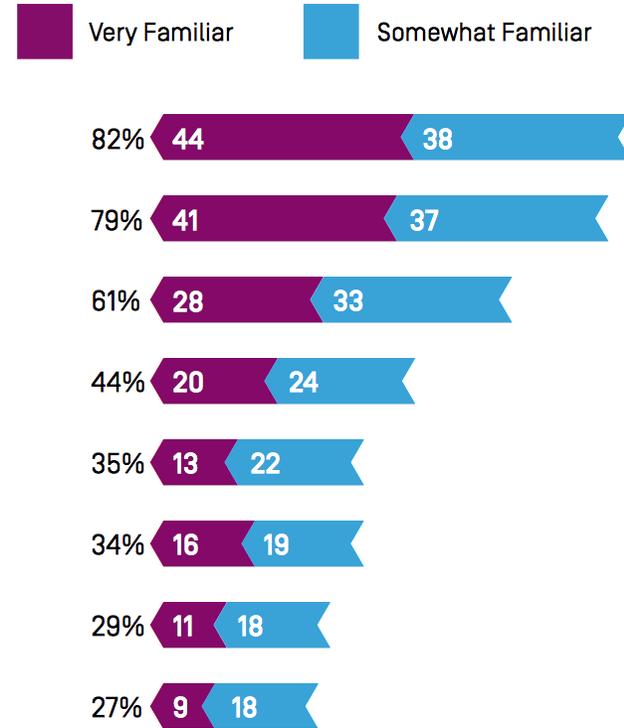
Data were tested at the 95% confidence level. Capital superscript letters [A, B, C, etc.] indicate statistically significant differences between the subgroups analyzed.



Students vary in their familiarity with financial aid.

Figure 1

Familiarity with Financial Aid



BASE: ALL QUALIFIED RESPONDENTS (N=1011)

Q900 Next, we'd like to ask you a few questions about paying for college. How familiar are you with each of the following types of financial aid?



Familiarity with financial aid also varies by race.

Table 1

Familiarity with Financial Aid, by ethnicity

	A. White	B. African American	C. Hispanic
Base	594	168	164
Scholarship/grants from a college or university	 81%	 90% ^{AC}	 74%
Student loans	 81% ^C	 84% ^C	 71%
Pell Grants	 44%	 57% ^{AC}	 39%
VA Education Benefits	 28%	 36% ^C	 22%

Data were tested at the 95% confidence level. Capital superscript letters [A, B, C, etc.] indicate statistically significant differences between the subgroups being analyzed.

BASE: ALL QUALIFIED RESPONDENTS (N=1011)

Q900 Next, we'd like to ask you a few questions about paying for college. How familiar are you with each of the following types of financial aid?

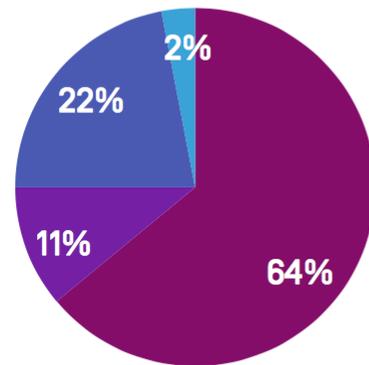


A majority of students expect they will receive financial aid.

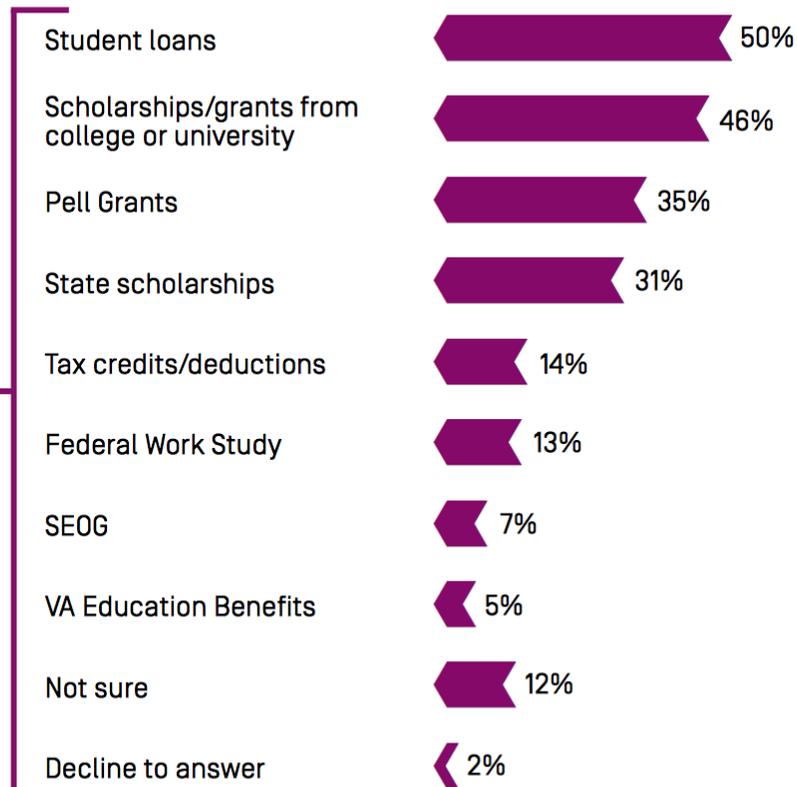
Figure 3

Receiving/Expecting to Receive Financial Aid

Yes No Not Sure Decline



Type of Aid



BASE: All Qualified Respondents (n=1011)

Q905 Are you receiving any financial aid to attend college, such as loans, scholarships or grants/Do you expect to receive any financial aid to attend college, such as loans, scholarships or grants?

BASE: Receiving or Plan on Receiving Financial Aid (n=659)

Q907 What types of financial aid are you receiving? Please select all that apply. /Which types of financial aid do you expect to receive? Please select all the apply.



Planning on/Expecting to receive aid by type and race

Table 4

Type of Financial Aid Received, by ethnicity

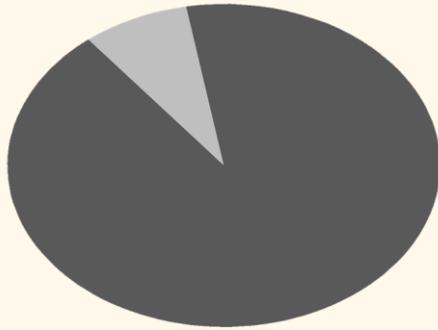
	A. White	B. African American	C. Hispanic
Base	388	116	106
Student loans	57%	47%	44%
Scholarships/grants from a college or university	48%	41%	41%
State scholarships	32%	30%	25%
Pell Grants	31%	48% ^A	33%
Federal Work Study	12%	15%	15%
Tax credits/deductions	18%	15%	11%
SEOG	5%	10%	7%
VA Education Benefits	5%	2%	6%

Data were tested at the 95% confidence level. Capital superscript letters [A, B, C, etc.] indicate statistically significant differences between the subgroups being analyzed.

BASE: Receiving or Plan on Receiving Financial Aid [n=659]

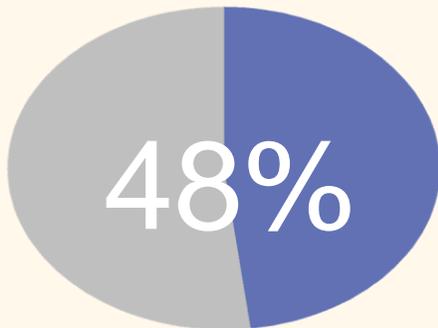
Q907 What types of financial aid are you receiving? Please select all that apply. /Which types of financial aid do you expect to receive? Please select all the apply.

Low-income students are not familiar with the federal Pell Grant.



92%

of undergrads from households making under \$50k who applied for federal aid are awarded Pell Grants.



48%

Yet almost half of prospective and recently-enrolled students in this income bracket are **unfamiliar with Pell.**

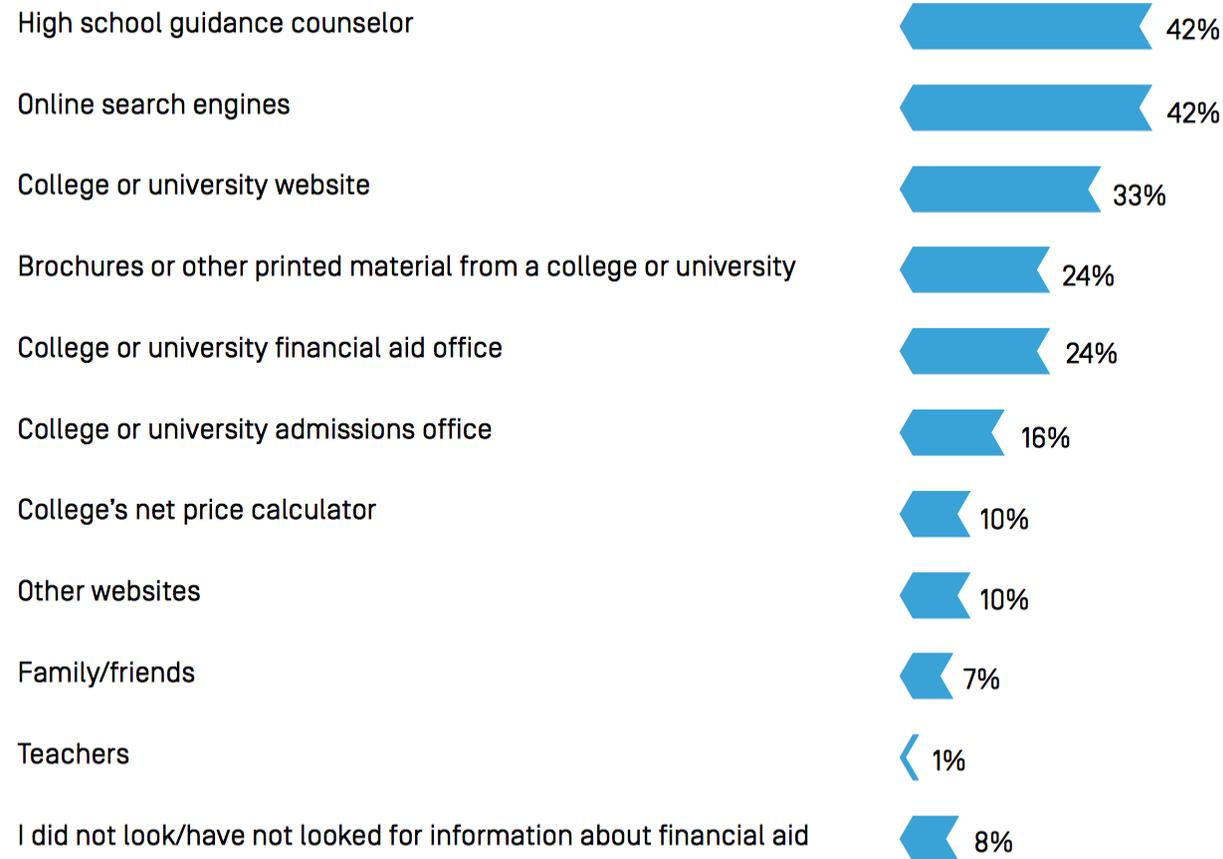
A quarter said they had never heard of Pell before this survey.



Students use many different sources for finding out information about financial aid.

Figure 4

Sources of Information about Financial Aid



BASE: Receiving Financial Aid or Anticipates Needing [n=659]

Q910 Where did you find information about financial aid before you applied to college? /How have you learned about financial aid? Please select all that apply.

Students vary on whether they found enough high-quality information about financial aid.

Table 6

Quality, Ease of Finding, and Amount of Information about Financial Aid

Quality of Information <i>Among Those Who Looked for Information</i>		Ease of Finding Information <i>Among Those Who Looked for Information</i>		Amount of Information <i>Among Those Who Looked for Information</i>	
Excellent/Good	58%	Very easy/Easy to find	69%	Just the right amount of helpful information	56%
Excellent	15%	Very easy to find	14%	Not enough information or not helpful	41%
Good	43%	Easy to find	56%	Not enough information	16%
Fair	37%	Difficult/Almost impossible to find	31%	A lot of information, but very little of it was helpful	25%
Bad/Terrible	5%	Difficult to find	28%	None of these	2%
Bad	4%	Very difficult/Almost impossible to find	2%		
Terrible	1%				

BASE: Looked for Information About Financial Aid [n=603]

Q920 How would you rate the quality of the information you found/have found about financial aid before you applied to college. Was/Is the quality of information ...?

Q925 How would you rate the ease of finding information about financial aid for college? Is/Was the information ...?

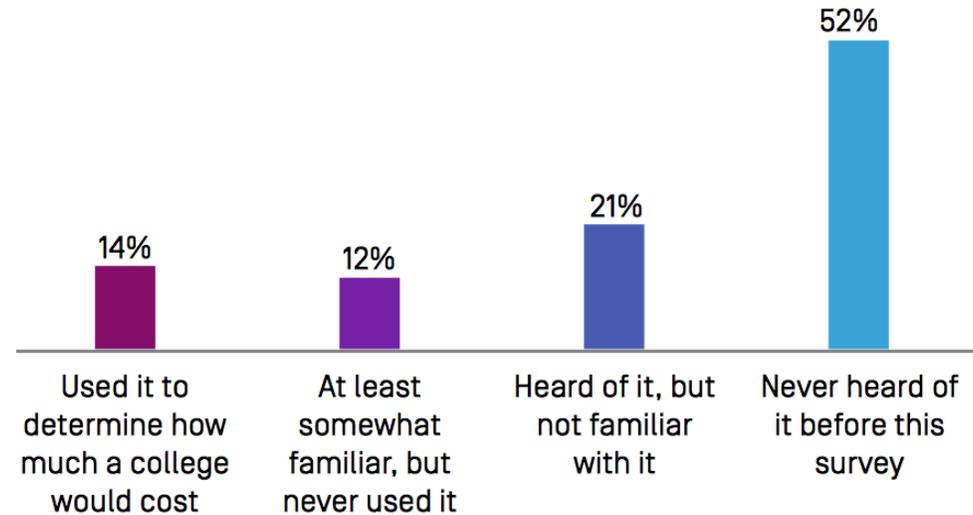
Q930 When it comes to financial aid for college, which of the following best describes the information you found?



Net Price Calculators: Helpful but Unknown

Figure 6

Familiarity with Net Price Calculator



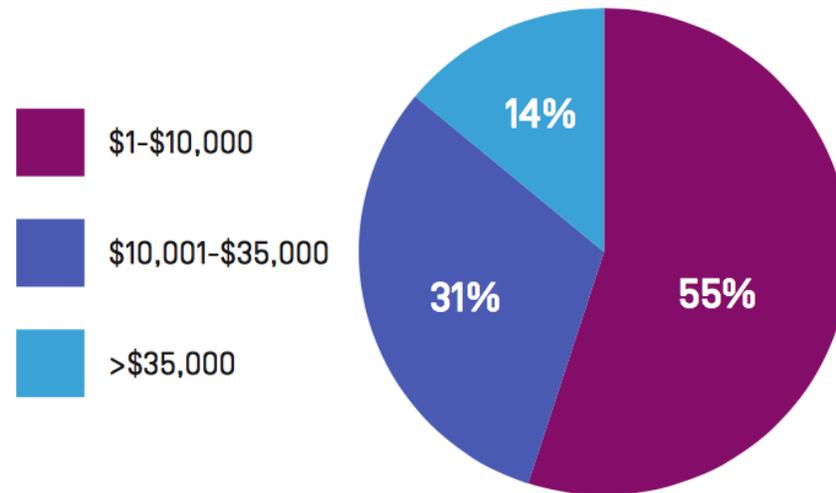
BASE: All Qualified Respondents (n=1011)

Q936 Many colleges make a tool called a net price calculator available to students to determine how much college would cost at that particular school. How familiar are you with the net price calculator?

Most students thought it was reasonable to borrow for their undergraduate education.

Figure 1

Of Those Who Thought Borrowing Was an Expectation, Amount Seen as Reasonable



BASE: All Qualified Respondents [n=1011]

Q955 What do you feel is a reasonable amount of loan debt for an undergraduate student over a four-year period? Your best estimate is fine.

But many thought they would have to borrow more than what's reasonable, especially depending on their age.

Table 1

Mean “Reasonable” and Expected Debt, by Age

Age	A. 16-19	B. 20-23	C. 24-29	D. 30-40
Base	256	250	252	253
Mean Reasonable Debt	\$19,457	\$15,124	\$15,137	\$17,809
Mean Expected Debt of Borrowers	\$32,976 ^{BC}	\$17,059	\$17,725	\$23,241

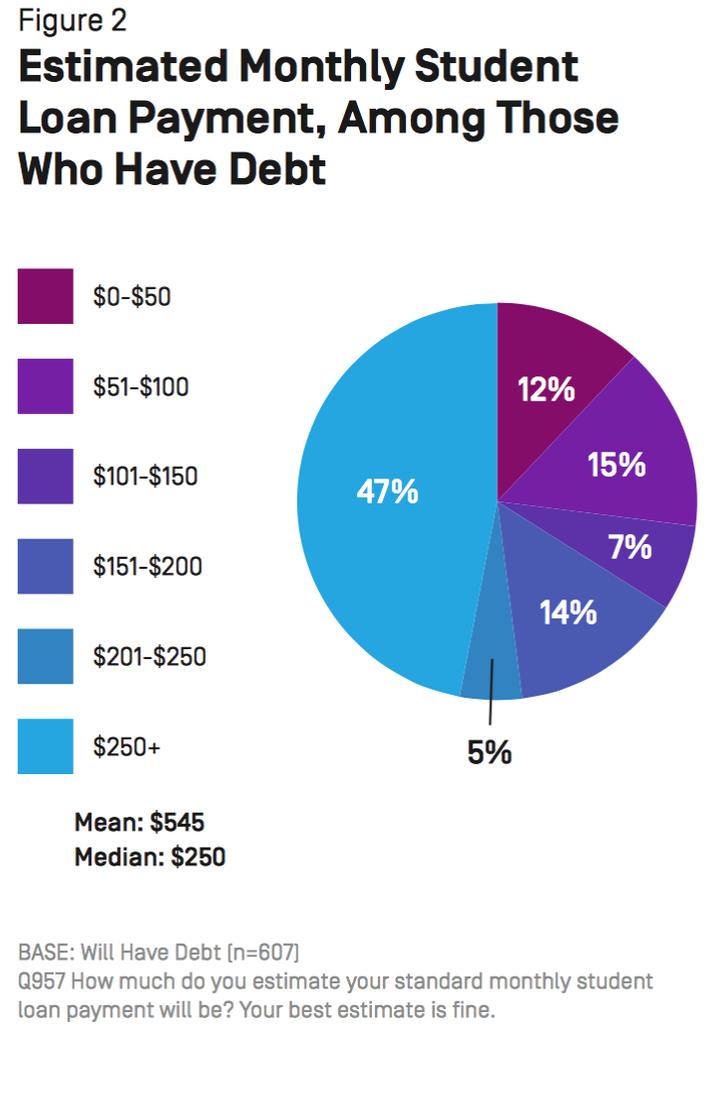
BASE: All Qualified Respondents (n=1011)

Q940 How much undergraduate student loan debt do you think you will/might have when you graduate? Your best estimate is fine.

Q955 What do you feel is a reasonable amount of loan debt for an undergraduate student over a four-year period? Your best estimate is fine.

Data were tested at the 95% confidence level. Capital superscript letters (A, B, C, etc.) indicate statistically significant differences between the subgroups being analyzed.

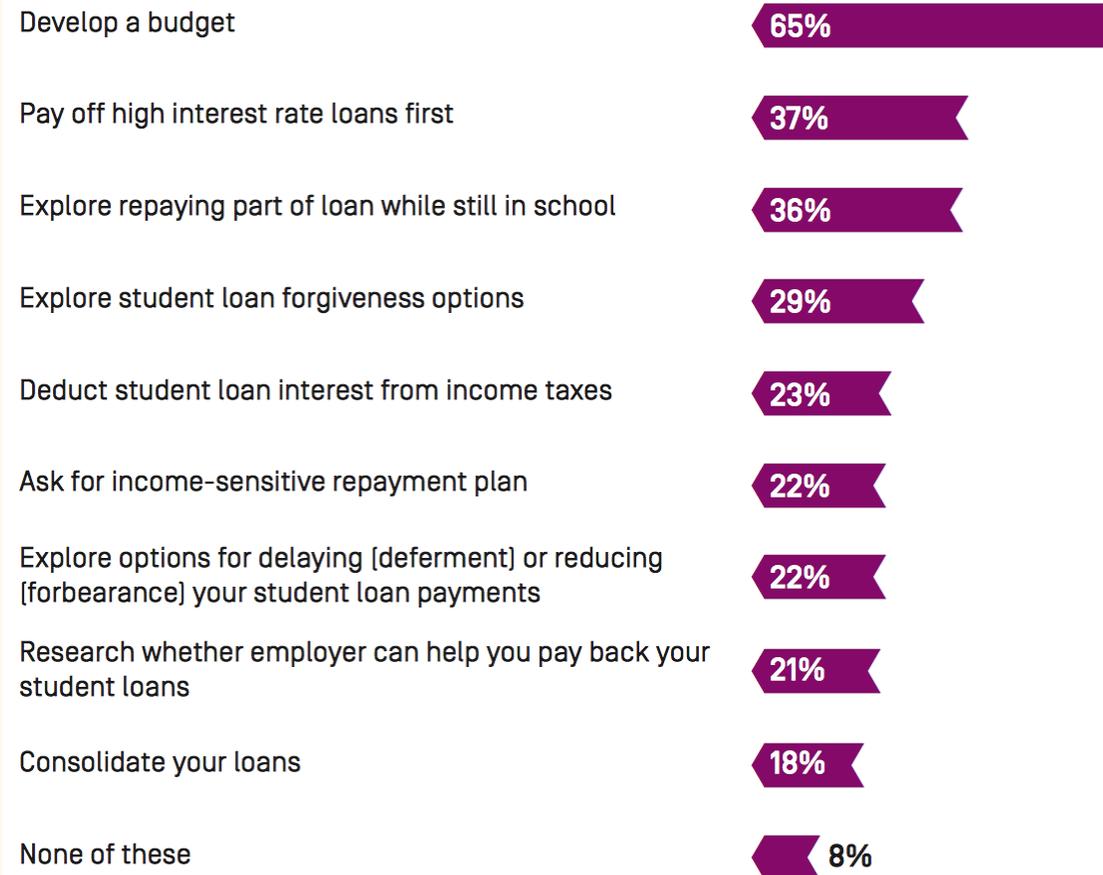
And they were relatively clueless when it came to understanding their monthly repayment.



They also did not appear to be thinking proactively about repayment.

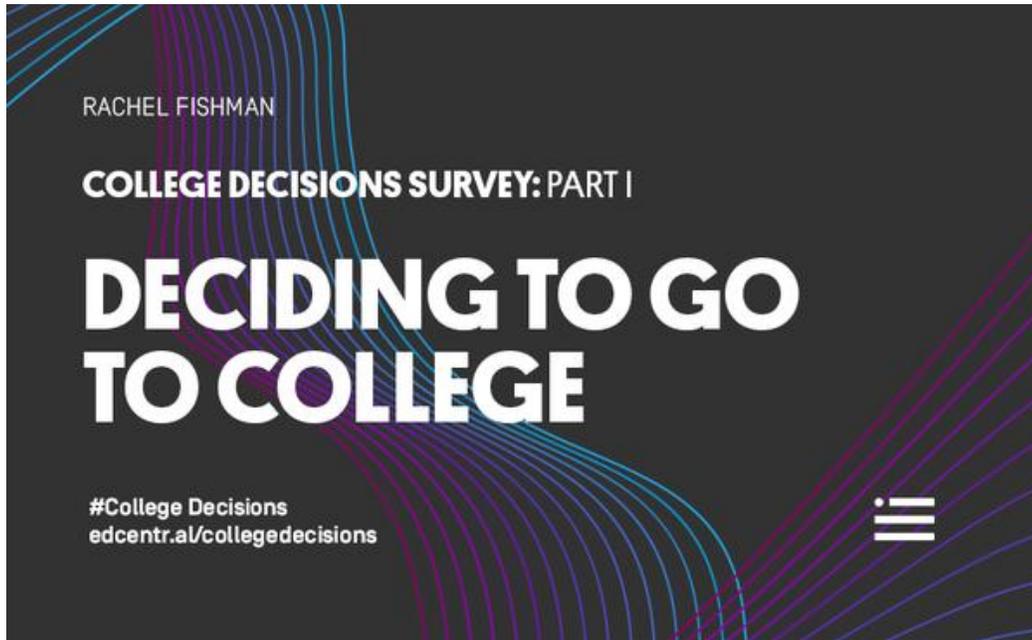
Figure 3

Options Considered for Repaying Student Loans, Among Those Who Have Debt



BASE: Will Have Debt (n=607)

Q950 In order to pay back your student loans, which of the following have you done/are you considering doing? Please select all that apply.



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Q & A

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