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 “Chat” feature in control panel

**Note:**
This webinar is being recorded, all webinar registrants will receive a link to view the webinar and slides used.
Announcing the Florida FAFSA Challenge!

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.
Where are we now?

Chart: Current and projected degree attainment rates for Florida residents ages 25-64

- 2010: 36.4%
- 2015: 37.0%
- 2020: 38.6%
- 2025: 41%

- 2020: 50%
- 2025: 60%

: 2.0% annual increase

: 0.4% annual increase

For more degree attainment data, visit floridacollegeaccess.org/research-and-data/
Economic Opportunities through Education

Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics

- Total, All Training Levels: $31,191
- Less than High School: $20,424
- High School Diploma: $26,109
- Postsecondary Adult Vocational: $35,473
- Associate Degree: $58,065
- Bachelor's Degree: $63,993
- Master's or Higher Degree: $96,314
State of college access in Florida

Low-income:
Household income $28,000 for family of five

Florida’s access gap is class-based
11-point gap between low-income students and their peers

Total: 75.3%

Source: Florida Department of Education (College going rates for high school graduates attending HEI within 16 months, includes NSC counts)
Why is FAFSA completion important?

Access to college is virtually dependent on one’s ability to secure financial assistance for college.

In Florida, 87% of first-year students receive some form of financial aid to pay for college (higher than national average, 83%).

Determining the cost of college is challenging and depends on knowing both what you’re paying for and how you’re paying for it.
Why is FAFSA completion important?

Based on our estimates...

Florida’s high school graduates leave behind

**over $100 million in Pell grant money annually**

by simply not completing the FAFSA

Money left on the table results in college opportunity gap for low-income students

FAFSA Completion and College Going Rates in Florida: New Analysis

Regression formula including 19 school level variables describes 75% of variance in school level college going rates

The strongest predictor...

FAFSA Completion Rate

For every 10% a school increases its FAFSA completion rate, its college going rate increases by 3%

Completed college prep curriculum
Free/reduced price lunch rate
Change in HS graduation rate
School minority rate
Attendance/Absenteeism
Math gains for low 25%
Writing FCAT score
Reading gains for low 25%
Math FCAT score
High School Graduation Rate
Change in math readiness
Postsecondary readiness in math
Reading FCAT score
Postsecondary readiness in reading
FAFSA Completion and College Going Rates in Florida

Correlation
R = .665

“Strong, positive relationship”

In other words, on average, the higher a school’s FAFSA completion rate, the higher it’s college going rate

Why?
## FAFSA Completion Rates for H.S. Graduates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>50.8%</td>
<td>53.5%</td>
<td>49.6%</td>
<td>50.9%</td>
</tr>
<tr>
<td>United States</td>
<td>54.4%</td>
<td>56.3%</td>
<td>56.1%</td>
<td>55.5%</td>
</tr>
</tbody>
</table>

4.6% gap between Florida and U.S.

- **Highest FAFSA completion rate for 2015-16 aid cycle:** Washington, D.C (75.6%)
- **Lowest FAFSA completion rate for 2015-16 aid cycle:** Utah (29.5%)

Florida ranks 35th among all states in FAFSA completion
How many are Pell eligible?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>57%</td>
<td>58%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>United States</td>
<td>52%</td>
<td>52%</td>
<td>52%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Represents percent of Pell eligible applications by graduates who completed a FAFSA

Florida 5th highest state in Pell eligibility

Max Pell Grant award for this year is about $5,700

Average Pell Grant award is $3,515 (2012-13)

Compared to other states, FAFSA completions in Florida are very likely to yield free money for college!
The Florida FAFSA Challenge!

1. “MVP” (Have the highest FAFSA completion rate through March 31st)
2. “Most Improved” (Improved their FAFSA completion rate the most compared to last year through March 31st)
3. “Fastest Lap” (Beats their FAFSA completion rate from last year by 5% in the fewest amount of days)*

*Must have FAFSA completion rate of at least 20% to be eligible
The Florida FAFSA Challenge!

Challenge will last from January 1 to March 31 – how come?

Students who file the FAFSA in January, February or March receive more than twice as much state/institutional grant funding, on average, as students who file the FAFSA later.

The Florida FAFSA Challenge!

**Champions**
Florida schools and districts that set and achieve a FAFSA completion goal will have school’s name listed in a press release and on Florida CAN’s website with your accomplishment with a certificate to your school.

***Schools must register [at this link](#) to be recognized***

**All-Stars**
Any Florida schools or district that exceeds FAFSA completion by at least 5% over last year will get their name listed on the Florida CAN website with your rate of improvement with a certificate for your school.

5% increase = $8 Million in Pell
Strategies to improve FAFSA completion

Use the toolkit!

1. Set a goal and track your data
2. Hold a FAFSA event
3. Promote the importance of FAFSA completion to students and families
4. Text students with reminders
5. Provide incentives and engage in friendly competition
6. Collaborate with community partners and champions
FAFSA Finish Line Data Tool

Features:

School, county and state level data all in one place

Layout makes for easier comparisons

11 different chart filters can be used to create meaningful groups

“Change from last year” filter can show what schools made biggest improvements

Financial Aid Resources tab at the top
Quick Tips:

View district and state level data by making selection in “Level” filter

Scroll over chart area to reveal school characteristic data

High school graduation rates and undocumented students matter
Our recommendations...

1. Move up Florida Financial Aid Application start date to Oct. 1st starting in 2016
2. Revise Florida’s definition for college and career readiness
3. Reinforce college affordability and financial literacy discussions in early grades
4. Implement student-level FAFSA completion data in every school district
5. Require school counselors spend at least 80% of their time toward delivery of services to students
6. Further simplify the FAFSA
Strategies and resources for increasing FAFSA completion in Florida

Lori Auxier
Director of Outreach Services
Office of Student Financial Assistance (OSFA)
Florida Department of Education
FAFSA Completion in Florida

Florida College Access Network
FAFSA Completion Webinar

Lori Auxier, Director of Outreach Services
Office of Student Financial Assistance (OSFA)

Mission

• **Administers** postsecondary educational state-funded grants, scholarships, and loan forgiveness

• **Provides** information to students, parents, and high school & postsecondary professionals
CGS!Florida

www.navigatingyourfuture.org/cgsflorida/home.aspx

Promote a location near you!
Opportunity to win a $200 scholarship!
CGS!Florida needs you! Volunteer today!

www.FLDOE.org
© 2014, Florida Department of Education. All Rights Reserved.
FAFSA Completion Initiative

Contact Lori Auxier, Director of Outreach Services
561-389-6346 or lori.auxier@fldoe.org
• 2016-2017 FAFSA on the Web available on January 1, 2016
  • Limited changes; may see additional modifications once the draft is released
  • IRS Data Retrieval Tool opens early February
  • NEW FSA ID required to log in
• 2017-2018 FAFSA on the Web available on October 1, 2016
  • IRS Data Retrieval Tool simultaneously opens
  • Will use prior, prior tax returns (2015)
National Training for Counselors and Mentors

- Workshops are now closed for the 15/16 academic year
  - Download materials online [here](#)
  - Webinars available on demand
Strategies for increasing FAFSA completion in Florida

Ralph Aiello
Supervisor, School Counseling, BRACE &
Academic Advisement
Broward County Public Schools
Broward’s FAFSA Initiative

President Obama request to Superintendent
$10,000,000 Lost Pell Grants Alone
Approximately 50% Completion Rate
A LOT of effort (input), few additional results (output)

Collaboration between:
- High Schools
- ESOL Department
- Broward College
- Broward Education Foundation
- Office of Student Financial Affairs
- USDOE
- Community Agencies
- Other Local Colleges and Universities
BRACE Advisors

BRoward Advisors for Continuing Education

- Over 20 years in existence
- Paraprofessionals
- Support School Counselors
- College Fairs
- SAT/ACT
- College Applications
- FAFSA
- Bright Futures
- Other Scholarships
- Parent Workshops
- Student Presentations
BCPS Action Plan

Changing culture!
- Unified focus across the county
- Easy to understand KPIs
- Input vs. Output
- Giving away free money!
- Don’t forget about ineligible students...

Competition
- FAFSA Challenge
- Bi-weekly High School Rankings
- BEF Incentive Prizes
- District Recognitions
- Reach Higher Campaign
Action Guide

- Naviance
- Superintendent’s “Action Required” Memo
- Annual School Counseling Plan Required Activities
- Events Calendar
- Materials and Resources
- Contact Information
- Professional Development
- Student Signature Brochure
- Marketing Campaign
- Mentoring Partnerships
Student-by-Student Completion Data

Districts must contact the FLDOE to request access.

Ask your Legal Department who can sign the agreement (Superintendent or Board)

Ensure student confidentiality

Identify schools for access

Cannot export data, so develop methods for manipulating and analyzing the data

Target FRL students for completion

Notify incomplete students of their status

Celebrate success!
Resources

USDOE FAFSA Toolkit
Florida College Access Network Charts
Naviance

Partner with OSFA and Postsecondary Institutions!
Naviance

- Identify college-bound students to complete the FAFSA
- Attempt to integrate the Student-by-Student data for easier reporting
- College and Career Readiness Curriculum and Lesson Plans
- Road Trip Nation videos on overcoming financial adversity and investing in education
- Custom landing pages for step-by-step FAFSA assistance
- Student/Parent communication within the system
- Data collection surveys for total value of financial aid packages
Q & A
Type in your questions using the QUESTIONS function on GoToWebinar application

Lori Auxier
Director of Outreach Services
Office of Student Financial Assistance (OSFA)
Florida Department of Education

Ralph Aiello
Supervisor, School Counseling, BRACE &
Academic Advisement
Broward County Public Schools
Our work is possible thanks to the generous contributions of our funding partners.
Introducing... FloridaShines: A New Website to Help Students Plan for College

Find archived webinar slides and recordings at:
http://www.floridacollegeaccess.org/events/ or
http://www.floridacollegeaccess.org/research-and-data/
Join the Goal 2025 Movement!
floridacollegeaccess.org
Twitter: @GOAL2025FLORIDA