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” or “Questions” feature in the control panel

**Note:** This webinar is being recorded, all webinar registrants will receive a link to view the webinar and slides used.
Rising to the Challenge: 
Resources and Strategies to Boosting 
FAFSA Completion in Florida 

FLORIDA COLLEGE ACCESS NETWORK
Florida College Access Network: Who We Are

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.
Local College Access Networks in Florida

A. Earn Up!  
(Duval, St. Johns, Nassau, Baker, Putnam and Clay counties)

B. Alachua County Education Compact

C. Palm Beach Co. Collective Impact for Education Initiative

D. LEAP: Hillsborough College Access Network

E. College is 4 Everyone  
(Polk, Highlands and Hardee counties)

F. FutureMakers Coalition  
(Lee, Collier, Charlotte, Glades and Hendry counties)

G. My Brothers Keeper/Miami

H. Talent for Tomorrow Partnership  
(Sarasota County)

I. Central Florida College Access Network  
(Orange, Osceola and Seminole counties)
Florida CAN’s Research & Policy Work

Produce student-centered research & policy analysis

Driven by statewide mission to increase level of degree attainment in Florida to 60% by 2025

Support development of community-based alliances focused on improved degree attainment

Develop local, state and national partnerships and policy alignment around degree attainment

Clearinghouse for college and career readiness, access and completion data
### Median annual wages in Florida by education/training level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Median Annual Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All workers</td>
<td>$31,191</td>
</tr>
<tr>
<td>Master's or higher</td>
<td>$96,314</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>$63,993</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>$58,065</td>
</tr>
<tr>
<td>Voc. certificate</td>
<td>$35,473</td>
</tr>
<tr>
<td>High school diploma</td>
<td>$26,109</td>
</tr>
<tr>
<td>Less than high school</td>
<td>$20,424</td>
</tr>
</tbody>
</table>

About 50% of Florida’s high school grads find employment during the following fall with 88% earning less than $8/ hour

Source(s): Florida Department of Economic Opportunity, Bureau of Labor Statistics (2013); Florida Education & Training Placement Information Program (2014)
## Fastest growing occupations in Florida by 2023

<table>
<thead>
<tr>
<th>Title</th>
<th>Total Job Openings</th>
<th>Hourly Wage</th>
<th>Minimum Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnostic Medical Sonographers</td>
<td>2,420</td>
<td>$29.70</td>
<td>PSAV certificate</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>2,704</td>
<td>$46.59</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td>Cement Masons and Concrete Finishers</td>
<td>5,828</td>
<td>$15.21</td>
<td>PSAV certificate</td>
</tr>
<tr>
<td>Health Specialties Teachers, Postsecondary</td>
<td>5,372</td>
<td>$51.45</td>
<td>Master's or Higher</td>
</tr>
<tr>
<td>Helpers – Electricians</td>
<td>2,791</td>
<td>$12.06</td>
<td>Less than H.S.</td>
</tr>
<tr>
<td>Home Health Aides</td>
<td>14,237</td>
<td>$10.39</td>
<td>PSAV certificate</td>
</tr>
<tr>
<td>Physical Therapist Assistants</td>
<td>2,380</td>
<td>$29.12</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>3,304</td>
<td>$44.22</td>
<td>Master's or Higher</td>
</tr>
<tr>
<td>Cost Estimators</td>
<td>8,124</td>
<td>$26.23</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Meeting, Convention, and Event Planners</td>
<td>2,313</td>
<td>$21.32</td>
<td>Associate Degree</td>
</tr>
</tbody>
</table>

Source: Florida Department of Economic Opportunity
Where does Florida stand in degree attainment (adults ages 25-64)

39.9% * (2015)
29th highest in the nation

Florida’s top metros in degree attainment (2014)

#48 Orlando-Kissimmee-Sanford 41.0%
#50 Palm Bay-Melbourne-Titusville: 40.6%
#52 Miami-Ft. Lauderdale-West Palm Beach: 40.4%
#63 Tampa-St. Petersburg-Clearwater: 39.5%
#66 Jacksonville: 38.7%

*includes 2-year degrees or higher

Source(s): U.S. Census Bureau, American Community Survey; Lumina Foundation Stronger Nation Report
Florida college-going rates by income
(public school graduates enrolling in postsecondary institution w/in 16 months)

**Double-digit** college opportunity gap
persistent in Florida over last decade

<table>
<thead>
<tr>
<th>Year</th>
<th>Low-income</th>
<th>Non low-income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>47.0%</td>
<td>59.5%</td>
</tr>
<tr>
<td>2003-04</td>
<td>48.0%</td>
<td>60.8%</td>
</tr>
<tr>
<td>2004-05</td>
<td>49.0%</td>
<td>60.6%</td>
</tr>
<tr>
<td>2005-06</td>
<td>49.0%</td>
<td>61.2%</td>
</tr>
<tr>
<td>2006-07</td>
<td>52.0%</td>
<td>63.1%</td>
</tr>
<tr>
<td>2007-08</td>
<td>52.0%</td>
<td>63.9%</td>
</tr>
<tr>
<td>2008-09</td>
<td>52.0%</td>
<td>62.7%</td>
</tr>
<tr>
<td>2009-10</td>
<td>52.0%</td>
<td>61.5%</td>
</tr>
<tr>
<td>2010-11</td>
<td>69.0%</td>
<td>79.0%</td>
</tr>
<tr>
<td>2011-12</td>
<td>68.0%</td>
<td>79.3%</td>
</tr>
</tbody>
</table>

Note: 2010-11 and 2011-12 include National Student Clearinghouse Data
### FAFSA Completion in Florida

Completion rates of high school graduates*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>51.1% (36&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>51.1% (36&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>51.3% (37&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>50.2% (38&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>48.9% (37&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>58.1% (6&lt;sup&gt;th&lt;/sup&gt;)</td>
</tr>
<tr>
<td>U.S.</td>
<td>53.8% (--)</td>
<td>54.7% (--)</td>
<td>56.6% (--)</td>
<td>55.8% (--)</td>
<td>55.2% (--)</td>
<td>50.0% (--)</td>
</tr>
<tr>
<td>D.C.</td>
<td>65.9% (1&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>65.9% (1&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>70.7% (1&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>76.3% (1&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>77.7% (1&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>60.9% (3&lt;sup&gt;rd&lt;/sup&gt;)</td>
</tr>
</tbody>
</table>

Notes: Reflects FAFSA completion rates for public and private schools.
Sources: U.S. Department of Education (FAFSA completions), Western Interstate Commission for Higher Education (high school graduate estimates)

**Pell Grant Amounts for 2017-18: $5,920**
“First Look” at FAFSA Completion in Florida for 2017-18 aid year applications

FAFSA completions through October 7, 2016 now available at www.floridacollegeaccess.org

Early estimates show FAFSA completions in Florida are up nearly 75%* compared to last aid cycle!

Weekly updates will be available starting Friday

*Doesn’t included schools with <5 FAFSAs completed
Florida FAFSA Challenge

1) Set a goal
2) Get resources, strategies throughout the school year
3) Win a trophy!
   - “MVP” (Highest FAFSA completion rate)
   - “Most Improved” (Greatest year-to-year improvement)
   - “Biggest Boost” (Largest week to week improvement)

Toolkits & Registration: bit.ly/FLFAFSA
Today’s presenter

Claire Fluker
Awareness and Outreach Specialist
U.S. Department of Education,
Office of Federal Student Aid

U.S. Department of Education,
Office of Federal Student Aid
https://twitter.com/FAFSA
https://studentaid.ed.gov/sa/
CHANGES TO THE FAFSA® PROCESS FOR 2017–18

SUBMIT A FAFSA EARLIER:
Students will be able to submit a 2017–18 FAFSA as early as Oct. 1, 2016, rather than beginning on Jan. 1, 2017. The earlier submission date will be a permanent change, enabling students to complete and submit their FAFSAs as early as October 1 every year.

USE EARLIER INCOME AND TAX INFORMATION:
Beginning with the 2017–18 FAFSA, students will report income and tax information from an earlier tax year. For example, on the 2017–18 FAFSA, students (and parents, as appropriate) will report their 2015 income and tax information, rather than their 2016 income and tax information.

Here’s a summary of key dates for submitting the FAFSA depending on when you plan to go to school:

<table>
<thead>
<tr>
<th>IF YOU PLAN TO ATTEND COLLEGE FROM</th>
<th>YOU WILL SUBMIT THIS FAFSA</th>
<th>YOU CAN SUBMIT THE FAFSA FROM</th>
<th>USING INCOME AND TAX INFORMATION FROM</th>
</tr>
</thead>
</table>
Can you choose to report 2016 information if your family’s financial situation has changed since your 2015 taxes were filed?

You have to report the information the FAFSA asks for. If your family’s income changed substantially since the 2015 tax year, talk to the financial aid office at your school about your family’s situation.

Note: The FAFSA asks for your marital status as of the day you fill it out. So if you’re married now but weren’t in 2015 (and therefore didn’t file taxes as “married”), you’ll need to add your spouse’s income to your FAFSA. And if you filed your 2015 taxes as “married” but you’re no longer married when you fill out the FAFSA, you’ll need to subtract your spouse’s income.
Help students and parents prepare for college or career school.

The Financial Aid Toolkit provides federal student aid information and outreach tools for counselors, college access professionals, nonprofit mentors, and others.

LEARN ABOUT FINANCIAL AID
Understand the basics of federal student aid, the FAFSA, and loan repayment.

CONDUCT OUTREACH
Get tips on hosting events; sample financial aid night PowerPoint presentations; and suggested messages for social media, e-mails, or newsletters.

GET TRAINING
Find training or conference opportunities and learn about the National Training for Counselors and Mentors (NT4CM) program.

SEARCH TOOLS AND RESOURCES
Search our resource library by content, audience, topic, and time of year.
Connect With Us!

Social Media

StudentAid.gov

1-800-4FED-AID

Federal Student Aid
An Office of the U.S. Department of Education

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the AMERICAN MIND™
FAFSA Completion by High School

As the cost of college continues to increase, financial aid becomes ever more important. While many factors are involved in the decision to attend college, there is a strong correlation between FAFSA completion and college enrollment.

Previously, high schools relied on self-reported surveys to estimate their FAFSA completion rate and that data can be inaccurate. For this reason, Federal Student Aid is providing high schools with current data about their FAFSA submissions and completions so that high
Use the FAFSA demo site as a learning tool for yourself, training for staff, and/or as a part of a presentation for students and parents. The 2017-2018 version is now live!

http://fafsademo.test.ed.gov/
Username: eddemo
Password: fafsatest
Today’s presenter

Don Yu
Director, First Lady Michelle Obama’s Better Make Room Campaign at Civic Nation

Ben Castleman
Assistant Professor of Education and Public Policy, University of Virginia
Senior Advisor, Better Make Room Campaign

Better Make Room Campaign
https://twitter.com/BetterMakeRoom
https://bettermakeroom.org/
The First Lady wants to help students get to and through their postsecondary education.

Inspired by her own experience as a first-generation college student, First Lady Michelle Obama wanted to help more young people go to and graduate from college.

In 2014, she started Reach Higher, the First Lady's effort to inspire every student in America to take charge of their future by completing their education past high school, whether at a professional training program, a community college, or a four-year college or university.
Now, the First Lady is working to engage students directly.

In 2015, Mrs. Obama announced the Better Make Room campaign to directly reach underserved, college-aspiring youth.

Better Make Room targets Generation Z (ages 14-19) to celebrate students, change the national conversation, reach students directly where they are, and give them a space to express themselves while navigating the college-going process.
Evidence-Based FAFSA Completion Strategies

Dr. Ben Castleman
Text messaging to mitigate summer melt

- Text intervention consisted of 10 messages:
  - Financial aid
  - Orientation, placement tests, and housing
  - Tuition bill and health insurance


  Hi Alex! Have you chosen your courses for the fall term? If not, register this week so you don’t miss out on the courses you want: [http://bit.ly/anucourses](http://bit.ly/anucourses). Can I help?
Nudging students earlier – FAFSA completion

**Simplify**
- Draw down student-level data about FAFSA completion

**Nudge**
- Inform students about deadlines
- Update content as students’ FAFSA status changes

**Connect**
- Invites to request help from school counselors
Nudging students earlier – FAFSA completion

Prompts to start the FAFSA

Hi Alex! Financial aid priority deadlines are coming up. Meet school deadlines to increase your aid. Text back for help.

hi Alex, my records show you need to verify your FAFSA. Work with your parents to do this soon. For info on how to verify, visit: . Text me if I can help.

Real-time updates

Guidance about upcoming tasks

Congrats on completing the FAFSA! Know what happens next? Watch this quick Dept. of Ed video:
UP NEXT is effective.

- **FAFSA Completion**
  - Received texts: 50%
  - Did not receive texts: 38%

- **College Enrollment**
  - Received texts: 73%
  - Did not receive texts: 66%

- **Sophomore Persistence**
  - Received texts: 68%
  - Did not receive texts: 54%
College Access Tools: UP NEXT
UP NEXT has three primary campaigns:

- **High school seniors:** Up Next will guide students around college search, FAFSA completion, and college applications.

- **Current college students:** Up Next will guide students around the transition to college, making use of campus resources, and FAFSA renewal.

- **College grads:** Up Next will guide students to make informed loan repayment decisions.

Parents and school counselors can also sign up.
What kind of support does UP NEXT provide?

You took responsibility to apply for college. Now take control of college costs by applying for financial aid. Ready to start FAFSA this week? Text YES/NO

YES

Genius move! You can start FAFSA today, and early filing will maximize the $$ you receive. To learn how you can do this, text EARLY

EARLY

Step #1 is important: set up your FSA ID at fafsa.gov to access the FAFSA and federal loan websites. Text NEXT.

NEXT

Do you have a list of colleges you plan to apply to? Txt YES/NO

NO

That's OK, we can help! Check out this graphic for tips on finding schools that are a great fit AND affordable:

Make your college list:
- Start your search based on where you want to live or what you want to study.
- Apply to at least 4: 1 safety, 2 match where you're confident you'll get in, and 1 reach.
- Check out what graduates earn and how much each college actually costs for families like yours:
  bit.ly/CollegeSC

Great! Millions of borrowers like you choose plans based on their income. As a result 90% of them pay lower student loan payments each month. Text NEXT

NEXT

If money is a concern income-based plans are better than delaying payment. You may be able to pay $0/month w/ interest benefits/loan forgiveness. Text NEXT
Many students will also get free, one-on-one college advising via text message from real-life college advisors working for the top four college advising nonprofits in the country.
High school and college students and graduates, and their parents and school counselors, can sign up by texting “COLLEGE” to 44044.
Today’s presenter

Elizabeth Morgan
Director of External Relations
National College Access Network

Form Your Future
http://formyourfuture.org/
https://twitter.com/FormYourFuture_/
Today’s presenter

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

Office of Student Financial Assistance
http://www.floridastudentfinancialaid.org/
http://www.navigatingyourfinancialfuture.org
http://www.navigatingyourfinancialfuture.org/CGS!FLORIDA/
FAFSA Data Completion Initiative

• Districts Currently Participating:
  • Alachua, Broward, Collier, Dixie, Duval, Hamilton, Hillsborough, Lee, Leon, Martin, Miami-Dade, Orange, Osceola, Palm Beach, Pinellas, Sarasota, Taylor and Washington

• Districts In Progress:
  • Marion
Troy Miller  
Florida College Access Network  
Email: tmiller@usf.edu

Claire Fluker  
U.S. Department of Education  
Claire.Fluker@ed.gov

Ben Castleman  
University of Virginia  
blc4q@eservices.virginia.edu

Don Yu  
Civic Nation  
don@civicnation.org

Lori Auxier  
Florida Department of Education  
Lori.Auxier@fldoe.org

Elizabeth Morgan  
National College Access Network  
morgana@collegeaccess.org

Questions...?
Want more data?

http://www.floridacollegeaccess.org/research-and-data/
Find archived webinar slides and recordings at:
http://www.floridacollegeaccess.org/events/ or
http://www.floridacollegeaccess.org/research-and-data/
Deadline ends November 1st
Submit a proposal at:
http://www.floridacollegeaccess.org/
Our work is possible thanks to the generous contributions of our funding partners:

Helios Education Foundation

The Swift Family Foundation

Lumina Foundation for Education

Swift Family Foundation
Join the Goal 2025 Movement!

floridacollegeaccess.org
Twitter: @GOAL2025FLORIDA