

Breakout Session 3A:
**What Does a Good
Communications Strategy Look
Like for Financial Aid?**

THURSDAY, JUNE 13, 2024
9:30 AM – 10:30 AM
AVENUE BALLROOM

Agenda

Kentucky – Who We Are

Kentucky – Statewide Strategies

Tennessee – Who We Are

Tennessee – Statewide Strategies

Audience Q & A

Who We Are: Kentucky





Casi Benedict, Director of Outreach Services

13 Outreach Counselors across the state of KY

- Financial Aid resources
 - Assistance in FAFSA Completion (Pell grant)
 - College Access Program (CAP) Grant
 - Kentucky Tuition Grant (KTG)
 - Kentucky Educational Excellence Scholarship
 - Work Ready Kentucky Scholarship
 - Kentucky Teacher's Scholarship
 - Dual Credit/Work Ready Dual Credit
 - KY Saves 529
- College Info Roadshow
- College and Career Exploration for all ages
- Kentucky Goes to College (3 campaigns, to be 4)
- Financial Literacy

What we do...

Who We Are: Tennessee



THEC TSAC

Tennessee Context

- The FAFSA is required for Tennessee state aid, including TN Promise, the Hope Scholarship, and TSAA.
- Last year, Tennessee awarded over \$500 million in state financial aid – most of this aid requires the completion of the FAFSA.
- In Tennessee, FAFSA submission “season” is tied to the TN Promise deadline:
 - Application Due – **November 1**
 - FAFSA Filing Deadline – **March 1**

Social Media: Kentucky





Connect with Kentucky Higher Education Assistance Authority (KHEAA) on Facebook, Twitter (X), Instagram, YouTube, and wherever you listen to your podcasts.

- Monthly Facebook live events and live Twitter (X) chats on different topics in higher education.
- Reels, pictures, and stories of life of KHEAA outreach and updates in the realm of higher education on KHEAA's Instagram page.
- YouTube channel is home to FAFSA walkthroughs and videos on tips and tricks to be successful in your higher education journey.
- Coffee with KHEAA Podcast posted twice a month on YouTube and anywhere you stream your podcasts

Social Media Toolkits

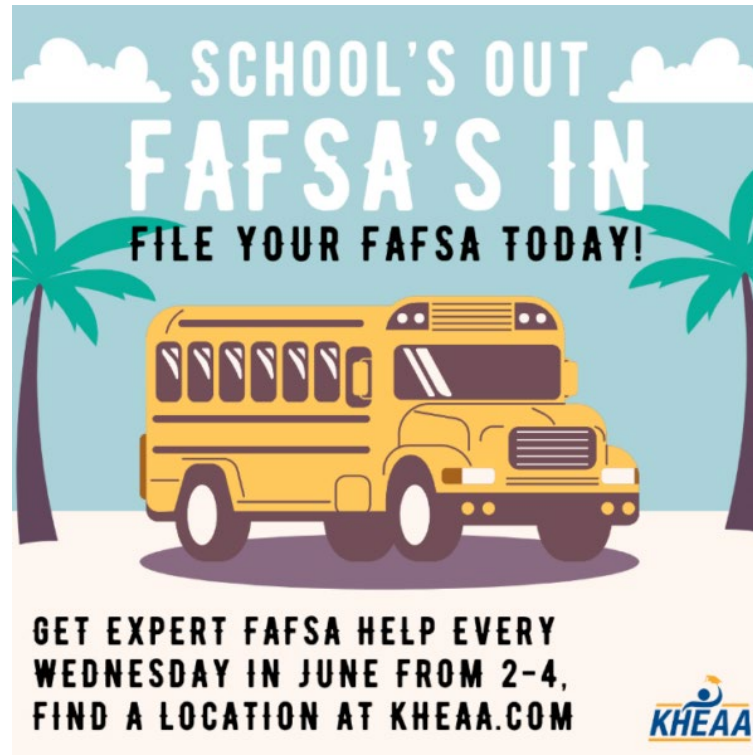
- Toolkits for various campaigns: #FAFSAFebruary, #KYFilesFAFSA sent to partner organizations in an effort to blanket social media with a campaign
- Ready to post Facebook and Instagram graphics, pre-written tweets, and links to videos to share throughout the campaign
- All information emailed to partner lists along with being housed on kygoestocollege.com & marketed on social media and throughout the Outreach field staff
- Clear start and stop dates on the campaigns, as well as action items

Sample Social Media Posts



May 2024

June 2024



July 2024

Statewide Strategies: Kentucky



Past Implementation...

FAFSA REGIONAL TRAININGS

- KHEAA hosted 20 in person and 2 live webinar FAFSA trainings for high school counselors and college access members across the state.

SUNDAY FAFSA FUNDAY

- During the Month of February, higher education institutions hosted FAFSA completion events association with *Sunday Funday*.

EARLY FSA ID CREATION

- KHEAA Outreach Counselors integrated FSA ID creation into the “Getting In” presentation for seniors and into the “Paying 101” presentation for parents.

Current Implementation...

SUMMER OFFICE HOURS

- KHEAA and college access members across the state are hosting FAFSA specific hours every Wednesday in the month of June, along with FAFSA Hotline hours from June – August.

FAFSA BOOTCAMP

- KHEAA will be hosting two in person trainings for high school counselors and college access members to promote FAFSA completion.

FAFSA TAILGATES

- Tailgating events will be held around the state to promote and assist in FAFSA completion.

Statewide Strategies: Tennessee





TN
FAFSA
FRENZY



Resources – Toolkit, CollegeforTN.org, student resources

Communications – Frequent email communications, FAFSA Challenge, etc.

Collaboration – THEC, TSAC, TN Department of Education, the Ayers Foundation, and tnAchieves

Data –weekly high school by high school updates on FAFSA submission



TN FAFSA
BOOT CAMP



TENNESSEE

FAFSA CHALLENGE



COLLEGE FOR TN

HOW WILL I PAY FOR COLLEGE?

There is money available to help you pay for college. Completing the Free Application for Federal Student Aid is the first step on the path to federal and state aid. Learn how to complete the FAFSA at the link below.

[Complete The FAFSA!](#)



MONEY FOR COLLEGE

HOW TO COMPLETE THE FAFSA

Most federal and state financial aid programs require you to complete the Free Application for Federal Student Aid (FAFSA). Filing the FAFSA is free! We've made it easy for you to gather the information you will need to complete the FAFSA. *The 2024-25 FAFSA is open and the deadline for Tennessee Promise applicants to submit a FAFSA has been extended to August 1.*



Need help with the FAFSA?

Check out our resources on this page.

Read our Three-Step Guide to learn how to create a Federal Student Aid (FSA) ID and complete the 2024-25 FAFSA.

Watch the Video Walk-throughs below to view each step of completing a FAFSA.

Contact Us if you need additional help completing the FAFSA. Reach out to us via email or by contacting your [THEC Outreach Specialist](#).

[📞 Schedule a Call with a FAFSA Expert](#)

[💻 Register for Live FAFSA Webinars](#)

LIVE HELP

I'm Online

[Start Chat](#)

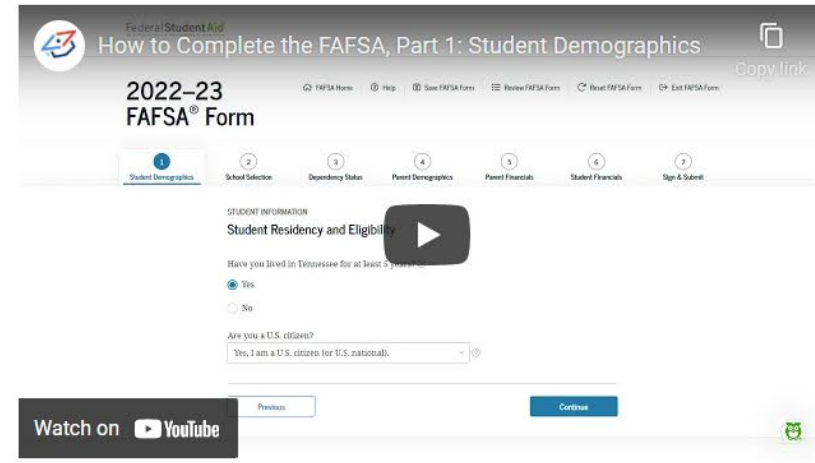


VIDEO WALK-THROUGHS

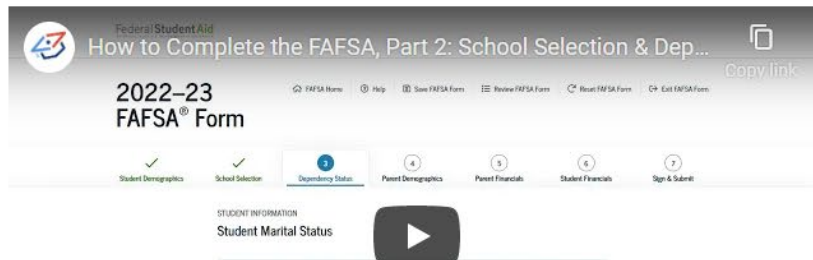
How to Create an FSA ID



How to Complete the FAFSA, Part 1



How to Complete the FAFSA, Part 2



How to Complete the FAFSA, Part 3





COLLEGE FOR TN



SCHOOL RESOURCES

Resources and guides focused on helping high schools strengthen their TN FAFSA Frenzy efforts.

SCHOOL RESOURCES



STUDENT RESOURCES

Step-by-step FAFSA-filing instructions and videos to help students complete the FAFSA.

STUDENT RESOURCES



TN FAFSA CHALLENGE

A statewide challenge for Tennessee public high schools with the goal of increasing FAFSA completion.

TN FAFSA CHALLENGE

EVENT RESOURCES

High School

- [2021-2022 TN FAFSA Frenzy Toolkit](#)
- [2022-2023 FAFSA Worksheet](#)
- [FSA ID Worksheet](#)
- [TN FAFSA Frenzy Event Poster](#)
- [TN Promise Flyer](#)
- [4 Sources of Fin Aid – Federal Government](#)
- [4 Sources of Fin Aid – TN Financial Aid](#)
- [4 Sources of Fin Aid – Private Scholarships](#)
- [4 Sources of Fin Aid – Your College](#)
- [Do the FAFSA](#)

Middle School

- [TN FAFSA Frenzy Toolkit 2021-22](#)
- [College Comic Strip](#)
- [College Road Map](#)
- [TN Promise Flier](#)
- [TN Reconnect Flier](#)
- [TN Reconnect Flier – Spanish](#)
- [Financial Literacy One-Pager](#)
- [TN Stars 529](#)
- [TNStars 529 Updates](#)
- [Vault-Financial Literacy Game from EverFI](#)

Elementary School

- [College Scholarship Web](#)
- [Path to College Salary Activity](#)
- [TN Reconnect Flier](#)
- [TN Reconnect Flier – Spanish](#)
- [Federal Student Aid – Elementary School College Prep Checklists](#)
- [Vault Financial Literacy Curriculum from Everfi](#)

HIGH SCHOOL GRADUATES IN
TENNESSEE
WHO DIDN'T COMPLETE THE
FAFSA
LEFT \$48 MILLION
IN PELL GRANTS ON THE TABLE IN 2021

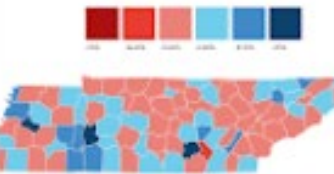
THEC-FAFSA-PellGran...

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THEC-FAFSA-PellGran...




THEC-TNFAFSACHalle...



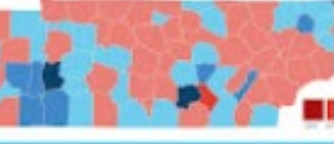
THEC-TNFAFSA-Count...

TENNESSEE
FAFSA CHALLENGE
Current FAFSA Filing Among TN Promise Applicants (Public High Schools)



THEC-TNFAFSACHalle...

Current FAFSA Filing Among TN Promise Applicants (Public High Schools)



TRACK YOUR COL...

THEC-TNFAFSACHalle...


TENNESSEE
FAFSA CHALLENGE
TIME IS TICKING!
FINISH THE
FAFSA

THEC-FinishtheFAFSA...

TENNESSEE
FAFSA CHALLENGE
FAFSA = FREE COLLEGE
WITH TN PROMISE

THEC-FinishtheFAFSA...

NOW IS THE TIME TO
FINISH THE
FAFSA
DEADLINE IS MAR. 1 | LEARN MORE HERE



THEC-FinishtheFAFSA...

TENNESSEE
FAFSA CHALLENGE
TN PROMISE
ALERT!
TN FAFSA DEADLINE: MARCH 1ST



THEC-FinishtheFAFSA...

TENNESSEE
FAFSA CHALLENGE
PARENTS: IT'S TIME TO FINISH THE FAFSA

THEC-FinishtheFAFSA...

FAFSA TENNESSEE
FREE APPLICATION
and One (Student) exactly as it appears

FINISH THE FAFSA W
JANUARY 18

FinishtheFAFSAWeek...

FINISH THE
FAFSA WEEK
January 18 - 21
www.CollegeForTN.org/FAFSA



FinishtheFAFSAWeek...

FINISH THE FAFSA WEEK
CHALLENGE
JANUARY 18 - 21



FinishtheFAFSAWeek...

DON'T WAIT!
FINISH THE
FAFSA WEEK
JANUARY 18 - 21



FinishtheFAFSAWeek...

TENNESSEE
FAFSA CHALLENGE
DON'T WAIT!
FINISH THE
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JANUARY 18 - 21



FinishtheFAFSAWeek...

Weekly Communications

Emphasis on data and capacity building at the local level

- Weekly live webinars with TSAC team
 - Line-by-Line
 - “FAFSA Live” Events
- Emails to counselors, principals, and directors of schools
- Student roster emails
- TN FAFSA Frenzy Newsletters
- Student communications from our partnering organizations

THEC TSAC



Weekly Data Emails

[View this email in your browser](#)



North Greene High School FAFSA Update

FAFSA Deadline Change: Due to the evolving nature of the COVID-19 pandemic and recent weather events, the Tennessee Promise Scholarship FAFSA deadline has been extended to March 1, 2022.

71.90% of Tennessee Promise applicants have completed a FAFSA.

74% of applicants have submitted a FAFSA. The statewide FAFSA completion rate is currently **53.8%**.

The data above reflects FAFSAs filed on or before January 23, 2022. Completed FAFSAs are those where all of the information on the FAFSA is complete and an EFC has been created. A FAFSA that is submitted but not complete may be missing information or signatures. Students will need to complete the FAFSA in order to receive state or federal financial aid.

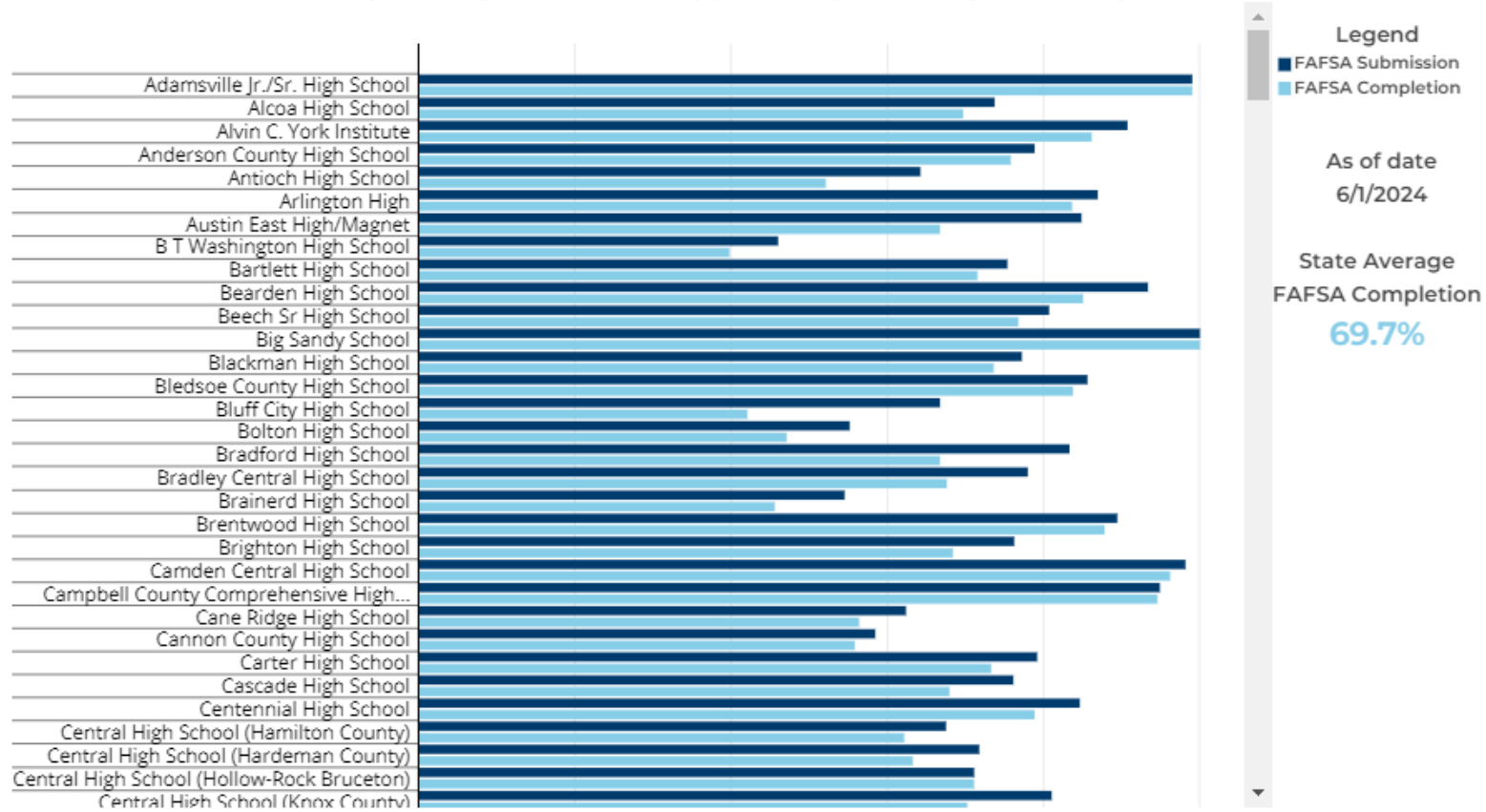
Make sure that your school is participating in the [TN FAFSA Challenge](#). Schools that increase the FAFSA completion rate of TN Promise applicants by 5 percentage points over last year will be recognized as FAFSA Champions. Additionally, we plan to recognize high schools with the highest year over year increase and the highest completion rate. To learn more, visit the [TN FAFSA Challenge webpage](#).

[Tennessee FAFSA Visualizations](#)

[TN FAFSA Challenge Social Media Toolkit](#)

Data Visualizations

Current FAFSA Filing Among TN Promise Applicants (Public High Schools)



This Year...

FAFSA Help Week (April 29 – May 3)

Press Releases/Op-Eds/TV Interviews

Emails to General Assembly & State Legislators

Comms to school superintendents

FAFSA Check-In Webinars for Practitioners

Comms to school superintendents

FAFSA Check-In Webinars for Practitioners

Postcard Campaigns

The Work Continues...

Hiring PR firm

Hiring Part-Time Summer Employees “FAFSA Helpers”

Promo materials

Postcard campaign (4)

Promotional Items

“FAFSA Live Events”

In-Person Events

Olympics Commercial Timeslot

FAFSA Hotline

Thank you

Kentucky:

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Tennessee:

Jessie Greene
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