

Plan, Prepare, Pay...A Three Prong Approach to College Attainment

**Effective FAFSA Completion Initiative Implementation
and Student Support**

Presented by:

Jeneen Hatoum, Michigan College Access Network

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Liz Yaddof, Iowa Department of Education

Agenda

- **Michigan FAFSA Completion Initiatives**
- **Iowa FAFSA Completion Initiatives**
- **Kentucky FAFSA Completion Initiatives**
- **Open Discussion & Questions**



Michigan Association of
Secondary School Principals

MiLEAP

Michigan Department of Lifelong
Education, Advancement, and Potential

MI 
Student Aid
Accessible • Affordable • Attainable

 **MACAC**

Michigan Association for College Admission Counseling

 **MICHIGAN ASSOCIATION OF
STATE UNIVERSITIES**

MSFAA 

Michigan Student Financial Aid Association


**MICHIGAN COMMUNITY
COLLEGE ASSOCIATION**


DCAN **DETROIT
COLLEGE
ACCESS
NETWORK**

 **MCAN**

MICHIGAN COLLEGE ACCESS NETWORK



**MICHIGAN PROMISE ZONES
ASSOCIATION**

MICU | MICHIGAN
INDEPENDENT
COLLEGES & UNIVERSITIES

MICHIGAN 
Department of **Education**



Michigan's Approach to Plan, Prepare, Pay

Proactive preparation and support strategy

- July 2023, NCAN

- Certified FAFSA Specialist Training

- Collective Responsibility and Unified Messaging (Higher Eds, MASSP, LCANs, Media)

Timely and Relevant Materials and Supports

- Student and Family Facing Materials (Arabic, Spanish)

- Counselor Materials (Slideshows, Glitches and Fixes, FAFSA Friday)

- FAFSA Specialist Region and County List

- Higher Education Communications

- Weekly Data Reporting (principals, counselors)

- Higher Education Dates and Deadlines

Funding

- Michigan Department of Education: FAFSA Challenge Grant

- Department of MiLEAP (government): Reach for the Pie Challenge

- Mini Grants

- FAFSA Action Plan Grants

- FAFSA 15 Challenge

Summer Planning

- Retired Educator FAFSA Specialists

- Summer Melt Programming

With the anticipation of the delayed opening, changes in the form process and potential glitches, MCAN designed a proactive support strategy.

July 2023

- MCAN invited to attend NCAN **national FAFSA training** in Washington, D.C.
- MCAN convened and **hosted a state team** to attend and support statewide strategy.

Sept. 2023

- MCAN launched **new Certified FAFSA Specialist** Program.
- Partnered with **uAspire** to host *BetterFAFSA* training series. Over **750 sign up**, over **600 in trainings**.
- Assisted MDE in development and execution of the FAFSA Challenge Grant including strategy development, all HS outreach and support.

Oct 2023 -
Jan 2024

- **Hosted Certified FAFSA Specialist** Training Series

Feb. 2024

- Created and shared **FAFSA Support list** aimed to provide additional staffing support for FAFSA completion efforts
- Created **Evolving FAFSA higher ed doc** to provide updates to the field on higher ed timelines and flexibility
- Working locally with LCANs and orgs to **develop strategies**.

Mar. 2024

- Launched **social media and joint higher ed support strategy**, “Don’t push pause...”
- **Launched FAFSA 15 Challenge** aligned with National FAFSA Week of Action
- Provided Innovation Lab **FAFSA strategy session** workshops

April-May
2024

- **Requested by DOE** to present on Michigan’s strategy for an FSA press call
- **Launched Retired Educator FAFSA Specialists (REFS)** - Focused on FAFSA completion, career counseling, college enrollment (until November 2024)
- Applied through ECMC for USDOE Acceleration Grant to launch **Summer Educator FAFSA Specialists (SEFS)** - \$500,000 request with a match of \$500,000 from MILEAP.

Certified FAFSA Specialists

"I'm thrilled to announce that I've officially become an MCAN Certified FAFSA Specialist! As a first-generation student, I know firsthand how confusing and overwhelming financial aid can be, which became especially apparent in my time working as a college financial aid officer. From completing the FAFSA to understanding grants, scholarships, and loans, it's a lot to take in.

I'm dedicated to helping students and families navigate this complex process, ensuring they have access to the resources they need for a successful college journey. If you or someone you know needs assistance with financial aid, I'm here to help! Let's make the path to higher education a little less daunting."



Need
FAFSA
help?

Caitlynn Upton is a
CERTIFIED FAFSA SPECIALIST



u·aspire

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FAFSA SPECIALIST LIST



This is a list of MCAN and uAspire Certified FAFSA Specialists who are dedicated to assisting you in supporting your students and families across various locations throughout the state. This all-hands-on-deck approach is particularly vital with the release of BetterFAFSA and the accelerated timeline this year.

If you do not see a representative for your region, please reach out to Jeneen at jeneen@micollegeaccess.org. **It's important to note that this list is continually updated and is NOT intended for direct use by students and families. Instead, it serves as a valuable resource for individuals supporting students who need additional capacity and expertise.**

| First and Last Name | Email Address | Organization | Support Location | In-person Support | Virtual Support | Language Support | Summer Support |
|---------------------|----------------------------|---------------------------------------------------|------------------|-------------------|-----------------|------------------|----------------|
| Lori Kosarue | lkosarue@adrian.edu | Adrian College | Adrian | X | X | | |
| Amy Vos Dillinger | amyvosdillinger@ferris.edu | Kendall College of Art and Design of Ferris State | Alcona | X | X | | Yes |
| Amy Vos Dillinger | amyvosdillinger@ferris.edu | Kendall College of Art and Design of Ferris State | Alger | X | X | | Yes |
| Haley Rhoades | hrhoades@maresa.org | Marquette-Alger RESA | Alger | X | X | | |
| Sara Reed | reedsara@gvsu.edu | Grand Valley State University | Allegan | X | X | | Yes |
| Anthony Perez | anthony.s.perez@wmich.edu | Western Michigan University | Allegan | X | X | | Yes |
| Peter Thompson | peter.h.thompson@wmich.edu | Western Michigan University | Allegan | X | X | | Yes |
| Hollie Papist | papisth@michiganworks.com | Great Lakes Bay Michigan Works! | Alma | X | X | | |
| Jeri Hurst | hurstj@michiganworks.com | Great Lakes Bay Michigan Works! | Alma | X | X | | |
| Kelly Miller | millerke@charemsd.org | Charlevoix Emmet Intermediate School District | Antrim | X | X | | Yes |
| Amy Derrer | aderrer@cisnwm.org | Communities In Schools of Northwest Michigan | Antrim | X | | | Yes |
| Amy Vos Dillinger | amyvosdillinger@ferris.edu | Kendall College of Art and Design of Ferris State | Antrim | X | X | | Yes |
| Amy Vos Dillinger | amyvosdillinger@ferris.edu | Kendall College of Art and Design of Ferris State | Arenac | X | X | | Yes |
| Heather Rick | rickh@baycityacademy.com | Bay City Academy | Arenac | X | X | | Yes |

Unified Messaging to Students

Don't Push Pause on Your Education

As you may have heard, the 2024 FAFSA, announced as "Rather FAFSA," has been updated to simplify its completion process and allow to adjust data inputs to the Student Aid Index calculation, to account for inflation. These improvements from a student's side, as a result, the Federal Student Aid office has released a new timeline that will request when students receive college financial aid award packages. Filling out a FAFSA is key to understanding your eligibility for financial aid, which includes grants, scholarships, and student loans that can save money spent on higher education and will help you meet your goals.

Help is Here! We understand these delays can be frustrating and confusing. College officials are gathering with K-12 educators, school counselors, and college access professionals from across the state to ensure we provide the best support for new and current students during this time of transition. We are here for you! The decision to pursue a postsecondary education is an important one, and we want to make sure you feel supported with all the tools and resources necessary to make the best decision.

The good news is that the HPSA changes mean there will be more money to go around. The U.S. Department of Education is working diligently to correct calculation errors – this he will lead to an additional \$1.2 billion in federal aid. More students should qualify for aid and many students will qualify for higher amounts of aid.

DOs AND DON'Ts FOR STUDENTS

Key:

- File a 2024-25 FAFSA as soon as possible. The sooner you file, the sooner you will receive a financial aid offer.
- Schedule college visits and explore campuses to make sure you have all the information necessary to make your final decision, and current students should work to learn for best semester as you as registration opens.
- Confirm your interest in enrollment if you know where you are attending. Check if your college has an enrollment deposit, financial deposit, or deposit, and when.
- Sign up for orientation. Check to see how your school/college offers an orientation (virtual, in-person, etc.).
- Use the DSU estimator to understand how much you should expect to receive for the 2024-25 academic year.
- Use net price calculators to gain a general understanding of college costs.
- Research and apply for scholarships; use this list to find scholarships that you may qualify for. They have varying requirements to see if you qualify.
- Use a variety of resources, including financial aid counselors, academic advisors, college web resources, and family assistance if you have questions about your school of choice.

Source:

- Be afraid to ask for help. No matter what stage you are in, there are resources available
- Assume you know whether you will or will not qualify for financial aid based on past results.
- Wait to apply to colleges or schedule classes until your financial need is available



RENEWABLE THAT YOU HAVE RESOURCES AND SUPPORT

While official financial aid information may be available online after the Spring term, you have access to counselors and staff, as well as individuals who can help inform your graduation decision-making. The Butler Office will provide a complete application process that includes income tax forms, Personal and assets information forms to arrive this year due to information delays from the IRS but college admission and financial aid offices are taking everything they can to send the most accurate information to students, as soon as possible, so they can make the most informed college choice. There are other institutional aid

- Use the fax that and/or email (customerservice@collegetrust.org) for assistance with completing the FAFSA. If you receive several messages, it's helpful to provide a more complete list of the other messages.
- Pay attention to and attend to all messages or update your college may be providing.

The FAFSA delays should not be a reason to push pause on your next steps, whether that be continued enrollment, new student orientation, or new registrations. Don't let the former FAFSA delays slow down your future.



Evolving FAFSA (Higher Ed Deadlines)



Updated: May 1, 2024

Below, you will find the most up-to-date financial aid information from all Michigan institutions (as they submit data). Given the Better FAFSA delays, current high school seniors and their families understandably hesitate to make crucial economic decisions without all the necessary information at hand. We will continue to update information as it becomes available or changes over the next several months.

Please contact jstorey@micollegeaccess.org to flag any errors or updates to the information shared in this document.

Information for institutions across the nation, including Michigan institutions, can be found [HERE](#).

| Institution | Deadline to confirm enrollment | Enrollment deposit deadline | Housing deposit deadline | Deposit refunds | Deferred deposit options | Anticipated start date for the dissemination of financial aid packages |
|----------------|--------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Adrian College | First day of classes | First day of classes | August 15, 2024 | Refundable until June 1st | No | Late March |
| Albion College | June 1, 2024 | June 1, 2024 | N/A | June 1, 2024 | In special circumstances | Late March |
| Alma College | We have rolling admissions. | The refund deadline has been extended from May 1 to June 1 this year. Continued evaluation will occur. | No deadline | Typically the deadline is May 1 for a refund on the enrollment deposit. At this point the deadline has extended to June 1 but will continue to evaluate it based on when we receive the FAFSA data. | Yes. Students can pay their deposit and defer enrollment to a later semester. They must communicate with their admissions counselor. | As soon as we get the FAFSA information from the government. We are hoping late March/early April. |
| Baker College | June 7, 2024 | June 7, 2024 | June 7, 2024 | Non refundable | Yes. Enrollment can be deferred up to one-year. | April 2024 |

Social Media Campaigns

Don't push pause on your education



File your FAFSA as soon as possible and start applying to colleges now

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Cash for college is available, don't let it get away

File your FAFSA as soon as possible and start applying to colleges now

//MCAN
MICHIGAN COLLEGE ACCESS NETWORK



FAFSA Friday

April 5, 2024

Let's focus on what we can control.
Push through, don't push pause!

FAFSA Shout Outs

These schools are rockin'!

Battle Creek Academy
Clare High School
Clinton High School
Coopersville High School
East Jordan High School
Ithaca High School
Pinconning High School
Unionville- Sebewaing High School
UPrep Math and Science Academy (Detroit)
Washtenaw International High School (Ypsilanti)
Wayne Memorial High School

FAFSA Updates

Students are still not able to make corrections on their submitted FAFSAs. This is expected to open mid April. Colleges are aiming to get financial aid packages to students in late April or early May.

Spring Break did not help our push. Michigan went from #28 to #30 nationally.

Student data is now beginning to show up on the MISSG Portal!

Look up your school's data at tinyurl.com/mifafsa2024

Michigan Department of Education



Supported MDE with New FAFSA Challenge Grant

- Supported Michigan Department of Education with new grant rollout provided strategies and outreach
- Round 1 based on senior count to incent FAFSA support and completion efforts (Opened September)
- Round 2 based on senior completion count (April-June)

Statewide Scholarship/Campaigns

IN LESS TIME THAN IT TAKES TO WAIT
FOR PIZZA DELIVERY, MICHIGAN GRADS
CAN ENTER TO WIN A YEAR OF FREE PIZZA!*

TODAY 11:01 A.M.

JUST FILL OUT THE FAFSA



Then text **FAFSA** to **844-34-PIZZA** by **June 30**.
100 students will win!

Enter the Reach for the Pie Contest today!

SEEN TODAY 11:02 A.M.



**REACH
FOR THE
PIE**

www.REACHFORTHEPIE.org

*Visit URL for complete rules

MICHIGAN
ACHIEVEMENT
SCHOLARSHIP



**MI
Student Aid**

GRADUATING SENIORS

Unlock up to \$27,500 with the
Michigan Achievement Scholarship!



MI STUDENT AID • MICHIGAN ACHIEVEMENT SCHOLARSHIP

What is next?

Summer Support (REFS, Summer Melt)

Review and Retool for 2024-2025

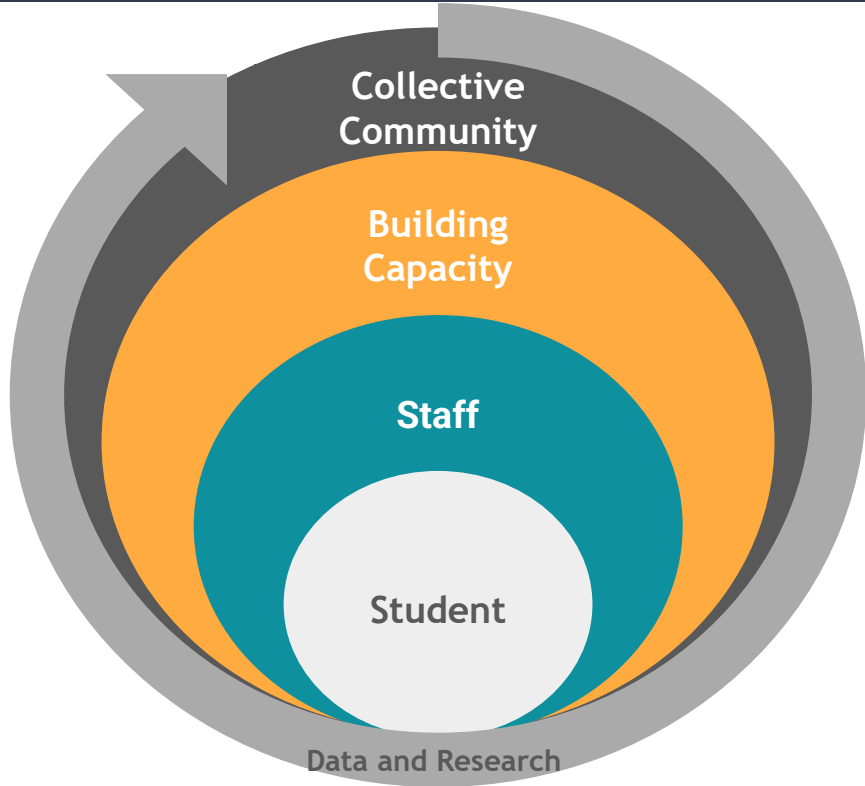
Continue Certified FAFSA Specialists

Engage School Leaders

Analyze Return on Investment (time and funding)

Iowa

Community Engagement Ecosystem



Building evidence & capacity with a statewide collaborative network of wrap around supports for students, schools and communities.

Community to Student

LCANS

A collective framework, community grants and technical assistance to build a network across the state to increase college attainment rates

ACADEMY

Professional development to support college access and success professionals in building and sustaining equitable postsecondary opportunities for all students

COURSE TO COLLEGE

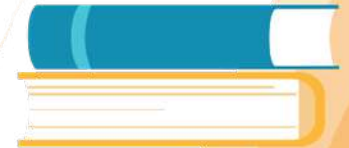
Supporting schools across the state to implement the 5 steps to college access by providing support, data, publications, and resources

GEAR UP IOWA

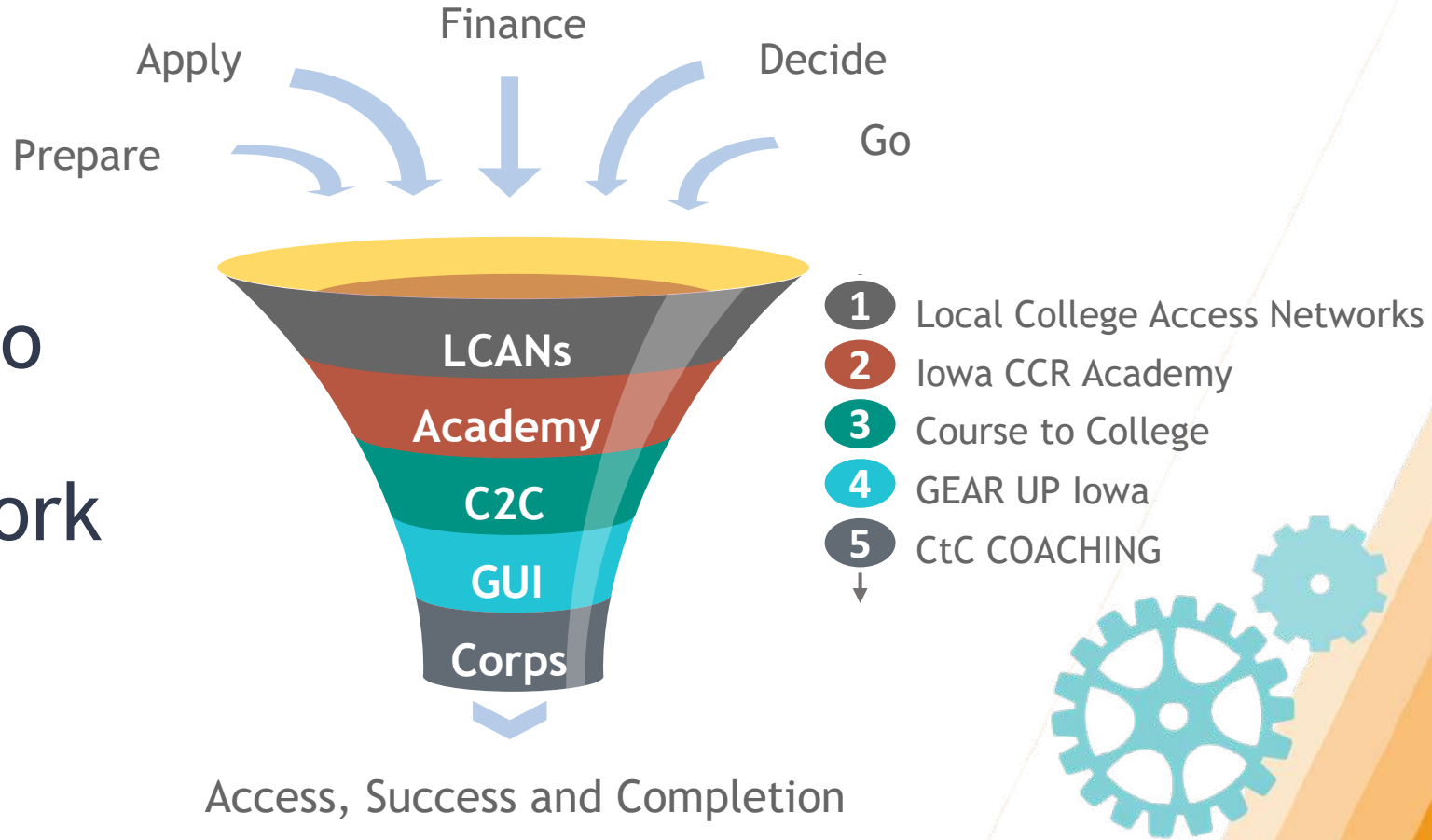
12 low-income school districts and 9 colleges and universities across the state working to build comprehensive support, programming and a body of evidence for college access and success

COURSE TO COLLEGE COACHING

A comprehensive advising and support Corps across the state to support schools, colleges and students with the 5 steps to college



Course to College Framework



FAFSA Completion Initiatives – Community

- Local College Access Networks (LCAN):
 - Aim to increase college attainment using a framework known as Collective Impact within their communities
 - Each LCAN must have a FAFSA completion component/plan



FAFSA Completion Initiatives – Counselors

- Course to College Network
 - Statewide network of school counselors dedicated to increasing the college-going culture in their schools
 - We provide: weekly network calls, resources & tools, incentives, & assistance with events
 - We encourage each partner school to set FAFSA goal
- FAFSA Certification training provided by Iowa College Access Network(ICAN)
 - Provide FAFSA training to all partner schools
- Texting
 - Offer 1:1 texting to counselors with college info, deadlines, changes, reminders & ability to ask questions

FAFSA Completion Initiatives – Counselors

- Access to AmeriCorps Members:
 - Student Leaders
 - College Coaches
 - Summer Transition Associates
- Iowa College & Career Readiness Academy
 - Suite of Iowa-specific online courses for college access and success professionals
- FAFSA Simplification Toolkit
 - Provided content, images, & timeline materials
- Automated, weekly FAFSA completion reports sent to schools
 - Expanded availability to offer these reports to more authorized personnel throughout the summer

FAFSA Completion Initiatives – Students & Families

- AmeriCorps Student Leaders
 - Work with peers to encourage FAFSA completion
 - Assist with school events
- AmeriCorps College Coaches
 - 1:1 virtual appointments throughout the state
 - FSA ID creation
 - FAFSA completion
 - FAFSA corrections
 - Evening & weekend hours offered
- AmeriCorps Summer Transition Associates
 - Serve throughout the summer to assist students through college steps

FAFSA Completion Initiatives – Students & Families

- FAFSA Completion Events
 - Partner with schools to host completion events
 - Provide materials & expertise
- Fall Back on Track Week with ICAN
 - Grade-level college prep - each day focusing on a different grade level
 - Twice a Day FSA ID Creation Workshops throughout the week
- Virtual Coach Texting Program
 - 1:1 assistance through the college-going steps
 - Access to a “live” person

Program Highlight – FAFSA Completion Reports

Automated, weekly reports sent to each high school in the state

- Provides school completion rate, with previous year comparisons for goal tracking
- Lists not filed students
- Lists not completed students with error description
- Includes students selected for verification



FAFSA Summary Report: 01/17/2024

Muscatine High School (4581-109)

| Student Status | Number of Students | Percent of Students |
|----------------|--------------------|---------------------|
| Completed | 184 | 48.94% |
| Not Completed | 5 | 1.33% |
| Not Filed | 187 | 49.73% |
| Total | 376 | 100.00% |

Student Discrepancies: Do you have a student that completed their FAFSA but still showing on the report? Fill out the [Student Discrepancy Form](#) & Iowa College Aid will investigate.

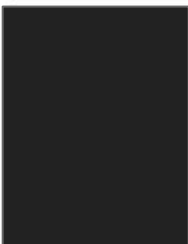
Not Completed

Students who have filled out the FAFSA but are missing a component for completion

| |
|-----------------------------------------------------------------------------------------------------------------|
| Student: Correct taxes paid or AGI Correct parents taxes paid or AGI |
| Parent & Student: Provide cash, savings, checking, real estate, and investment farm net |
| worth & untaxed income Parent 1 & 2: Correct SSN, Last Name, or DOB Correct parents marital |
| status & # of family members Missing parent signature |
| Missing parent signature |
| Parent 2: Correct DOB Missing parent signature |
| Parent & Student: Provide cash, savings, checking, real estate, and investment farm net |
| worth Provide taxed & untaxed income Parent 1 & 2: Correct SSN, Last Name, or DOB Correct parents marital |
| status and # of family members Missing parent signature |

Not Filed

Students who have not started the FAFSA application



FAFSA Completion by Iowa High Schools



Date Last Updated:

Jun 6, 2024

State FAFSA Completion Rate

46.2%

Class of 2023-2024

State FAFSA Completion Rate

50.2%

Class of 2022-2023 from same time last year

Point Difference

-4.1%

from same time last year

Filter report by:




| | | |
|-------------|-----------------|----------|
| School Name | School District | AEA Name |
|-------------|-----------------|----------|

Scroll through this table by using the scroll button at the right of this page

| Class of 2023-2024 | Class of 2022-2023 |
|-----------------------|-----------------------|
|-----------------------|-----------------------|

| Rank 1 2 | School Name | School District | AEA Name | Class Size 1 2 | Goals | FAFSA Completed | FAFSA Started, Not Completed | FAFSA Not Filed | FAFSA Completed Final | Point Difference vs. Last Year |
|-------------|------------------------------------|---------------------------------------|------------------------|-------------------|-------|-----------------|---------------------------------|--------------------|--------------------------|-----------------------------------|
| 1 | Don Bosco High School | Waterloo Comm School District | Central Rivers AEA | 11-29 | 0 | 93% | 0% | 7% | 88% | 5 |
| 2 | Marquette Catholic High School | Bellevue Comm School District | Mississippi Bend AEA | 11-29 | 0 | 90% | 0% | 10% | 82% | 8 |
| 3 | Louisa-Muscatine JR/SR High School | Louisa-Muscatine Comm School District | Mississippi Bend AEA | 42-53 | 80 | 87% | 0% | 13% | 70% | 17 |
| 4 | St Marys High School - RSM | Remsen-Union Comm School District | Northwest AEA | 11-29 | 0 | 83% | 0% | 17% | 0 | 0 |
| 5 | Treynor High School | Treynor Comm School District | AEA 13 Green Hills AEA | 54-68 | 0 | 83% | 5% | 13% | 70% | 13 |
| 6 | North Union High School | North Union Comm School District | Prairie Lakes AEA | 42-53 | 75 | 81% | 0% | 19% | 67% | 13 |
| 7 | H-L-V Junior-Senior High School | H-L-V Comm School District | Grant Wood AEA | 11-29 | 40 | 80% | 0% | 20% | 70% | 10 |
| 7 | Ruthven-Ayrshire High School | Ruthven-Ayrshire Comm School District | Prairie Lakes AEA | 11-29 | 0 | 80% | 0% | 20% | 71% | 9 |

Kentucky Higher Education Assistance Authority



Casi Benedict
Keith Ritchie



Kentucky Goes to College

Kentucky Goes to College offers resources for schools and organizations interested in enhancing their college-going culture through initiatives like Kentucky College Application Campaign, Decision Day and the FAFSA Completion Challenge. This site offers the necessary tools to help school counselors, community leaders or college access providers implement one or more of these programs, as well as resources for students who are going through the college application and financial aid process.

College App Day

Decision Day

FAFSA Completion
Challenge

Coming
Soon...

PLAN

- Begin in middle school
- Presentations for each age level
 - College Match Day pilot

PREPARE

- College Application Campaign
 - Parent nights
 - Social Media Campaigns
 - Texting nudges

PAY

- FAFSA Completion Workshops/1-on-1's
- FAFSA Completion Challenge
- FAFSA Completion Scholarship



Initiatives



Implementation



Summer Office Hours

KHEAA and college access partners across the state are hosting FAFSA specific hours every Wednesday in the month of June.



FAFSA Bootcamp

We 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.

Social Media



Resources

 Implementation guides, including how to host an event and data components for each of our KY Goes to College campaigns can be found on our website.
KYGoestoCollege.com

 KYGoestoCollege.com is also home to our Better FAFSA, Better Future Training Center which includes our Quick Reference Guide, FSA ID creation template, FAFSA Completion Guide, up-to-date training webinars, and social media toolkits. This resource can be found [here](#).

 KHEAA hosts monthly [Facebook](#) Live events and Live [Twitter](#) Chats; posts on Instagram, [YouTube](#), hosts bi-monthly webinars, and shares updates on our Coffee with KHEAA podcast. Our June scheduled events can be found [here](#).

Resources

 New to Kentucky FAFSA completion efforts, is kyfafsa.org where you can find a step by step guide on completing the FAFSA. Included in this guide are "How To" videos for creating FSA IDs and line by line 24/25 FAFSA completion.

 For more information on FAFSA completion efforts, please visit KHEAA.com

Questions & Discussion