

ENGAGING HOOSIERS THROUGH DESTINATION FAFSA: DIRECT MESSAGING TO TRADITIONAL AND ADULT LEARNERS

MHEC College Affordability Summit: FAFSA & Beyond

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June 2026



INDIANA COMMISSION for
HIGHER EDUCATION

OVERVIEW

What is CHE?

Historical Filing and SEA 167 - 2023

Destination FAFSA: Grassroots Outreach Campaign

Outreach to Adult Students

Community Grants

Affordability and Funding

CHE OVERVIEW

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INDIANA COMMISSION *for*
HIGHER EDUCATION

INDIANA COMMISSION FOR HIGHER EDUCATION

The Indiana Commission for Higher Education (CHE, Commission) is a fourteen-member public body created in 1971 to:

- ▶ Plan for and coordinate Indiana's state supported system of postsecondary education;
- ▶ Review appropriation requests of state educational institutions;
- ▶ Make recommendations to the governor, budget agency or the general assembly concerning postsecondary education; and
- ▶ Administer state financial aid programs.

CHE TEAMS

- ▶ K-12 and Postsecondary Transitions Strategy
- ▶ State Financial Aid
- ▶ Academic Affairs
- ▶ Marketing and Communications
- ▶ Career and Technical Education
- ▶ Business Intelligence
 - ▶ [Commission Staff and Org Chart](#)

HISTORICAL FILING AND SEA 167 - 2023

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HISTORICAL FILING



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- ▶ Indiana ranked **40th in the nation** for FAFSA filing among the Class of 2020.
- ▶ At that time, Hoosier students from the class of 2022 left **\$70 million on the table** simply by not completing the FAFSA.

HISTORICAL FILING



INDIANA COMMISSION for
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- ▶ FAFSA percentages across the state rebounded but **still trailed** pre-pandemic levels.
- ▶ Schools with more free and reduced lunch and low-income students experienced **greater declines** in FAFSA filing.
- ▶ These declines mirrored the **decline in postsecondary enrollment** for short-term certificates to four-year degrees.

SEA 167- 2023



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- ▶ During the 2023 legislative session, the Indiana General Assembly passed Senate Enrolled Act (SEA) 167-2023 which requires high school seniors to file the Free Application for Federal Student Aid (FAFSA) or affirmatively opt out of filing.
 - ▶ Broad opt-out provisions are included for parents/guardians and emancipated students.
 - ▶ Additionally, a school can waive the requirement for a student after April 15 so long as at least two communications about filing the FAFSA have been sent to the parents/guardians.
- ▶ Waivers are reported by June 30th of the graduating year in ScholarTrack through the Graduation Details upload in ScholarTrack.
 - ▶ Waivers cannot be submitted until after April 15.

DESTINATION FAFSA: GRASSROOTS OUTREACH CAMPAIGN

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GRASSROOTS OUTREACH CAMPAIGN

Destination FAFSA: Social Media Campaign

- ▶ Outreach Contact List
- ▶ FAFSA Dashboard
- ▶ FAFSA Completion Project
- ▶ State & School Level Goals
- ▶ Email Campaign
- ▶ Family Mailing Campaign
- ▶ Counselor Webinars
- ▶ Press Releases and Badges
- ▶ State Employee Newsletters
- ▶ Enrollment Initiatives

2024-2025
Explore Your
Future



DESTINATION FAFSA

- ▶ Social Media Campaign that picks a new FAFSA Destination each year.
- ▶ For the class of 2025 Destination FAFSA graphics had over 52,000 views across all social media platforms.
 - ▶ Features posts on:
 - ▶ Filing Resources
 - ▶ Reminders to file
 - ▶ Types of Financial Aid
 - ▶ Filing Statuses and Corrections
 - ▶ Documentation Needed
 - ▶ Filing Events

2025-2026
Launch Your
Future



2026-2027
Seas Your Future



COMMUNITY OUTREACH LISTS



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- ▶ Annually updated list that started with CHE's Partnership Pentagon.
 - ▶ The Partnership Pentagon was created in 2023 and was intentionally comprised of leaders from business, government, education, non-profits, and philanthropy who possess a variety of ideas and beliefs with the common goal of discussing big ideas and topics impacting higher education and the workforce in Indiana.
- ▶ Identified leaders are sent deadline reminders and an ask to encourage their community to file the FAFSA.

STATE & SCHOOL GOALS



INDIANA COMMISSION for
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- ▶ Indiana has a 60% completion goal for high school seniors.
- ▶ Each high school receives a suggested school specific goal to help us reach 60%.
- ▶ We assign goals using prior year FAFSA completion numbers:
 - ▶ If a school $<60\%$ their goal is 60%.
 - ▶ If a school $> 60\%$ their goal is to maintain their completion rate from the prior year.

FAFSA DASHBOARD



INDIANA COMMISSION for
HIGHER EDUCATION

Indiana FAFSA Completion

High School Cohort

2025

2026

Statewide FAFSA Filing Rate

Last Updated On: 4/29/2026 2:09:17 PM

Filed by Priority Deadline	56.7%
Current	58.0%

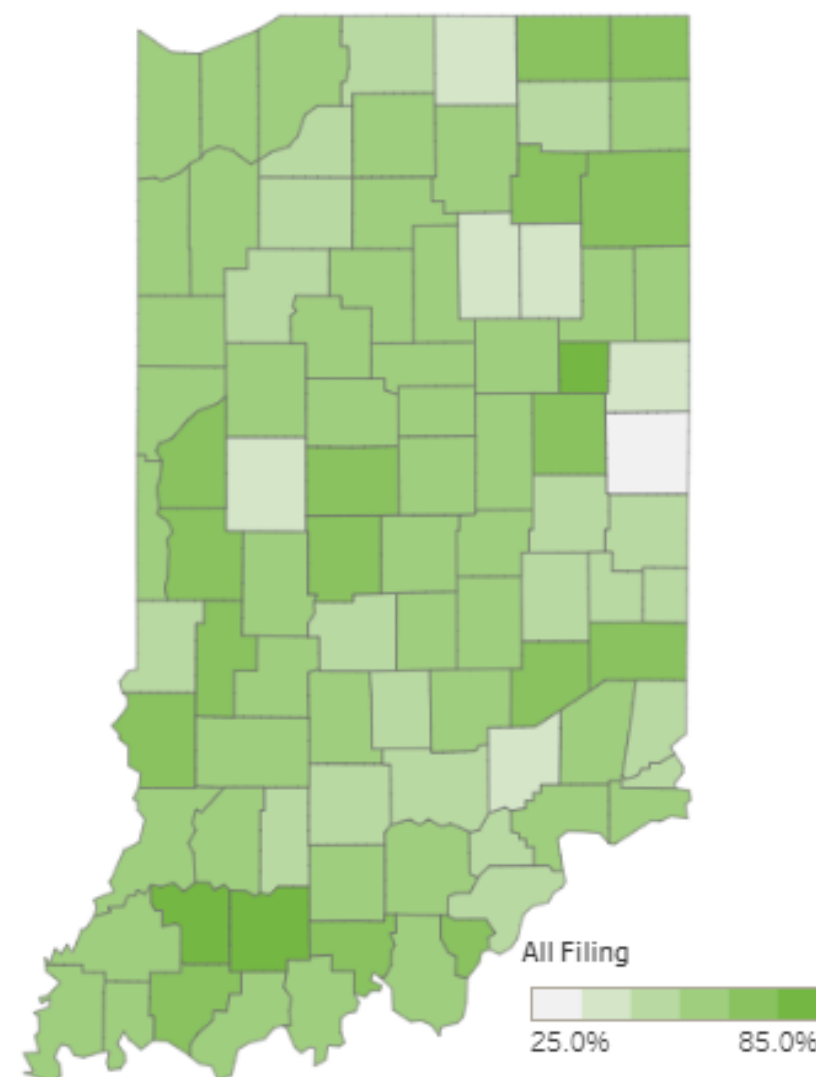
21st Century Scholars FAFSA Filing Rate

Last Updated On: 4/29/2026 2:09:17 PM

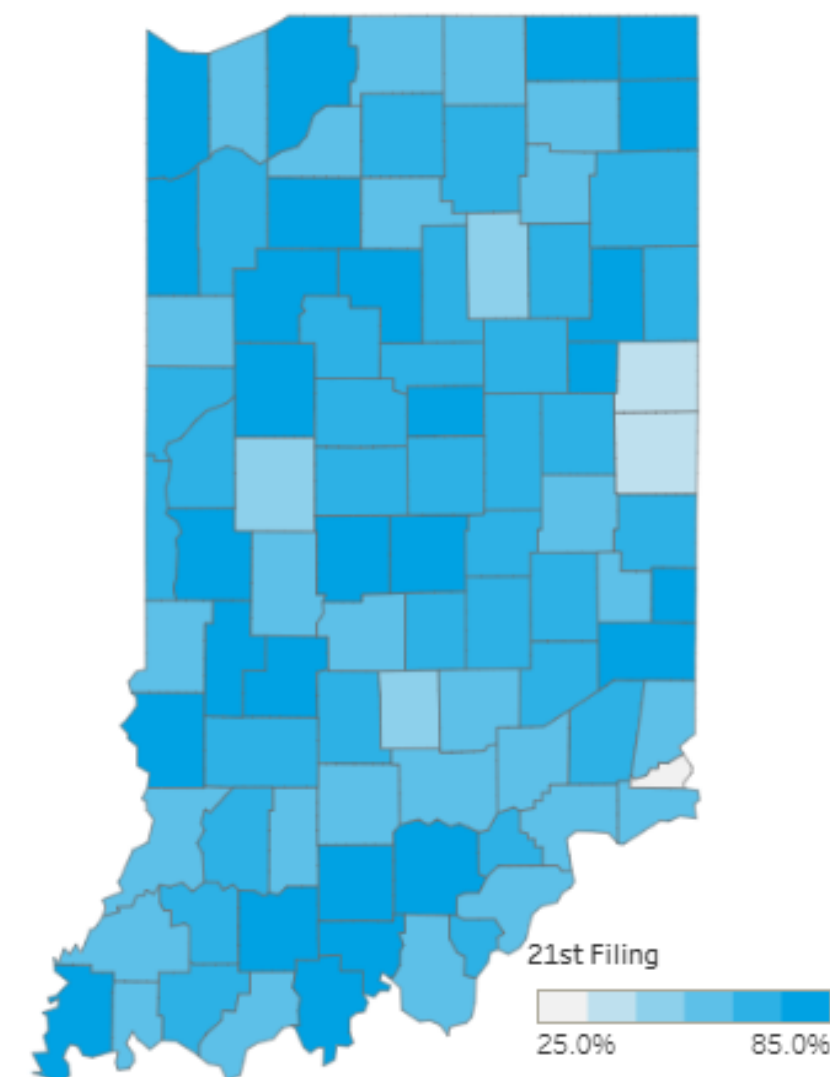
Filed by Priority Deadline	67.4%
Current	69.0%

Search for a County Here:

All High School Senior FAFSA Filing by County



21st Century Scholars Senior FAFSA Filing by County



▶ [CHE: FAFSA Completion Dashboard](#)

▶ Public dashboard that displays completion rates.

▶ Filterable by school, region, and county.

FAFSA COMPLETION PROJECT

- ▶ Participation in the FAFSA Completion Project allows high school administrators and counselors to see individual student filing statuses in ScholarTrack.
 - ▶ To participate in the Completion Project, schools must complete a Data Share Agreement and submit it back to the Commission.
 - ▶ Without a Data Share Agreement on file, the FAFSA Dashboard is the only way for a school to see school level completion rates.



The **Free Application for Federal Student Aid (FAFSA)** state deadline is this month!

The FAFSA deadline is 10 days away! Don't miss out on financial aid for the next school year!

To receive state financial aid, you must submit a 2025-2026 FAFSA by the state priority deadline of **April 15, 2025**.

Even if you're not sure if you will enroll in college, you should still file the FAFSA to make sure you're covered for next year.

Before you start the 2025-26 FAFSA, there are a few steps you and your family can do to be ready to file.

- Create your [StudentAid.gov](#) account (FSA ID) at least 3 days BEFORE filing.
- **Determine your dependency status.** Note: Most students will be considered dependent students.
- If you are a "dependent student" you will be required to include your parent's

FAFSA FILING RESOURCES

LearnMoreIndiana.org
Discover our helpful hints, learn about deadlines, and so much more!

INvestEdIndiana.org
Search for FAFSA filing events in your area!

Connect with your Outreach Coordinator!
Head to [LearnMoreIndiana.org/contact](#) to find yours today!

LearnMoreIndiana.org
Of course, Learn More Indiana has FAFSA filing resources, helpful hints, and so much more!

INvestEd
INvestEd has FAFSA filing events all across the state! You can also call or email to get your FAFSA questions answered and for filing support!

[FAFSA Page](#) [INvestEd FAFSA Support](#)

STUDENT EMAIL CAMPAIGN

- ▶ A series of 30 emails regarding filing and additional resources were sent from the Learn More Indiana email.
 - ▶ The average email open rate was 51% for the class of 2025, compared to 41% for the class of 2024.
- ▶ Topics included:
 - ▶ StudentAid.Gov Account Creation
 - ▶ FAFSA Opening Announcement
 - ▶ Filing Resources and Events
 - ▶ FAFSA Corrections



Dear [FIRST NAME],

Have you filed the 2026-2027 FAFSA?

There is still time left! The deadline to file the Free Application for Federal Student Aid (FAFSA) in Indiana is **April 15, 2026**. Filing the FAFSA is the number one way for you to access Indiana's \$400+ million in financial aid and billions of dollars in federal aid. Even if you aren't sure yet about college, you should still file the FAFSA to ensure you do not miss out on financial aid opportunities. College includes certificate programs, two- and four-year degrees. **Visit StudentAid.gov to file!**

If you need help filing the FAFSA

Free FAFSA filing help is available:

- The Indiana Commission for Higher Education's Outreach Coordinators are available to help you and your family. To send a direct message to your region's Outreach Coordinator, visit LearnMoreIndiana.org/contact.
- Contact INvestEd by email (outreach@investedindiana.org) or phone at 317-715-9007. ¿Necesitas ayuda en español? Llame 317-715-9007.
- The U.S. Department of Education provides email and live chat assistance as well as a helpline at **1-800-4-FED-AID**.
- Visit the QR Code at the bottom of this letter for FAFSA filing tips on LearnMoreIndiana.org/fafsa.

If you already filed the FAFSA

Great job! You should **double-check** your FAFSA form to make sure that it is processed and error-free.

- Log in to your StudentAid.gov account.
- Select your FAFSA submission from the "My Activity" section of your account dashboard.

For the 2026-2027 FAFSA form, the status of your application will be one of the following:

- **Draft:** Your section of the FAFSA form is incomplete.
- **In Progress:** You provided your consent, approval, and signature to your section of the FAFSA form, but the FAFSA form has not been submitted because it is missing information or an action from a contributor.
- **In Review:** The FAFSA form was submitted and is currently being processed.
- **Action Required:** You are missing your consent, approval, or signature, or the FAFSA form was processed, but a correction is required.
- **Processed:** Your application was processed successfully. No further action is needed.
- **Closed:** Your FAFSA form was never submitted and can no longer be submitted because the federal FAFSA deadline passed. Reminder: Indiana's FAFSA deadline is April 15, 2026.



LearnMoreIndiana.org/fafsa



INDIANA COMMISSION for
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FAMILY MAILING CAMPAIGNS

- ▶ Each spring we send letters to families that have not filed.
- ▶ Letters include information on how to file, submission statuses, and where to find filing assistance.
- ▶ Letters went to:
 - ▶ 60,107 families in the class of 2025

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COUNSELOR WEBINARS



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- ▶ We host two webinars each year for high school counselors.
- ▶ Webinars are advertised by our regional Outreach Coordinators.
 - ▶ For the class of 2026:
 - ▶ November 12, 2025: 180 attendees
 - ▶ March 11, 2026: 150 attendees
 - ▶ For the class of 2025:
 - ▶ April 3, 2025: 96 attendees
- ▶ Webinar recordings are uploaded to our YouTube page and sent to individuals that could not attend.



PRESS RELEASES AND FAFSA BADGES

- ▶ Throughout the cycle we publish press releases to announce the FAFSA opening, completion rates, and school celebrations.
- ▶ FAFSA Badges are sent to high school staff to celebrate completion rates. Badges can be posted on school websites and included in staff email signatures.
 - ▶ Completion Goal Badge: 60% of their cohort filed.
 - ▶ 85% Badge: 85% of their cohort filed.
 - ▶ 5% Increase Badge: School had a 5% increase from prior years filing rates.

STATE EMPLOYEE NEWSLETTERS



INDIANA COMMISSION for HIGHER EDUCATION

- ▶ The Indiana State Personnel Department issues 2 employee newsletters.
- ▶ Near the FAFSA deadline we feature filing reminders to state staff and their families.



Around the Circle
Newsletter for Metro Indianapolis State Employees

2026–27 FAFSA Form Now Available

Thinking of going back to school, or have a child starting post-secondary education? The 2026–27 FAFSA form is now available. Colleges and career schools use the FAFSA to determine your eligibility for financial aid, including grants, scholarships, work-study funds and loans. Even if you're not sure where you will be next year, filing the FAFSA will give you the most amount of options.



[Lean more about FAFSA](#)



What is the FAFSA?

The **Free Application for Federal Student Aid (FAFSA)** is the most important document for getting money to help you pay for college. Financial aid is the term used for that money, which comes in the form of grants, scholarships, and loans.

To enroll in college in fall 2026, you will file the 2026-2027 FAFSA. This year's FAFSA will open on **October 1, 2025**. To qualify for Indiana's state financial aid, you should file by Indiana's priority deadline of **April 15, 2026**.

When it is time to file the FAFSA, you will need to create a **StudentAid.gov account (formerly FSA ID)**. If you are a dependent student, your parent(s) will also need to create an account.

Resources needed to create a StudentAid.gov account:

1. Your Social Security number (SSN)
2. Your full legal name
3. Your date of birth
4. Your mailing address
5. An e-mail address that is unique to you (personal e-mail, not high school e-mail)
6. A memorable username and password (store them somewhere safe)

Resources needed to file the FAFSA:

1. Your StudentAid.gov account username and password
2. Your Social Security number (SSN)
3. (Optional) Your driver's license number
4. Your 2024 federal tax returns, if applicable (IRS forms 1040, 1040EZ, or 1040A)
5. The 2024 federal tax returns for your parent(s) (if applicable) (IRS forms 1040, 1040EZ, or 1040A)
6. Records of money earned, including W-2 forms and recent bank statements
7. Alien registration numbers or permanent residence cards, if you or your parent(s) are not U.S. citizens
8. Six-digit FAFSA codes for any institutions you are applying to. Use these codes to send your FAFSA information to the colleges. You will be able to add up to 20 colleges at a time. Find the FAFSA codes at LearnMoreIndiana.org/preadmit. (You can also scan the QR code on the front side of this letter.)

How do I file the FAFSA?

The easiest way to file the FAFSA is online at <https://studentaid.gov/h/apply-for-aid/fafsa>. The website also provides a printer-friendly PDF if you prefer to mail your FAFSA, though it is strongly recommended that you file electronically.

During parts of the year, there are two FAFSAs open at the same time. Make sure that you file the **2026-2027 FAFSA**.

For more information about StudentAid.gov account creation and the FAFSA, visit LearnMoreIndiana.org/FAFSA. Furthermore, LearnMoreIndiana.org/scholarships has information about additional scholarship opportunities.



StudentAid.GOV



LearnMoreIndiana.org/FAFSA



ENROLLMENT INITIATIVES

- ▶ **Indiana Pre-Admissions: Your Path to College** is a statewide pre-admissions initiative of the Indiana Commission for Higher Education, in partnership with Indiana's higher education institutions, which began with the high school senior class of 2024.
- ▶ Students receive mailings informing them of their postsecondary options. On the back of their letter, they are given a one-pager on filing the FAFSA.



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OUTREACH TO ADULT LEARNERS

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INDIANA COMMISSION for
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What is the FAFSA?

The **Free Application for Federal Student Aid (FAFSA)** is the most important document for getting money to help you pay for college. Financial aid is the term used for that money, which comes in the form of grants, scholarships, and loans.

To enroll in college in fall 2026, your student will file the 2026-2027 FAFSA. This year's FAFSA will open on **October 1, 2025**. To qualify for Indiana's state financial aid, your student should file by Indiana's priority deadline of **April 15, 2026**.

When it is time to file the FAFSA, the parent(s) and their student will need to create a **StudentAid.gov account (formerly FSA ID)**. A legal guardian of a student does **not** need to create an account.

Resources needed to create a StudentAid.gov account:

1. Your Social Security number (SSN)
2. Your full legal name
3. Your date of birth
4. Your mailing address
5. An e-mail address that is unique to you (personal e-mail, not work e-mail)
6. A memorable username and password (store them somewhere safe)

Resources needed to file the FAFSA:

1. Your StudentAid.gov username and password
2. Your Social Security number (SSN)
3. Your driver's license number, if applicable
4. Your 2024 federal tax returns, if applicable (IRS forms 1040, 1040EZ, or 1040A)
5. The 2024 federal tax returns for your student, if applicable (IRS forms 1040, 1040EZ, or 1040A)
6. Records of money earned, including W-2 forms and recent bank statements
7. Alien registration numbers or permanent residence cards, if you are not a U.S. citizen
8. Six-digit FAFSA codes for any institutions your student is applying to. Use these codes to send your student's FAFSA information to the colleges. Your student will be able to add up to 20 colleges at a time. Find the FAFSA codes at LearnMoreIndiana.org/preadmit. (You can also scan the QR code on the front side of this letter.)

How do I file the FAFSA?

The easiest way to file the FAFSA is online at <https://studentaid.gov/h/apply-for-aid/fafsa>. The website also provides a printer-friendly PDF if your student prefers to mail their FAFSA or a parent signature form is required. It is strongly recommended that your student files electronically.

During parts of the year, there are two FAFSAs open at the same time. Make sure that your student files the **2026-2027 FAFSA**.

For more information about StudentAid.gov account creation and the FAFSA, visit LearnMoreIndiana.org/FAFSA. Furthermore, LearnMoreIndiana.org/scholarships has information about additional scholarship opportunities.

Are you interested in going back to school?

For more information on the Adult Student Grant and Workforce Ready Grant, visit <https://on.in.gov/financialaidprograms>.



StudentAid.GOV



LearnMoreIndiana.org/FAFSA



ENROLLMENT INITIATIVES

- ▶ **Indiana Pre-Admissions: Your Path to College** sends letters to the student and parent.
- ▶ Parents receive mailings informing them of their student's postsecondary options. On the back of their letter, they are given the one-pager on filing the FAFSA as a contributor.
- ▶ There is also a section on the parent letter informing them of their financial aid options if they would like to go back to school.





ENROLLMENT INITIATIVES

- ▶ **Indiana Pre-Admissions: Your Path to College** allows any high school that would like to participate to opt in.
 - ▶ The only condition is that they must report to Indiana's DOE and use Student Testing Numbers.
- ▶ Many high schools serving non-traditional students participate which allows their students to be pre-admitted and receive the letters containing FAFSA information.

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The Excel Center





The 2026-2027 Free Application for Federal Student Aid (FAFSA) is OPEN!

What is the FAFSA?

The FAFSA is a free, online application that determines your eligibility for federal financial aid, including grants, work-study funds, and loans, to help pay for college or career school. Many states, colleges, and even some private financial aid providers use the information from the FAFSA to determine eligibility for their own aid programs. Completing the FAFSA form is the first step in applying for financial aid to cover expenses such as tuition, housing, books, and supplies.

Before you start the 2026-27 FAFSA, there are a few steps you and your family can take to be ready to file.

- Create your [StudentAid.gov](https://studentaid.gov) account.
- [Determine dependency status](#). Note: Most students will be considered dependent students.
- Students who are considered "dependent students" will be required to include their parent's financial information on the FAFSA. See who is [considered your parent](#).
- Parents will also need to [create an StudentAid.gov username and password](#).
- Then, [log in at studentaid.gov](#) to make sure you're all set.

File your FAFSA!

EMAIL CAMPAIGN

- ▶ The Destination FAFSA email campaign goes to every student marked as being in the graduating cohort that we have an email for.
 - ▶ Students provide emails during ScholarTrack Account creation.

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ADULT STUDENT GRANT: ELIGIBILITY REQUIREMENTS

- ▶ Be an Indiana resident and a U.S. Citizen or eligible non-citizen;
- ▶ Be independent as determined by the FAFSA and demonstrate financial need;
- ▶ Be enrolled in an associate or first bachelor's degree,
 - ▶ or a certificate at Ivy Tech Community College or Vincennes University;
- ▶ Be enrolled in at least six (6) credit hours or their equivalent in any academic term; maintain SAP at their institution; complete at least (18) credit hours or their equivalent in the previous academic year to renew;

WORKFORCE READY GRANT: ELIGIBILITY REQUIREMENTS

- ▶ Enroll in a credit bearing certificate program at a participating institution
 - ▶ Be an Indiana resident and U.S. citizen or (eligible non-citizen);
 - ▶ Have a high school diploma (or equivalent) but less than a college degree;
 - ▶ File the FAFSA
 - ▶ Maintain SAP
 - ▶ Meet any other minimum criteria established by the Commission.
- **Credit-bearing programs only

COMMUNITY GRANTS



THE RICHARD M FAIRBANKS FOUNDATION (RMFF)



INDIANA COMMISSION *for*
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- ▶ College Matters is a \$14 million initiative of the Fairbanks Foundation.
- ▶ Launched in 2023, the initiative seeks to increase college enrollment rates for Marion County high school seniors.
- ▶ To help remove some of these barriers and increase college enrollment, RMFF awarded two phases of College Matters grants to public high schools and community organizations in Marion County. Grantees in the two phases – referred to as Meeting the Moment and Reversing the Trend – are using funding to support Indianapolis students and families as they navigate the college-going process, from exploration to enrollment and financial aid.



COLLEGE
matters

A Richard M. Fairbanks Foundation
Initiative

CHE AND THE COLLEGE MATTERS GRANT



INDIANA COMMISSION for
HIGHER EDUCATION

- ▶ In 2023, the Indiana Commission for Higher Education (Commission) presented a proposal to the Richard M. Fairbanks Foundation (The Fairbanks Foundation) seeking a \$363,000 investment over three years aligned with the College Matters initiative.
- ▶ This grant is intended to support Free Application for Federal Student Aid (FAFSA) completions and improve college enrollment rates in Marion County, with a specific focus on students from low-income households.

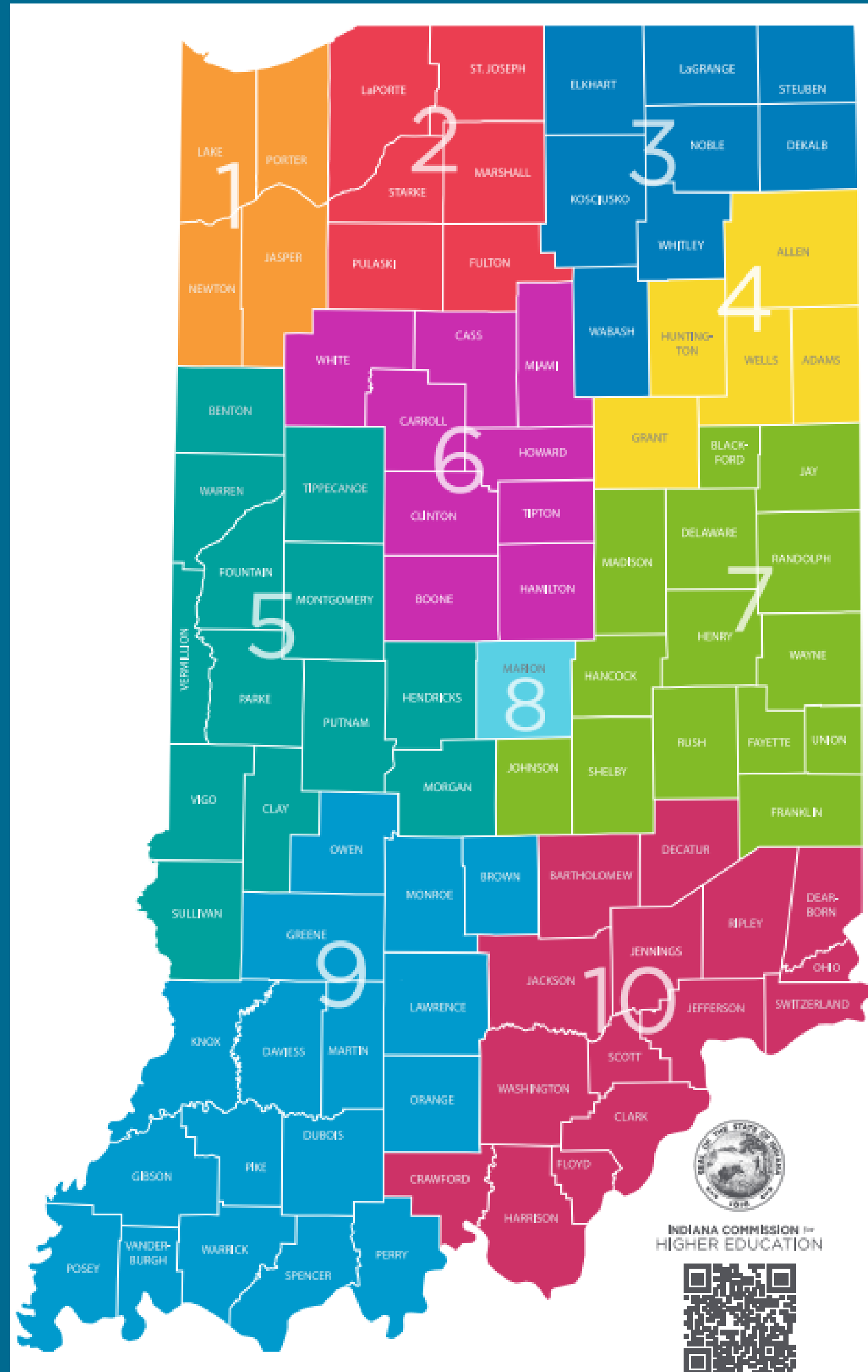


COLLEGE
matters

A Richard M. Fairbanks Foundation
Initiative

CHE'S FUNDING USE:

Grant Year 1	Grant Year 2	Grant Year 3
Full Time Outreach Coordinator	Full Time Outreach Coordinator	Full Time Outreach Coordinator
Summer Outreach Intern	Spring and Summer Outreach Intern	Summer Outreach Intern
Community Organizations Luncheon	Community Organization Convening	FAFSA Event Tour
Fall High School Administration Convening	FAFSA Radio Campaign	FAFSA Radio Campaign
Spring High School Administration Convening	FAFSA Letters	FAFSA Letters



OUTREACH COORDINATOR

▶ The Central Region Outreach Coordinator is a full-time staff member on our K12 Outreach and Postsecondary Transitions team. The Central Region Outreach Coordinator visits schools and community partners in Marion County to directly assist students with their college going matters.

SUMMER OUTREACH INTERN

- ▶ The Outreach Intern works full time from May to August and coincides with our four other Governor's Summer Interns.
- ▶ During the internship, the student attends school events with the Central Outreach Coordinator, works on FAFSA data reporting, and assists with the planning of webinars and fall prep.



Dear [FIRST NAME],

You have options to continue your education after high school!

You have an exciting journey in front of you as you continue to learn and set yourself up for success in your future. It's not too late to meet with your school counselor if you are still deciding on your plans after graduation. Visit LearnMoreIndiana.org to explore your college and career options and see the state financial aid and scholarships for which you could be eligible. Even if you are unsure of your future plans, filing the Free Application for Federal Student Aid (FAFSA) can help you discover your financial aid opportunities and help you to make the best decision for your future!

Have you filed the 2026-2027 FAFSA?

There is still time left! The deadline to file the FAFSA in Indiana is **April 15, 2026**. Filing the FAFSA is the number one way for you to access Indiana's \$400+ million in financial aid and billions of dollars in federal aid. Even if you aren't sure YET about college, you should still file the FAFSA to ensure you do not miss out on financial aid opportunities. College includes certificate programs, two- and four-year degrees. **Visit StudentAid.gov to file!**

If you need help filing the FAFSA

Free FAFSA filing help is available:

- The Indiana Commission for Higher Education's Outreach Coordinators are available to help you and your family. To send a direct message to your region's Outreach Coordinator, visit LearnMoreIndiana.org/contact.
- Contact INvestEd by email (outreach@investedindiana.org) or phone at 317-715-9007. ¿Necesitas ayuda en español? Llame 317-715-9007.
- The U.S. Department of Education provides email and live chat assistance as well as a helpline at **1-800-4-FED-AID**.
- Visit the QR Code at the bottom of this letter for FAFSA filing tips on LearnMoreIndiana.org/fafsa.

If you already filed the FAFSA

Great job! You should **double-check** your FAFSA form to make sure that it is processed and error-free.

- Log in to your StudentAid.gov account.
- Select your FAFSA submission from the "My Activity" section of your account dashboard.



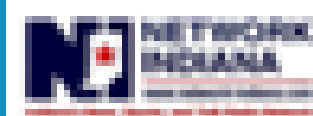
LearnMoreIndiana.org/fafsa



INDIANA COMMISSION for
HIGHER EDUCATION

MAILING CAMPAIGN

- ▶ The FAFSA mailing campaign includes a letter sent to seniors in Marion County to discuss their college financial aid options and how to file the FAFSA.
- ▶ This letter is in addition to the letter in our Destination FAFSA Campaign.



RADIO CAMPAIGNS

- ▶ The FAFSA Radio Campaign has a fall and spring component:
- ▶ During the fall, FAFSA is mentioned during Operation Football, a radio stint that goes to local schools during Friday night football games. This is a chance to engage families as soon as the FAFSA opens.
 - ▶ The campaign reached 250,200 adults in Indianapolis a minimum of 3.2 times delivering over 794,000 impressions.
- ▶ The second part of the radio campaign is a multiweek radio segment in multiple languages encouraging families to file the FAFSA.
 - ▶ This reached over 585,700 Adults 18+ in Indianapolis a minimum of 3.1 times delivering over 1.8 million impressions.

HIGH SCHOOL CONVENINGS

- ▶ The convening supported 71 high school counselors and administrators from College Matters grantee schools.
- ▶ The Commission partnered with INvestED to inform attendees about the FAFSA timeline and common issues that families had with filling out the form.
- ▶ Commission staff also provided information on county specific updates, 21st Century Scholars, Indiana Pre-Admissions: Your Path to College, and a demo on utilizing their ScholarTrack access.
- ▶ The Commission also encouraged school staff to share out their successes to facilitate collaboration and brainstorming for future FAFSA cycles.

FAFSA EVENT TOUR

▶ The College Matters grant partners with 4 Community Based Organizations in Marion County.

▶ Indiana Latino Institute

▶ Indiana Black Expo

▶ Indianapolis Urban League

▶ Center for Leadership Development

▶ We used our grant funds to give each organization \$500 to assist them in hosting a collaborative FAFSA event.



CENTER FOR LEADERSHIP DEVELOPMENT

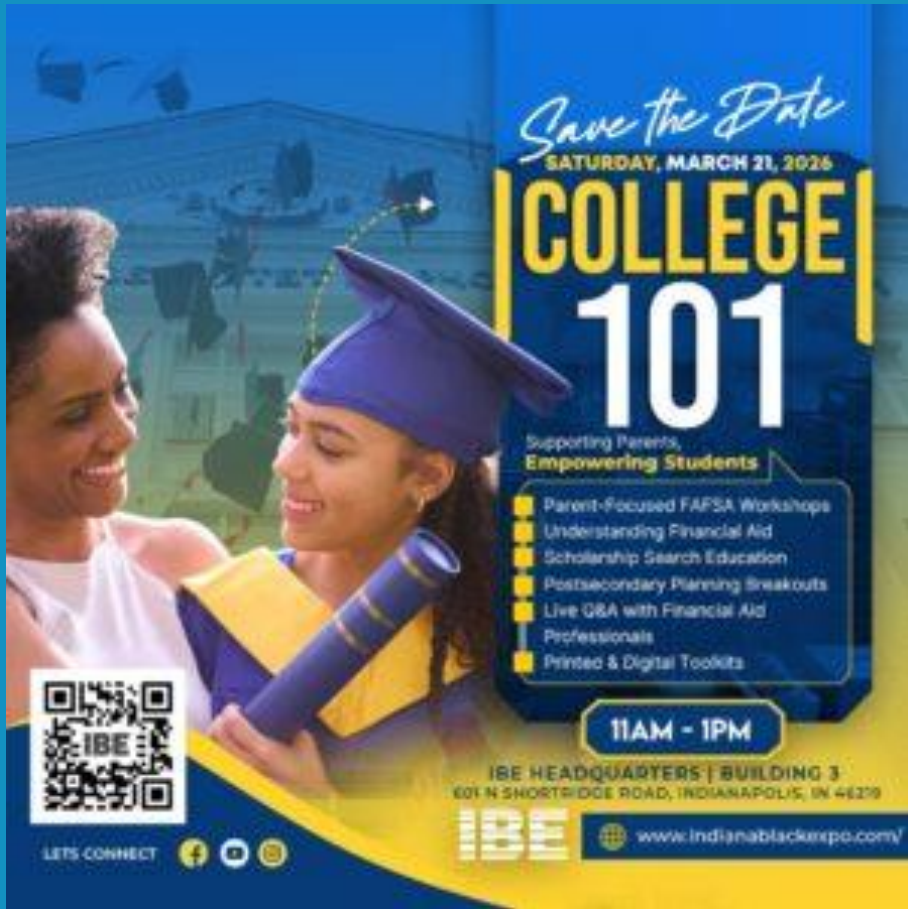
FAFSA Night

Completing the FAFSA (Free Application for Federal Student Aid) is the most important step in the financial aid process and determines your student's eligibility for both state and Federal financial aid. Most colleges require the FAFSA to determine your need for institutional scholarships and grants as well. Meet with financial aid experts who will assist you with submitting your FAFSA while at CLD! We will also have a College Fair where students and families can have the opportunity to speak with admission representatives from the colleges and universities about topics such as: their academic offerings, leadership opportunities, professional development opportunities, study abroad programs, research interests, graduate degree opportunities, and job placement opportunities.

- FSA ID For Parent & Student
- 2023 or 2024 tax information
- Students name, date of birth, social security number, and email address

September 22	October 9	December 4
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6 PM TO 8:30 PM



Save the Date
SATURDAY, MARCH 21, 2026

COLLEGE 101

Supporting Parents, Empowering Students

- Parent-Focused FAFSA Workshops
- Understanding Financial Aid
- Scholarship Search Education
- Postsecondary Planning Breakouts
- Live Q&A with Financial Aid Professionals
- Printed & Digital Toolkits

11AM - 1PM

IRE HEADQUARTERS | BUILDING 3
601 N. SHORTELL DR. | INDIANAPOLIS, IN 46279

www.indianablackexpo.com

LET'S CONNECT

COLLEGE GOAL SUNDAY



**GET FREE EXPERT HELP
FILING THE FAFSA!**

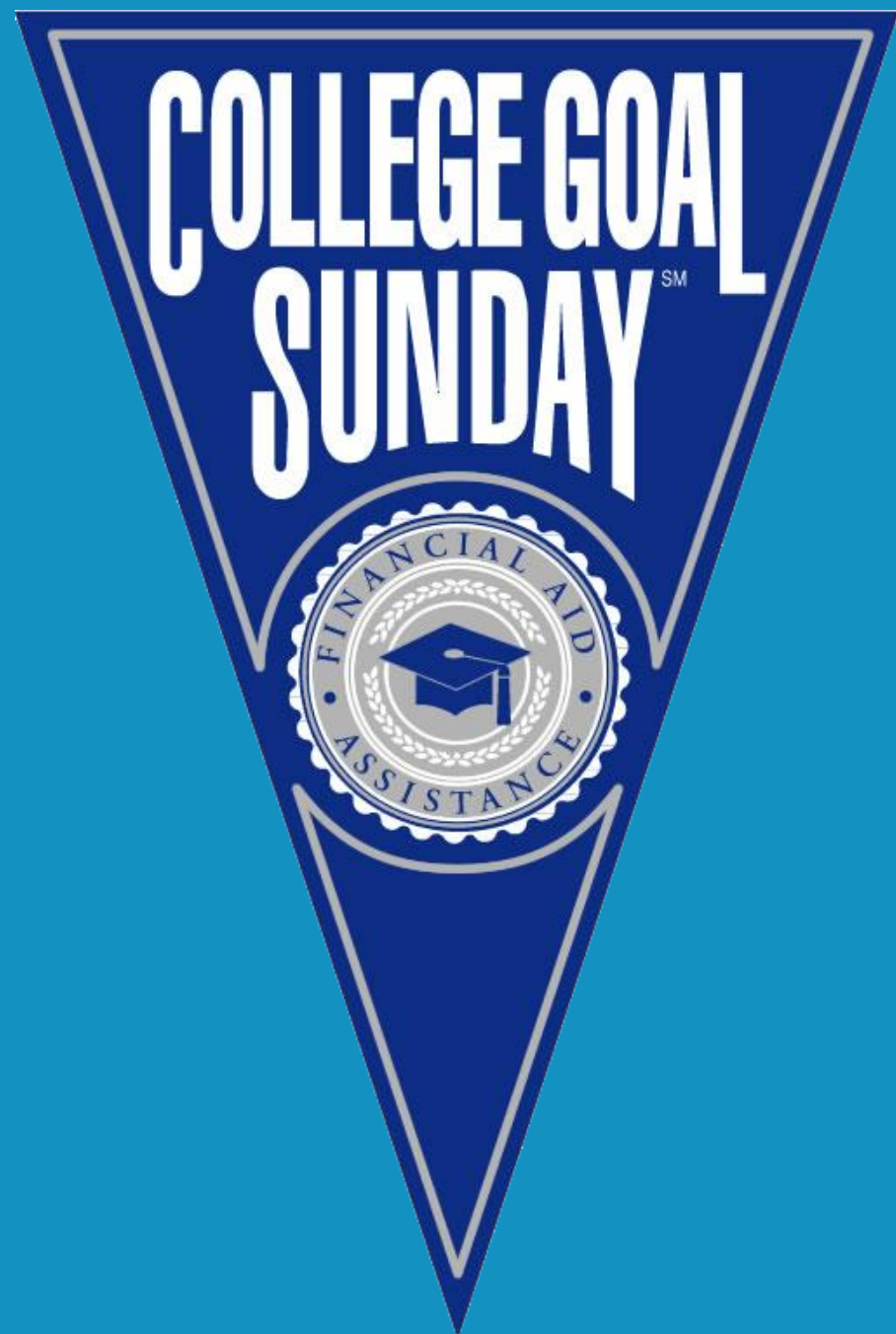
FEBRUARY 22, 2026

**2:00PM LOCAL
TIME**



CollegeGoalSunday.org

INDIANA'S LARGEST FAFSA FILING EVENT



WHAT IS COLLEGE GOAL SUNDAY?

- ▶ College Goal Sunday is a program that helps college-bound Indiana students, who qualify for undergraduate admission to a college or technical school, and their families complete the Free Application for Federal Student Aid (FAFSA). College Goal Sunday provides assistance from financial aid experts, primarily from Indiana colleges and universities.
- ▶ Now in its 37th year, College Goal Sunday is a charitable collaboration involving the Indiana Student Financial Aid Association (ISFAA), in cooperation with the Indiana Commission for Higher Education. College Goal Sunday is co-funded by Lilly Endowment Inc.



Lilly Endowment Inc.

A private foundation since 1937

HOW DOES IT WORK?

- ▶ Nonprofits, campuses, and high schools across the state volunteer to be a host site
- ▶ Staff and community members volunteer to serve a variety of roles, including working as FAFSA Experts
- ▶ Families can show up to receive filing help from 2-4pm local time

WHAT TO BRING TO COLLEGE GOAL SUNDAY

Every student AND parent should create a StudentAid.gov account (FSA ID). This will serve as your electronic signature on the FAFSA.

- Social Security number
- Driver's License Number
- 2024 Federal Income Tax Return if you were required to file
- 2024 W-2 forms or other records of money earned or received
- Bank Statements (Cash, Savings, & Checking)
- Child support received in the past calendar year
- Current value of investment accounts (non-retirement) and real-estate (excluding the home you live in)
- Current net worth of any ownership in a business or farm

DESTINATION FAFSA

LEARN MORE

QUICK STATS:

▶ Attendees for 2025-2026:

- ▶ Total Student Attendees - 523
 - ▶ 21st Century Scholars - 115
 - ▶ First Gen Students - 224
- ▶ Total Attendees – 1,003

▶ Volunteers:

- ▶ FAFSA Experts - 294
- ▶ Volunteers - 457

▶ Locations:

- ▶ Feb 2026- 34 locations
- ▶ Nov 2025- 35 locations



AFFORDABILITY AND FUNDING

CHE.IN.gov

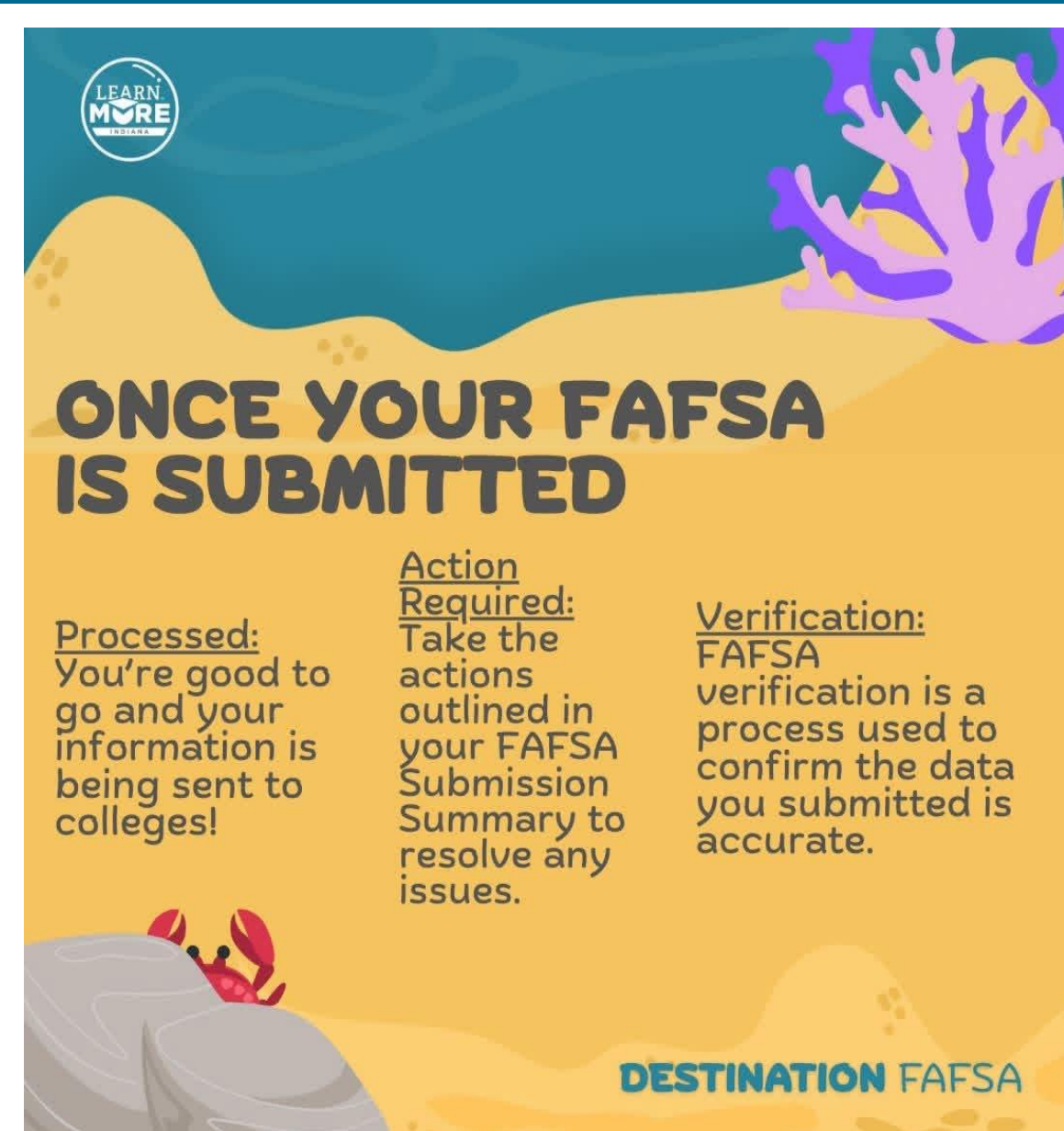


INDIANA COMMISSION for
HIGHER EDUCATION

LOW/NO COST:

Biggest cost is staff time:

- ▶ Social media posts
- ▶ Student Email Campaigns
- ▶ Press Releases
- ▶ School Goals and Completion Celebration Badges
- ▶ Community Outreach and Engagement
- ▶ Counselor Webinars
- ▶ State Employee Newsletters
- ▶ Dashboard and a Completion Project



SOME FUNDING NEEDED:

- ▶ Family Mailing Campaigns
 - ▶ Printing fees
 - ▶ Postal fees
- ▶ Radio Campaigns
 - ▶ Development of content
 - ▶ Cost per feature

CONTACT INFORMATION

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