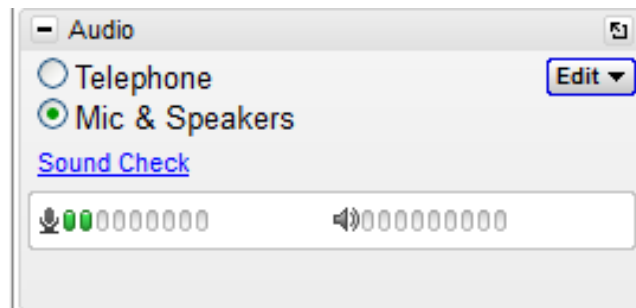
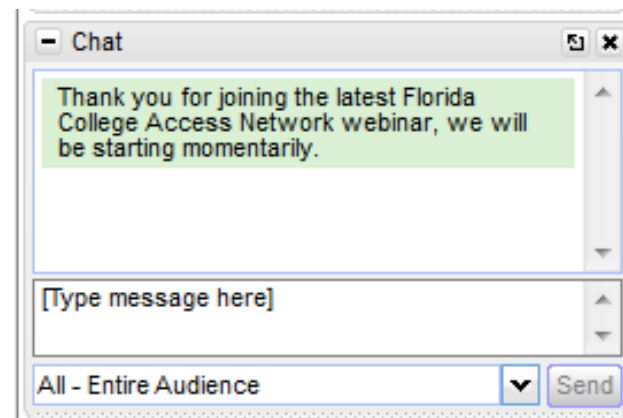


Thank you for joining us for today's webinar!

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

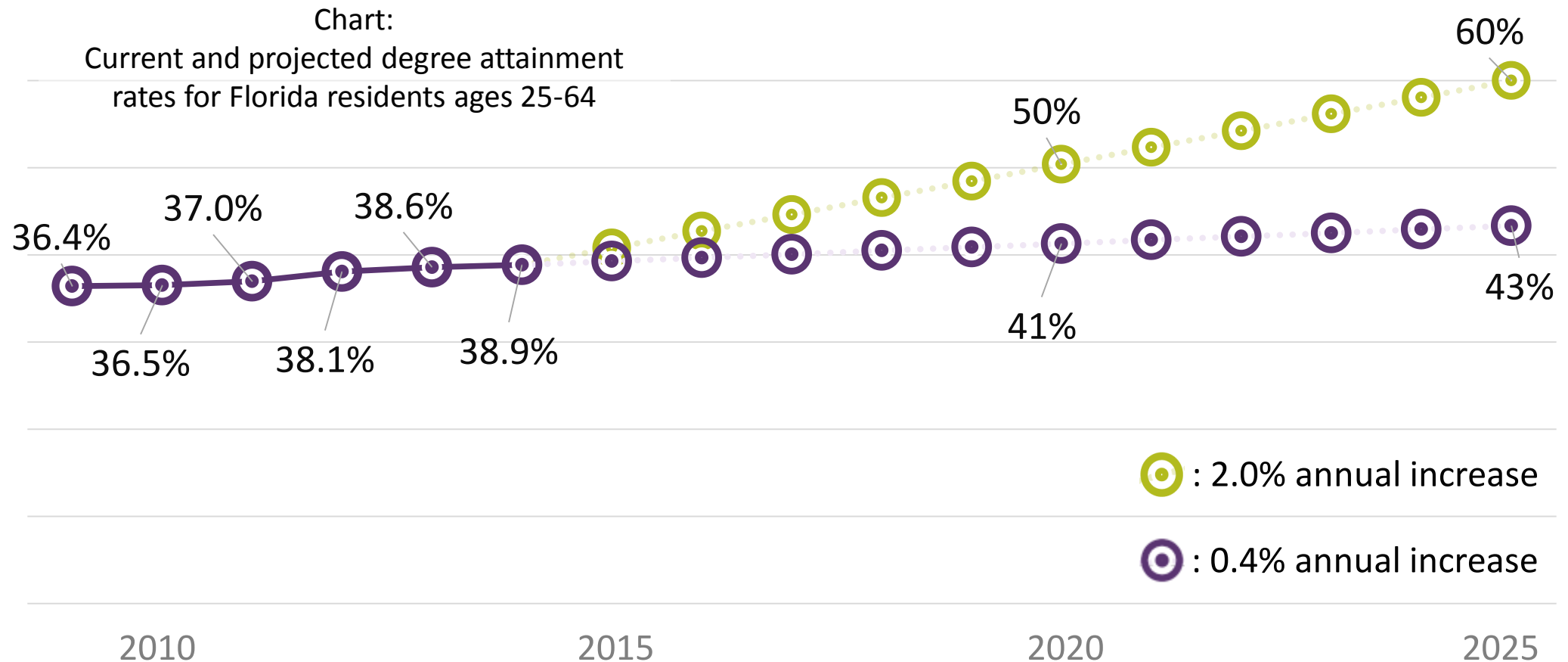


Our Mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students.

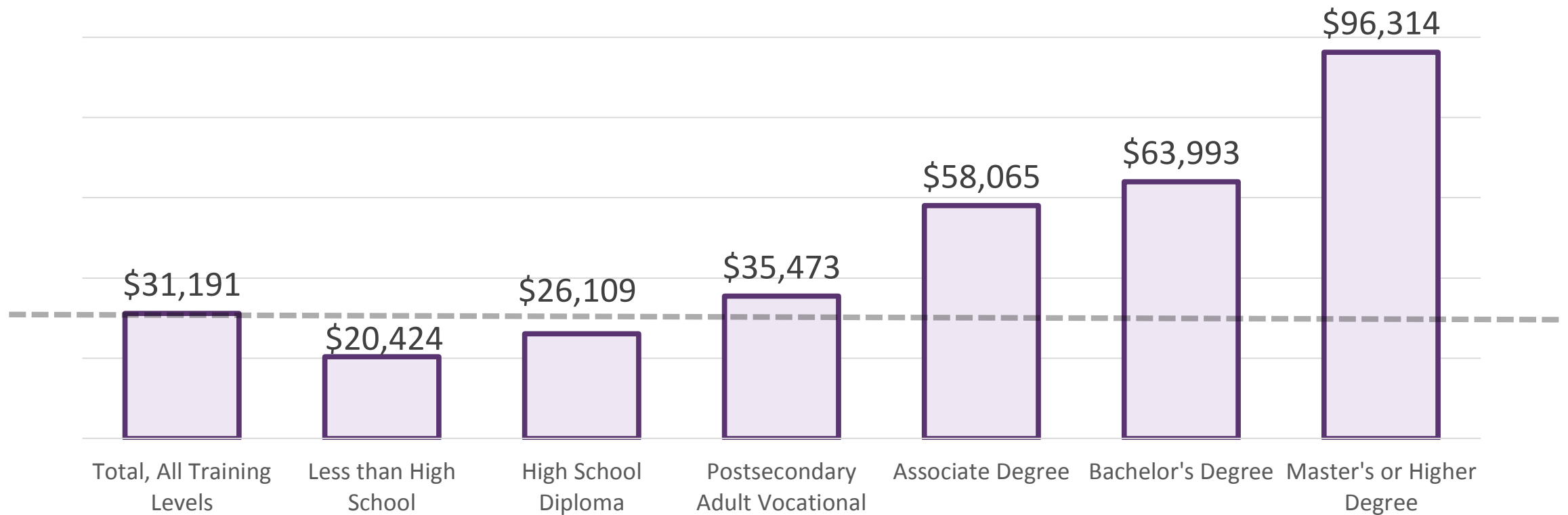
Our Vision: At least 60% of working-age Floridians will hold a high-quality post-secondary degree or credential by the year 2025.



Where are we now?



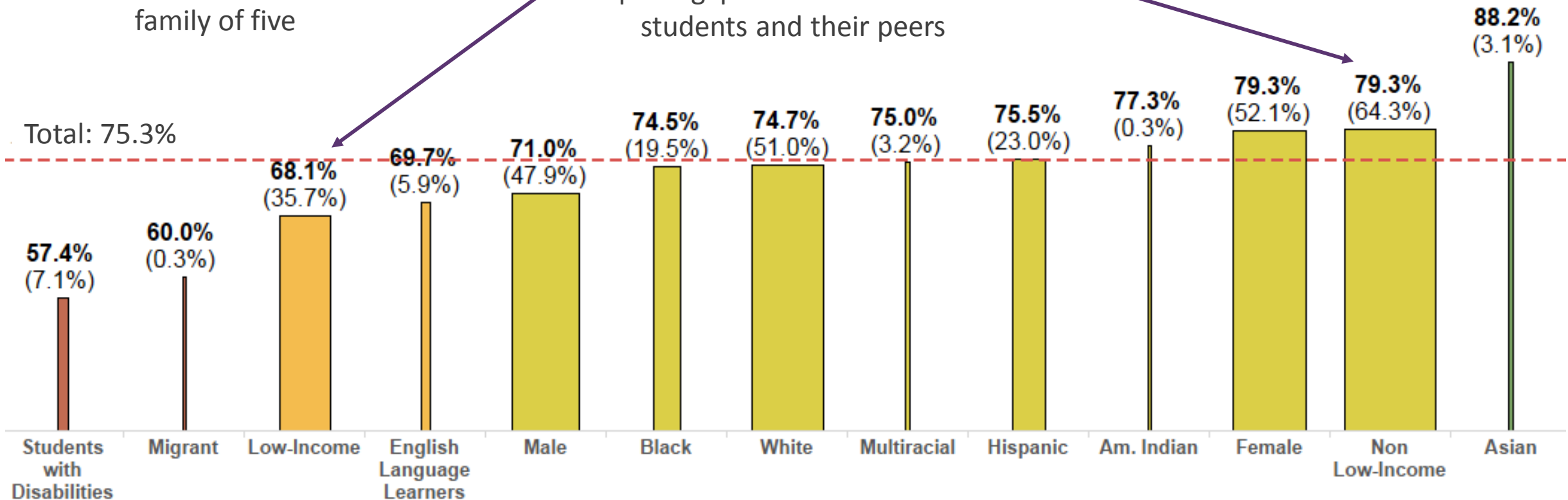
Economic Opportunities through Education



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





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...

Change in reading readiness

Change in math readiness

Completed college prep curriculum

Postsecondary readiness in math

Free/reduced price lunch rate

Reading FCAT score

Change in HS graduation rate

High School Graduation Rate

School minority rate

Math gains for low 25%

Reading gains for low 25%

Attendance/Absenteeism

Writing FCAT score

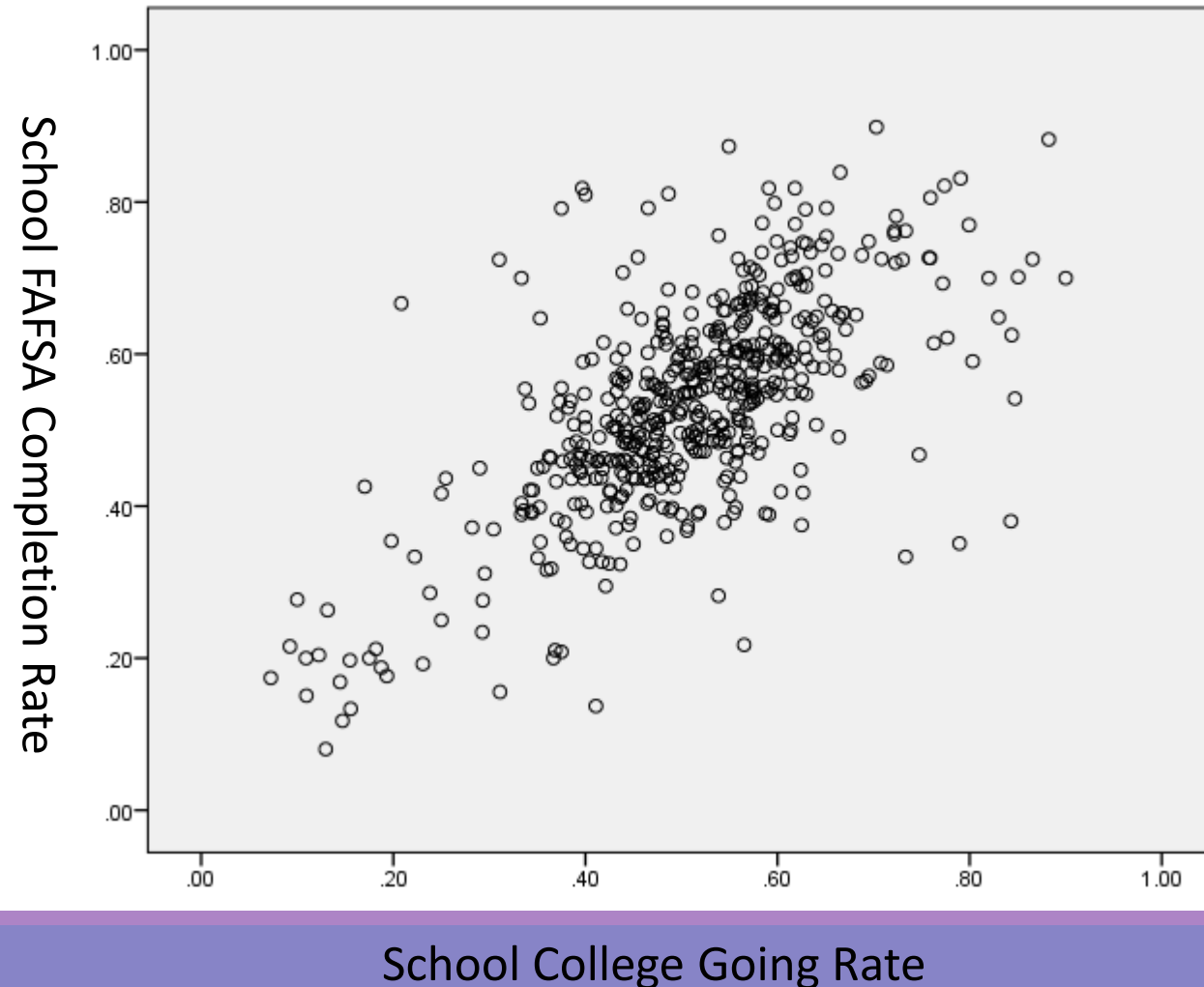
Math FCAT score

Postsecondary readiness in reading

**FAFSA
Completion Rate**

For every 10% a school increases it's FAFSA completion rate, it's college going rate increases by 3%

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

	2012-13 Cycle	2013-14 Cycle	2014-15 Cycle	2015-16 Cycle
Florida	50.8%	53.5%	49.6%	50.9%
United States	54.4%	56.3%	56.1%	55.5%

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?

	2012-13 Cycle	2013-14 Cycle	2014-15 Cycle	2015-16 Cycle
Florida	57%	58%	59%	59%
United States	52%	52%	52%	51%

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

Florida 5th highest state in Pell eligibility

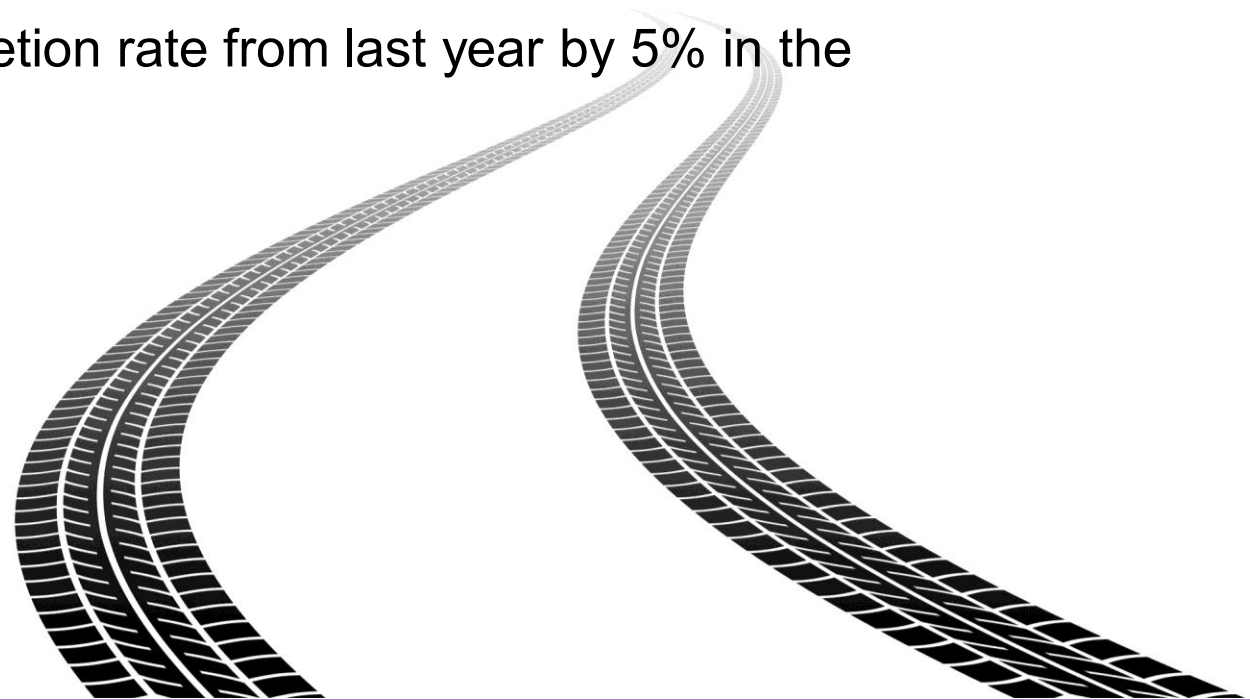
Max Pell Grant award for this year is about \$5,700

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)*



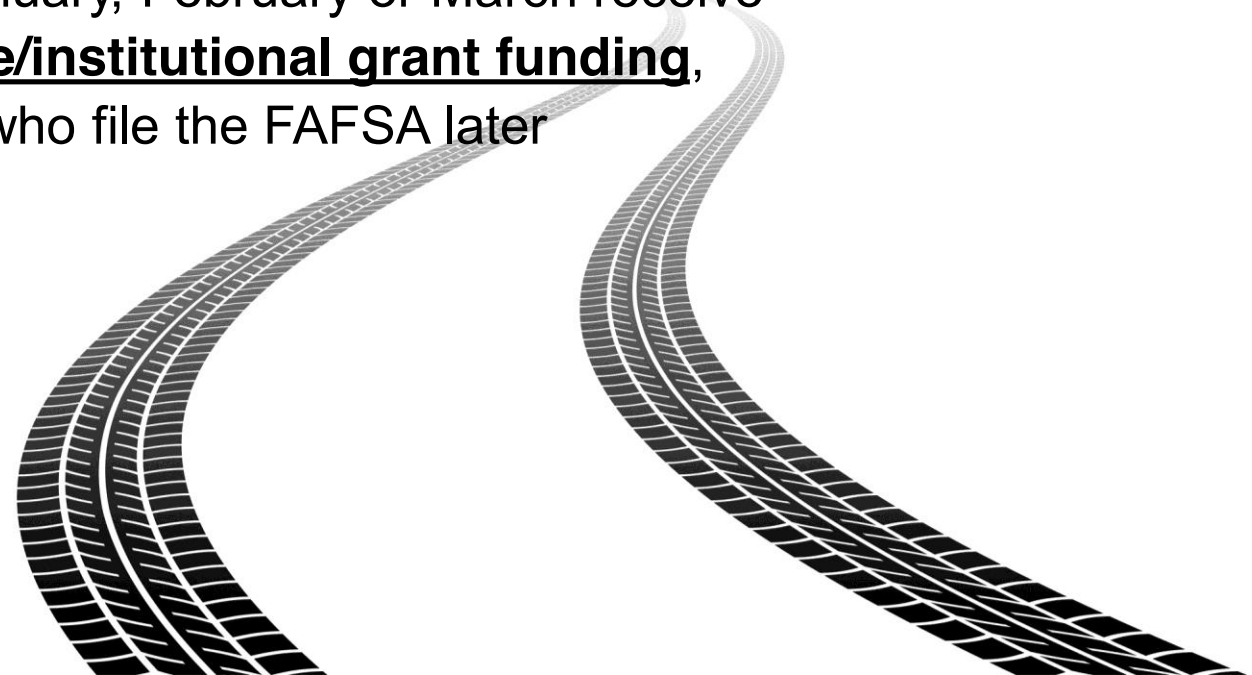
*Must have FAFSA completion rate of at least 20% to be eligible

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!



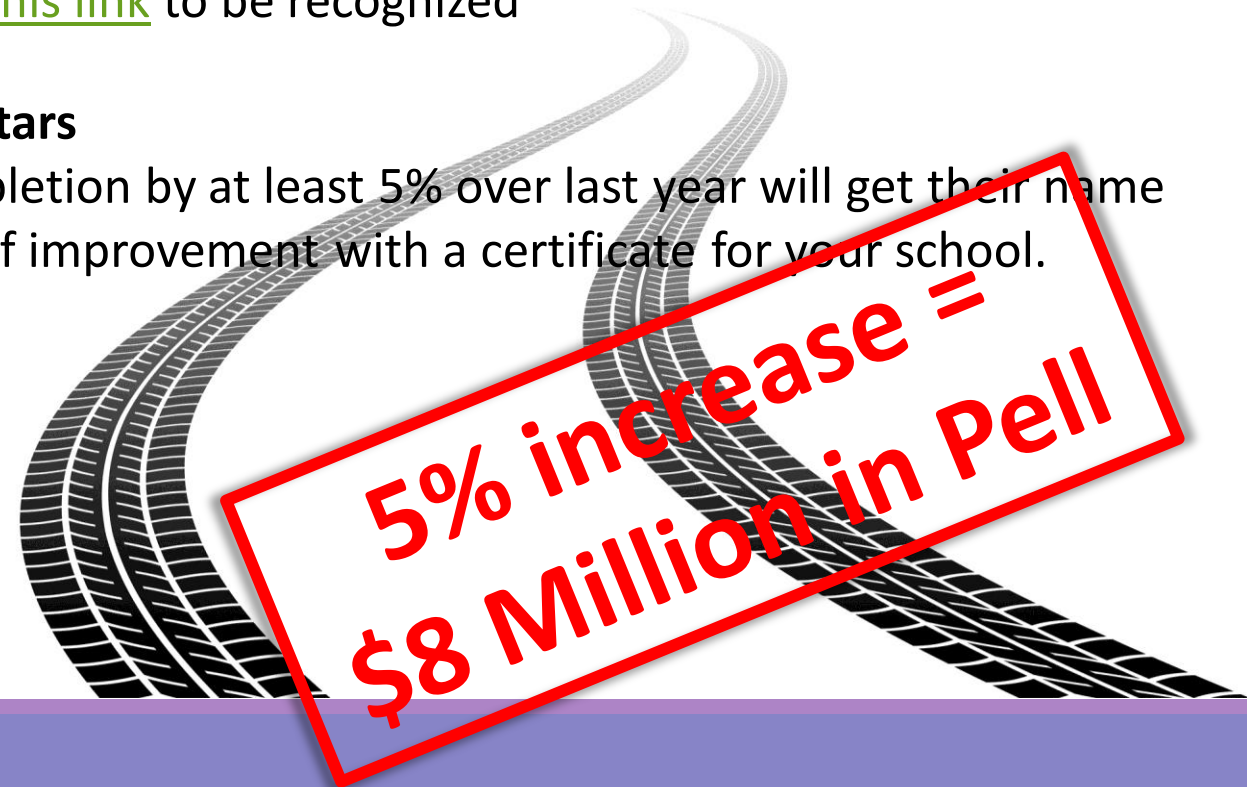
Champions

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.

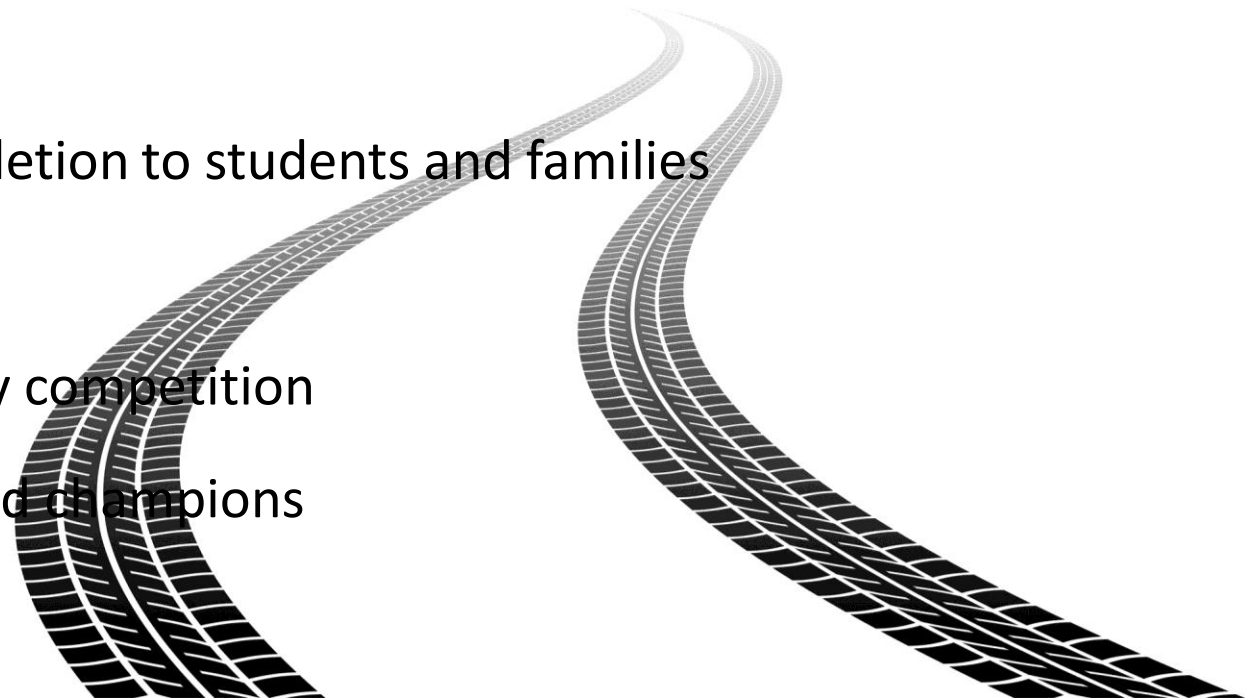


Strategies to improve FAFSA completion



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:

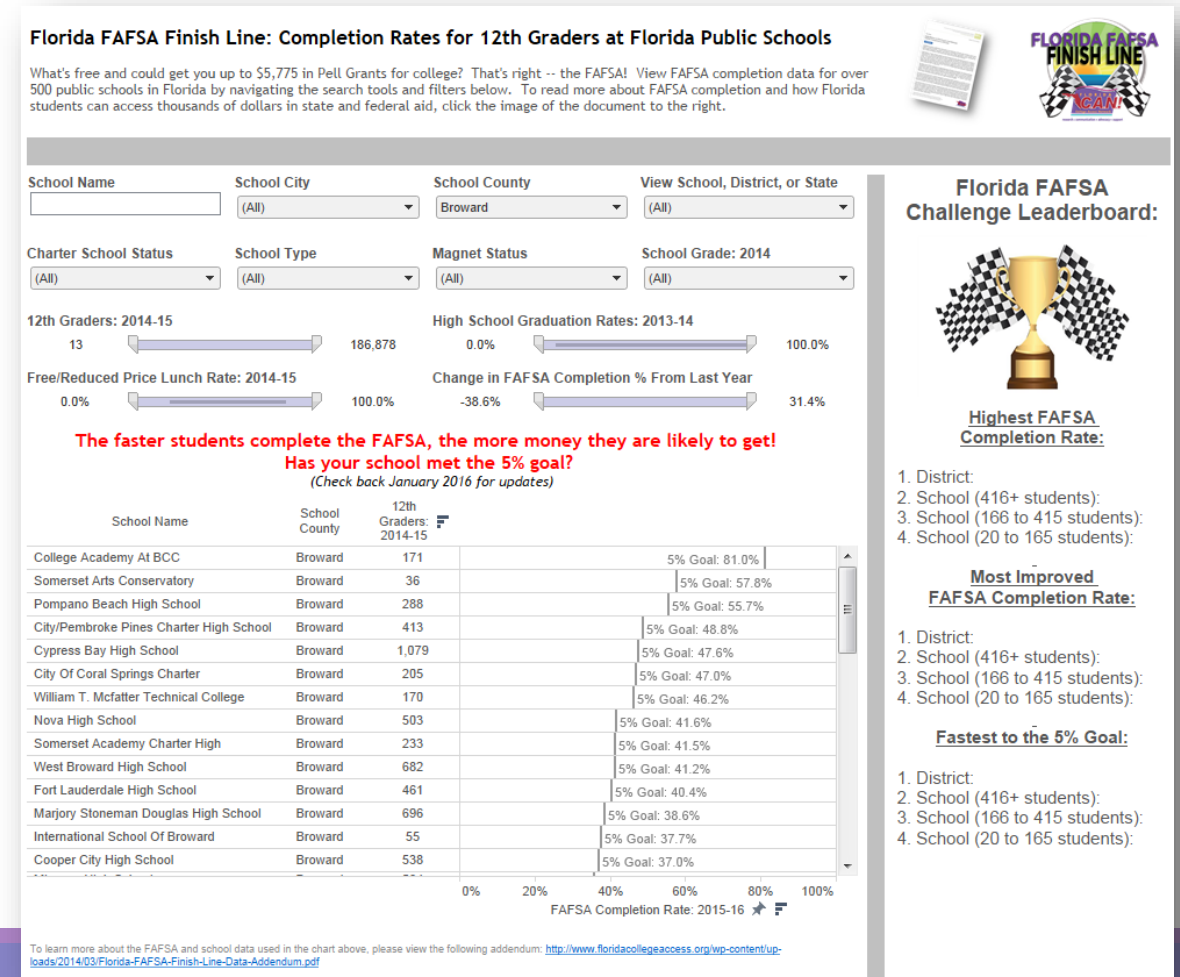
School, county and state level data all in one place

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

School Name: **City/Pembroke Pines Charter High School**
School City: **Pembroke Pines**
School County: **Broward**

Primary Service Type: **General Education**
Charter Status: **Charter school**
Magnet Status: **Not a magnet school/program**
School Grade (2014): **A**

College-going Rate (2012): **79.2%**
Free/Reduced Price Lunch Rate (2014-15): **31.4%**
High School Graduation Rate (2013-14): **92.9%**

FAFSAs Completed thru March 31, 2015: **181**
12th Graders (2014-15): **413**
FAFSA Completion Rate thru July 3, 2015: **44%**

FAFSA Completion Rate through March 31, 2015 plus 5% (GOAL): **48.8%**

Progress to the 5% Goal:

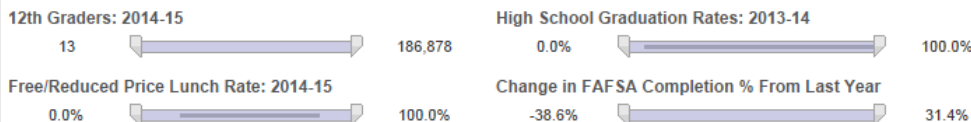
Florida FAFSA Finish Line: Completion Rates for 12th Graders at Florida Public Schools

What's free and could get you up to \$5,775 in Pell Grants for college? That's right -- the FAFSA! View FAFSA completion data for over 500 public schools in Florida by navigating the search tools and filters below. To read more about FAFSA completion and how Florida students can access thousands of dollars in state and federal aid, click the image of the document to the right.



School Name School City School County View School, District, or State

Charter School Status School Type Magnet Status School Grade: 2014



The faster students complete the FAFSA, the more money they are likely to get!
Has your school met the 5% goal?
(Check back January 2016 for updates)

School Name	School County	12th Graders: 2014-15	5% Goal
College Academy At BCC	Broward	171	5% Goal: 81.0%
Somerset Arts Conservatory	Broward	36	5% Goal: 57.8%
Pompano Beach High School	Broward	288	5% Goal: 55.7%
City/Pembroke Pines Charter High School	Broward	413	5% Goal: 48.8%
Cypress Bay High School	Broward	1,079	5% Goal: 47.6%
City Of Coral Springs Charter	Broward	205	5% Goal: 47.0%
William T. McFatter Technical College	Broward	170	5% Goal: 46.2%
Nova High School	Broward	503	5% Goal: 41.6%
Somerset Academy Charter High	Broward	233	5% Goal: 41.5%
West Broward High School	Broward	682	5% Goal: 41.2%
Fort Lauderdale High School	Broward	461	5% Goal: 40.4%
Marjory Stoneman Douglas High School	Broward	696	5% Goal: 38.6%
International School Of Broward	Broward	55	5% Goal: 37.7%
Cooper City High School	Broward	538	5% Goal: 37.0%

To learn more about the FAFSA and school data used in the chart above, please view the following addendum: <http://www.floridacollegeaccess.org/wp-content/uploads/2014/03/Florida-FAFSA-Finish-Line-Data-Addendum.pdf>

Florida FAFSA Challenge Leaderboard:



Highest FAFSA Completion Rate:

1. District:
2. School (416+ students):
3. School (166 to 415 students):
4. School (20 to 165 students):

Most Improved FAFSA Completion Rate:

1. District:
2. School (416+ students):
3. School (166 to 415 students):
4. School (20 to 165 students):

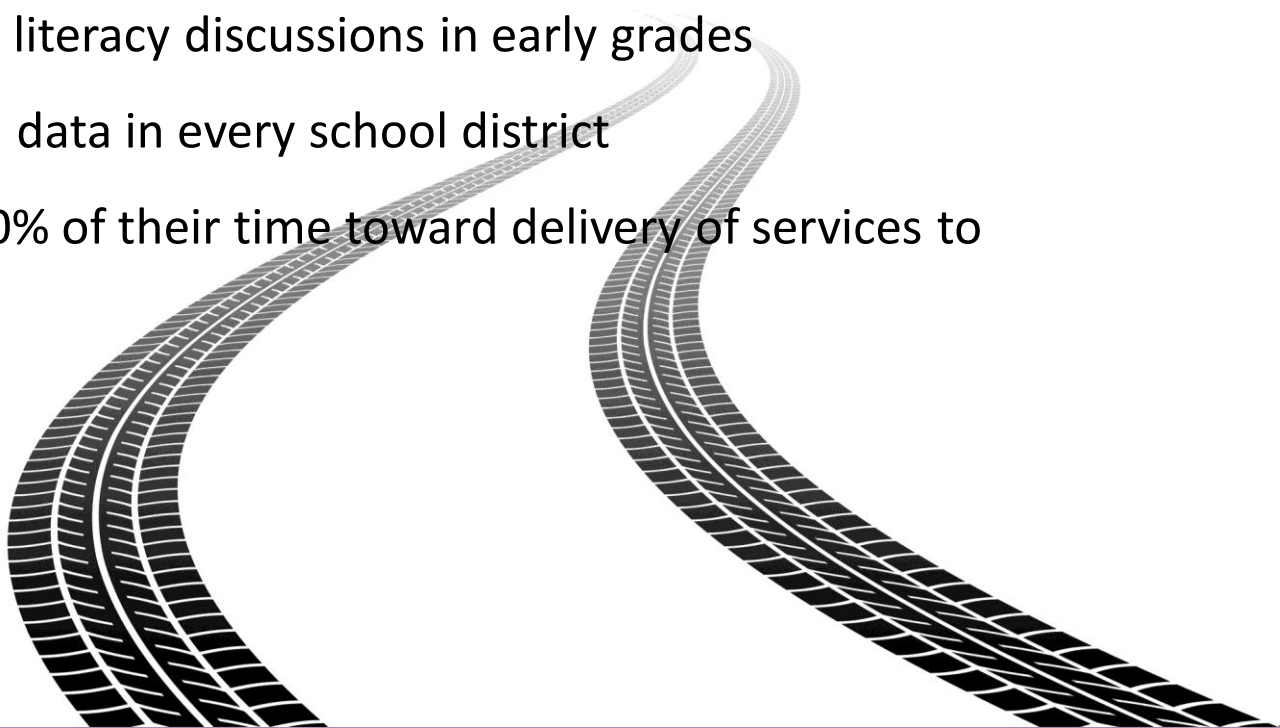
Fastest to the 5% Goal:

1. District:
2. School (416+ students):
3. School (166 to 415 students):
4. School (20 to 165 students):

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

www.FLDOE.org

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

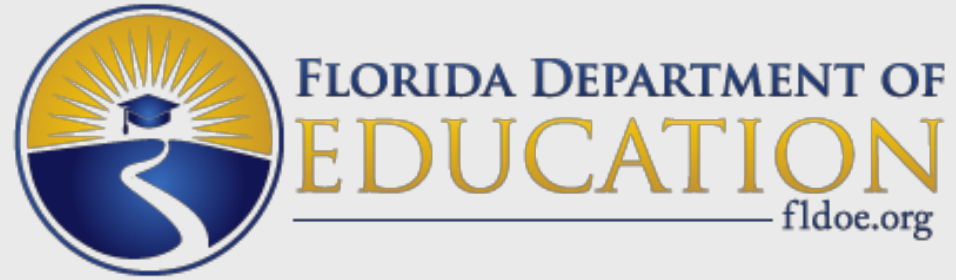
www.navigatingyourfuture.org/cgsflorida/home.aspx

Promote a location near you!

Opportunity to win a \$200 scholarship!

CGS!Florida needs you! Volunteer today!

www.FLDOE.org



FAFSA Completion Initiative

Contact Lori Auxier, Director of Outreach Services

561-389-6346 or lori.auxier@fldoe.org



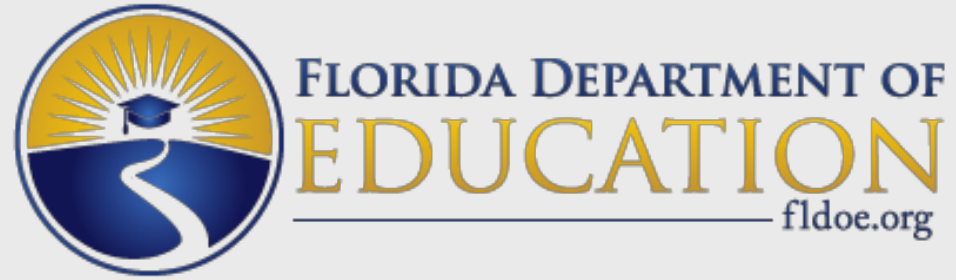
FAFSA on the Web

- 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



FAFSA on the Web

- 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



www.FLDOE.org



www.FLDOE.org

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!

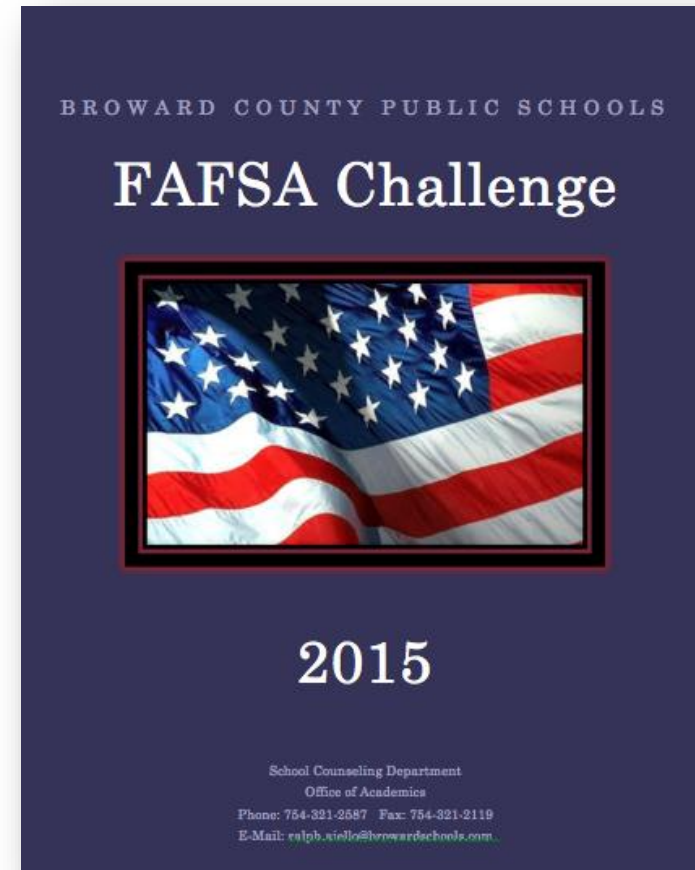
- Unified focus across the county
- Easy to understand KPIs
- Input vs. Output
- Giving away free money!
- Don't forget about ineligible students...

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 D



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!

Welcome to
**Florida Student Scholarship
& Grant Programs**

1-888-827-2000
Florida Department of Education
Office of Student Financial Assistance

LIST OF FINANCIAL AID APPLICANTS (FFAA AND FAFSA) [HELP](#) [log on](#)
[printing instructions](#)

District Code: **06** District Name: **BROWARD COUNTY SCHOOL BOARD**
Award Year: **2015-16** Total Number of Students: **171**

Select the School from the List: **COLLEGE ACADEMY AT BROWARD COLLEGE(063851)**

LAST NAME	FIRST NAME	MI	DOB	FFAA STATUS	FAFSA Submitted (Complete=Error Free Incomplete=with Errors)
			10/07/1996	B	Complete
			04/18/1997	B	Complete
			09/11/1996	B	Complete
			01/25/1997	B	Complete
			07/24/1997	B	Complete
			03/19/1997	B	Complete
			07/18/1996	B	None
			01/24/1997	B	Complete
			04/11/1997	B	Complete
			08/06/1996	B	Complete
			08/22/1996	B	Complete
			11/25/1996	B	Complete
			12/17/1996	B	Complete
			07/14/1997	B	Complete

Resources



USDOE FAFSA Toolkit

Florida College Access Network Charts

Naviance

Partner with OSFA and Postsecondary Institutions!

I AM LOOKING FOR **TO HELP** **LEARN ABOUT** **DURING**

Resource Type ▼ Audience Type ▼ Topic ▼ Time of Year ▼ **GET RESOURCES >**
or [Clear Selection](#)

☒ All
☐ Glossaries
☐ Handouts
☐ How-To Guides
☐ Infographics
☐ Presentations
☐ Public Service Announcements

FOI [Log-ins and Viewers](#) | [usa.gov](#) | [ed.gov](#) | [whitehouse.gov](#) | [Contact Us](#) | [Leave Us Feedback](#)

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





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

Q & A

Type in your questions using the QUESTIONS function on GoToWebinar application



Helios Education Foundation

The Swift Family Foundation

Swift Family Foundation

Our work is possible thanks to the generous contributions of our funding partners

Introducing... FloridaShines: A New Website to Help Students Plan for College

FLORIDA COLLEGE ACCESS NETWORK



60%
2025



Compare schools. Get admissions info. Browse degree programs.

Review transcripts. Search libraries. Find an online course.

Find career resources. Explore becoming a Florida educator.

www.FloridaShines.org

Supporting Florida's Undocumented Students

FLORIDA COLLEGE ACCESS NETWORK



60%
2025



How can we help students make better college decisions?

FLORIDA COLLEGE ACCESS NETWORK



60%
2025

with the federal

king under \$50k
rded Pell Grants.

and
come
ell.

A quarter said they had never heard of Pell before this survey.

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