

# Two States, One Mission: FAFSA Completion Insights from IA & NE

Monday, April 14, 2pm



Host: Jenny Parks, Vice President, Policy and Research, MHEC



Any resources available will be posted on the MHEC website post-event.



Engage with colleagues in the chat.



Keep your questions in the Q&A!



Please complete our survey.

# Iowa Guest Presenters



**Christina Sibaouih**

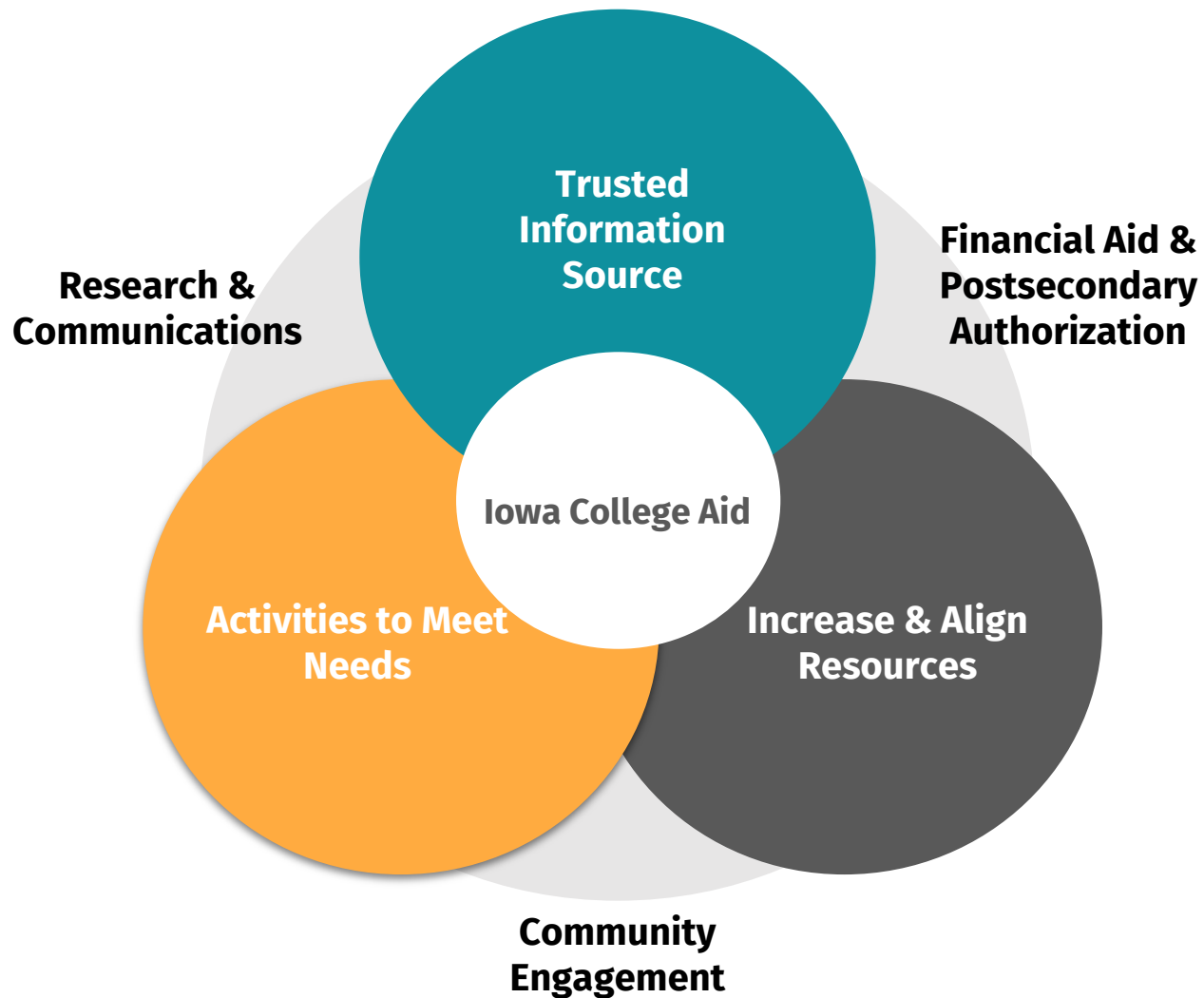
*Section Chief, Community Engagement  
Bureau of Iowa College Aid  
Iowa Department of Education*



**Elizabeth Yaddof**

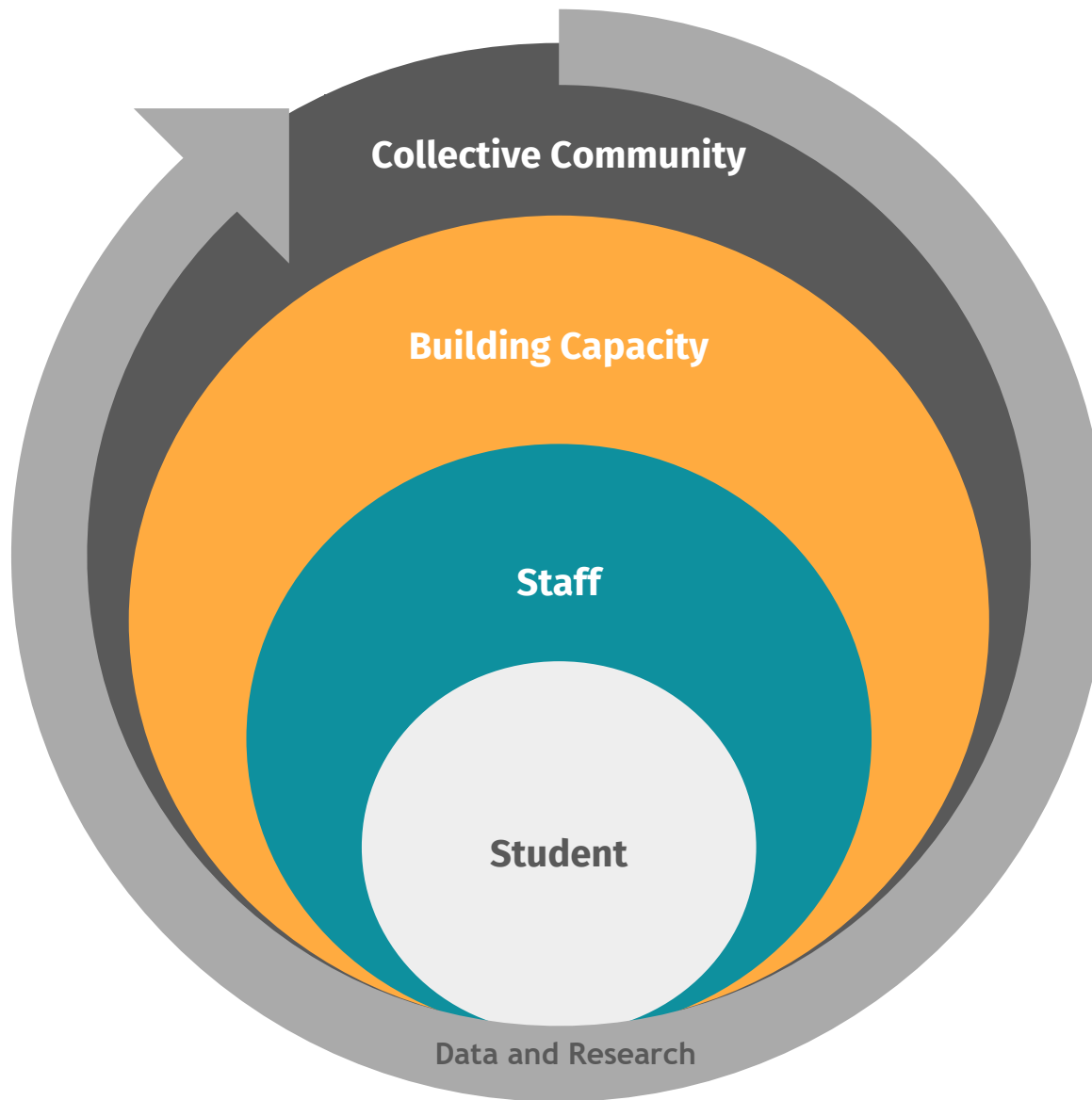
*Community Engagement Consultant  
Bureau of Iowa College Aid  
Iowa Department of Education*

# Iowa's Student-Level FAFSA Reports



# Iowa College Aid

Who are we and what do we do?

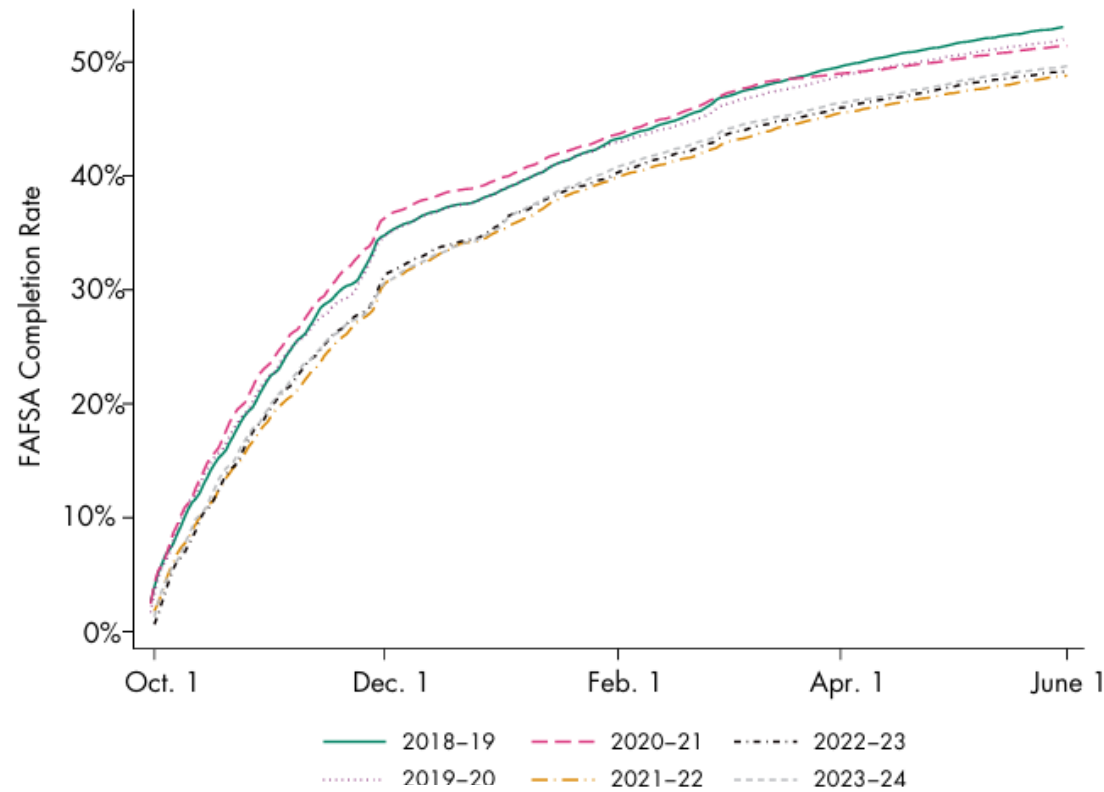


# Community Engagement Ecosystem

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

# Iowa's FAFSA Completion

Figure 2. Iowa Public High School Filing Rate by Cycle: 2018-19 through 2023-24



- Exceed national trends prior to March, then tend to drop-off
- Around 37K public high school seniors
- Around half matched to FAFSAs
- 24-25 cycle 52%
- Current 25-26 cycle 45%

# It All Starts with the DATA

**Purpose:** Give high school counselors the data & tools they need to ensure high school seniors file the FAFSA

Through partnerships between the U.S. Department of Education, Iowa Department of Education, and Iowa's Area Education Agencies (AEAs), the Bureau of Iowa College Aid sends **student-level FAFSA completion reports** to all public and many private high schools in Iowa.



Department of Education  
Bureau of Iowa College Aid



# Iowa's Student-Level FAFSA Completion Reports

- Weekly, automated reports sent to each school in the state\* with student-level FAFSA completion data
- Used to assist school staff in assisting students with FAFSA completion
- One of the only states to do this

*\*School must report student enrollment to the Iowa Department of Education*



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# Data Sharing Structure

## Iowa College Aid

FAFSA data from ED through the SAIG agreement

## Iowa Department of Education

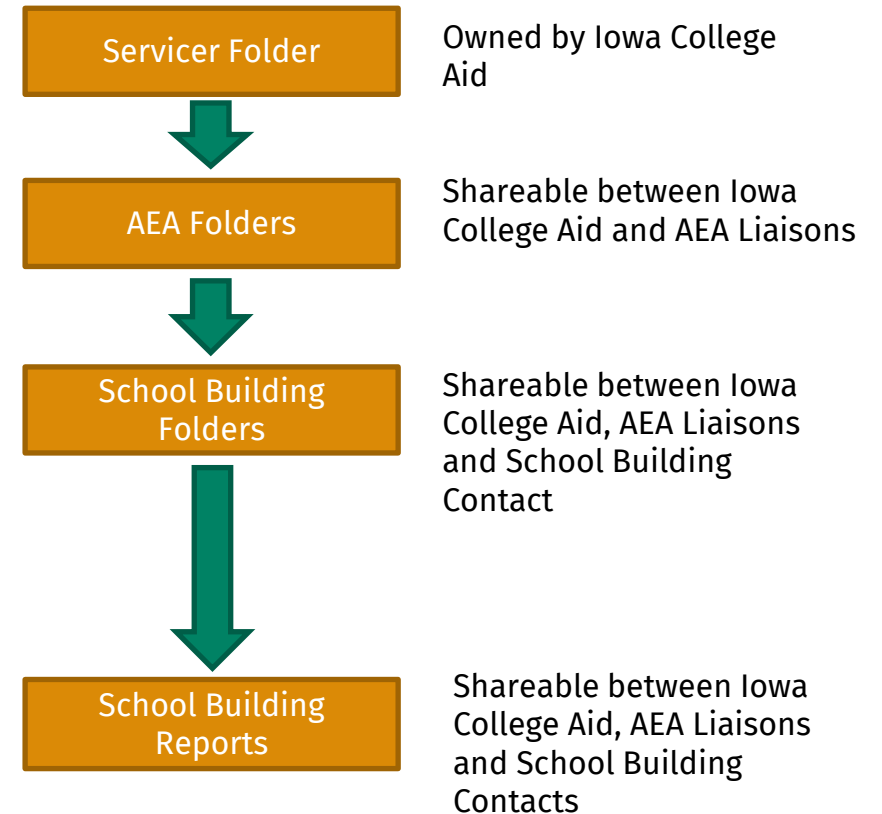
Student enrollment data

## Area Education Agencies

Leverage regional oversight structures for agreements and sharing

## System (Google)

Combine the data sets, automate reporting and simplify the data-sharing, while maintaining security



# Iowa's FAFSA Completion Report Impacts

Removed barriers

Accurate data

Rallied partners

Readily available

Timely reporting

User friendly

Accountability

Actionable



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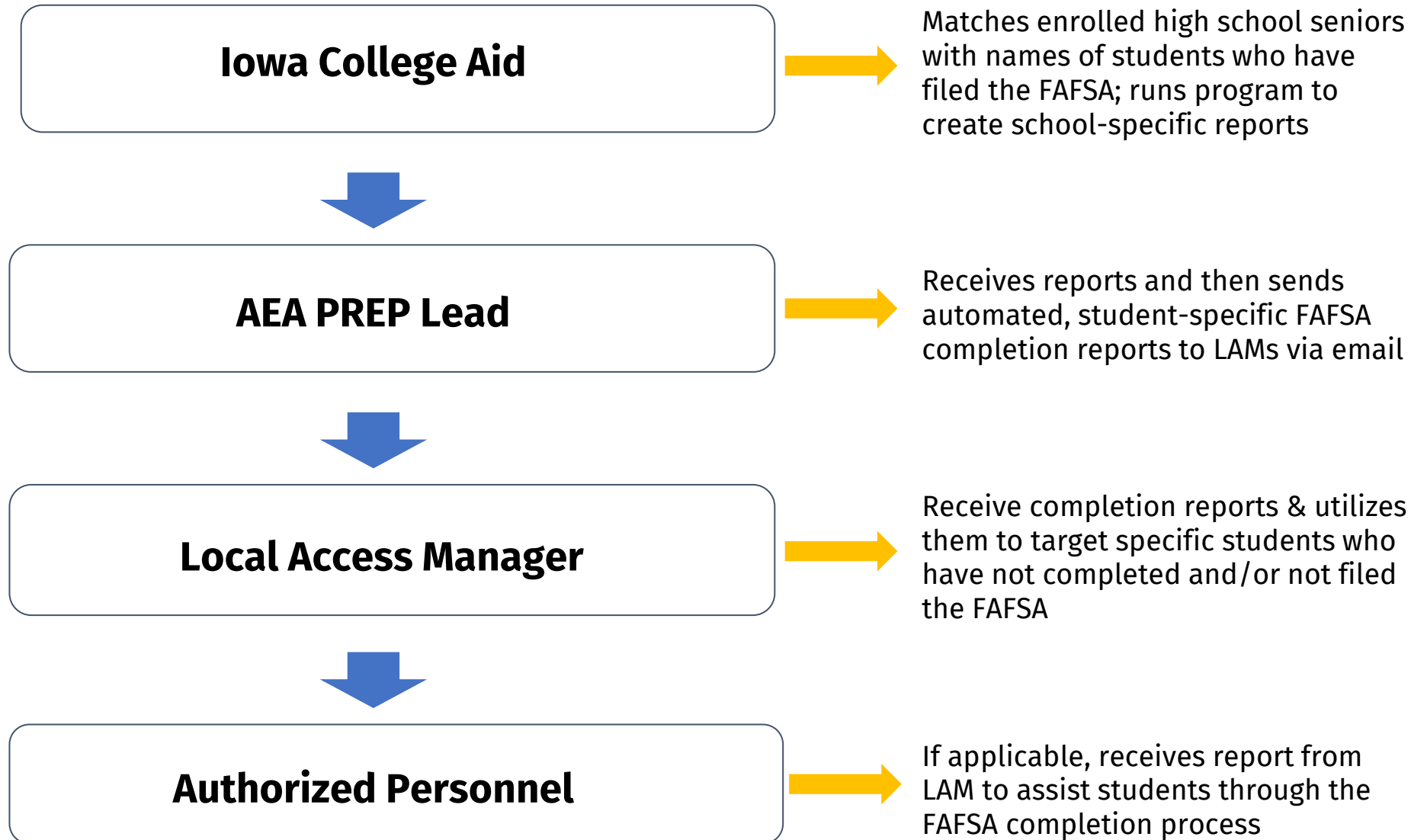
# Operationalizing Iowa's FAFSA Reports

# Identifying & Authorizing School Contacts

*Iowa College Aid partners with the 9 AEAs to identify contacts and distribute reports*

- Local Access Manager (LAM) identified by AEA annually for each school building.
- LAM completes an online User Authorization Form
- LAM receives completion reports
- Reports sent out October\* - May 31
- Some schools eligible for summer reports

# Data Flow & Distribution



# FAFSA Completion Report Preview

In each weekly email, LAMs will receive the following:

- FAFSA Report PDF
- FAFSA Completion Excel Spreadsheet
- Link to Google Drive for Historical Reports
- State of Iowa FAFSA Dashboard for Data Tracking



Department of Education  
Bureau of Iowa College Aid





## FAFSA Summary Report: 04/08/2025

ADM Senior High School (27-172)

Student Status	Number of Students	Percent of Students
Completed	93	57.76%
Not Completed	2	01.24%
Not Filed	66	40.99%
Total	161	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*

[REDACTED] DOB: 03/29/07):

Students signature missing from online FAFSA

[REDACTED] (DOB: 11/10/06):

Parents critical data not provided | Parent Spouse or Partners critical data not provided

### Not Filed

*Students who have not started the FAFSA application*

[REDACTED] 452 (DOB: 09/23/06)  
[REDACTED] : 02/27/07)  
[REDACTED] 05/21/06)  
[REDACTED] : 09/24/06)  
[REDACTED] 16 (DOB: 11/28/06)  
[REDACTED] B: 01/25/07)  
[REDACTED] (DOB: 09/16/06)

A	B	C	D	E	F	G	H	I	J	K	L
State_Student_ID	Full Name	AEA	District Id - School Id	District Name (Id)	School Name (District Id - School Id)	DOB	Submitted_Date	Process_Date	Select_for_Verif	FAFSA_Status	Correction Needed
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
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		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio					Not_Filed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		1/18/2025	01/22/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		3/17/2025	03/17/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		2/27/2025	02/27/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		4/2/2025	04/03/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		1/16/2025	01/17/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		3/11/2025	03/12/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		3-Jan-25	01/06/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		2/26/2025	02/27/25	N	Not_Completed	Parents critical data r
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		3/26/2025	03/26/25	N	Not_Completed	Students signature m
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		2/22/2025	02/24/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		1/1/2025	01/02/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		1/28/2025	01/28/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		1/5/2025	01/06/25	N	Completed	
		AEA 11	27-172	Adel DeSoto Mir	ADM Senio		7-Apr-25	04/07/25	N	Completed	



# Iowa's FAFSA Dashboard

[fafsa.iowa.gov](https://fafsa.iowa.gov)

FAFSA Completion by Iowa High Schools



State Rate  
Class of 2024-25  
45%

State Rate  
Class of 2023-2024  
from same time last year  
33%

Net Difference  
compared to the same time last year  
12%  
Due to delays in FAFSA availability for the prior and current cycles,  
year-over-year comparisons by date yield inconsistent results.

The FAFSA cycle represented on this table runs from November 21, 2024 - September 30, 2025  
Last updated: 4/9/2025 3:59:23 PM

The figures below aggregate all selections from Districts Name and/or AEA Name

Class of 2024-25  
45%

Class of 2023-24  
33%

Net Difference vs. Same time last year  
11%

To view the table in it's entirety, use the scroll bars at the side or bottom of the table.

			Class of 2024-25				Class of 2023-24		
AEA	District	School	Sort Table by Field				Sort Order		
(All)	(All)	(All)	Goal				Descending		
AEA	District	School	Completed	Not Completed	Not Filed	Goal	-	Final Completed	Net Difference
Heartland	Adel DeSoto Minburn Comm School District	ADM Senior High School	58%	1%	41%	90%		60%	-2%
Prairie Lakes	Fort Dodge Comm School District	St Edmond Catholic	50%	5%	45%	87%		87%	-37%
Grant Wood	Anamosa Comm School District	Anamosa High School	53%	1%	46%	80%		57%	-3%
Grant Wood	Lisbon Comm School District	Lisbon Secondary School	63%	0%	37%	80%		73%	-10%



# Supporting Implementation

## **Reporting Student Discrepancies**

- Creating tickets via Google Forms

## **Training & Resources**

- Annual training to those utilizing the report
- Resources to assist students with corrections & errors
- Statewide training network

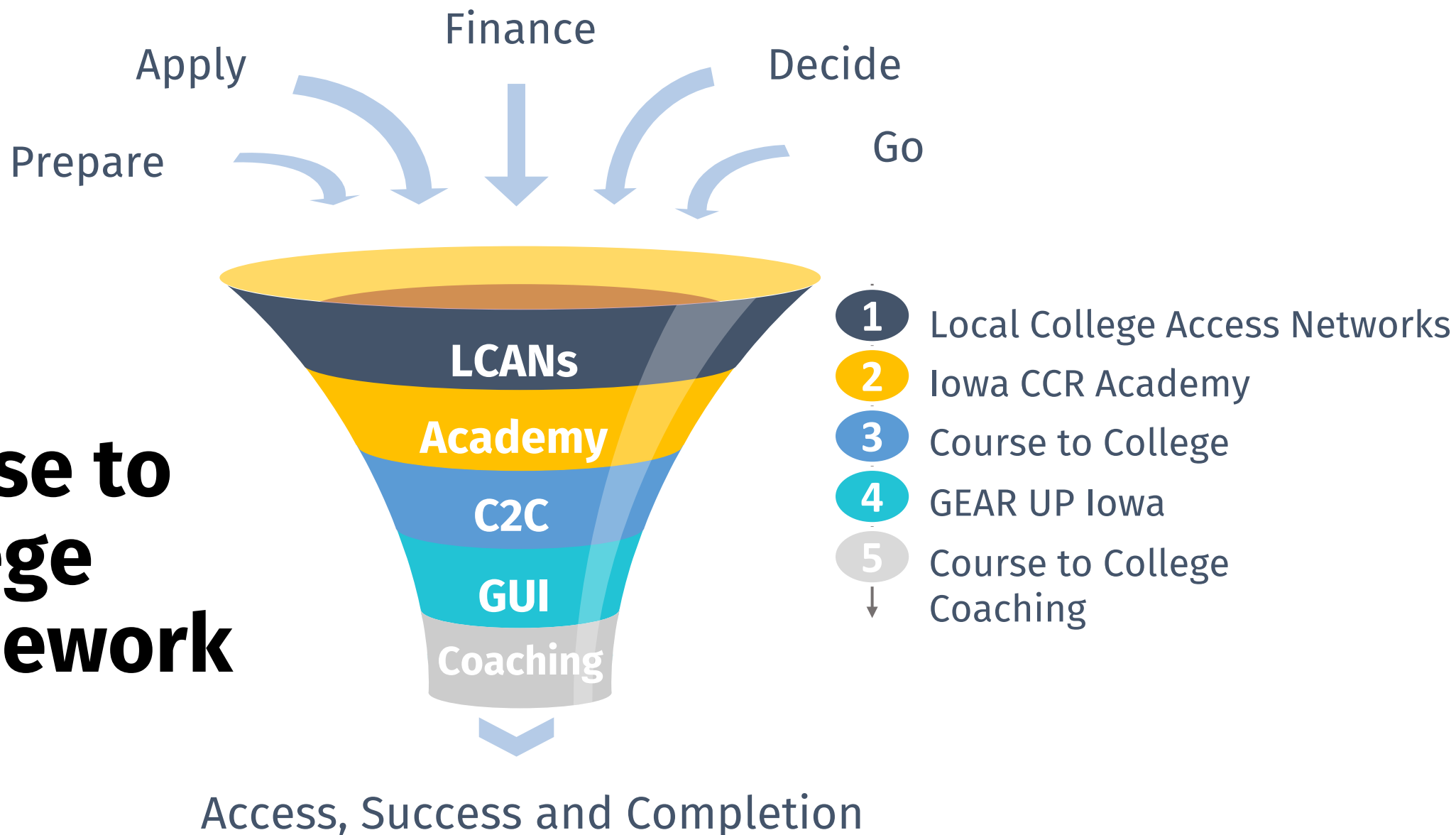
## **System Resolutions & Maintenance**

- Annual system maintenance
- Ongoing system maintenance
- Continuous communication with system creator & coder

## **New AEA Structure**

- Pivoting over the next year as our AEA structure changes
- Utilizing program leads partnerships to maintain system accuracy

# Course to College Framework



# Making an Impact

*“For many students, preparing for college can bring new challenges. Some kids aren’t great about logging into the system or think their parents have already completed the form for them. The completion reports help to confirm that they have everything done and are set up for future success.”*

**Shalon Frye, School Counselor  
Independence High School**

*“Even if this resource is only used by one person out of the entire school, you can still change the entire life of that one person. Sometimes those small impacts can really be the most important.”*

**Kaylee McSweeney (left), AmeriCorps Student Leader  
Cedar Falls High School**



# Nebraska Presenters



**Daphne Hall**  
Senior Vice President  
of College Access

*EducationQuest  
Foundation*



**Eric Drumheller**  
Vice President of  
Grants & Scholarships

*EducationQuest  
Foundation*



**Regan Anson**  
Vice President of  
Communications

*EducationQuest  
Foundation*



**Ritchie Morrow**  
Financial Aid Officer

*Coordinating Commission for  
Postsecondary Education*



## Non-Profit Established in 1986

- Locations: Omaha, Lincoln, Kearney & Scottsbluff

## Our Mission

- Improve access to higher education in Nebraska

## Our Free Services

- College planning
- Need-based scholarship programs
- College access grants for high schools
- College access resources for middle schools
- Outreach services for community agencies

# Universal FAFSA in Nebraska

## Nebraska Unicameral

- Public high school graduation requirement for the 2024-25 academic year

## Students must complete a FAFSA or opt-out form

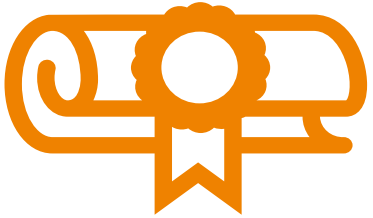
- Opt-outs can be signed by a parent/guardian, student if age 19 or older, emancipated minor, or by the school principal or designee

## Nebraska Department of Education

- Website: [education.ne.gov/fafsa](https://education.ne.gov/fafsa)



# Universal FAFSA in Nebraska



**Conducted needs assessment to ensure successful implementation**



**Established Nebraska FAFSA Task Force**

## **Key findings:**

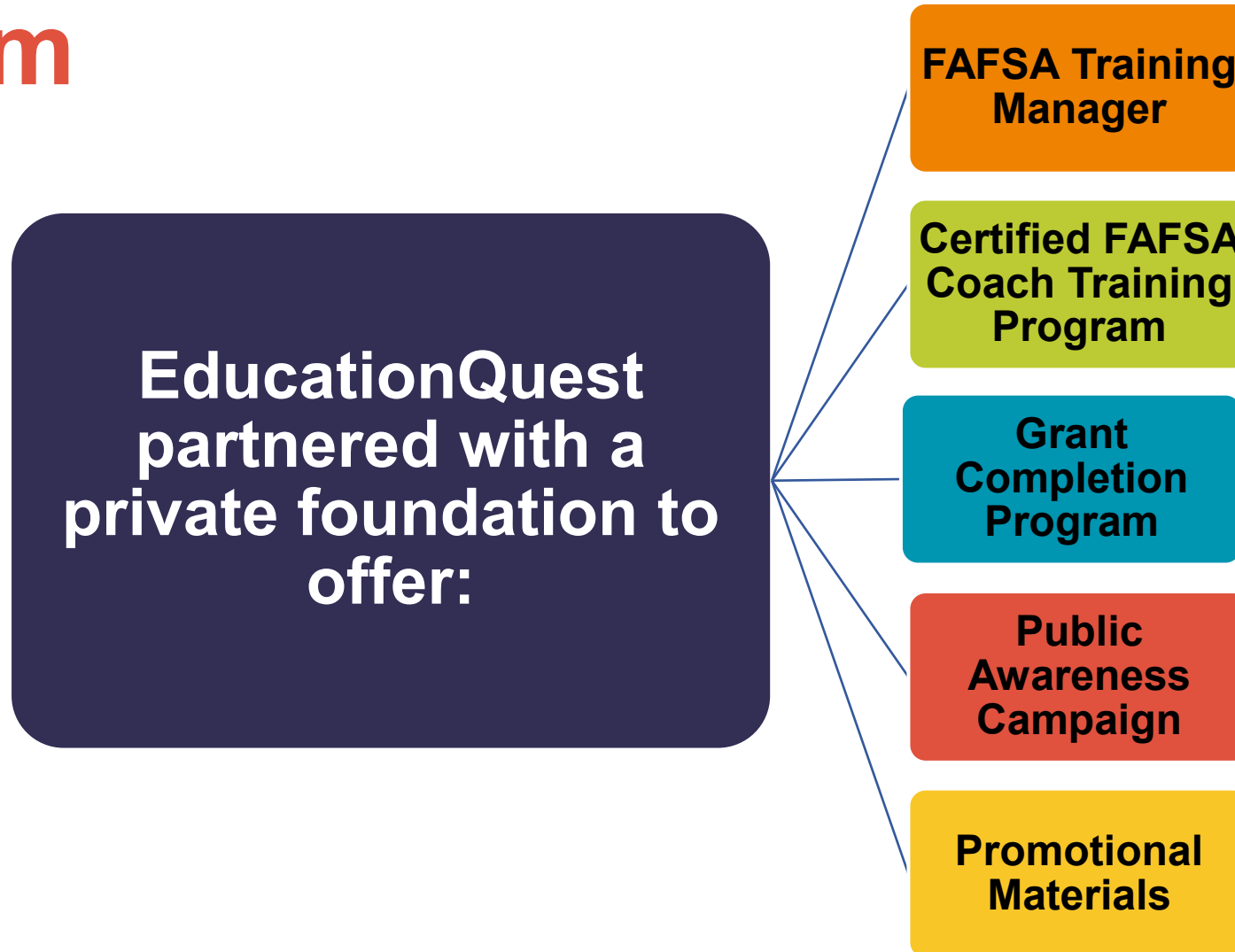
- A desire for an explanation of “why” FAFSA is a graduation requirement
- Need to raise public awareness of the importance of filing a FAFSA through a public awareness campaign
- Provide resources to support administrators and counselors with requirement

## **Response:**

- Representatives from diverse entities
- Developed Universal FAFSA Implementation Guide & lesson plans



# *Do The FAFSA Nebraska Program*



# *Do The FAFSA Nebraska* Completion Grant



**Provides funding to host FAFSA completion events**



**All high school and community-based organizations eligible**



**Grants range from \$400 to \$2,500 based on enrollment**



**Operate on a reimbursement process**



- Stickers
- Buttons
- Banners
- T-Shirts
- Pens
- Flyers
- Posters



- 27,460 Students
- 341 Schools
- 587 Counselors
- 16 Agencies



# *Do The FAFSA Nebraska*

## Public Awareness Campaign

*[www.dothefafsa.org](http://www.dothefafsa.org)*



### Social Media

- YouTube
- Tik Tok
- Instagram
- Facebook
- Snapchat
- X

### Radio

- Streaming Audio  
English & Spanish
  - Podcasts
  - Spotify
  - Pandora

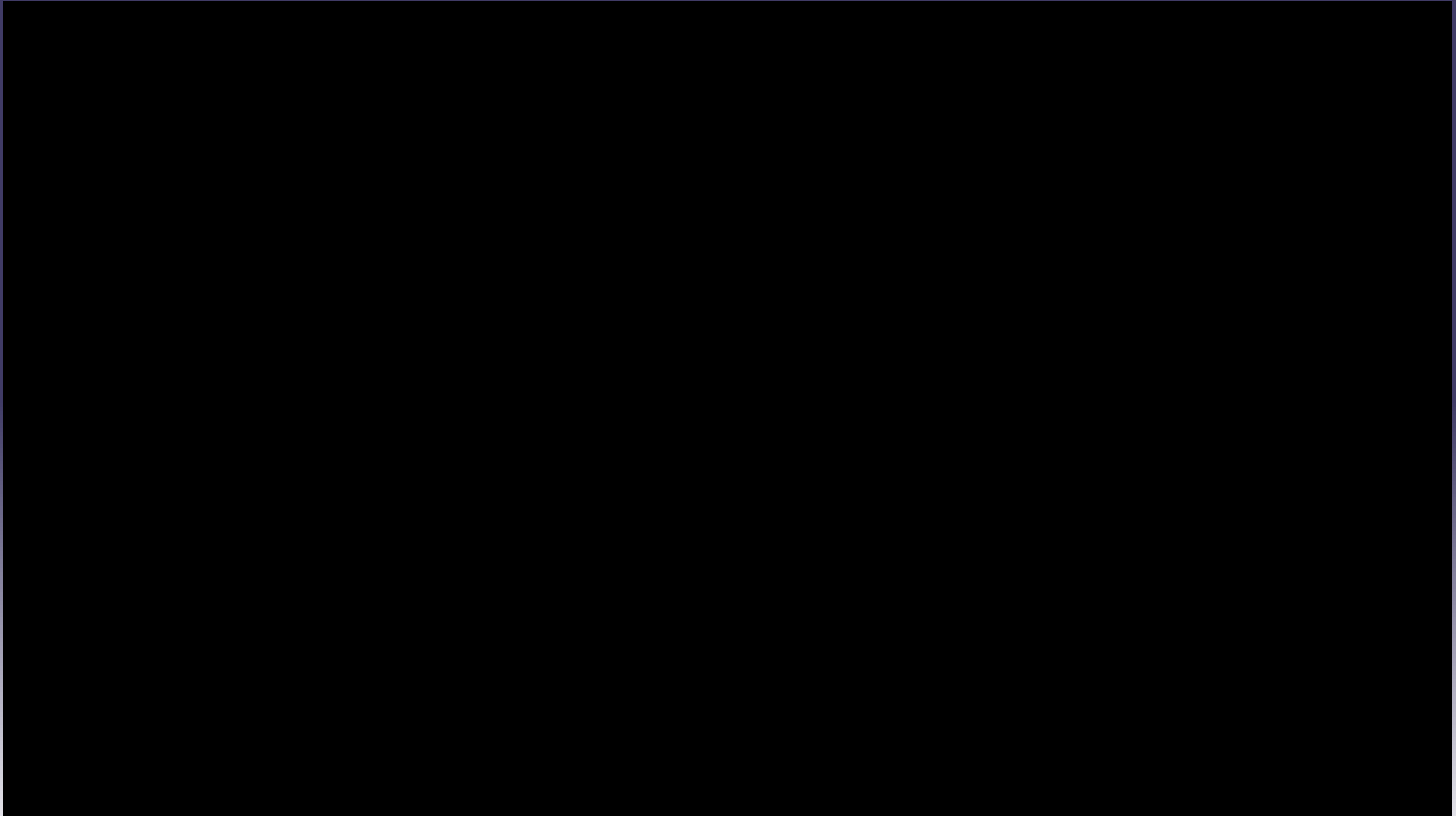
### TV

- Hulu
- Connected TV  
English & Spanish

### Other

- Billboards
- Print Ads

# FAFSA Phenomenon



# FAFSA FOMO Social Shorts





# Do The FAFSA Nebraska Social Press Kit

<https://socialpresskit.com/educationquest>

ROSES ARE RED, MONEY IS TIGHT, BUT  
THE FAFSA MAKES EVERYTHING RIGHT.



## The FAFSA Makes Everything Right

💖 No Valentine? No worries, the FAFSA will never ghost you. 🧛‍♀️

Get the financial aid you deserve 👉  
[DoTheFAFSA.org](https://DoTheFAFSA.org)

#DoTheFAFSA #FAFSA #College

Post to timeline Post to a page



## The FAFSA is Key

💖 The FAFSA is the key to your future!

Don't wait, apply today 👉 [DoTheFAFSA.org](https://DoTheFAFSA.org)

#DoTheFAFSA #FAFSA #College

Post to timeline Post to a page

LUCK WON'T PAY  
FOR COLLEGE,  
BUT FAFSA MIGHT!



## Luck Won't Pay for College

Some people rely on luck... Smart people do the FAFSA. 🤔🧐

Don't leave your future up to fate:  
[DoTheFAFSA.org](https://DoTheFAFSA.org)

#CollegeReady #DoTheFAFSA #FinancialAid

Post to timeline Post to a page

Don't let FAFSA  
be your bracket  
buster—file now!



## Bracket Buster

A busted bracket is one thing, but missing out on the FAFSA? That's game over. 🏀🧐

Apply now at [DoTheFAFSA.org](https://DoTheFAFSA.org) to stay in the game!

#DoTheFAFSA #MarchMadness #College

Post to timeline Post to a page

# Practical Takeaways



**Relationships  
matter**

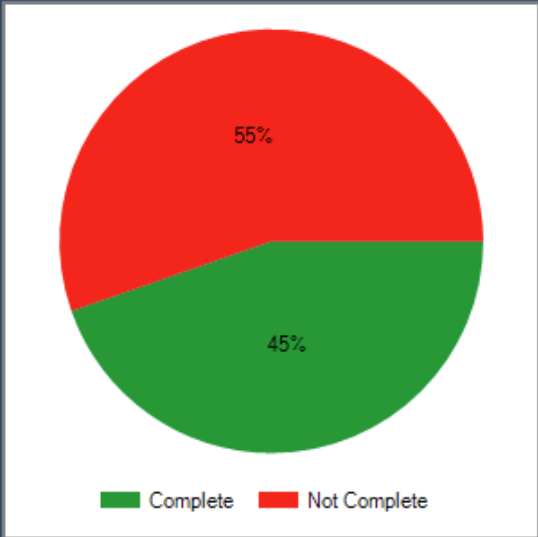


**Convene stakeholders to  
determine needs and  
provide resources**



**Communication is  
KEY**





# 2025-26 FAFSA Completion Project

Student Cohort: 26,667 | Submitted: 12,257 (46.0%) | Completed: 11,909 (44.7%)

Disclaimer: Data in this table are compiled from the U.S. Department of Education and other sources. Various matching techniques have been applied to maximize identification of eligible students. This information is dynamic and changes occur on a regular basis. As a result, representations may be slightly higher or lower than that shown in an earlier reporting period. School numbers are current 12th graders, while Non-Profit numbers may include current college students. Cohort numbers may change throughout the year due to students transferring in/out of the high school. Non-profit students are not included in the above cohort numbers. Please check the Contact page for information on how to reach us.

You may click on any headers to change the order from smallest to largest or largest to smallest.

Data updated 4/1/2025 11:00:25 AM

Paging: 

No

 Size: 

10

Type a whole or partial value and tab/click out of the textbox. Data will refresh automatically.

District Name:

School Name:

\* is shown in place of cohort counts 5 or less

Export to Excel

Export to CSV

District Name	School Name	# Cohort	# Submitted	% Submitted	# Complete	% Complete
ADAMS CENTRAL PUBLIC SCHOOLS	ADAMS CENTRAL JR-SR HIGH SCH	80	59	73.8	58	72.5
AINSWORTH COMMUNITY SCHOOLS	AINSWORTH HIGH SCHOOL	30	16	53.3	15	50.0
ALLEN CONSOLIDATED SCHOOLS	ALLEN HIGH SCHOOL	16	10	62.5	10	62.5
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL	106	49	46.2	46	43.4
ALMA PUBLIC SCHOOLS	ALMA HIGH SCHOOL	26	16	61.5	16	61.5
AMHERST PUBLIC SCHOOLS	AMHERST HIGH SCHOOL	23	17	73.9	17	73.9

Type a whole or partial value and tab/click out of the textbox. Data will refresh automatically.

District Name:

School Name:

alliance

First Name:

Last Name:

FAFSA Status:

Complete



Date App Submitted:

46 rows



Export to Excel



Export to CSV

District Name	School Name	First Name	Last Name	State ID	DOB	Completed FAFSA	FAFSA Detail	Date App Submitted	Selected for Verification
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2024-12-12	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2024-12-09	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2025-03-25	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2025-01-24	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2025-03-06	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Complete	Complete FAFSA Application	2024-12-23	N



MIDWESTERN  
HIGHER EDUCATION  
COMPACT


Type a whole or partial value and tab/click out of the textbox. Data will refresh automatically.


District Name:  School Name:






First Name:  Last Name:  FAFSA Status:

Date App Submitted:

3 rows

 [Export to Excel](#)

 [Export to CSV](#)

District Name	School Name	First Name	Last Name	State ID 	DOB 	Completed FAFSA 	FAFSA Detail	Date App Submitted 	Selected for Verification 
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Not Complete	Incomplete FAFSA Application	2025-02-27	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Not Complete	Incomplete FAFSA Application	2025-03-22	N
ALLIANCE PUBLIC SCHOOLS	ALLIANCE HIGH SCHOOL					Not Complete	Incomplete FAFSA Application	2025-01-08	N

# Questions?

