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

Kentucky – Who We Are
Kentucky – Statewide Strategies
Tennessee – Who We Are
Tennessee – Statewide Strategies
Audience Q & A
Who We Are: Kentucky
What we do…

13 Outreach Counselors across the state of KY

- Financial Aid resources
  - Assistance in FAFSA Completion (Pell grant)
  - College Access Program (CAP) Grant
  - Kentucky Tuition Grant (KTG)
  - Kentucky Educational Excellence Scholarship
  - Work Ready Kentucky Scholarship
  - Kentucky Teacher’s Scholarship
  - Dual Credit/Work Ready Dual Credit
  - KY Saves 529
- College Info Roadshow
- College and Career Exploration for all ages
- Kentucky Goes to College (3 campaigns, to be 4)
- Financial Literacy
Who We Are:
Tennessee
The FAFSA is required for Tennessee state aid, including TN Promise, the Hope Scholarship, and TSAA.

Last year, Tennessee awarded over $500 million in state financial aid – most of this aid requires the completion of the FAFSA.

In Tennessee, FAFSA submission “season” is tied to the TN Promise deadline:
  - Application Due – **November 1**
  - FAFSA Filing Deadline – **March 1**
Social Media: Kentucky
Connect with Kentucky Higher Education Assistance Authority (KHEAA) on Facebook, Twitter (X), Instagram, YouTube, and wherever you listen to your podcasts.

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

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

- May 2024
  - Complete Your FAFSA, You Must
  - Star Wars

- June 2024
  - Freedom Fun FAFSA
  - File Your FAFSA Today!
  - Get expert FAFSA help every Wednesday in June from 2-4, find a location at KHEAA.com

- July 2024
  - Light Your Way to Higher Education
Statewide Strategies: Kentucky
Past Implementation...

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

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

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

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

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

**FAFSA TAILGATES**
- Tailgating events will be held around the state to promote and assist in FAFSA completion.
Statewide Strategies: Tennessee
Resources – Toolkit, CollegeforTN.org, student resources

Communications – Frequent email communications, FAFSA Challenge, etc.

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

Data – weekly high school by high school updates on FAFSA submission
TN FAFSA BOOT CAMP
HOW WILL I PAY FOR COLLEGE?

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

Complete The FAFSA!
MONEY FOR COLLEGE

HOW TO COMPLETE THE FAFSA

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

Need help with the FAFSA?

Check out our resources on this page.

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

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

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

Schedule a Call with a FAFSA Expert

Register for Live FAFSA Webinars
SCHOOL RESOURCES
Resources and guides focused on helping high schools strengthen their TN FAFSA Frenzy efforts.

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

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

EVENT RESOURCES

High School
- 2021-2022 TN FAFSA Frenzy Toolkit
- 2022-2023 FAFSA Worksheet
- FSA ID Worksheet
- TN FAFSA Frenzy Event Poster
- TN Promise Flyer
- 4 Sources of Fin Aid - Federal Government
- 4 Sources of Fin Aid - TN Financial Aid
- 4 Sources of Fin Aid - Private Scholarship
- 4 Sources of Fin Aid - Your College
- Do the FAFSA

Middle School
- TN FAFSA Frenzy Toolkit 2021-22
- College Comic Strip
- College Road Map
- TN Promise Flyer
- TN Reconnect Flier
- TN Reconnect Flier - Spanish
- Financial Literacy One-Pager
- TNStars 529
- TNStars 529 Updates
- Vault Financial Literacy Game from EverFi

Elementary School
- College Scholarship Web
- Path to College Salary Activity
- TN Reconnect Flier
- TN Reconnect Flier - Spanish
- Federal Student Aid - Elementary School College Prep Checklists
- Vault Financial Literacy Curriculum from EverFi
Weekly Communications

Emphasis on data and capacity building at the local level

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

Emails

North Greene High School
FAFSA Update

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

71.90% of Tennessee Promise applicants have completed a FAFSA. 74% of applicants have submitted a FAFSA. The statewide FAFSA completion rate is currently 53.8%.

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

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

Tennessee FAFSA Visualizations

TN FAFSA Challenge Social Media Toolkit
Data Visualizations

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

Legend
- FAFSA Submission
- FAFSA Completion

As of date
6/1/2024

State Average
FAFSA Completion
69.7%
This Year...

- FAFSA Help Week (April 29 – May 3)
- Press Releases/Op-Eds/TV Interviews
- Emails to General Assembly & State Legislators
- Comms to school superintendents
- FAFSA Check-In Webinars for Practitioners
- Comms to school superintendents
- FAFSA Check-In Webinars for Practitioners
- Postcard Campaigns
The Work Continues...

- Hiring PR firm
- Hiring Part-Time Summer Employees “FAFSA Helpers”
- Promo materials
- Postcard campaign (4)
- Promotional Items
- “FAFSA Live Events”
- In-Person Events
- Olympics Commercial Timeslot
- FAFSA Hotline
Thank you

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