



Ohio Library Council FAFSA Webinar

January 26, 2022



Why FAFSA?

- Free Application for Federal Student Aid
- Up to \$6,495 per year for up to six years in Pell grants
- Up to \$2,200 (public) per year via the Ohio College Opportunity Grant
- Pell-eligible? Full tuition and fees grants offered by OSU, Kent State
- Pell can be used at technical centers, not just colleges
- FAFSA reveals **opportunity** for Ohio students. Yes, you can do it!
- Significant decline in FAFSA completion during COVID-19 (~10%)
- Important to keep students on track despite disruptions



ODHE/ODE FAFSA Initiative



Access organization direct intervention with students



Raising awareness



Professional development for those in the field



Tableau maps & data service updates



Recent Activities



Access Organization Intervention

- FAFSA 21
- FAFSA 22



Raising Awareness

- FAFSA Is For You
- FAFSA Fest
- Public Education Partnership



Data System Upgrades

- Roadmap
- State Dashboard



Professional Development

- OASFAA
- NCAN



FAFSA 21 & 22: Strategies

- One-on-one
- Texting
- Parental toolkit
- Community events
- Mobile FAFSA
- General college events with FA on site
- Nonprofit staff in school buildings
- Transportation to events/dinner at events
- Social media campaigns
- Incentives
- School completion goals



FAFSA IS FOR YOU (itsforyou.org)



[HOME](#)

[What is FAFSA?](#)

[Checklist](#)

[What's Next?](#)

[Resources](#)

[APPLY](#)

**\$80 MILLION
GOES TO
WASTE IF
YOU DON'T
CLAIM IT.**

**FAFSA
IS FOR
YOU**



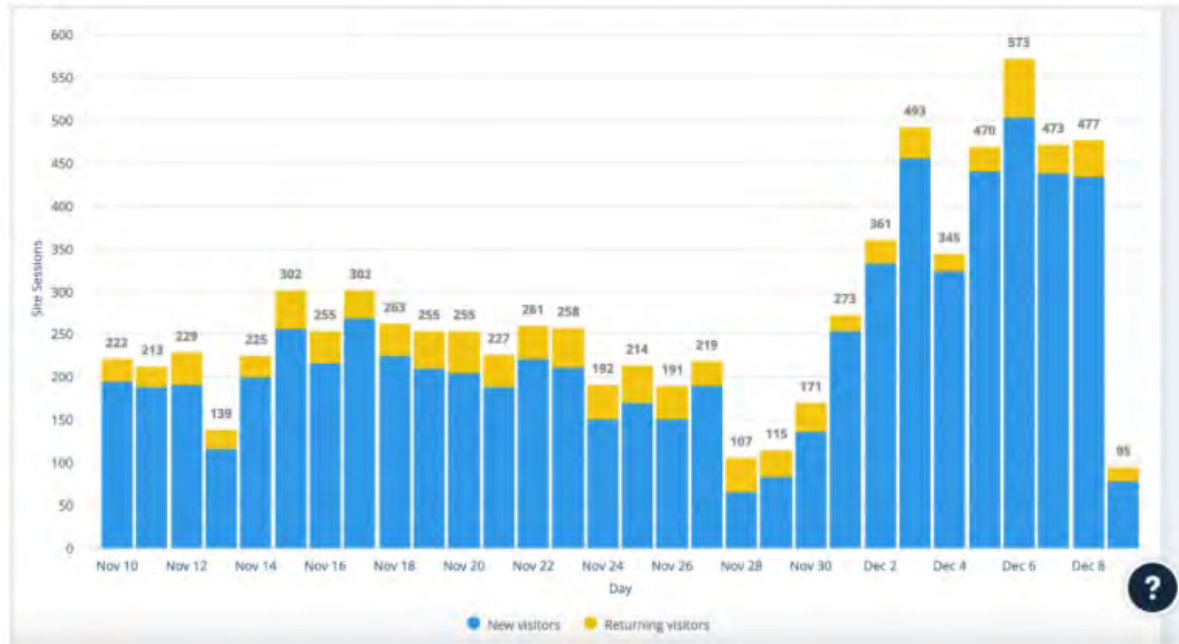
Department of
Higher Education

OhioHigherEd.org



FAFSA FEST

itsforyou.org website metrics during FAFSA Fest premier





PUBLIC EDUCATION PARTNERSHIP

- Three months; begins February
- Two [video spots](#)
- One radio spot



ROADMAP

- Three Meetings
- Survey to Field

Results Summary

About the Respondents

The survey was deployed to the following:

19 – FAFSA Stakeholders

571 – FAFSA Superintendents

657 – FAFSA Counselors + Administrators/Principals

There were 93 total respondents to the survey and included:

Roles

17 – Superintendents

60 – School Counselors

3 – Building Principals

3 – Partner Organizations (ex. Access Groups)

10 – Other

Organization Types

76 – Public Districts

8 – Community Schools

1 – Nonpublic

1 – STEM

1 – Joint Vocational School

1 – Educational Service Center

2 – Access Organizations

3 – Other



FAFSA BY THE NUMBERS

Ohio FAFSA BY THE Numbers

Ohio High Schools FAFSA Completion

Class of 2020

61.6%

76,489 apps out of 124,095 seniors
Oct 1, 2019 through Sept 30, 2020

55 Urban Districts

48.4%

11,816 out of 24,429 seniors

199 Small Town Districts

59.3%

13,496 out of 22,750 seniors

Class of 2021

58.8% ▼

73,025 apps out of 124,126 seniors
Oct 1, 2020 through Sept 30, 2021

55 Urban Districts

43.5% ▼

10,592 out of 24,308 seniors

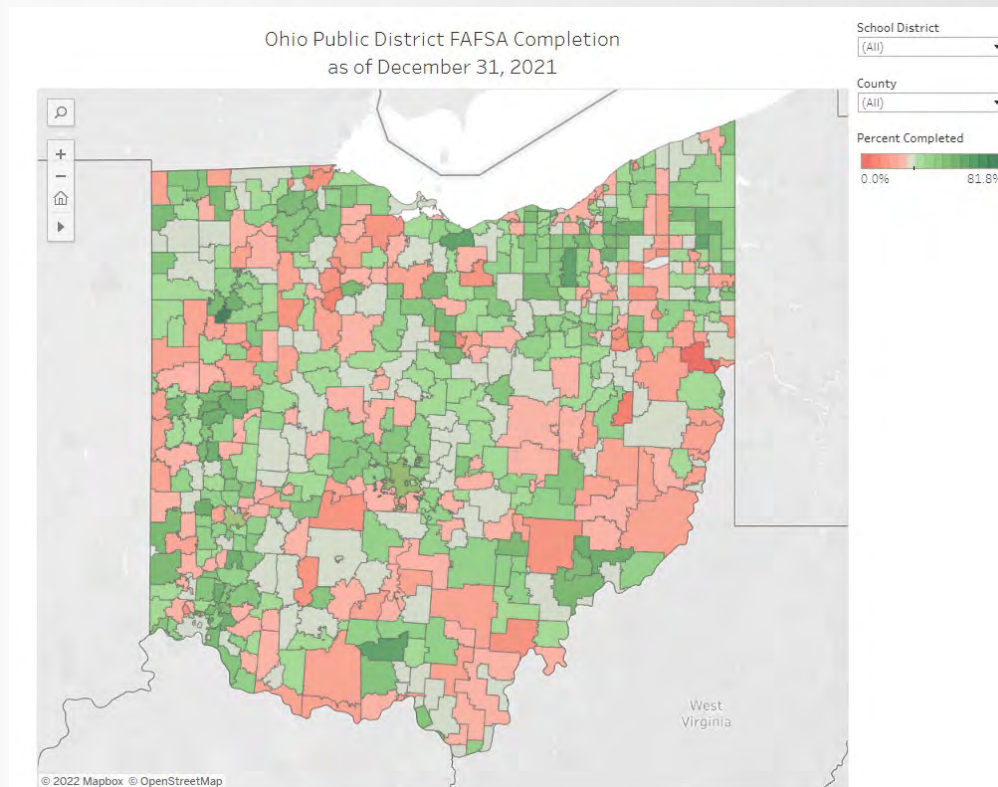
199 Small Town Districts

54.4% ▼

12,257 out of 22,522 seniors



FAFSA BY THE NUMBERS





PROFESSIONAL DEVELOPMENT

- Ohio Association of Student Financial Aid Administrators (<https://www.oasfaa.org/counselors>)
 - Line by Line FAFSA webinars
 - FAFSA 201—Coming In March
- National College Attainment Network
 - E-Learning for College Access & Success



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LIBRARIES: CRITICAL PARTNERS

- FAFSA can be completed in less time than a passport, but students/families often intimidated or lack resources
- Libraries = trusted resources and partners
- Libraries provide access to internet and technology
- Libraries often host adjacent activities (e.g. tax preparation—FAFSA requires tax filing information)



FAFSA IN ACTION AT LIBRARIES

- Collaborating with nonprofits to provide a space for FAFSA events
- Promoting awareness by posting/distributing “FAFSA IS FOR YOU” toolkit materials
- Providing FAFSA information and support at tax filing events
- Facilitating one-on-one support