



# Financial Aid Partnerships – Creating a Village



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**Talent Strong  
Florida Summit**  
*Better Together*

FLORIDA ATLANTIC UNIVERSITY

We will discuss...

- Why we are here
- Enhancing Student Financial Success
- Partnerships among institution, families, and our community
- Successes of partnerships and initiatives
- Opportunities for growth and improvement

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**In what capacity do  
you support students?**

① Start presenting to display the poll results on this slide.

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# How comfortable are you with the FAFSA?

① Start presenting to display the poll results on this slide.

\$3.75 Billion in Pell Grants went unclaimed for High School Class of 2021

[www.ncan.org/news/592984](http://www.ncan.org/news/592984)

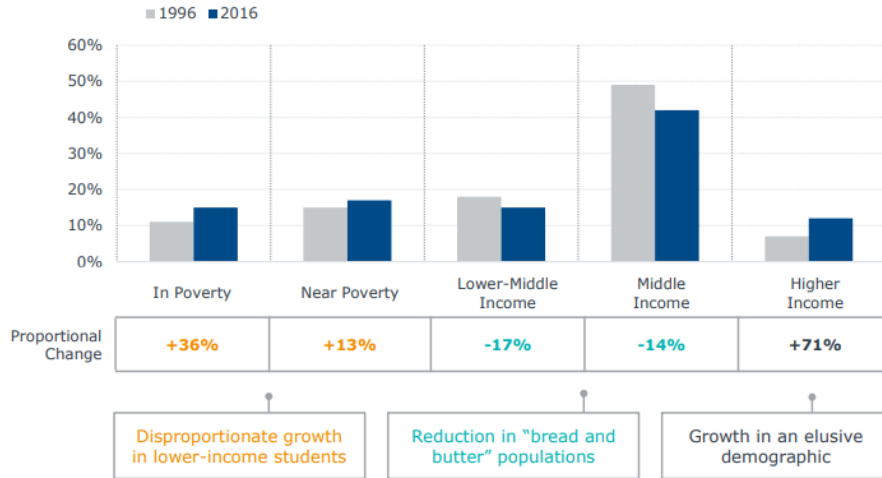
Florida ranks 39<sup>th</sup> in the country in FAFSA completion with a completion rate below 50% by 6/30

90% of students who complete the FAFSA enroll in college directly from high school, compared to 55% of non-completers

[http://floridacollegeaccess.org/wp-content/uploads/2022/01/FCAN-Memo\\_FAFSA-Completion-1.25-FINAL.pdf](http://floridacollegeaccess.org/wp-content/uploads/2022/01/FCAN-Memo_FAFSA-Completion-1.25-FINAL.pdf)

## Income Distribution of Four-Year Undergraduates

Moderately Selective Public and Private Nonprofit Institutions, 1996 Versus 2016



### Confusion About FAFSA Eligibility

28%

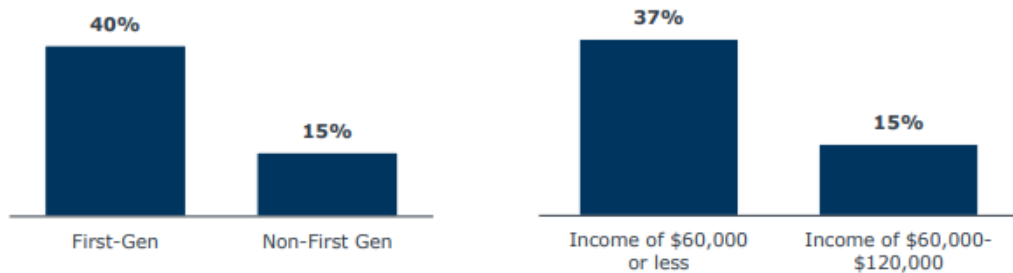
of low-income students who did not plan to file a FAFSA said they did not think they would qualify for financial aid.

[Post-Pandemic Enrollment Strategy for Colleges | EAB](#)

Source: Pew Research Center, "A Rising Share of Undergraduates Are from Poor Families, Especially at Less Selective Colleges," May 22, 2019.

## First-Generation and Low-Income Students Are More Likely to Complete the FAFSA Unassisted

*Students Who Reported They'd Completed the FAFSA on Their Own, EAB 2021 Application Survey*



## Our Plan of Action: Enhancing overall Student Financial Success through programming and partnerships

- Defining student financial success
- Creation of new positions
  - Creation of a new positions within Financial Aid: Associate Director of Student Financial Success and Associate Director of Admissions Support & Customer Service
- How partnerships help augment this initiative



# Institutional Partnerships Case Study: Office of First-Generation Student Success

*"The Office of Financial Aid is an invaluable partner of the Office of First-Generation Student Success. Financial **barriers are the primary impediment to first-generation student matriculation**, making our partnership vital in ensuring that each of the over 9,000 First-Generation students on our campus has access to a quality education here at FAU. Our Financial Aid team is a part of the lifeline that makes the dream of a college education possible and accessible for all."*

-Dr. Keven Allen Jr, Ph.D.

Director of The Office of First-Generation Student Success





## Institutional Partnerships: Office of First-Generation Student Success

"I enjoyed the First-Gen kick off events and hang outs where we I got to meet other First-Gen students that have similar backgrounds and experience. It brings joy to see that there is a **large community of First-Gen students, faculty, and staff that are supporting each other** in the collegiate journey. In addition, the financial aid workshops have helped to better understand the different aspects of personal finance such as **money management**. The financial aid advisors are always ready to assist me with any questions and concerns I may have. Last semester, I had some issues with my FAFSA and once I reached out, they went above and beyond to help me. It's absolutely amazing how the offices of First-Gen and Financial Aid make it their **priority to ensure that First-Gen students have a wonderful and stress-free college experience.**"

Huguette St. Hubert

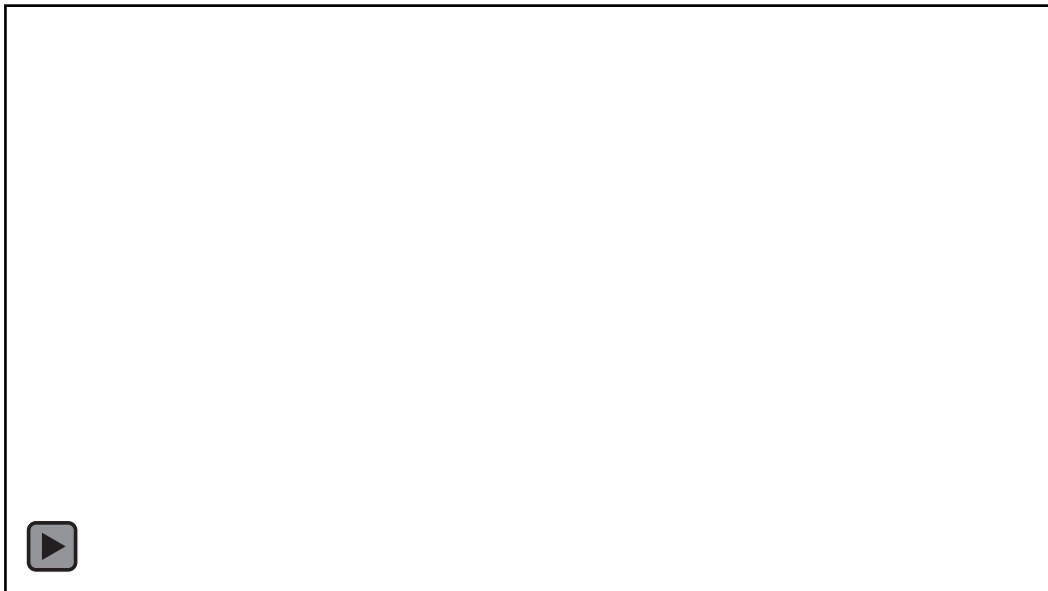
First Generation student – Kelly Strul Scholar

# Partnership with TheDream.US Scholarship Program

TheDream.US is an organization that provides TheDream.US Scholarship for undergraduates that qualify as DREAMers.

- DREAMers are undocumented immigrant youth who came to the United States as minors, have graduated from U.S. high schools or earned a U.S. high school equivalency but lack legal status. This prevents them from accessing any federal aid to help pay for their college education.
- To apply and receive TheDream.US Scholarship, Dreamers must have DACA (Deferred Action for Childhood Arrivals), TPS (Temporary Protected Status) or meet the DREAM organization immigration eligibility criteria.
- Eligibility criteria also includes being eligible for in-state tuition, full time enrollment and maintaining a 2.5 or higher GPA.
- The National Scholarship Award will cover tuition & fees up to a maximum of \$14,500 for an associate degree and \$29,000 for a bachelor's degree at one of the partner colleges.

# Institutional Partnerships Case Study: Career Center



## Institutional Partnerships: FAU Admissions

- 1:1 Virtual FAFSA Appointments available October – May each year
- Targeted campaigns alongside Admissions
  - Using data to **proactively** reach specific populations
  - Targeted “Welcome to FAU” emails to families
- Virtual and in-person visits to high schools
- Financial Aid Month Outreach/Financial Literacy Month Outreach

Attention Cypress Bay High School students!

We're so excited about your admission to Florida Atlantic University!  
The Office of Student Financial Aid has reserved time to help YOU complete your FAFSA (Free Application for Federal Student Aid).

Maximize your aid: Apply for FAFSA asap on [studentaid.gov](https://studentaid.gov).

Click [HERE](#) to schedule your one-on-one virtual appointment with a FAFSA specialist.



FLORIDA ATLANTIC UNIVERSITY  
FINANCIAL AID

**2022-23 FAFSA  
OPENED OCT. 1**

**Need Help?**  
Schedule a 1-on-1 virtual FAFSA  
workshop appointment with an  
FAU Financial Aid expert

## \$\$ Don't Miss Out \$\$

Did you know some financial aid grants and scholarships are available to early FAFSA filers?

Complete your 2022-2023 FAFSA ([fafsa.gov](https://fafsa.gov)) by **January 1<sup>st</sup>** to be considered for all grants and scholarships.

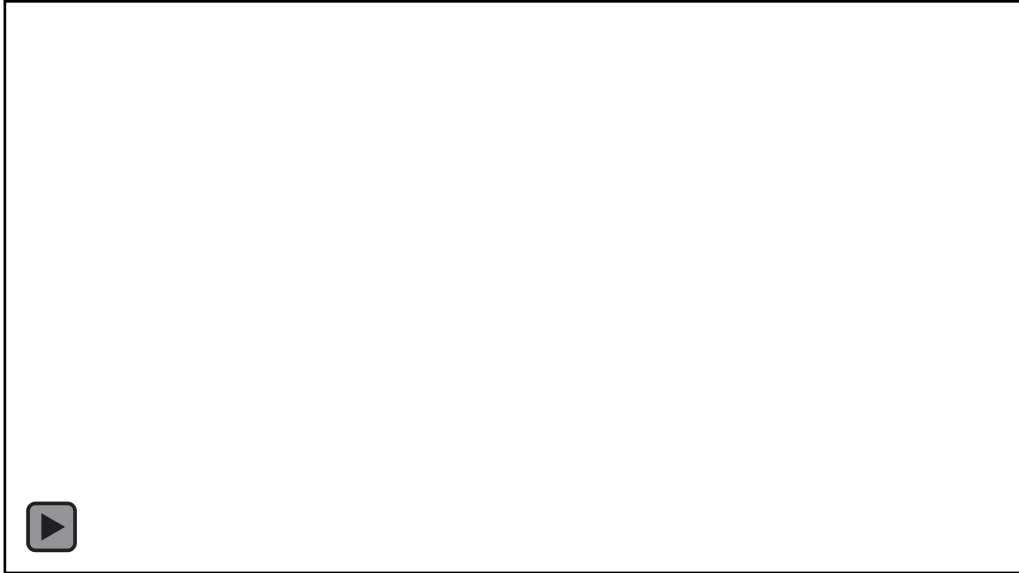
**Need help?**

Chat with us or schedule a 1-on-1 meeting at [fau.edu/finaid](https://fau.edu/finaid).

# FAFSA

Florida Atlantic University  
Office of Student Financial Aid  
561-297-3530  
[fau.edu/finaid](https://fau.edu/finaid)

1:1 Virtual FAFSA Appointments available October – May each year

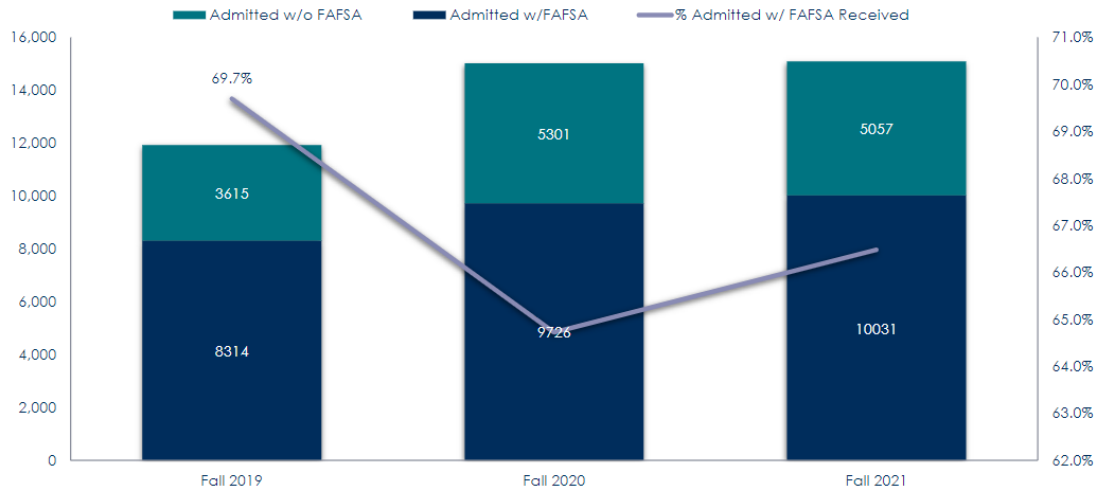


# FAU FAFSA filer trend

*Fall 2020 represents Year 1 of Common App*



Florida Atlantic University: Total First-Year Students  
3-Year Trend: Admitted FAFSA Filers



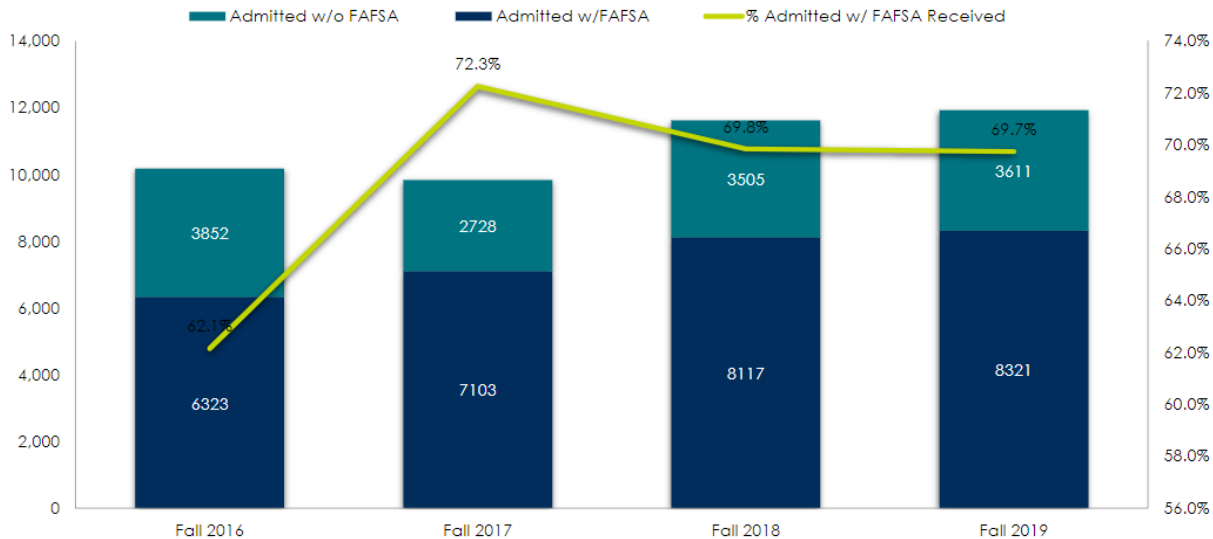


# FAU FAFSA filer trend

## *Prior to Common App*



Florida Atlantic University: Total First-Year Students  
4-Year Trend: Admitted FAFSA Filers



## Institutional Partnerships: Meeting students where they already are

- Find connections between already scheduled virtual/on campus events and your content
- Aim for reoccurring events and offer your involvement for future events
- Success Stories:
  - Sorority & Fraternity annual meeting
  - Off-Campus Housing Fair
  - Club Fest
  - SLS courses

## Partnerships with Community

- Local High School Financial Aid nights: in person/virtual
- BRACE Advisors Financial Aid training
- FCAN FAFSA nights
- Palm Beach County / Broward County FAFSA nights
- American Association of Caregiving Youth
- Broward County Financial Capability Program

OF 1.8 MILLION LOW-INCOME  
HIGH SCHOOL SENIORS



968K WILL SUBMIT  
A FAFSA

MORE THAN 45% OF  
LOW-INCOME SENIORS  
MAY NOT SUBMIT A FAFSA

45%



FALL  
WINTER

817K WILL COMPLETE  
A FAFSA

409K 50% ARE SELECTED  
FOR VERIFICATION

90K OR 22% OF THOSE SELECTED FOR  
VERIFICATION WILL EXPERIENCE  
"VERIFICATION MELT."

90K



SPRING  
SUMMER

728K STUDENTS ARE  
AWARDED A PELL GRANT

180K



180K OR 25% OF THOSE WHO ARE  
AWARDED A PELL GRANT WILL  
EXPERIENCE "SUMMER MELT."

548K



(1 FIGURE REPRESENTS 100K STUDENTS)

# THE LEAKY FAFSA PIPELINE

PATHWAY OF LOW-INCOME STUDENTS  
THROUGH THE FAFSA PROCESS

## TOP REASONS FOR NOT SUBMITTING A FAFSA

- 1: DO NOT KNOW HOW OR THAT THEY COULD
- 2: ARE DEBT AVERSE OR THINK CREDIT IS TOO LOW
- 3: ARE NOT PURSUING COLLEGE
- 4: THE FORM IS TOO COMPLICATED

ONLY 31%

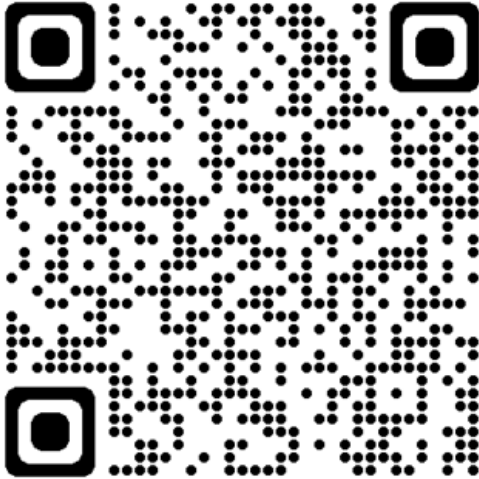
OF LOW-INCOME  
STUDENTS ENROLL  
USING A PELL GRANT

“Financial Education holds the key to unlocking the foundations of economic opportunity and powering a strong and resilient economy. Americans must acquire financial skills and knowledge to fully participate in our dynamic economy.”

U.S. Financial Literacy and Education Commission  
2020



# There are 6 money personalities, which one are you?



## The Idealist

You're aware that money is a necessary part of life, but you'd rather not get bogged down with it.



## The Stockpiler

You're always saving for a rainy day, just in case.



## The Hedonist

You know how to enjoy life. Money's not going to get in the way of your freedom!



## The Celebrity

Why settle for the ordinary when you can buy yourself the extraordinary?



## The Nurturer

Your savings provide for the people you love if they ever find themselves in a pinch.



## The Conqueror

Making money comes naturally to you because work is the love of your life.

- Less than 17% of students were required to take at least one semester of personal finance in high school.  
Council for Economic Education

- Seven out of 10 college students are stressed about their personal finances. Thirty-two percent report neglecting their studies due to financial demands.  
National Student Financial Wellness Study, Ohio State University

- 28% of students pay for college with credit cards.  
*2020 Trellis Research Student Financial Wellness Survey*

- Ten percent of consumers ages 18 to 29 have credit card debt that is over 90 days late.  
Federal Reserve Bank of New York

- Americans owe a collective \$1.75 trillion in student debt.  
Federal Reserve Bank of New York





[Don't Buy Stuff - Saturday Night Live – YouTube](#)



# Key Partners

- Academic Colleges
- Career Center
- Orientation
- First Generation
- FAU Foundation
- Tuition & Billing
- Alumni
- Government Relations
- Industry Partner(s)
- Community Partner(s)
- And more!



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# Program Structure

- Online Course Modules
- First Year Experience Course Presentations
- Capstone Course Presentations
- Workshops
- Specialized Seminar Series for targeted populations
- 1-1 Financial Counseling



# The Hootline

Brainchild of Assistant Vice President of Financial Aid and New Student Initiatives.

Significantly impact critical metrics carefully monitored by the University Leadership and the Florida Board of Governors.

Formal committee comprised of key FAU stakeholders from the following areas: Admissions, Financial Aid, Orientation, Provost Office, Office of Information Technology and University Advising Services.





# How can we partner with YOU?

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