

BETTER FAFSA

SUMMER COMPLETION

FAFSA Reboot: Powering Up Completion Rates for the 2024-25 FAFSA

May 22, 2024

Questions & Conversation

- Submit your questions in the box
- Share on social media
 - X: @FLCollegeAccess
 - #FCAN
 - #TalentStrongFL

This webinar is being recorded; all materials will be available within a week of recording



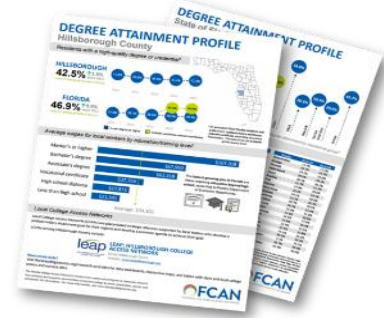
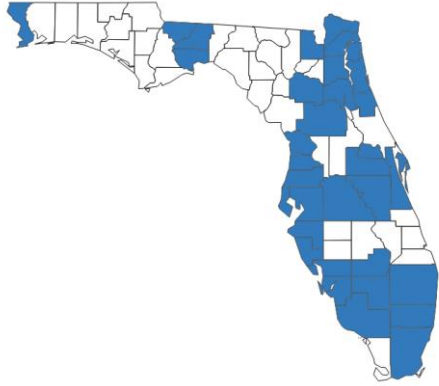
Our mission:

We lead the collaborative movement to ensure every Floridian achieves an education beyond high school and a rewarding career.

Our vision:

A Florida working together, where education is the pathway to economic mobility for all.

FCAN's Work



Research and Data: FCAN publishes research and data on evidence-based practices and policy opportunities to strengthen Florida's talent pool.

Advocacy: FCAN engages with stakeholders, policy makers and community-based organizations to find ways for improving every students' postsecondary journey.

Storytelling: FCAN focuses on students and their communities to understand and share the impacts of Florida's education policy.

Local college access networks (LCANs): FCAN provides financial supports and technical assistance to local coalitions made up of community leaders who come together to create solutions and partnerships to support local talent development.



Statewide Initiatives: FCAN coordinates 4 College Ready Florida initiatives that provides schools and community organizations resources to help students continue their education after high school.

Convenings for Collaboration: FCAN hosts and facilitates data-driven, solutions-oriented conversations with student success leaders at the community-based, institutional, and statewide levels.

7 Conditions for Success

Opportunity for everyone: To build a talent-strong economy, all Floridians need access to a postsecondary education and the supports to complete it.

Clear information and guidance: Students and families need exposure and counseling early and often to make informed decisions about their futures.

Affordability: Postsecondary education needs to be within everyone's financial reach, regardless of household income or life circumstances.

Multiple pathways to success: Floridians benefit from multiple learning opportunities for academic achievement and career advancement.

Lifelong learning: No degree or credential is “one and done;” Floridians need to prepare for career changes through continuous learning.

Effective use of data: Transparent access to data on education and economic outcomes, especially for Florida's diverse populations, helps achieve our goals.

Community collaboration: When community partners work together toward a shared vision, they remove barriers, build a robust workforce, and improve the quality of life for their regions.

Welcome



Braulio Colón
Executive Director
Florida College Access Network



Featured Presenters



Louisa Woodhouse
Policy Associate
National College Attainment Network



Shital C. Shah
Senior Advisor, Strategic Partnerships
Office of the Secretary
U.S. Department of Education

FAFSA COMPLETION TRENDS IN FLORIDA AND BEYOND

*FAFSA Reboot: Powering Up Completion
Rates for the 2024-25 FAFSA
May 22, 2024*

NCAN WHO WE ARE, WHAT WE DO

The **National College Attainment Network (NCAN)** pursues its mission by building network capacity, advocating for policy solutions, and supporting systems change

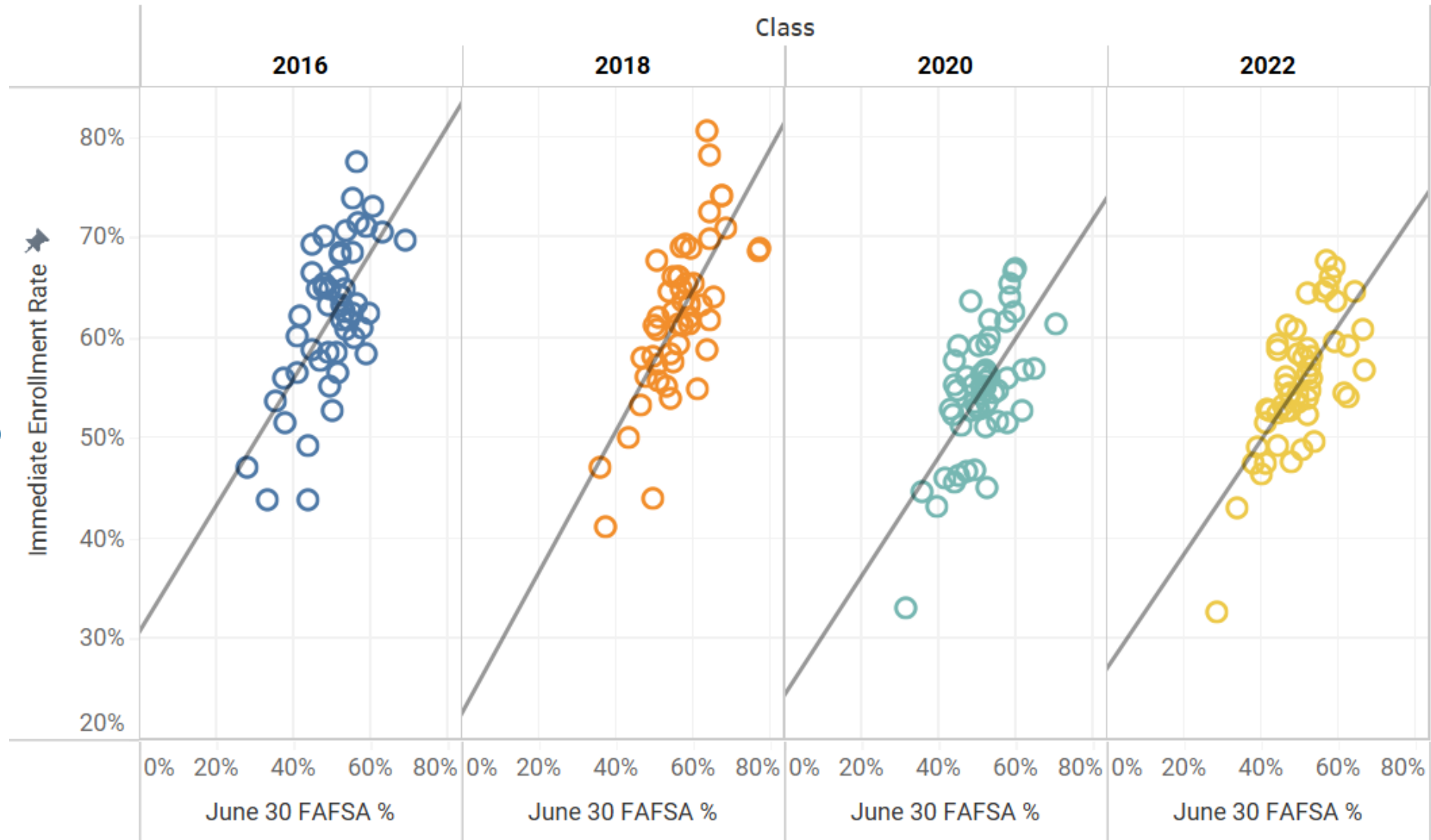
Build field capacity

Advocate for policy solutions

Increase alignment & collaboration

FAFSA

June 30 FAFSA Completion % by Immediate College Enrollment Rate of High School Seniors



**WHY
FAFSA
COMPLETION
MATTERS
SO
MUCH**

Source: NCAN FAFSA Tracker;
NCHEMS HigherEdInfo.org

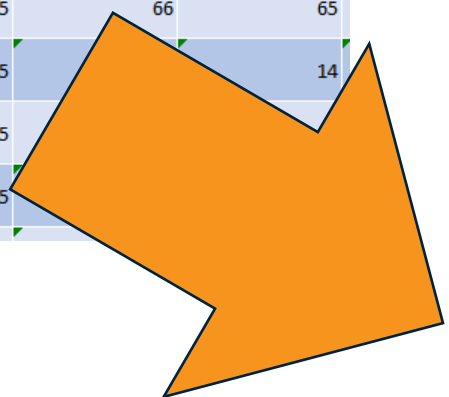
FAFSA COMPLETION CAN BE THE CANARY IN THE COAL MINE

High School Class	National FAFSA Completion Rate	Year-Over-Year FAFSA % Change	National First Fall Enrollment Rate
2018	54.0%	+1.9%	64%
2019	53.8%	-0.5% ↓	62.9% ↓
2020	52.0%	-3.7% ↓	59.9% ↓
2021	49.9%	-4.8% ↓	58.8% ↓
2022	52.1%	+4.6% ↑	60.0% ↑
2023	53.4%	+1.3% ↑	???
2024	40.2%	-17.2% ↓	???

**HOW IS THE CLASS
OF 2024 DOING?**

Free Application for Federal Student Aid (FAFSA) Submissions by High School
Applications processed through January 5 of the first 15 months of each cycle

City	State	2024/ 2025 Cycle			
		Through January 5, 2024		Through January 5, 2023	
		Applications Submitted	Applications Complete	Applications Submitted	Applications Complete
ANCHORAGE	AK	<5	<5	9	9
ANCHORAGE	AK	<5	<5	<5	<5
ANCHORAGE	AK	<5	<5	33	31
ANCHORAGE	AK	<5	<5	<5	<5
ANCHORAGE	AK	<5	<5	49	42
ANCHORAGE	AK	<5	<5	66	65
ANCHORAGE	AK	<5	<5		14
ANCHORAGE	AK	<5	<5		
ANCHORAGE	AK	<5	<5		



NCAN's FAFSA Tracker transforms publicly-available, high school-level data into national, state, and local insights on FAFSA completion trends within and across years

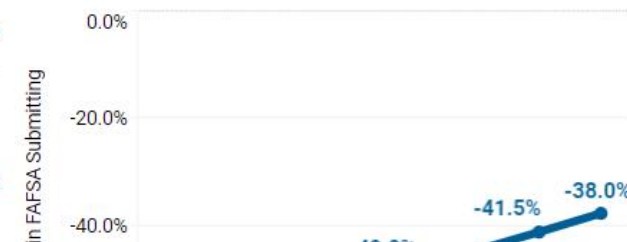


Through February 23, 2024, 26.4% of the high school class of 2024 has submitted a FAFSA. There have been 1,095,852 submissions nationally, a -38.0% change compared to last academic year.

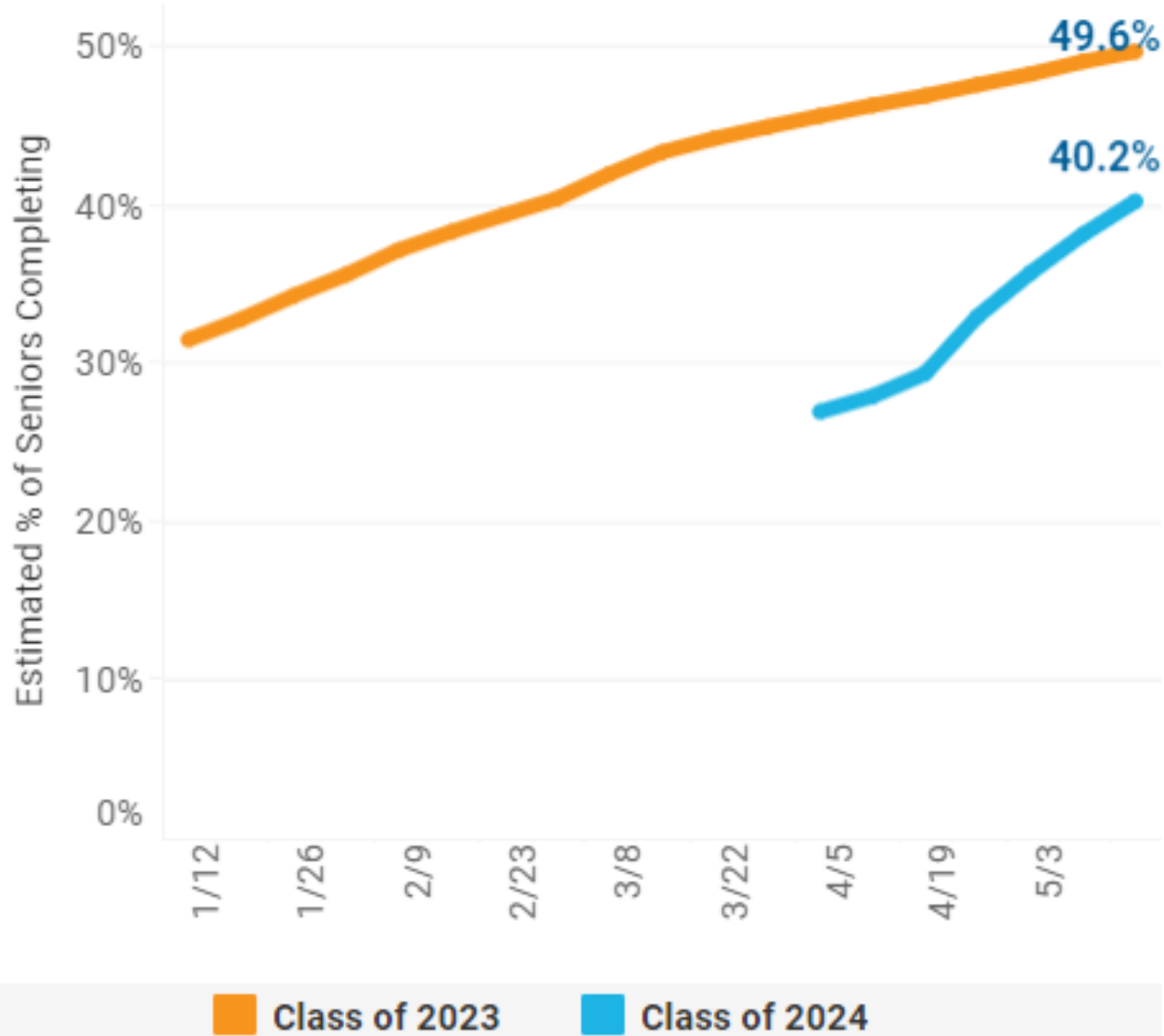
Estimated Percent of Seniors Submitting a FAFSA



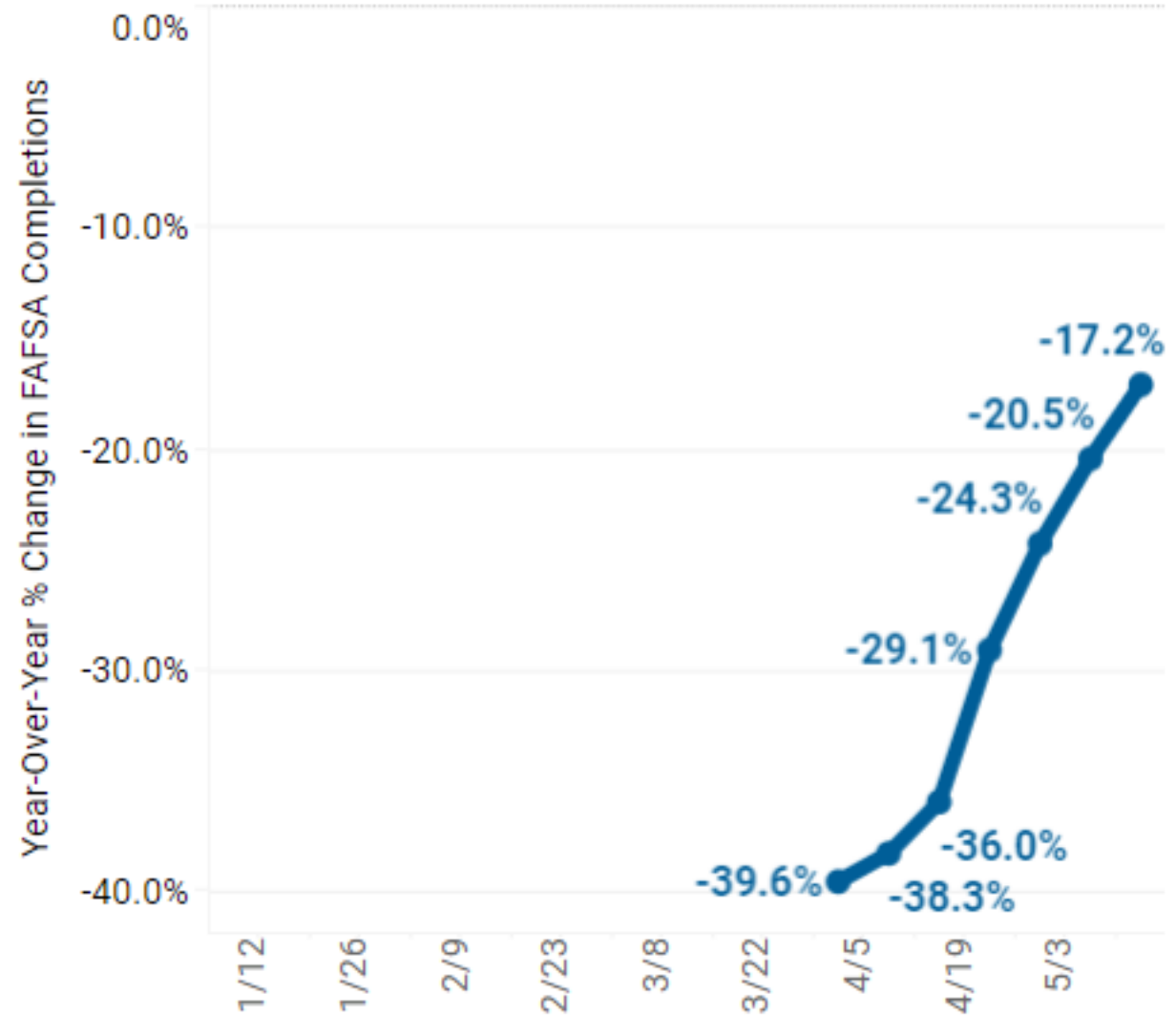
Year-Over-Year % Change in FAFSA Submissions



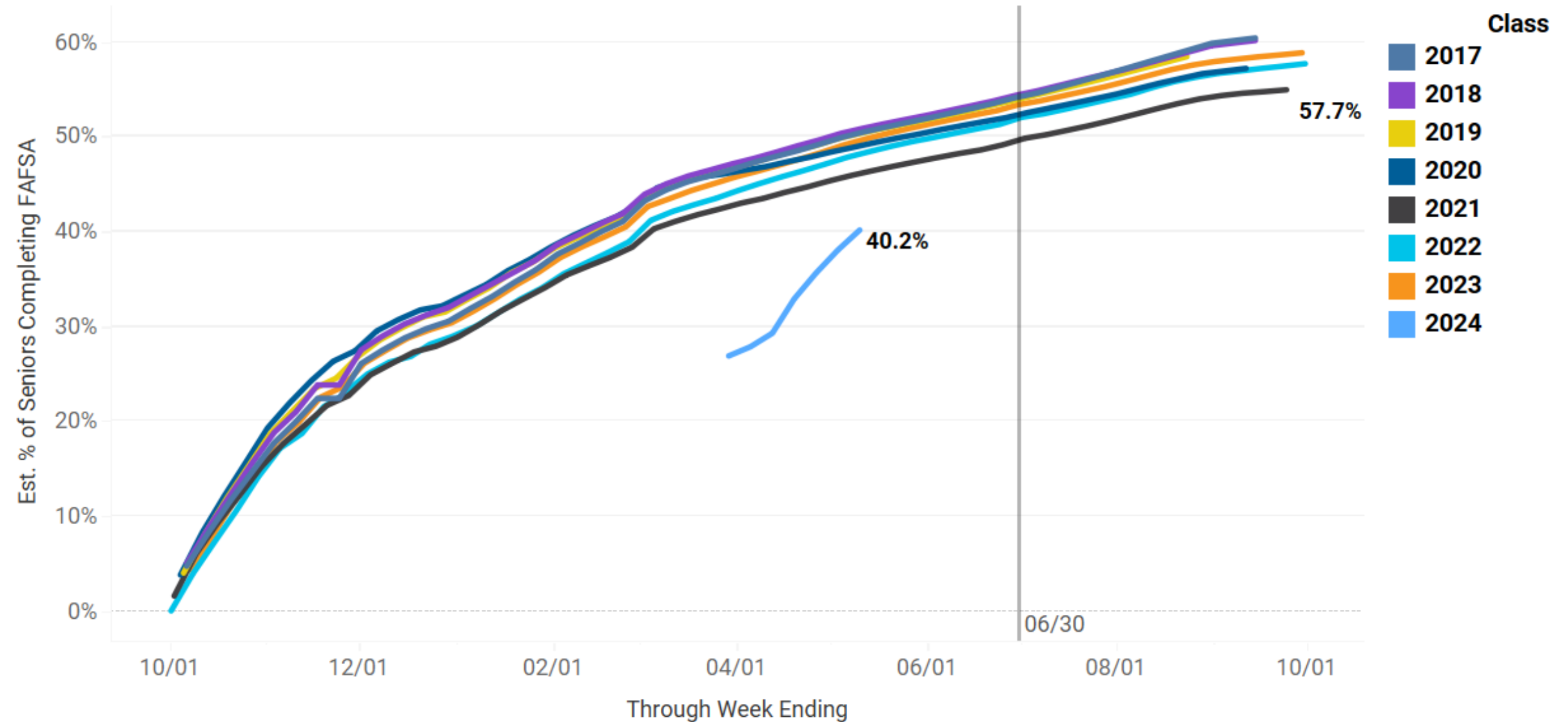
Estimated Percent of Seniors Completing a FAFSA



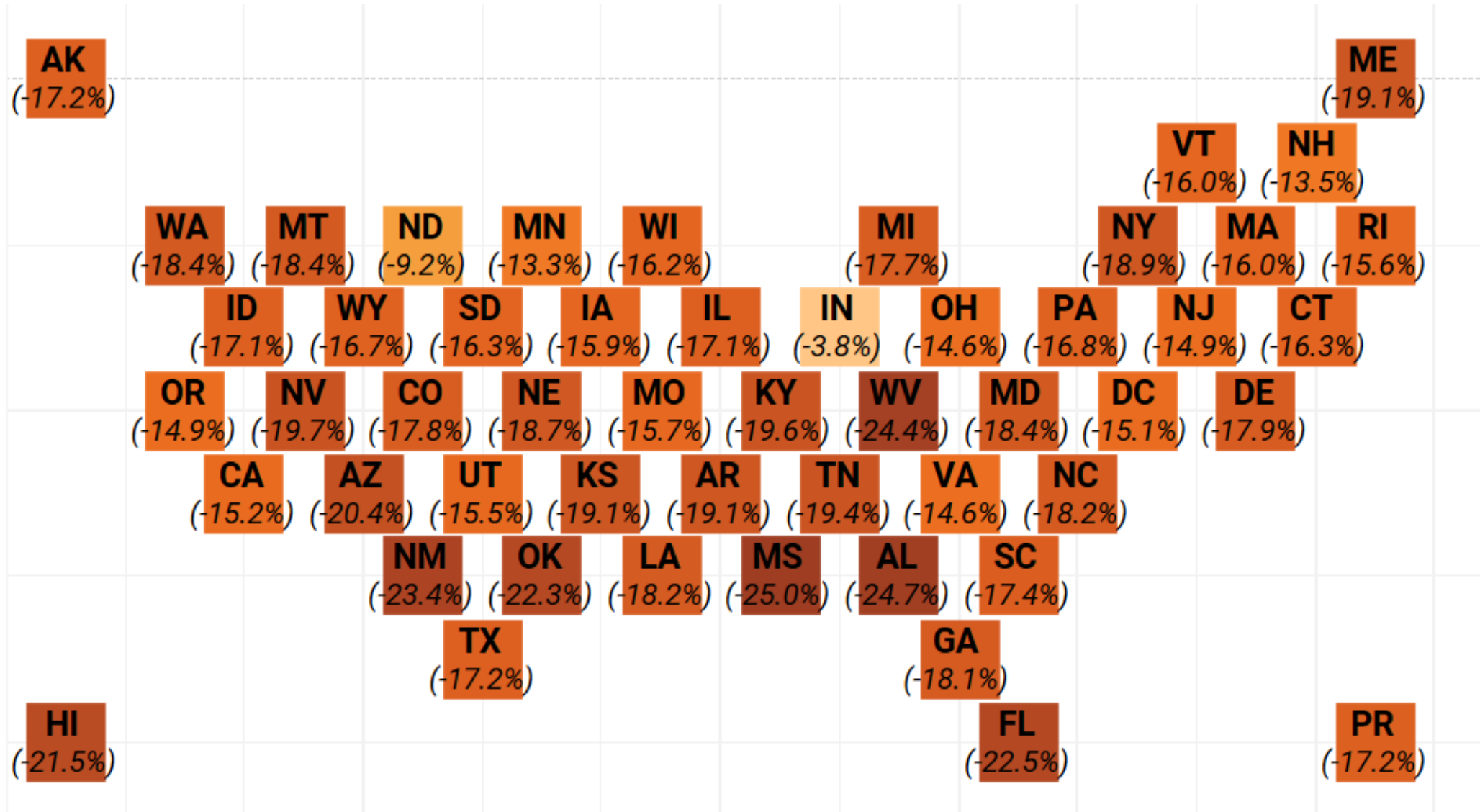
Year-Over-Year % Change in FAFSA Completions



Estimated % of Seniors Completing a FAFSA, by Cycle, High School Classes of 2017-2024

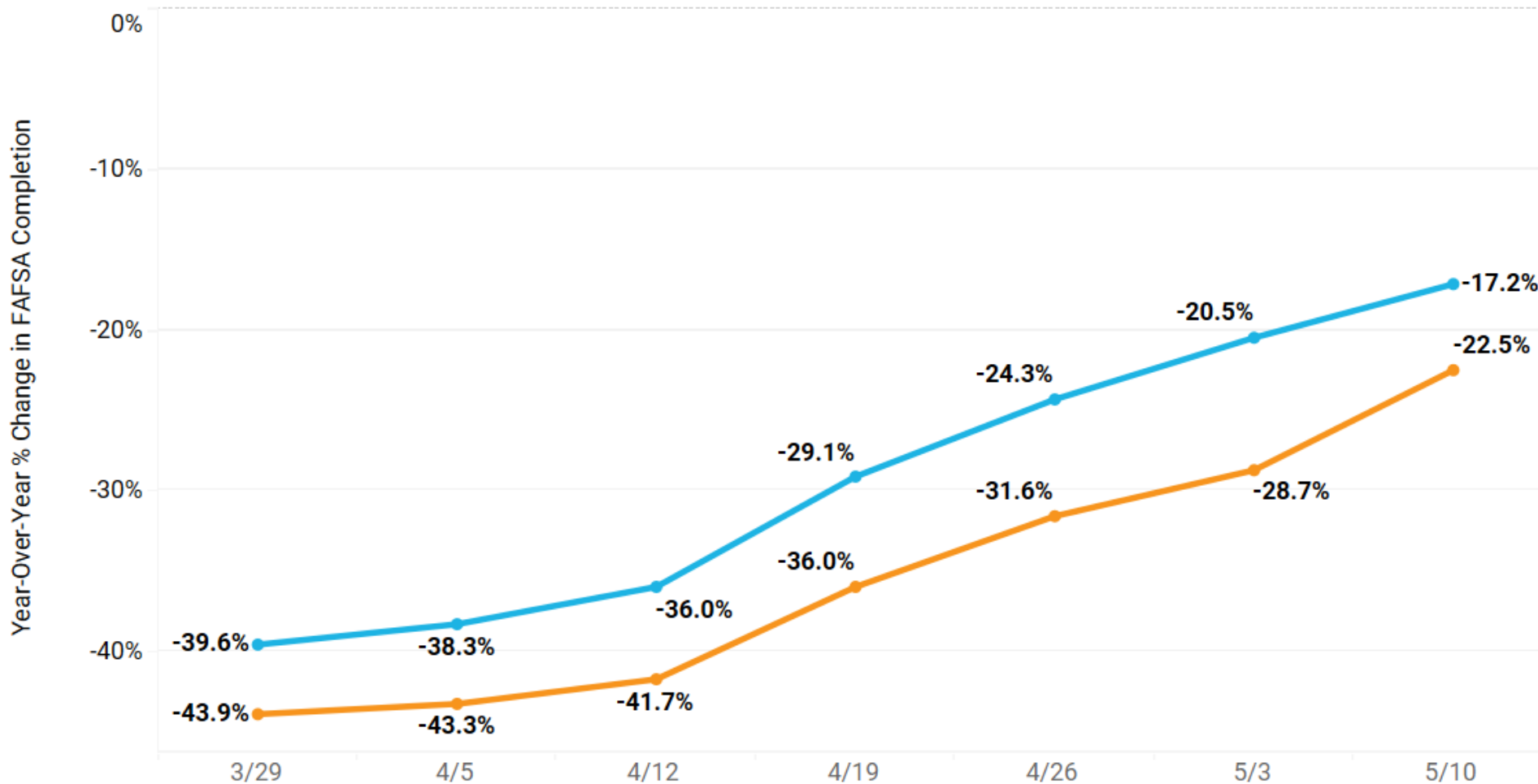


Class of 2024 Year-Over-Year % Change in FAFSA Completion, By State, Through May 10, 2024



YEAR-OVER-YEAR PERCENT CHANGE IN FAFSA COMPLETIONS 2024-25 FAFSA CYCLE

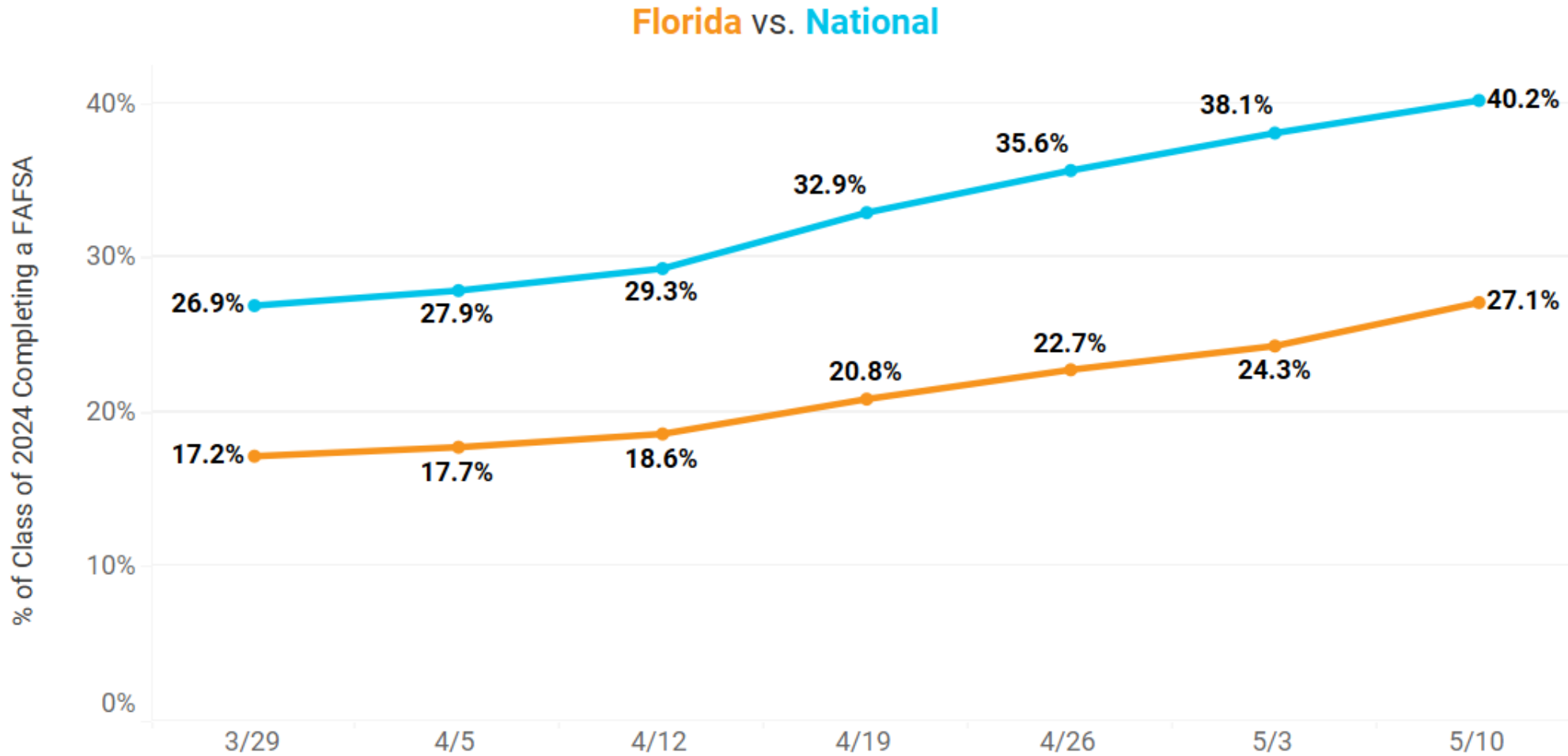
Florida vs. National



LIKE MOST STATES, FLORIDA (-22.5%) IS WAY DOWN. FLORIDA IS SEEING A LARGER FAFSA DECREASE THAN THE NATION OVERALL (-17.2%)

PERCENT OF SENIORS COMPLETING A FAFSA, 2024-25 FAFSA CYCLE

**FEWER
FLORIDA
SENIORS
(27.1%)
HAVE
COMPLETED
THAN
U.S. SENIORS
(40.2%)
THROUGH
MAY 10**



% OF SENIORS COMPLETING A FAFSA

1	2	3	4	5
TN	LA	IL	DC	TX
51.7%	51.7%	49.9%	49.2%	47.8%

YEAR-OVER-YEAR % CHANGE

1	2	3	4	5
IN	ND	MN	NH	OH
-3.8%	-9.2%	-13.3%	-13.5%	-14.6%

50
FL
27.1%

48
FL
-22.5%

QUESTIONS?

#DOTHEFAFSA CAMPAIGN

- The **Do The FAFSA campaign** is a national digital effort spearheaded by NCAN with the purpose of encouraging Pell Grant-eligible high school seniors and college students to complete the FAFSA.
- Goal: To help the Class of 2024 *reach at least the same rate of FAFSA completion* as the Class of 2023.
- Target population: Young people ages 17-20 with household incomes of \$60,000 or less, with a particular emphasis on students of color.
- Spanish and English communication



CAMPAIGN MEDIUMS

- Paid advertising on Instagram, TikTok, YouTube, Twitch, and Snapchat.
- Influencers have been contracted to reach students via voices they know and trust.
- Anyone can take part by utilizing the publicly available social press kit linked at ncan.org/DoTheFAFSA.
- Use the hashtag **#DoTheFAFSA**.



TIMELINE & KEY MESSAGES

- Mid-May through August (**Now!**)
- Key messages include:
 - It is not too late for students to fill out FAFSA and get the money they need and deserve.
 - Most people who complete the form get some money to help pay for college.
 - More people than ever now qualify for financial aid.
 - The form is simpler, is now working, and takes as little as 10 minutes to fill out.
 - Past issues with the form, which have unfairly delayed students, have been resolved and students should do the FAFSA and get started on their future.
- NCAN is aware that many students continue to face difficulties completing the FAFSA. We continue to encourage the US Department of Education to resolve outstanding issues and make the form accessible for all.

To date, NCAN has raised nearly **\$2 million** of the \$4 million needed for this campaign thanks to our generous investors!

If you'd like to invest, please email Elizabeth Morgan at **morgane@ncan.org**.