



Tab 9

Show-Me FAFSA Challenge

Coordinating Board for Higher Education
September 16, 2020

BACKGROUND

The Missouri Department of Higher Education and Workforce Development (MDHEWD) identified increasing FAFSA filing as a priority for 2020 with its placemat initiative: “Benchmark best practices to increase FAFSA filing and begin implementation.” To accomplish that initiative, MDHEWD has developed a statewide FAFSA completion competition called the Show-Me FAFSA Challenge. All public high schools in Missouri are automatically entered and eligible to compete. The goal of the challenge is to increase FAFSA filing by high school seniors in Missouri during the 2020-2021 academic year. The Show-Me FAFSA Challenge was developed with the assistance of a FAFSA Completion Advisory Group that met virtually during May and June 2020. The competition structure is based on best practices identified in 16 other states with FAFSA completion competitions.

The Show-Me FAFSA Challenge will be active from October 1, when the 2021-2022 FAFSA opens, until April 1, the Access Missouri deadline. During the competition period, FAFSA completion numbers will be updated and monitored on the MDHEWD website. Prizes will be awarded in three categories that are significant to FAFSA completion: 1). highest completion percentage, 2). greatest percentage increase in completion, 3). greatest percentage of low-income students who filed a FAFSA, and 4. most innovative FAFSA outreach strategy. Schools will be divided into three groups, and a prize for each category will be awarded in each group for a total of 12. Any school that reaches or exceeds 60% FAFSA completion will be entered into a drawing for an additional prize. Once the 60% threshold is met, schools are also eligible for up to two additional drawing entries for their participation in the Journey to College FAFSA Frenzy program and in the MDHEWD FAFSA Completion Project.

The Missouri Scholarship and Loan Foundation and the Missouri College Access Network have each allocated \$5,000 to fund the prizes for the Show-Me FAFSA Challenge. Prizes will be given in the form of scholarships, which winning schools will award to one of their students.

CURRENT STATUS

MDHEWD is promoting the Show-Me FAFSA Challenge to public schools across the state.

RECOMMENDATION

This is an information item only.

ATTACHMENT

- FAFSA Completion Advisory Group Members

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Tab 9 Attachment
FAFSA Completion Advisory Group Members

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*Customer Care Manager
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*Senior Associate Director
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