FAFSA FRENZY

COLLEGE GOAL SUNDAY

MASFAP
Missouri Association of Student Financial Aid Personnel

MDHE®
Missouri Department of Higher Education
Building Missouri's future... by degrees®

USAFunds®

MOHELA

FAFSA Frenzy is a program of College Goal Sunday℠. The College Goal Sunday℠ program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.

Effectively promoting your event and reaching target audiences

Presented by

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Promotional Efforts

MDHE/MASFAP (statewide)

- Statewide news release January 2013
- State employee payroll stuffer January 2013
- Articles in DESE *Guidance Digest*
- Promotion via J2C
- Promotion via all MDHE print materials
- Promotion via Planning & Paying workshops
- Wallpaper/screensaver

Each site coordinator

- Local news release, PSA, media talking points, etc.
- Local collaborations
- Distribution of promotional items and materials to target audiences
- Add events to local community calendars
- Local distribution of wallpaper/ screensaver
- Sidewalk chalk messages

Who are our target audiences?

- Low-income students
- First-generation college students
- African-American/Black and Hispanic/Latino students
- Foster youth
- Homeless youth
- Students attending under-resourced secondary schools

2013 Promo Items

FAFSA Frenzy Screensaver

New this year!

MDHE • MASFAP • MOHELA • COLLEGE GOAL SUNDAY • USA FUNDS

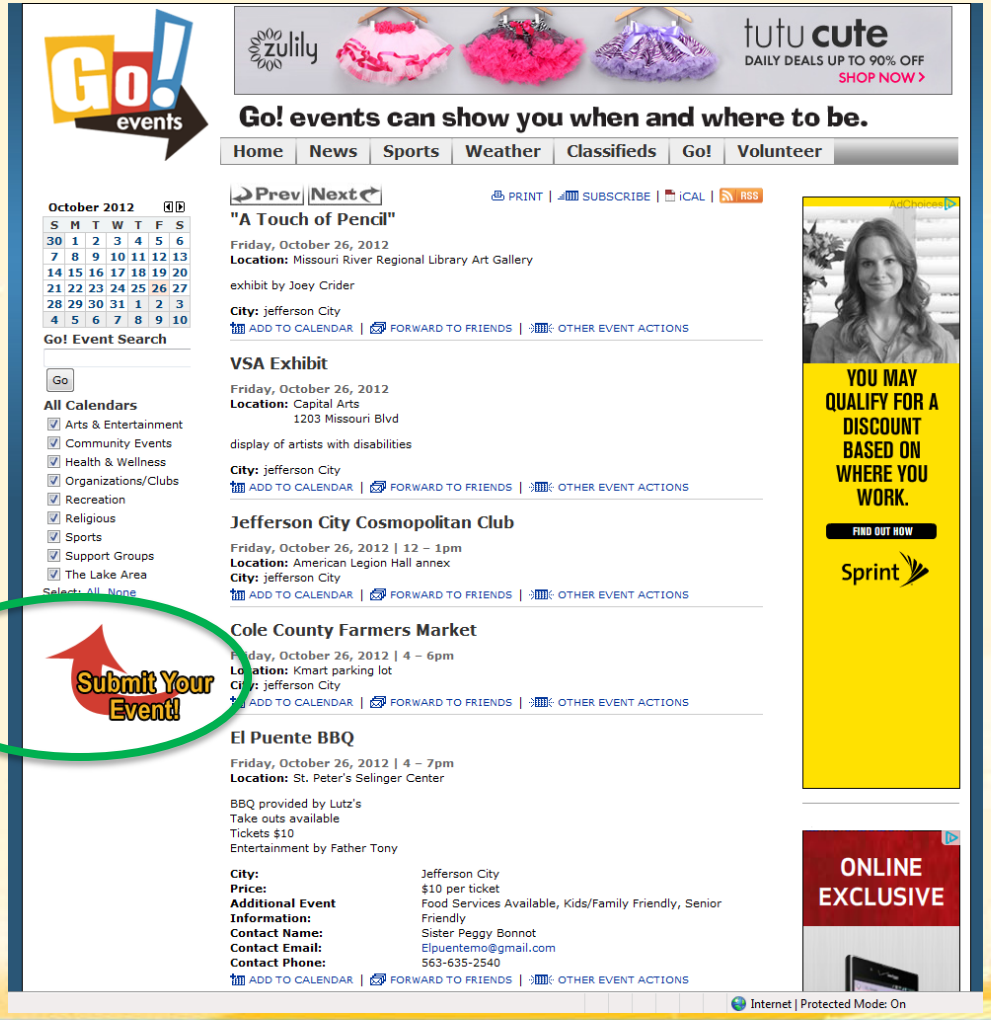
Sidewalk Chalk

FAFSA Frenzy Fridays

- Explore creative avenues in which to promote FAFSA Frenzy at your institution or school

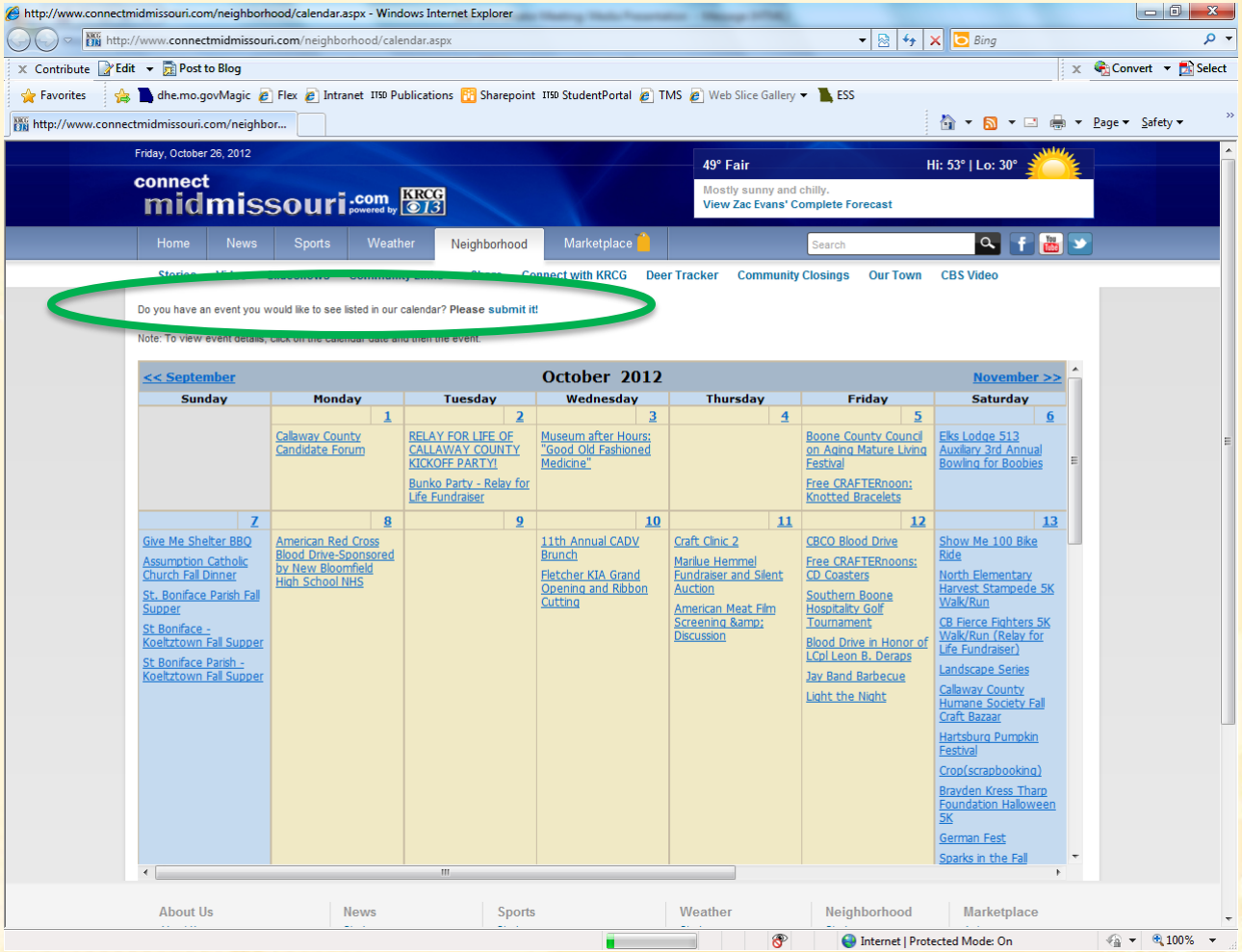
Community Calendar Example

Example from Jefferson City News Tribune (a newspaper Website)



Community Calendar Example

Example from KRCG, a Jefferson City television station's Website



Advertisement Example

Example from Jefferson City High School's student newspaper, *Red & Black*

PSAs & News Releases

- Public Service Announcement p. 24
- PSAs are intended to be read by local radios or local news anchors
- News release and talking points p. 25-26
- Intended for local newspapers

2012 Outcomes

Organization or school	Facility type	County	% poor	% black	% Hispnc	%Distrct2011	#filers	Target#	%Target
Potosi High School	High school	Washington	20.7%	2.4%	1.1%	62.50%	33	4	100.00%
South Shelby County HS	High school	Shelby	12.0%	0.7%	1.2%	70.00%	15	4	100.00%
Southwest Baptist (Salem campus)	Postsecondary	Dent	18.2%	0.5%	1.0%	64.00%	5	4	100.00%
Harris Stowe University	Postsecondary	StL city	26.0%	48.3%	3.6%	72.44%	21	8	88.89%
Lincoln University	Postsecondary	Cole	9.6%	11.5%	2.5%	59.60%	29	10	83.33%
Saint Louis CC Harrison Center	Postsecondary	StL city	26.0%	48.3%	3.6%	72.44%	36	20	83.33%
Ritenour High School	High school	Saint Louis	9.6%	23.4%	2.6%	58.18%	42	28	82.35%
Grandview High School	High school	Jackson	15.7%	24.1%	8.4%	57.20%	25	9	81.82%
Seymour High School	High school	Webster					15	8	80.00%
Three Rivers Community College	Postsecondary	Butler	20.4%	5.6%	1.6%	57.14%	38	20	76.92%
Belton High School	High school	Cass					38	19	76.00%
Sullivan High School	High school	Crawford					12	6	75.00%
Herndon Career Center	Postsecondary	Jackson	15.7%	24.1%	8.4%	57.20%	30	20	74.07%
Moberly Area CC Kirksville Higher Ed Cntr	Postsecondary	Adair					7	5	71.43%
Sparta High School	High school	Christian	9.5%	0.8%	2.7%	67.21%	15	10	71.43%
Moberly Area CC Moberly	Postsecondary	Randolph	18.2%	6.0%	1.8%	56.86%	36	24	68.57%
North Central Missouri College	Postsecondary	Grundy	13.3%	0.7%	1.9%	76.92%	22	8	66.67%
Southeast Missouri State U Sikeston	Postsecondary	Scott					5	2	66.67%
Missouri State West Plains	Postsecondary	Howell	19.7%	0.5%	1.7%	54.77%	27	17	65.38%
Slater High School	High school	Saline	19.1%	5.5%	8.5%	71.43%	13	7	63.64%
State Fair Community College	Postsecondary	Pettis	16.2%	3.3%	7.5%	57.67%	27	14	63.64%
Republic High School	High school	Greene					31	17	60.71%
Rockhurst Univ	Postsecondary	Jackson	15.7%	24.1%	8.4%	57.20%	16	6	60.00%
Wentworth Academy/college	Postsecondary	Lafayette					6	3	60.00%

2012 Outcomes

Parents' level of education	Number	Percent
No high school or GED*	28	2.78%
High school or GED*	288	28.57%
Some college but no degree*	156	15.48%
Vocational certificate	36	3.57%
Two-year associate's	94	9.33%
Four-year bachelor's	217	21.53%
Graduate/professional	122	12.10%
Not sure	24	2.38%
Not answered	43	4.27%

* Percent first-generation = 46.83%

2012 Outcomes

Race/ethnicity	Number	Percent	Missouri's percent
American-Indian/Alaska Native	11	1.09%	0.50%
Asian-American/Pacific Islander	28	2.78%	1.80%
Black/African -American/African	118	11.71%	11.70%
Hispanic/Latino	33	3.27%	3.270%
White/Caucasian	770	76.39%	80.80%
Other: Arab/Middle eastern	1	0.10%	Not available
Not answered	47	4.66%	–
Total =	***1,008***	***100.0%***	***98.5%***

2012 Outcomes: Family income

- <$20,000 = 172 (17.06%)
- $20k-$40k = 228 (22.62%)
- $40k-$60k = 208 (20.63%)
- >$60,000 = 331 (32.84%)
- Not answered = 69 (6.85%)

- Data from U.S. Census
  - Median household income in MO = $46,262
  - MO persons below poverty level 2010 = 14.0%
  - MO persons below poverty level 1999 = 8.6%

2013 Sign-in Sheets

- Student date of birth (DOB) added
- Name field clarified
- Pages 35-39 in Toolkit

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Questions?