

NASSGAP STATE AWARENESS INITIATIVES

As of January 22, 2007

ALABAMA	<p>Our Governor has proclaimed the week of January 22 - 28 as Financial Aid Awareness Week. During this week many of the institutions throughout the state have planned activities, such as Student Financial Aid Open House on campuses to better inform current and prospective students about financial aid. As a special project for the Alabama Association of Student Financial Aid Administrators (AASFAA), financial aid presentations are conducted throughout the state to assist high school counselors in getting information to prospective college students in a timely manner.</p>
ALASKA	<p>Each February, the University of Alaska coordinates "February FAFSA Frenzy" which is designed to increase awareness of financial aid. The past two years, the governor has also declared February to be the State of Alaska official financial aid awareness month. This is also the month for College Goal Sunday, and there is considerable media push-out of information about that event.</p> <p>There's more info on February FAFSA Frenzy at http://www.alaska.edu/fafsafrenzy/ and more info on Alaska's College Goal Sunday at http://www.alaskacollegegoalsunday.com/.</p>
ARIZONA	<p>College Goal Sunday</p> <p>This is the 11th year the Arizona Commission for Postsecondary Education (ACPE) will hold the annual College Goal Sunday event. This year's event is on Sunday, February 11, 2007 at 29 locations statewide, with one location offering a Saturday event on February 10. Financial aid professionals will provide college-bound students and their families with the assistance necessary to complete financial aid forms and meet the Arizona deadline for accessing all available aid dollars. College Goal Sunday is a FREE event, open to the public.</p> <p>Since its inception, College Goal Sunday has helped nearly 27,000 college-bound students and their families complete the Free Application for Federal Student Aid (FAFSA) and take the first step towards a college education. The event is intended for college-bound students and their families, especially those students who may be first-generation students. The ACPE has made a concerted effort to encourage first-generation students to attend the College Goal Sunday event, along with their families, and take advantage of professional assistance in applying for financial aid. First-generation college students are students whose parents have not received a college degree.</p> <p>Rapid Guide to Financial Aid</p> <p>The Arizona Commission for Postsecondary Education is revising the "Rapid Guide to Financial Aid" in January 2007 to include Arizona specific financial aid information. The publication will be printed in February of 2007 and distributed to high school students in March and April. This publication will include valuable information on how to get financial aid for college in a compact format (3 ½" X 5 ½" laminated). Some topics are: Submitting a FAFSA; Student Aid Report (SAR) and Expected Family Contribution (EFC); Identifying Scholarship Opportunities; Evaluating Financial Aid Offers; Types of Federal Aid such as Pell Grants, FSEOG, Federal Work-Study, Perkins Loans; Stafford Loans and PLUS Loans; Types of State Aid and Types of College-Based Aid; Types of Private Aid, and Working with Lenders. The Commission hopes this initiative will help low and middle income students find funding for college.</p> <p>Arizona Family College Savings Plan</p> <p>The ACPE has asked the Governor to proclaim March 2007 as College Savings Month and the kickoff event will occur at one of the Title 1 schools in Arizona. This will be followed by an extensive marketing blitz throughout the month of March.</p> <p>The AZ College savings planner is currently being revised and will be posted to the new Arizona Family College Savings Plan web site which is undergoing a redesign and will be up and running in February 2007.</p>

	<p>Additionally, the launch of the restructured Arizona Family College Savings Program is scheduled for spring of 2007.</p>
ARKANSAS	<p>In Arkansas, February is declared Financial Aid Awareness month by the Governor. One evening during February one of our local TV stations, during the evening news (6:00), streams an 800 number across the screen for people to call with questions about financial aid. The station provides the desks and telephones for the state association to take the calls. They also have a reporter who typically does a short report on what we're doing.</p> <p>We (our state association) do an hour long show on our public television station, where various members of the financial aid community discuss various aspects of the financial aid. There's also a toll free number for people to call and we man the phones during the show. We also put together packets of information to mail to people if the want it.</p> <p>On February 18 Arkansas will host its first College Goal Sunday. This is a joint effort of the state association and the Department of Higher Education.</p>
CONNECTICUT	<p>The Connecticut Department of Education GEAR UP staff plans to conduct workshops and other sessions centered on the FAFSA beginning in January and continuing through early March.</p> <p>Early awareness activities sponsored by the Connecticut Association of Professional Financial Aid Administrators (CAPFAA) are still in the beginning stages, and will take place during the spring semester.</p>
DELAWARE	<p>Delaware will be holding College Goal Sunday in three locations on February 11th, stepping up advertising for Delaware's SEED (Student Excellence Equals Degree) Program, which provides tuition for high school graduating students to attend our Community College or the AA program at the University of Delaware.</p>
FLORIDA	<p>In Florida we are hosting College Goal Sunday activities at 48 locations around the state. Also, this is the time of year that MANY of the schools host Financial Aid Nights to welcome the public to visit and be advised about admission and financial aid. We also on an annual basis send out financial aid brochures about all our programs and announce our web application for state aid at this time of the year.</p>
INDIANA	<ul style="list-style-type: none"> • In 1989, as a joint project between the State Student Assistance Commission of Indiana (SSACI) and the Indiana Student Financial Aid Association (ISFAA) and with funding from Lilly Endowment, Inc (now sponsored by NASFAA and the Lumina Foundation), Indiana created College Goal Sunday. Now in its 18th year, on February 11, 2007 Indiana financial aid professionals will once again be stationed at sites throughout the state to help families complete the Free Application for Federal Student Aid (FAFSA). • Indiana established the "Learn More Indiana" initiative to help Hoosiers understand how to prepare, plan and pay for a postsecondary degree by helping students: <ul style="list-style-type: none"> ○ Check out colleges and career training programs ○ Explore different careers including the fastest growing Indiana occupations ○ Keep academics on track through grade-specific checklists and tips for supporting life-long learning ○ Find ways to save and pay for college • As in previous years, this January the state through the "Learn More Indiana" initiative mailed Free Application for Federal Student Aid (FAFSA) Worksheets, College Goal Sunday information and other college planning materials to every Indiana high school senior.

	<ul style="list-style-type: none"> • The January high school senior mailing also invited students to call Learn More Indiana's Helpline (formerly call the financial aid hotline) with financial aid, college and career questions. The Helpline (1-800-992-2076) is available 24 hours a day, 365 days a year. • Indiana, through the Learn More Indiana initiative, is one of the first six states to participate in the KnowHow2Go campaign developed by the Lumina Foundation, the American Council on Education and the Ad Council dedicated to raising awareness among low-income students about the critical steps they need to take to get to college.
KANSAS	<p>Throughout the state of Kansas on Sunday, February 11th. 180 student financial aid administrators from across the state will be participating in 20 College Goal Sunday programs. Students and parents will be able to sit down with a student aid administrator and go over the process of completing the FAFSA, as well as responding to any questions that there may be about the student financial aid process. A drawing will be held for two \$500 scholarships for any senior student attending to win at each site.</p>
KENTUCKY	<p>Kentucky has several initiatives to heighten awareness in January and February about the availability of student financial aid:</p> <p>On January 30, Kentucky Educational Television (KET) will host a Financial Aid Call-In Show from 9 until 10 p.m. Several financial aid professionals from various sectors will be on-air to discuss the FAFSA and take viewers' phone calls. KASFSA coordinates this event and KET graciously sponsors this very popular show and has for at least the past 25 years!</p> <p>KASFSA also facilitates a Kentucky College Goal Sunday on January 28 from 2 until 4 p.m. at approximately 20 sites in 19 counties throughout the state. This event has been well-attended in the past, and weather cooperating, we expect large turnouts again in 2007.</p> <p>Governor Fletcher has also proclaimed the month of February as "Financial Aid Awareness Month."</p> <p>KHEAA produces several press releases for both Kentucky and Alabama students during this time: encouraging students to complete the FAFSA (January) and highlighting state aid programs and the application process (February). As you are probably aware, KHEAA is the designated guarantor for Alabama.</p>
LOUISIANA	<p>Louisiana will be launching a revised website which includes a College Access in Louisiana link. We will also be initiative an electronic newsletter to be distributed to colleges and universities that can be shared with their students. Our Public Information and Communications Division will be performing the following services:</p> <p>During January/February, 2007, PIC currently has scheduled Financial Aid Presentations at:</p> <ul style="list-style-type: none"> *67 high schools around the state *3 parish libraries *1 faith-based organization *2 universities (Southern University Upward Bound and LSUBR Office of Recruiting Services Parent Information Night) *National Guard Youth Challenge in Carville *Louisiana State Beta Club Convention at the Cajun Dome in Lafayette *2 parish-wide events for parents and students *LOSFA's sixth annual Call-In Night (6-9 PM, February 26)
MAINE	<p>FAME will be sending post cards to GEAR UP students urging them to file early FAME issued a press release on College Goal Sunday & reminding students to file early January 28th is Maine College Goal Sunday</p>

<p>MINNESOTA</p>	<p>The Minnesota Office of Higher Education is coordinating a public awareness campaign with involvement from the state's higher education sector and other partners. The purpose of the campaign is to encourage and inspire Minnesota students to prepare for and participate in college. The campaign messages will support and complement existing outreach and educational programs across the state that are working to increase college participation and success among students from groups traditionally underrepresented on college campuses.</p> <p>The campaign is targeted to students in grades 7 through 9. The overarching objective is to reach students at a critical juncture on their educational path and provide helpful and empowering messages about the options and opportunities that come from staying in school, challenging oneself and having dreams.</p> <p>Focus groups have been conducted at three schools to validate key messages, creative and media approaches. The TV and print campaign will run March through June, with the hope of resuming the campaign in fall 2007. Public service announcements will be leveraged, and many partners will help distribute information about the campaign through program channels. The advertising and public relations agency working with us on the project has committed to donating half of their time.</p>
<p>MONTANA</p>	<p>Montana participates in College Goal Sunday which will be held February 11 this year.</p> <p>The current session of the Montana Legislature has a lot of money to spend and there is a lot of it going towards higher educations. Listed below are a few major bills that are likely to be passed.</p> <ul style="list-style-type: none"> • College Affordability Plan (CAP) – The plan is backed by Governor Brian Schweitzer and will freeze tuition during fiscal years 2008 and 2009 at all Montana University System campuses. The plan is estimated to cost \$50 million during the biennium. • Governor's Best and Brightest Scholarship Program – Need and Merit based grants are available to Montana resident students attending a Montana school. Funding for the program will increase 233% during the next biennium. Program is administered by Montana Guaranteed Student Loan Program and there is currently a state-wide advertising campaign for the program to encourage applicants. Recipients are eligible to receive \$1,000-2,000 renewable awards. Major focus of the need-based portion of the scholarship is to increase access and enrollment in 2-year programs of study. • Quality Educator Loan Forgiveness Program – The program will provide loan repayment assistance for quality educators employed in a geographic or certification/endorsement area. Educators will be eligible to receive assistance for up to 4 years for a maximum of \$3,000 per year.
<p>NEBRASKA</p>	<p>In early December Nebraska's EducationQuest Foundation held a one hour TV show on our state-wide PBS station. A panel of four people discussed issues dealing with college, including how to apply for admissions and financial aid. A toll-free number was available during the show for people to call in and ask specific questions, some of which were answered live on the show. In addition, the Foundation puts on financial aid presentations at college fairs held throughout the state.</p>
<p>NEVADA</p>	<p>College Goal Sunday is coordinated by the Nevada System of Higher Education with funding from the Lumina Foundation and USA Funds. The third annual event will occur January 28, 2007 at 13 locations statewide. Over 125 financial aid professionals and volunteers will offer two-hour workshops targeted at high school seniors and their families. The workshops will include a brief overview of financing college education, after which participants will head to computer labs where they will receive personal assistance in completing the FAFSA on-line. The paper FAFSA will be available as well, and most locations will provide Spanish interpreters.</p>

	<p>The Congressman Jon C. Porter Annual Financial Aid Night was held January 11, 2007 at Del Sol High School in Las Vegas, NV. Representatives from the U.S. Department of Education, Nevada System of Higher Education, University of Nevada, Las Vegas, Community College of Southern Nevada and Nevada State College provided a panel presentation and responded to questions from the audience.</p> <p>The Sallie Mae Bus Tour will stop in Reno, Nevada January 18 & 19, 2007. Sponsored by Truckee Meadows Community College, the bus serves as a traveling college counseling center. Students and parents can board the bus to meet one-on-one with a financial aid expert, research colleges and scholarships or start the federal student aid application process at one of four computer workstations. In addition to the bus, there will be two "Paying for College" workshops at Vaughn and Sparks Middle schools.</p> <p>Truckee Meadows Community College hosted a Spring Open House on January 17, 2007 for graduating seniors and their parents.</p> <p>Truckee Meadows Community College will offer Scholarship Essay Writing Workshops on January 26 and 28, 2007, for students enrolled in their campus College Achievement Program, as well as high school students in their C-2 Leadership program.</p> <p>The Community College of Southern Nevada and Truckee Meadows Community College offer free Accuplacer testing at local high schools, to break down one barrier for students interested in attending college. Accuplacer scores are used to place students in Math and English courses.</p> <p>In the months of January and February, many NSHE institutions participate in a variety of parent/financial aid nights at high schools all over Nevada.</p>
NEW JERSEY	<p>New Jersey's Higher Education Student Assistance Authority strives to provide all of the state's students with the financial and informational resources to make college affordable and accessible. In the coming months HESAA will be a hosting financial aid nights across the state in high schools to provide families with information about filing a FAFSA and the availability of state and federal grants and scholarships.</p> <p>HESAA is also a partner in New Jersey's College Goal Sunday initiative. In its second year College Goal Sunday will expand to 7 sites across the state and provide one-on-one assistance to low income and first generation families. HESAA will be reaching out to guidance counselors to offer professional updates on changes to the FAFSA and federal and state grant programs to ensure that they have the most up-to-date information when assisting their students.</p>
NEW MEXICO	<p>New Mexico is participating in the College Goal Sunday initiative this year. On Saturday, February 24 financial aid awareness workshops will be held in Clovis, New Mexico and on Sunday, February 25 workshops will be held in Farmington and Albuquerque. The goal this year was to hold a total of four workshops in rural and urban areas of the state.</p>
NEW YORK	<p>College Access Initiative Summary</p> <p><i>The Higher Education Services Corp. (HESC), the New York State agency that helps people pay for college, is committed to advancing college accessibility to pre-college students. HESC is a leader in creating programs for all New York students opening the door to college preparation, career development and financial literacy. The pre-college services bureau at HESC is the primary unit overseeing five college access programs.</i></p> <p>College Access Initiative (www.going2college.org)</p> <ul style="list-style-type: none"> ➤ Through "going2college," HESC has expanded and enhanced its traditional outreach efforts preparing middle and high school students for college and guiding them in planning and paying for it. ➤ Plans are currently underway for focus group sessions in selected urban and rural areas using current NYGEAR UP students to evaluate the current accessibility of the Web site. Special attention will be given to data relevancy, ease of use and

accessibility of information among the four content areas: career planning, planning for college, finding a college and paying for college.

- HESC anticipates publicity for both the “going2college” and the NYMentor sites this spring as part of a national publicity effort through the National Council for Higher Education Loan Programs (NCHELP).

NYGEAR Up (www.hesc.com/content.nsf/NYGEARUP/NYGEAR_UP)

- HESC was re-designated lead agency by the governor for the 2005-2011, \$21 million GEAR UP statewide grant.
- HESC coordinates the delivery of state-wide services with a group of implementation partners including: the State University of New York (SUNY), the City University of New York (CUNY), Commission on Independent Colleges and Universities (clcu), The College Board, Association of Proprietary Colleges (APC), and the New York State Financial Aid Administrators Association (NYSFAAA).
- NYGEAR UP has spearheaded the development of the NYMentor service. NYGEAR UP students in selected areas will be convened in focus groups to evaluate the effectiveness of the College Access Initiative Web site, www.going2college.org in the first half of February, 2007.
- Current NYGEAR UP local projects are: Syracuse University; State University of New York at Cobleskill; City University of New York at Brooklyn; St. John's University; Long Island University in Brooklyn; Rochester Institute of Technology; and Jamestown Community College.
- Winning public school districts include: Albany; Yonkers; New Rochelle; and Rome.

NYMentor (www.nymmentor.edu)

- HESC is engaged in a quality review of the services provided by Xap, which currently operates the NYMentor Web site. It is anticipated that over the next few months, a Request For Proposals (RFP) will be issued and a new contract will be awarded for the maintenance of the NYMentor site.

***Lumina Foundation – College Goal Sunday
(<http://collegegoalsundayny.com/Home.asp>)***

- New York will be one of the first states to offer electronic filing of the FAFSA for participating students at the College Goal Sunday on February 11, 2007.
- High-need students will receive hands-on assistance for electronically filing their FAFSA applications at any of 14 designated “College Goal Sunday” sites across the state including: each borough of New York City; Buffalo; Rochester; Syracuse; Yonkers; Troy; Long Island (two sites); and two upstate rural locations to be determined.

New York's 529 College Savings Program (www.nysaves.com)

- As of Nov. 2006, New York's 529 College Savings Program has nearly \$6 billion in assets, more than 460,000 participants and has disbursed over \$108 million.
- Current media advertising campaign in place now.
- HESC is currently calculating the feasibility of establishing a 529 scholarship program.

HESC will send e-mails to all students who received a Tuition Assistance Program award in the prior year reminding them to apply for the 2007-08 year. The e-mail will instruct students to file a 2007-08 FAFSA, and then use the link on the confirmation page to apply for New

	York State awards.
NORTH CAROLINA	<p>North Carolina Initiatives</p> <p>Host FAFSA Day on 2/17/07 at 51 locations across the state to assist students in filing FAFSA. In 2006, we assisted 2,700 students at 42 locations.</p> <p>Distributed TV, radio, and newsprint PSAs promoting FAFSA day</p> <p>Financial Aid Awareness Week proclamation by Governor February 12-17.</p> <p>Distribute press releases to inform the public about state aid programs which use the FAFSA as the application.</p>
OREGON	<p>Oregon activities that encourage students to enroll in college and/or apply for financial aid occurring in January and February 2007.</p> <p>A College Goal Sunday event at 15 Oregon colleges located throughout the state. Financial aid professionals will assist families to file their FAFSA's. Presentations on how to apply and compete for scholarships will also be available. The event website is available in both English and Spanish at www.CollegeGoalOregon.org. Volunteers who speak Spanish and other languages used their communities will also be onsite.</p> <p>Provide Scholarship Search/Apply/Compete workshops at high schools, colleges and college fairs. These workshops help students understand the scholarship process.</p> <p>Oregon Public Broadcast with the help of the Oregon Association of Student Financial Aid Administrators produced a television show to provide information on financial aid and also staffed a phone bank to answer specific questions from citizens regarding applying for financial aid.</p> <p>ASPIRE volunteers mentored high school students at 84 schools on how to the selection, admissions and financial aid process.</p> <p>The state loan guaranty agency, Education Credit Management Corporation and the Oregon Student Assistance Commission, have made available free publications describing national and Oregon financial aid programs, information about Oregon college costs, worksheets and the unified application for more than 340 scholarships for Oregon students. High schools, colleges and community groups have ordered nearly 50,000 copies of each publication.</p>
RHODE ISLAND	<p>The Governor of Rhode Island proclaimed January 14-20, 2007 as Financial Aid Awareness Week. During this week, an "Ocean State College Aid Sunday" was held to help families complete the FAFSA, financial aid administrators answered call-in questions on the NBC local affiliate station's Wednesday evening news broadcast, a Spanish financial aid night was held at an urban high school, and news releases and public service announcements were sent to all newspapers and radio stations in the state announcing awareness week activities.</p> <p>During the months of December, January, and February the RI Association of Student Financial Aid Administrators will have held financial aid nights at 30 high schools throughout the state.</p> <p>Post cards and email messages reminding students of the state grant application deadline will be sent to current year RI State Grant recipients and those financially eligible students that missed the grant deadline and therefore did not receive an award.</p>
TENNESSEE	<ul style="list-style-type: none"> College Goal Sunday (CGS) will be held on February 18, 2007 at 35 sites across the

	<p>state of Tennessee. The total number of sites is more than double the number from 2006.</p> <ul style="list-style-type: none"> • TSAC worked with four (4) state senators and twenty-eight (28) state representatives to create public service announcements (PSA) regarding College Goal Sunday. The PSAs will be played on radio stations in each legislator’s district. PSAs will also be sent to radio stations in each district for legislators who did not record a PSA. • Information and materials were mailed to educational facilities in the county of each CGS site for distribution to students and parents. Over 300 Tennessee high schools, libraries, and vocational rehabilitation centers received the information. • A 30-second commercial has been created for CGS which will be played on local television stations. • TSAC is offering financial aid presentations for companies throughout the year. The presentation provides the employees with an overview of the financial aid process. • CGS materials are mailed to students and/or parents who call and request the information.
VERMONT	<p><u>College Pathways</u> – One day conference targeted at high school juniors and their parents that is focused on all aspects of higher education including financing. Other topics include writing a great essay for admissions, playing sports at the college level, support for special needs, student and parent panels, etc. This will be our fifth year running this event and we have increased from 1 to 3 events scattered across Vermont to accommodate the 1,300 to 1,400 attendees. The events are held on college campuses.</p> <p><u>Form Nights</u> – VSAC staff go into high schools in January and early February to help families complete the FAFSA. We offer both online workshops and paper workshops depending on the availability of technology in the high school and the desires of the school counselor.</p> <p><u>Publications</u> – VSAC offers a variety of publications to help families understand the types of financial aid, the sources of financial aid, and the application process. We have recently launched a new campaign targeted at high school students that is a month-by-month guide to paying for college the center of which is a road map to college.</p>
VIRGINIA	<p>Governor Tim Kaine has declared February as Financial Aid Awareness month and the Virginia Association of Student Financial Aid Administrators will host “Super Saturday” events in all regions across the state on February 10 to provide financial aid information and assistance to parents and students. A direct mail campaign will ensure that families are aware of this service.</p> <p>The State Council of Higher Education for Virginia is currently hosting meetings to make recommendations for Virginia’s Six-Year Strategic Plan. As part of that process, two subcommittees are dedicated specifically to address “Access” and “Affordability.”</p> <p>To address affordability concerns, Governor Tim Kaine has recommended an increase in excess of \$13.7 million to need-based financial aid. This represents a 14 percent increase in student aid.</p> <p>The Virginia College Access Network is newly formed and provides a professional association for access providers and had 225 registrations for their second annual conference. The goal of this new organization is to better equip access providers as they assist students and to serve as a voice for access.</p>
WASHINGTON	<p>Washington’s first College-Goal Sunday event happens this year. Our agency sent a FAFSA filing promotional piece to all high schools.</p> <p>We submitted a state legislative budget request that included a coordinated financial aid information outreach initiative (high school nights, outreach to underrepresented populations) and the exploration of the development of a “one-stop-shop” web portal to include financial aid information (not yet funded).</p>

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