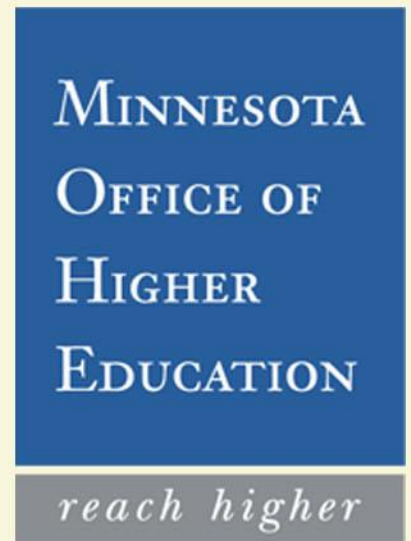




How to Effectively Use State and Federal Data

Cheryl Maplethorpe
Meredith Fergus

Seattle, Washington – October 2010



State and Federal data can be used to:

- Help identify a target behavior to change
 - Who applied for financial aid?
 - Who did not apply for financial aid?
- Help identify a target area for services or programming
 - What were the characteristics of households in the area?
 - What are the characteristics of students currently enrolled in K-12?
- Help measure outcomes
 - What were the patterns of application filing?
 - What impact does College Goal Sunday have on aid application rates?

Sources of State and Federal Data



Federal data include:

- Census data
 - American Community Survey (annual)
 - U.S. Census (every 10 years)
- Data collected by the U.S. Department of Education
 - FAFSA Applications (annual)
 - Enrollment (annual)
 - Financial Aid Programs (annual)
- Labor Force data
 - Employment & Unemployment (periodic)
 - Time Use (periodic)

States generally collect similar data or analyze the federal data at the regional or local level.

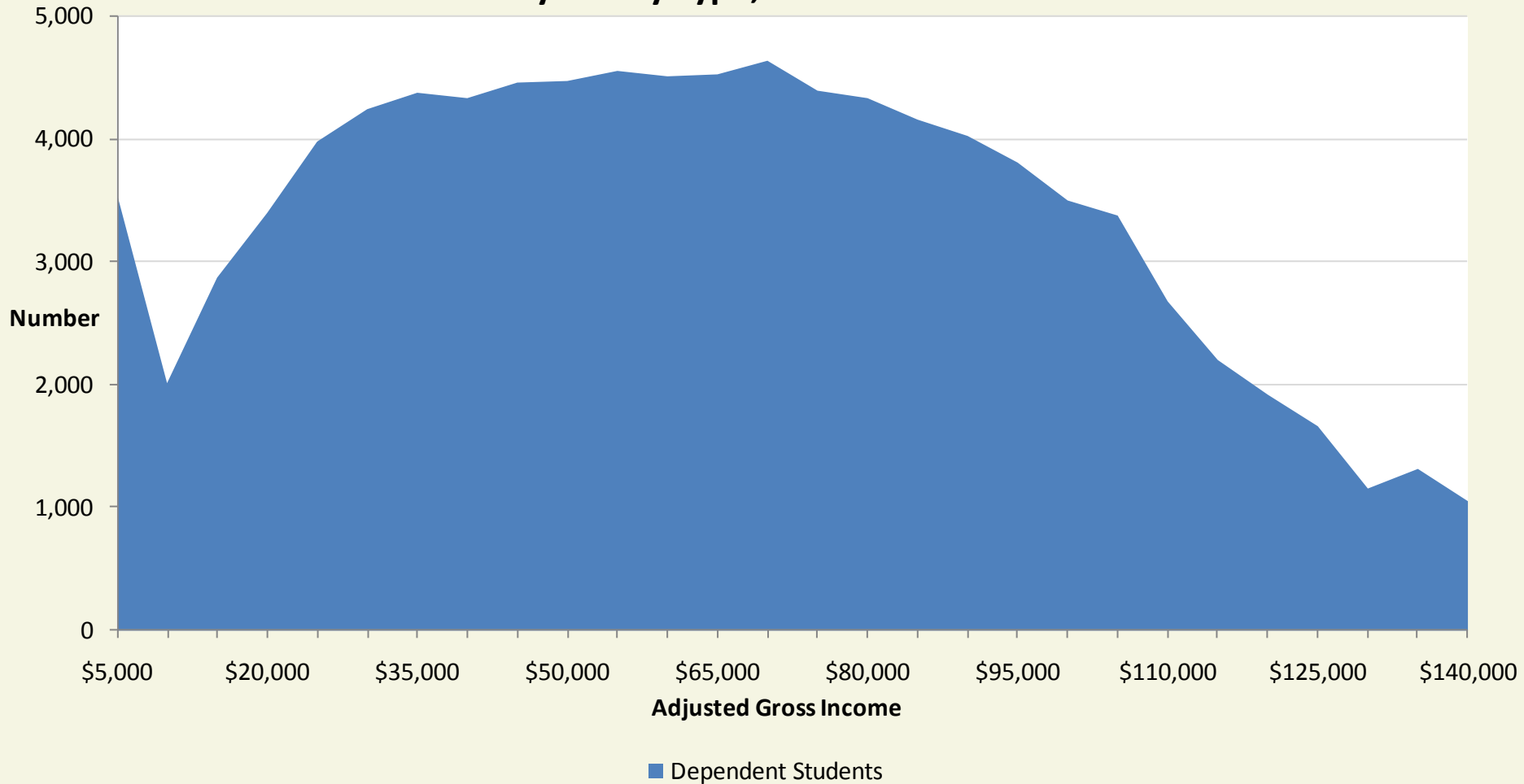
A young boy with dark hair, wearing an orange shirt and a backpack, is smiling and looking towards the camera. He is standing in front of a yellow school bus. The words "SCHOOL BUS" are visible on the front of the bus. The background shows a clear blue sky and some greenery.

Identifying a Behavior to Change

- Who applied for financial aid?
- Who did not apply for financial aid?

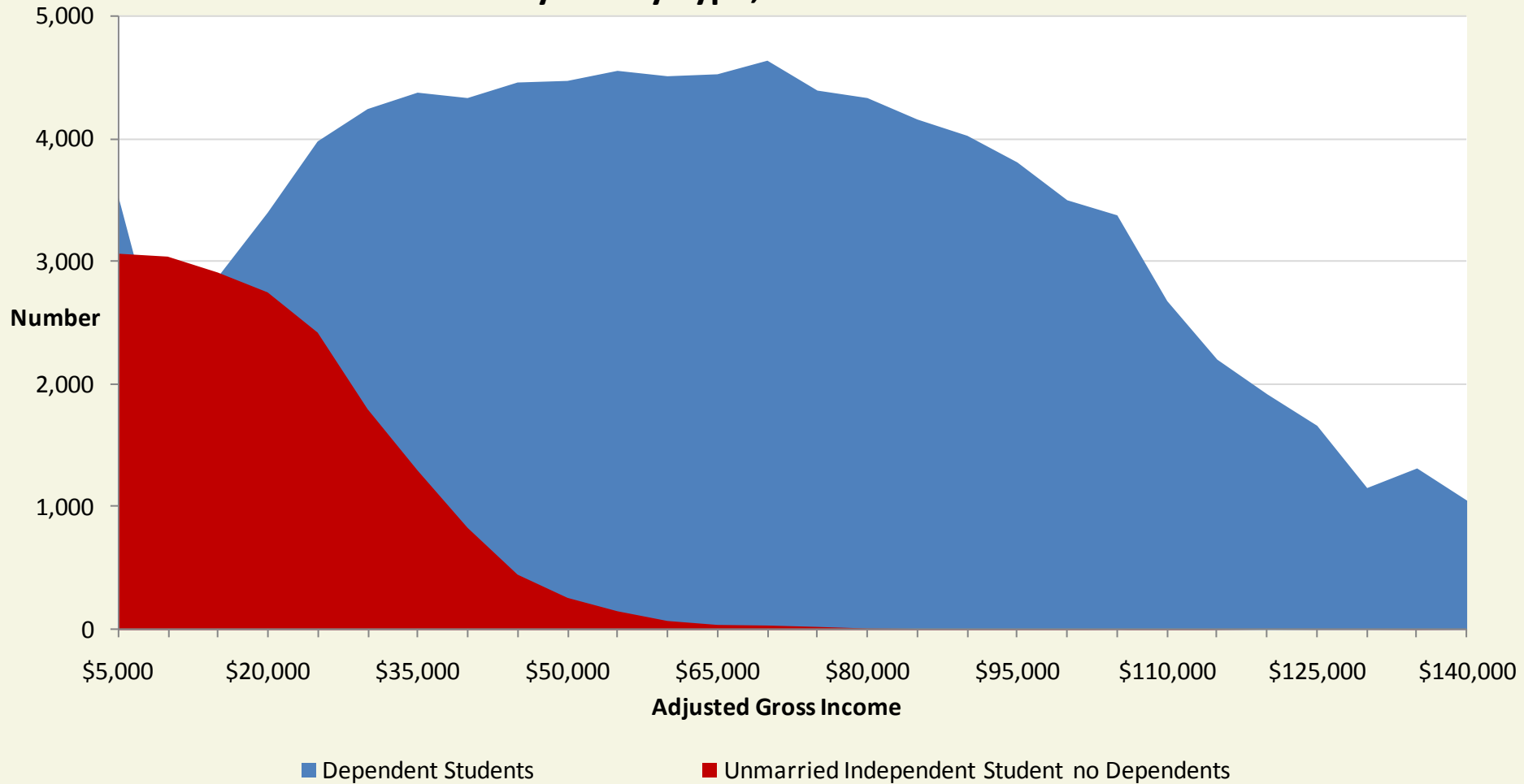
Who Applied for Financial Aid?

Income Distribution of Minnesota Resident Undergraduate FAFSA Filers by Family Type, Award Year 2008-2009



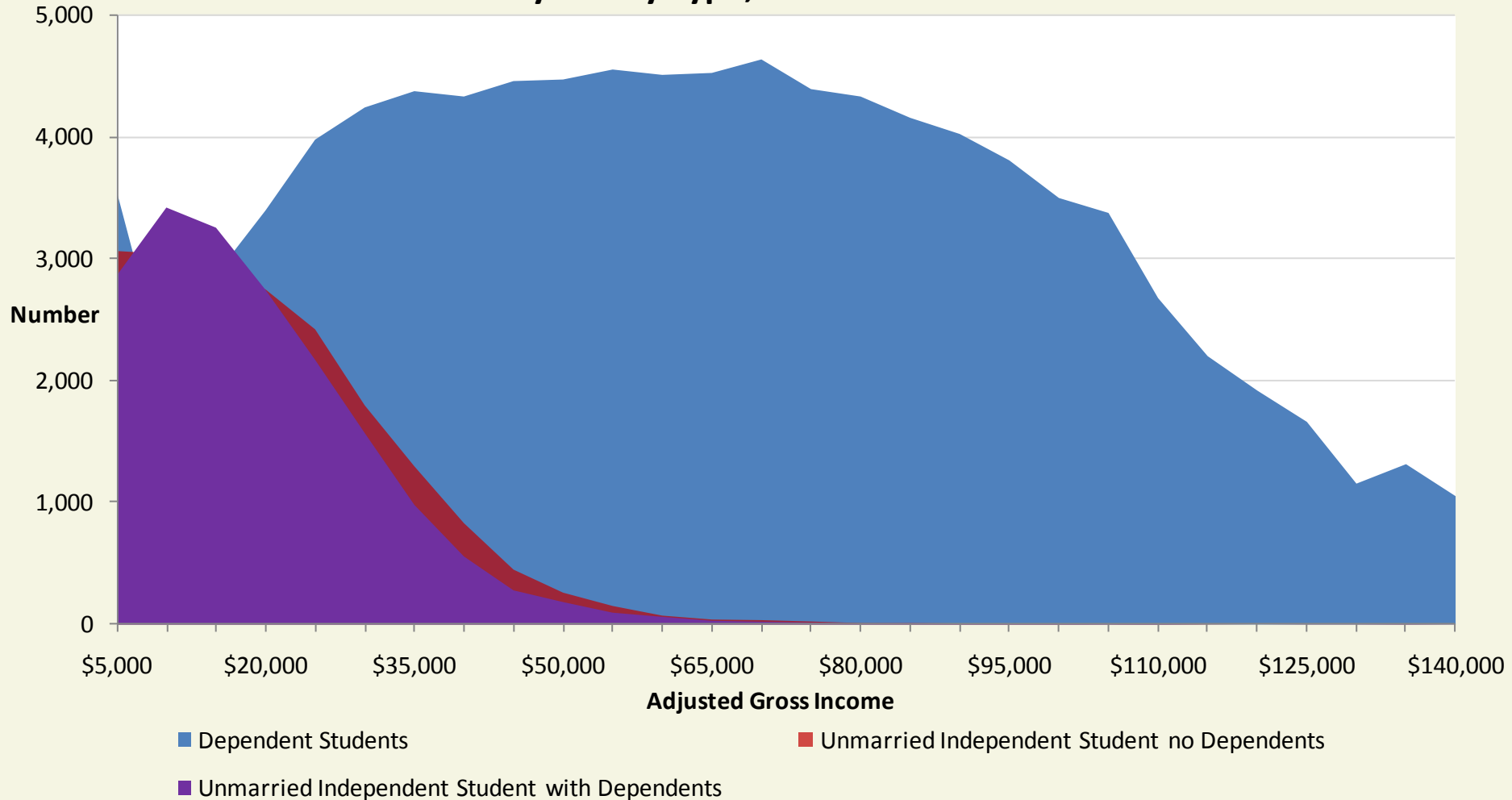
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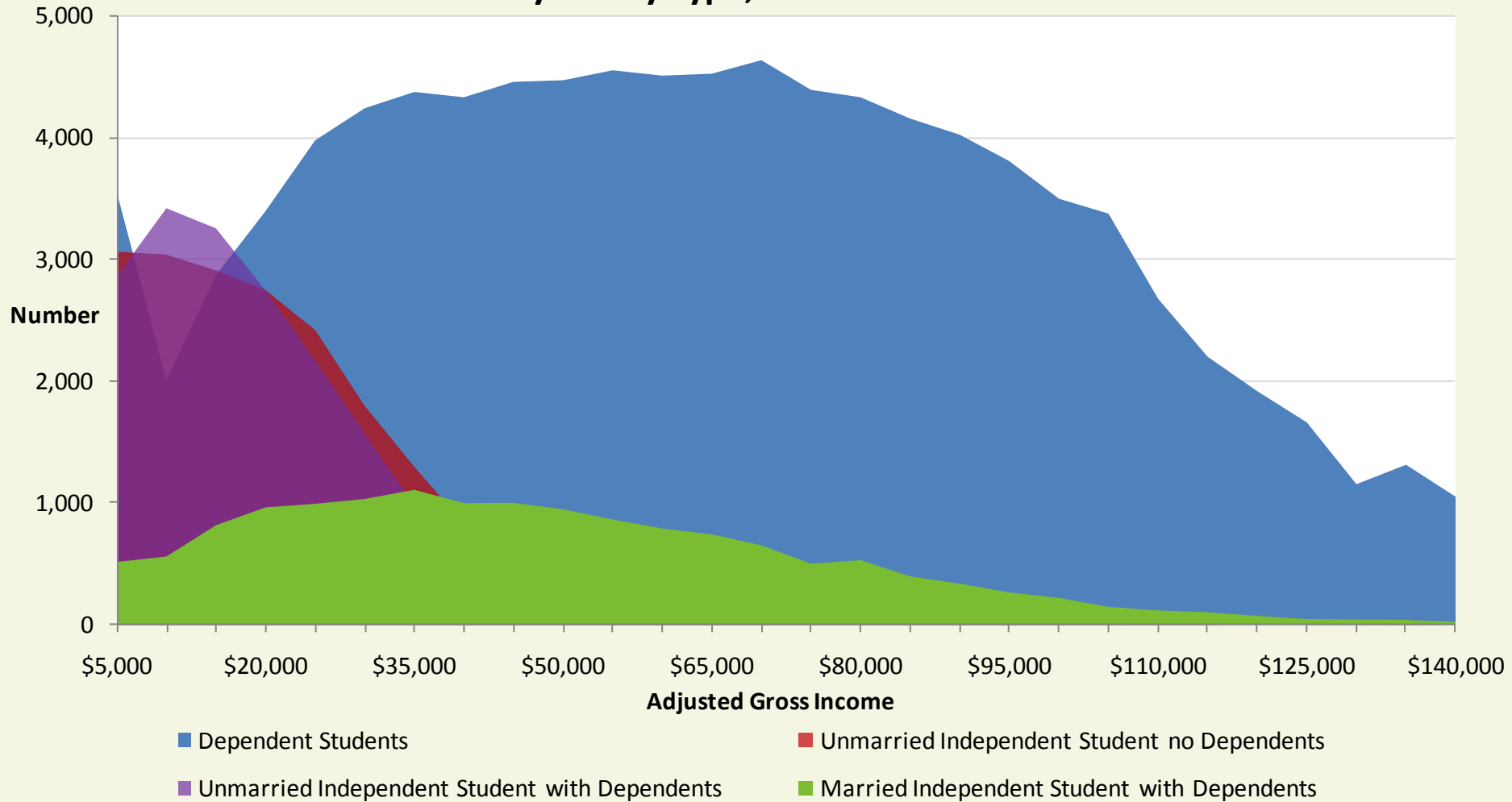
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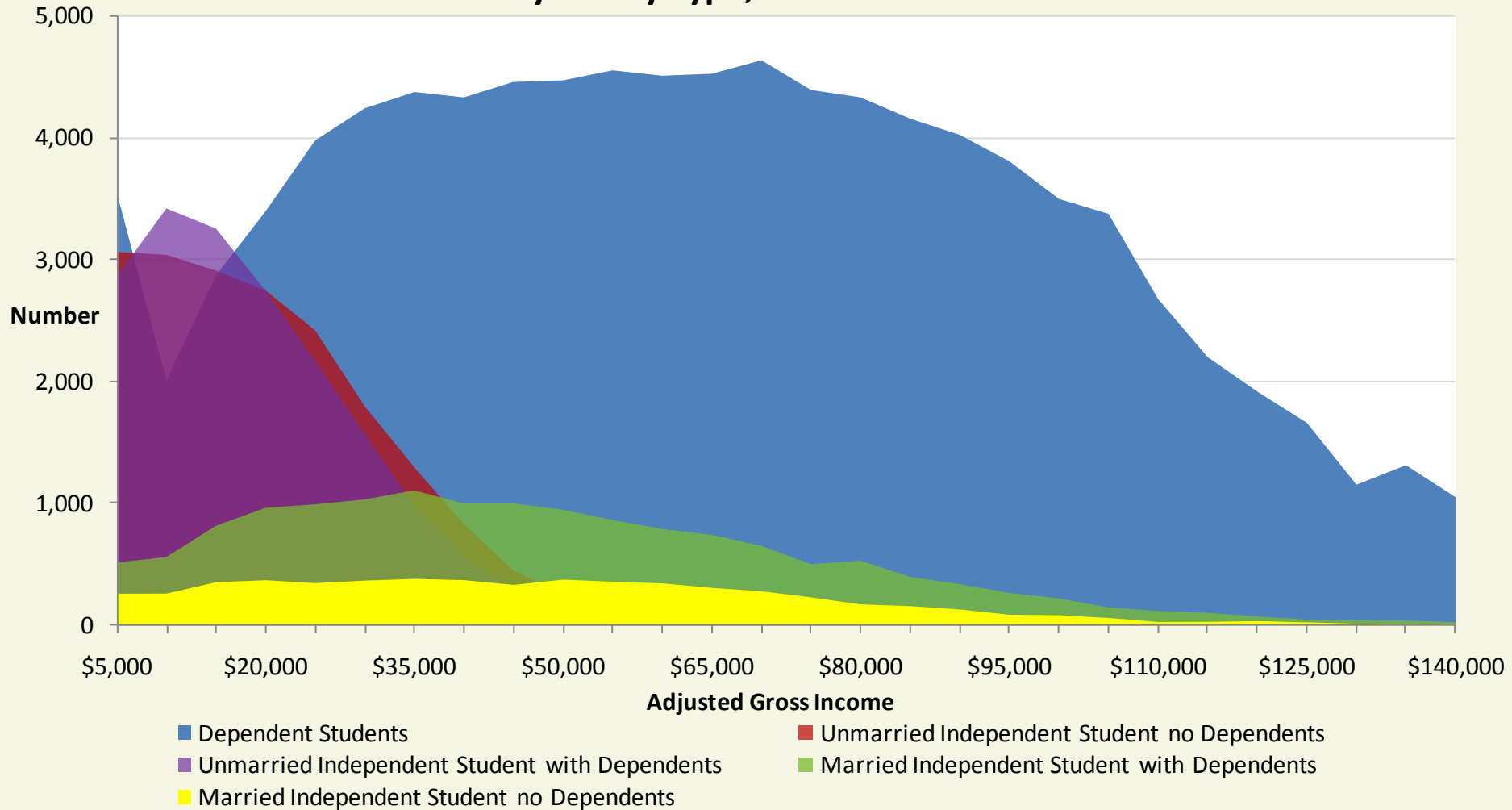
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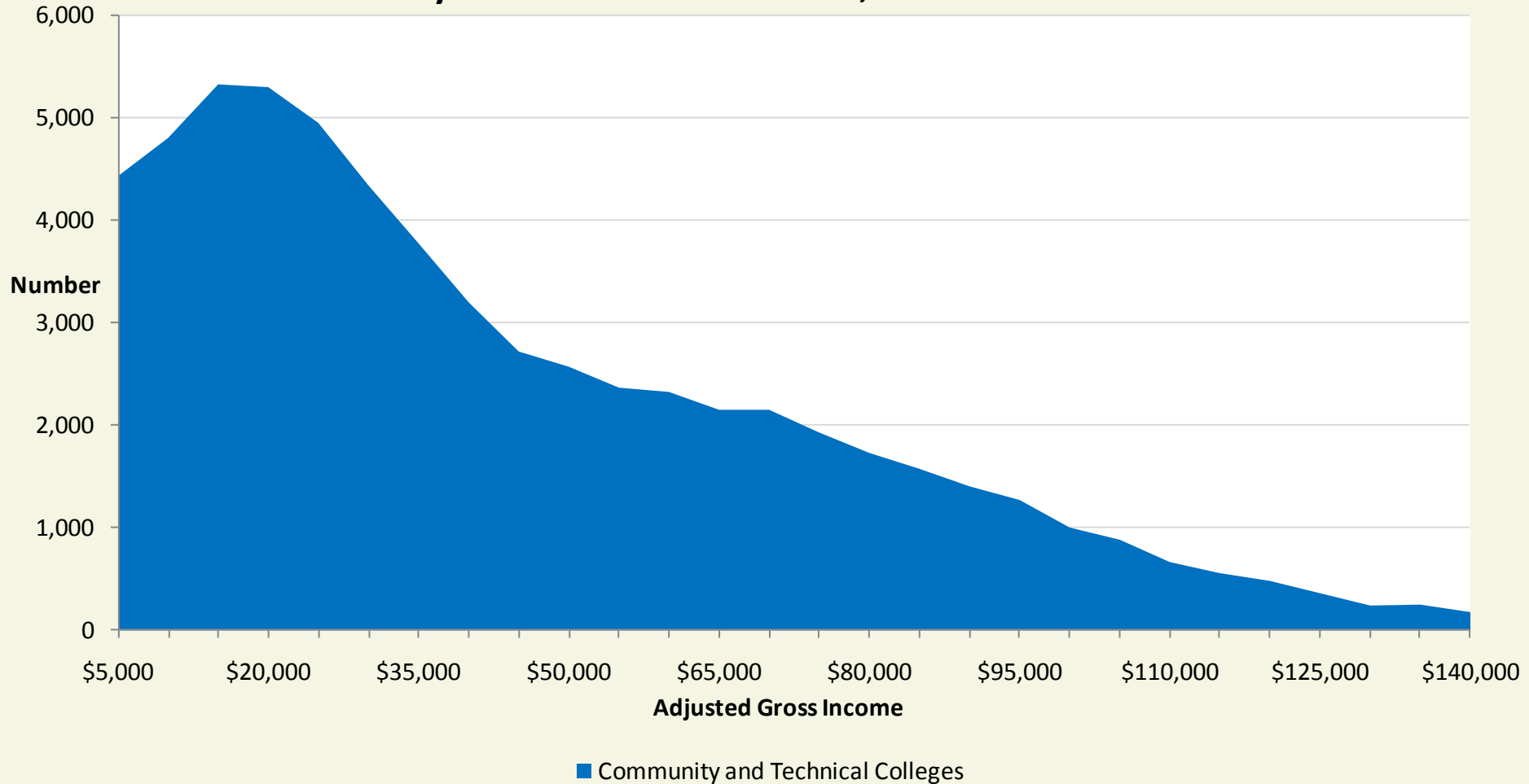
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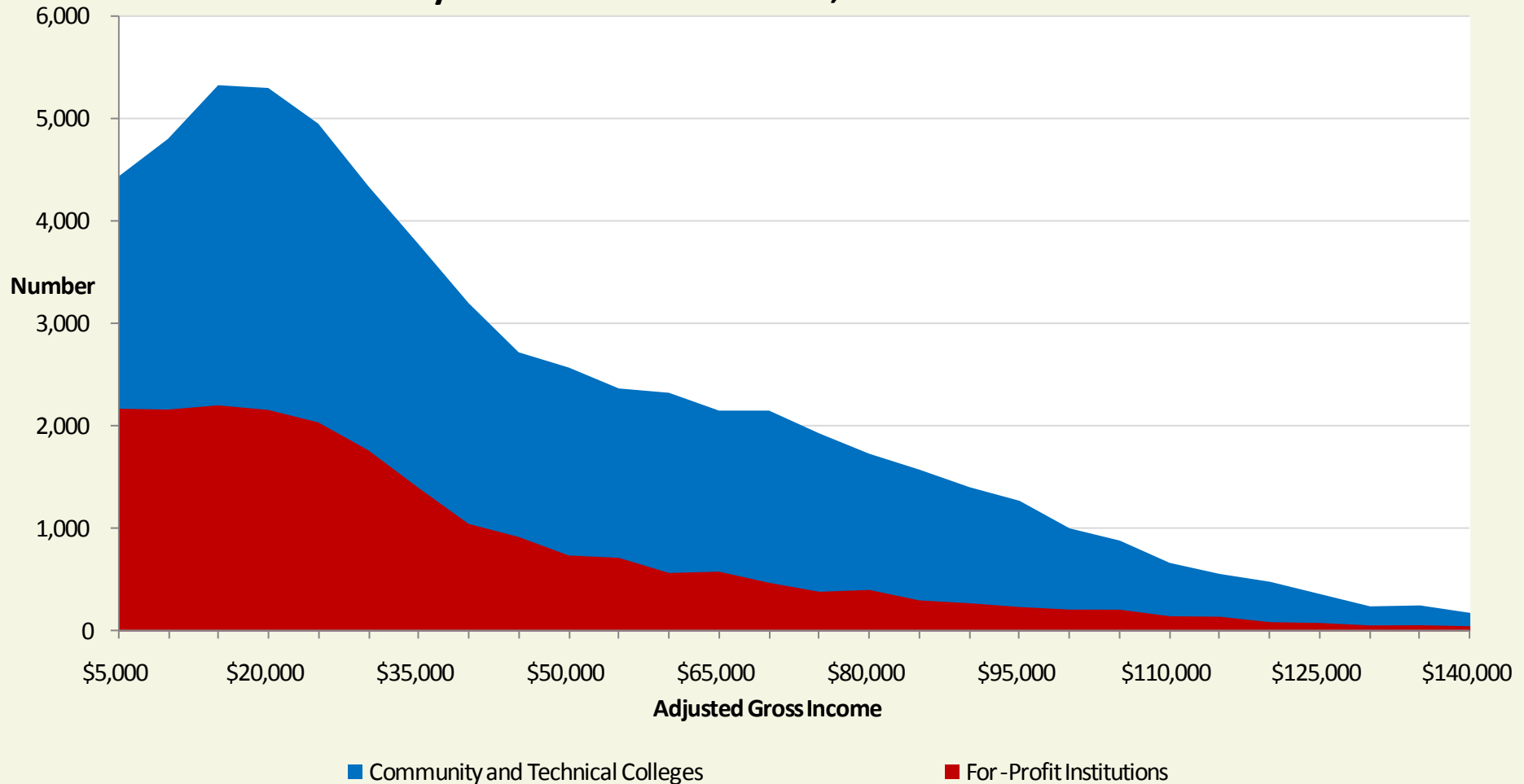
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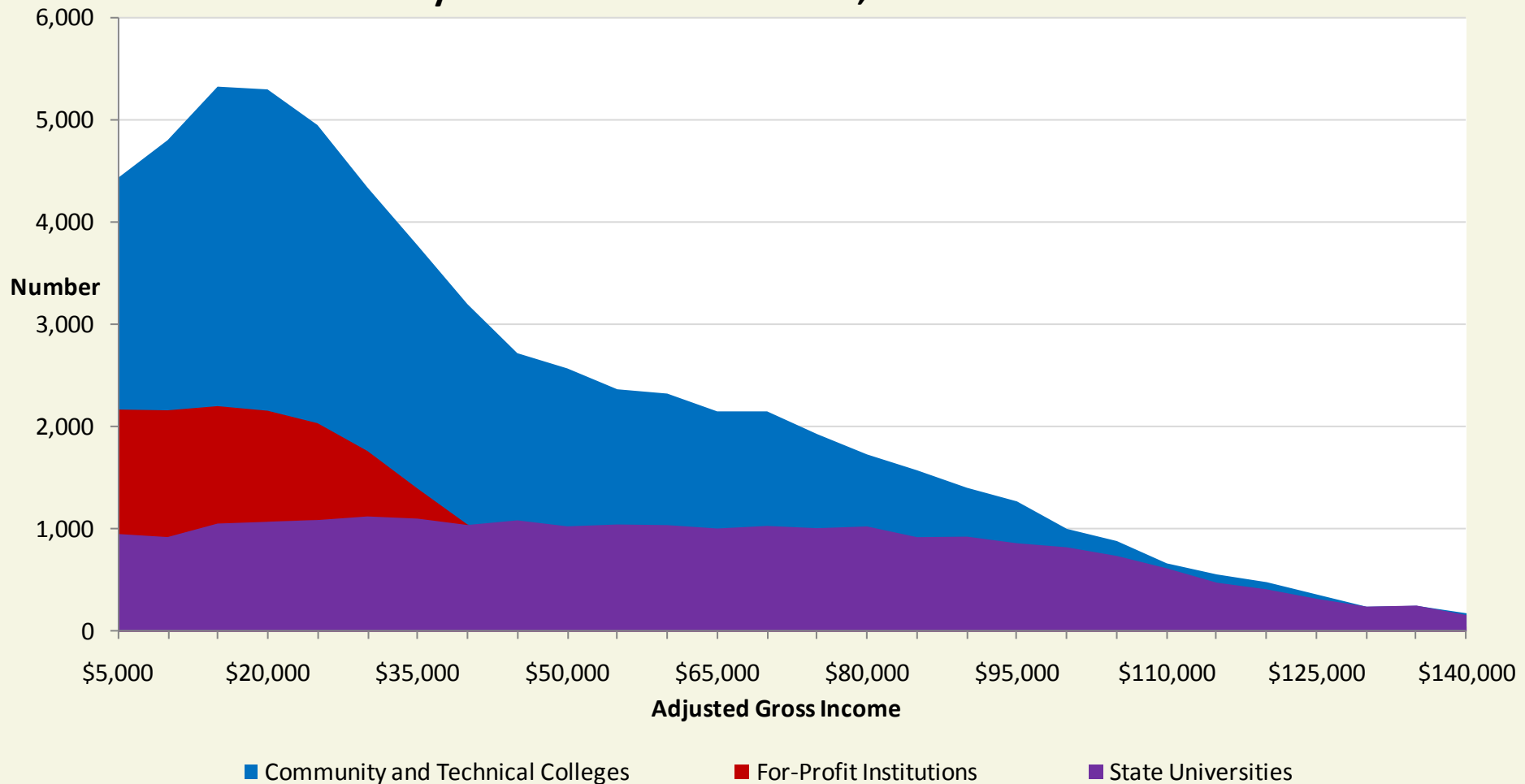
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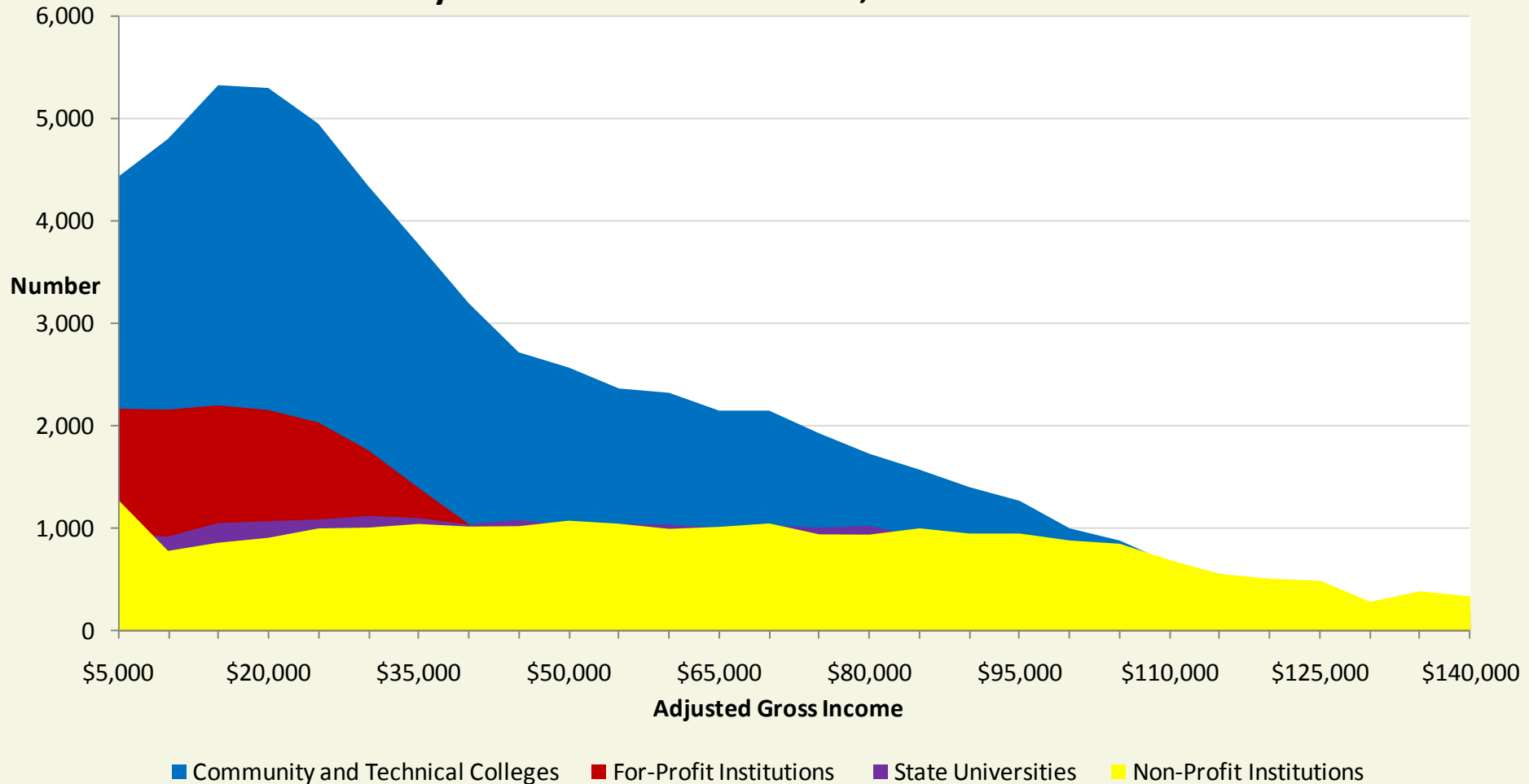
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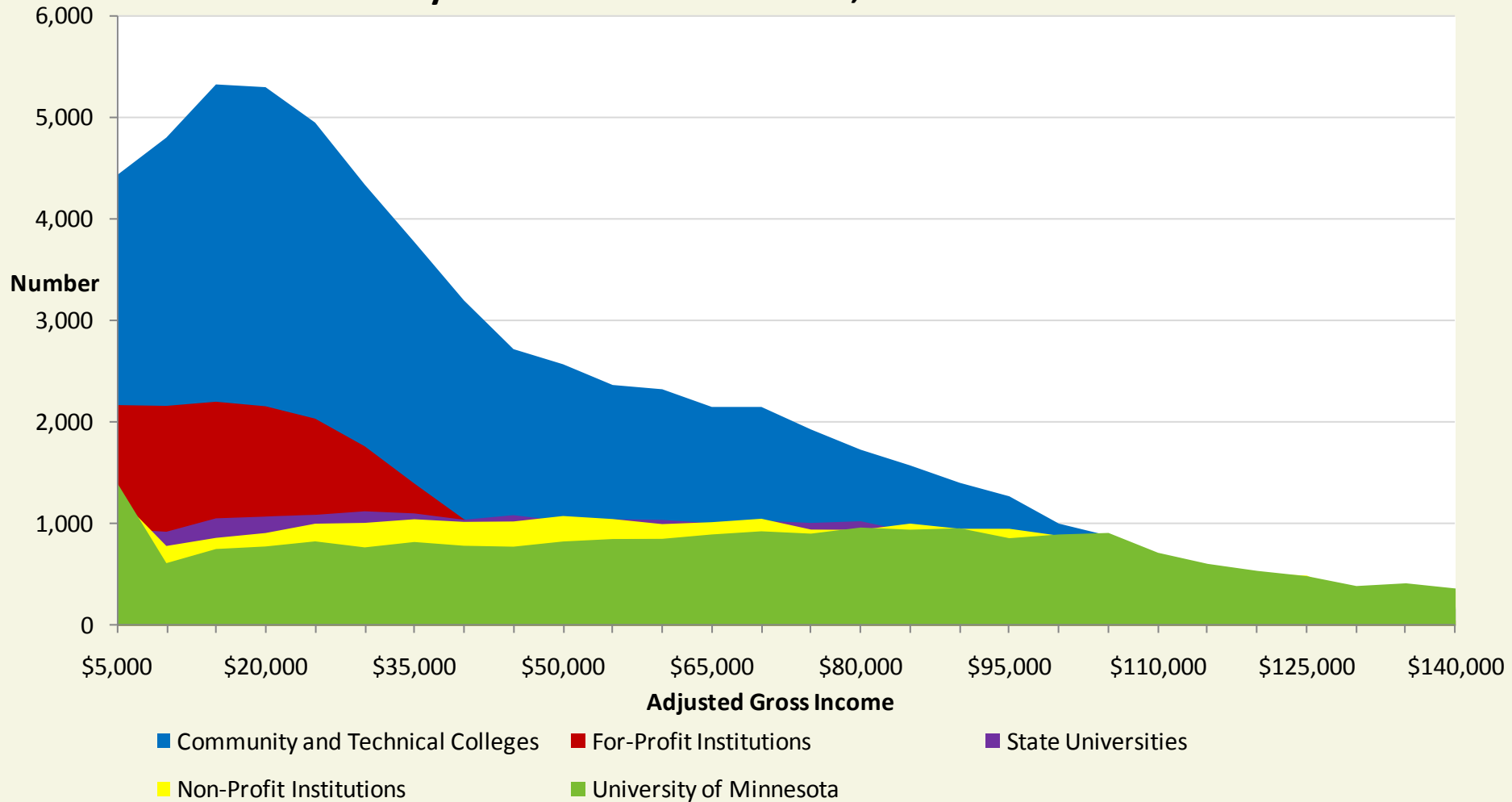
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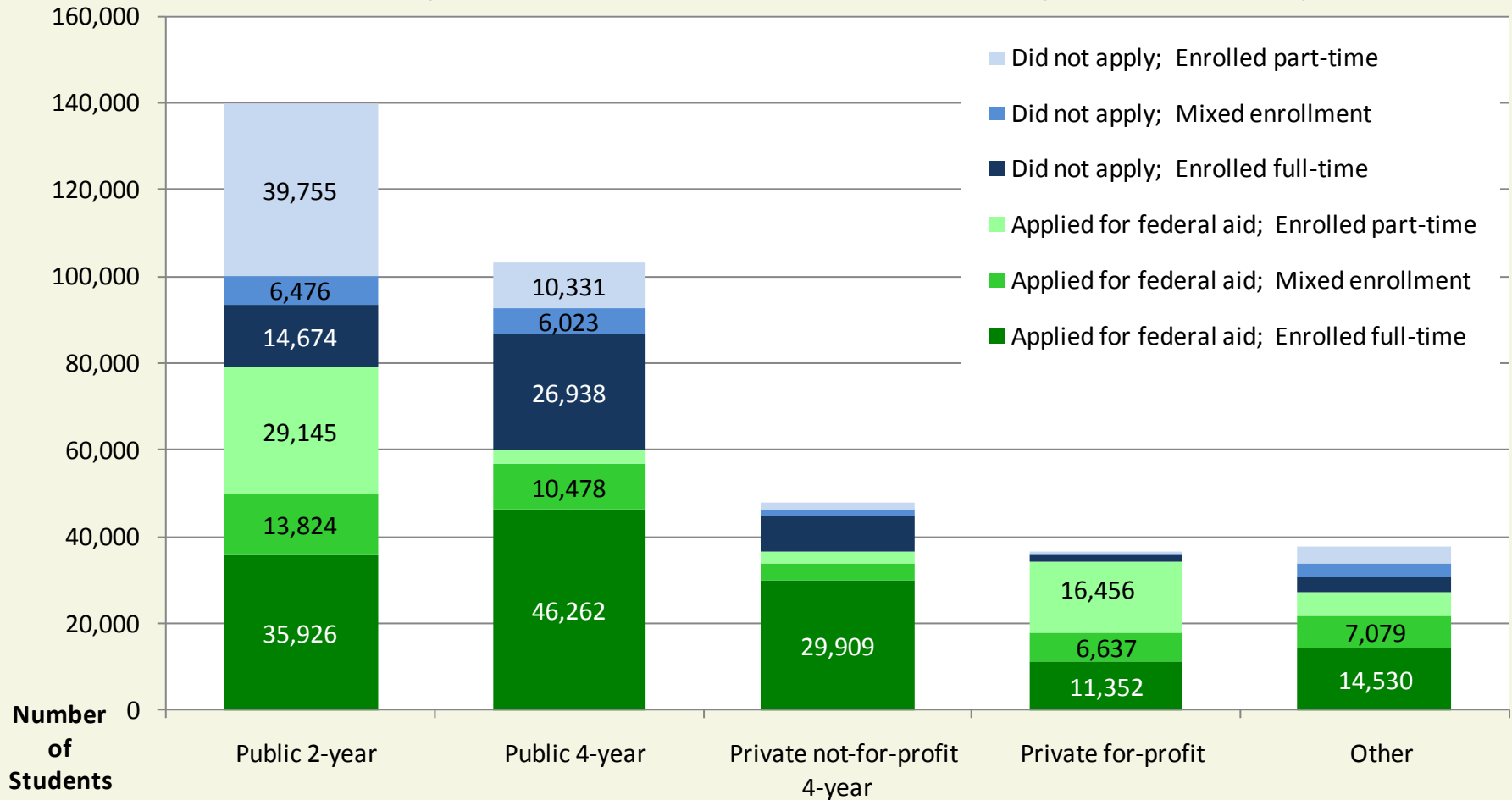
Income Distribution of Minnesota Resident Undergraduate FAFSA Filers by Institution of Enrollment, Award Year 2008-2009



Who Did Not Apply for Financial Aid?

Aid Application Status by Institution Type & Enrollment Level Minnesota Undergraduates, 2007-2008

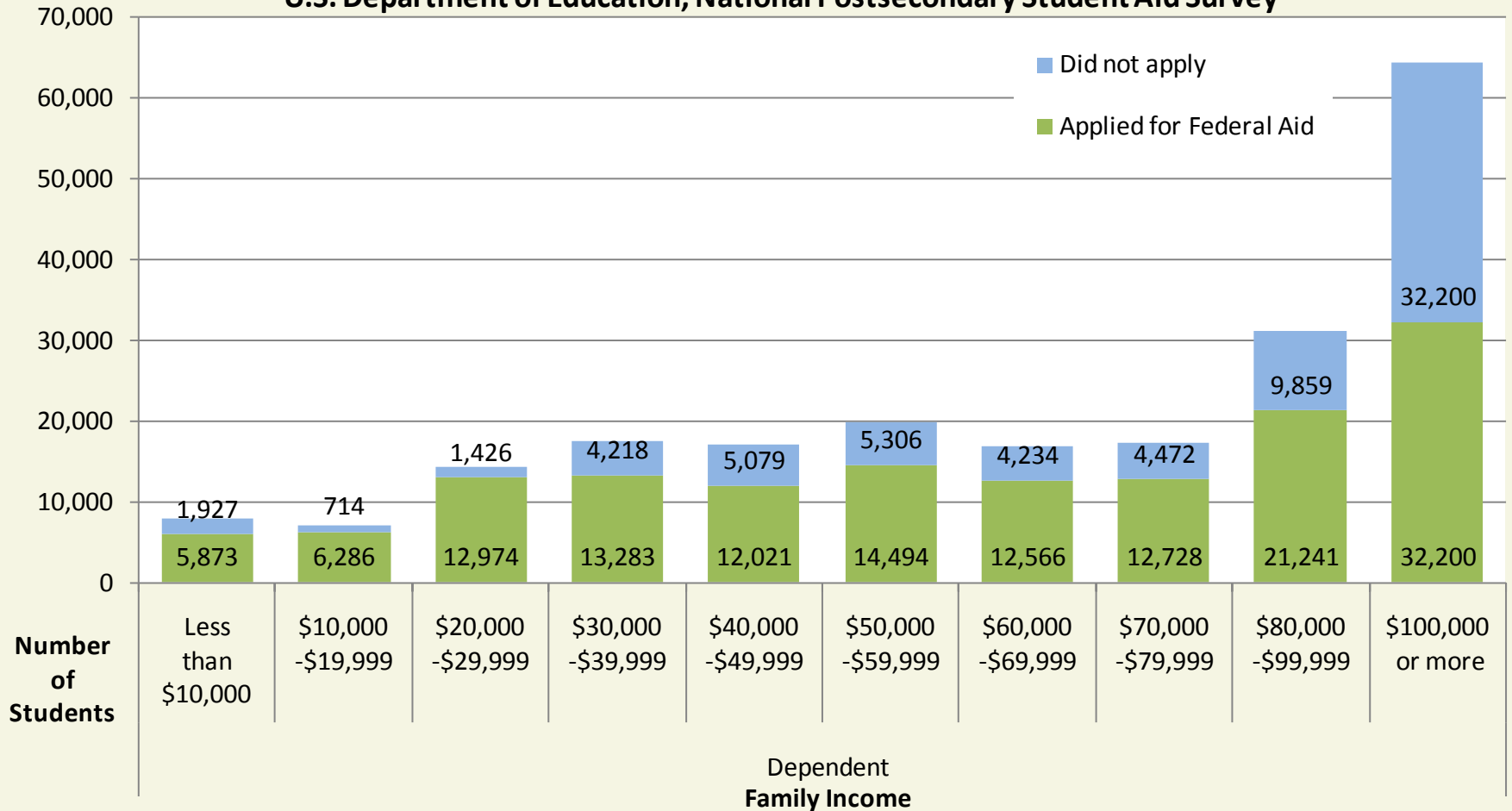
U.S. Department of Education, National Postsecondary Student Aid Survey



Who Did Not Apply for Financial Aid?

Aid Application Status by Income Minnesota Undergraduates, 2007-2008

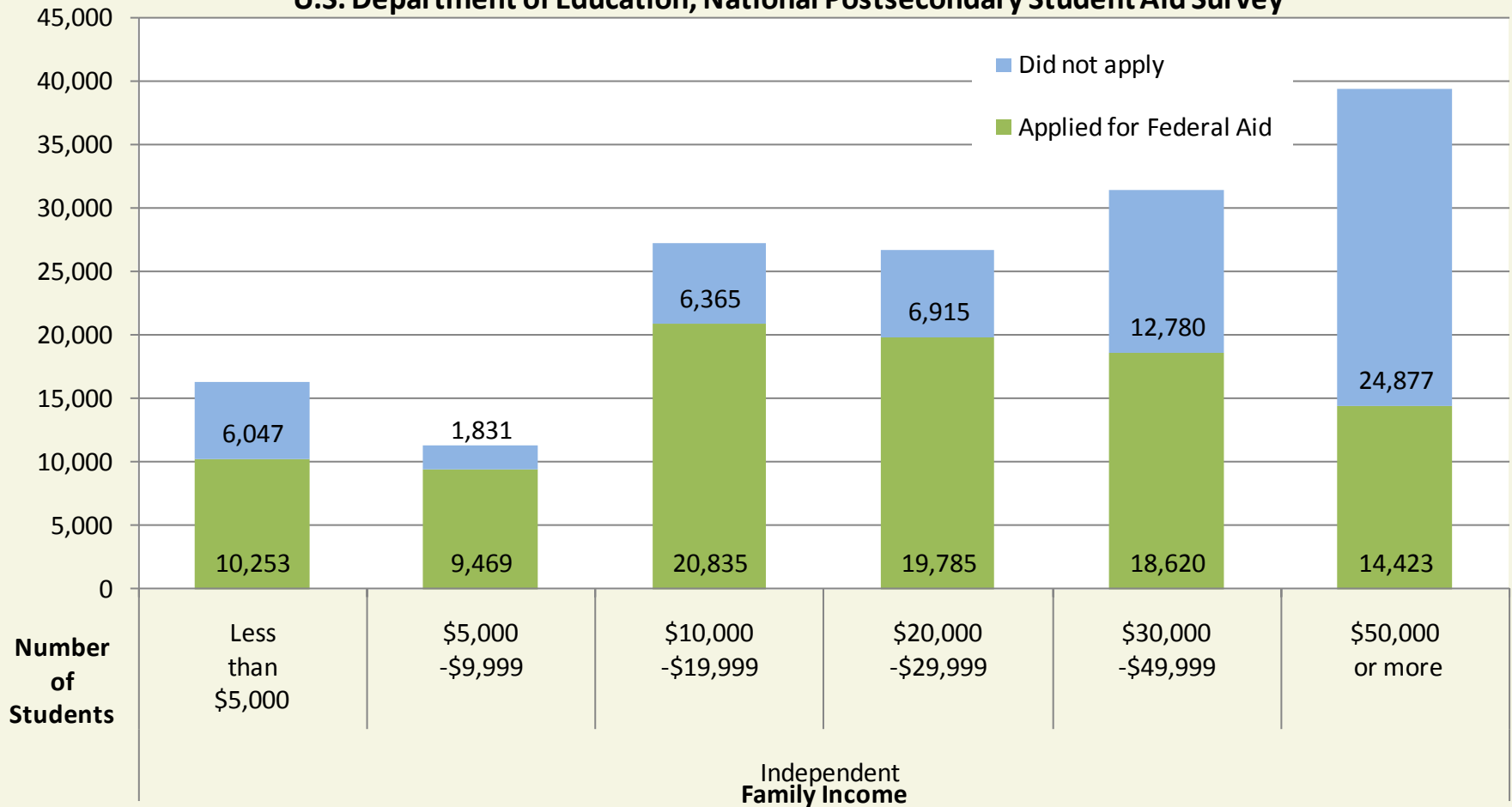
U.S. Department of Education, National Postsecondary Student Aid Survey



Who Did Not Apply for Financial Aid?

Aid Application Status by Income Minnesota Undergraduates, 2007-2008

U.S. Department of Education, National Postsecondary Student Aid Survey



What are the characteristics of filers and non-filers?



Highest Filing Rates

Age: 24-29	70.4%
Female	67.1%
American Indian	81.4%
Parents have HS diploma	71.0%
Enrolled Full-Time	71.5%

Lowest Filing Rates

Age: 30+	53.9%
Male	61.8%
White	63.0%
Parents did not complete high school	60.0%
Enrolled Part-Time	50.4%

Minnesota Undergraduates, 2007-2008

U.S. Department of Education, National Postsecondary Student Aid Survey

Identifying a Target Area

- What are the characteristics of households in my area?
- What are the characteristics of students currently enrolled in K-12?

What are the characteristics of households in my area?



St. Paul city, Minnesota - Population and Housing Narrative Profile: 2006-2008 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://factfinder.census.gov/servlet/NPTable?_bm=y&-geo_id=16000US2758000&-qr_name=ACS_2008_3YR_G00

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Show Print Table St. Paul city, Minnesota - Populat... Windows Print Screen Key

U.S. Census Bureau
American FactFinder

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Narrative Profile

You are here: [Main](#) > [Data Sets](#) > [Geography](#) > [Results](#)

[Print / Download](#) | [Related Items](#)

2008 Data Profiles:

- [Social](#)
- [Economic](#)
- [Housing](#)
- [Demographic](#)
- **Narrative**

View this table...

- from 2008 from 2007

View this table...

- [for other geographies \(state, county, place...\)](#)

• [Subject Definitions](#)

St. Paul city, Minnesota

Population and Housing Narrative Profile: 2006-2008

Data Set: 2006-2008 American Community Survey 3-Year Estimates
Survey: American Community Survey

[Social](#) - Education, Marital Status, Relationships, Fertility, Grandparents...
[Economic](#) - Income, Employment, Occupation, Commuting to Work...
[Housing](#) - Occupancy and Structure, Housing Value and Costs, Utilities...
[Demographic](#) - Sex and Age, Race, Hispanic Origin, Housing Units...
Narrative - Text profile with graphs for easy analysis...

NOTE. Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the [official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties](#).

For more information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

HOUSEHOLDS AND FAMILIES: In 2006-2008 there were 109,000 households in St. Paul city. The average household size was 2.4 people.

What are the characteristics of households in my area?



St. Paul city, Minnesota - Selected Social Characteristics in the United States: 2006-2008 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://factfinder.census.gov/servlet/ADPTable?_bm=y&-geo_id=16000US2758000&-qr_name=ACS_2008_3YR_G00_DP3YR2&-gc_url=&

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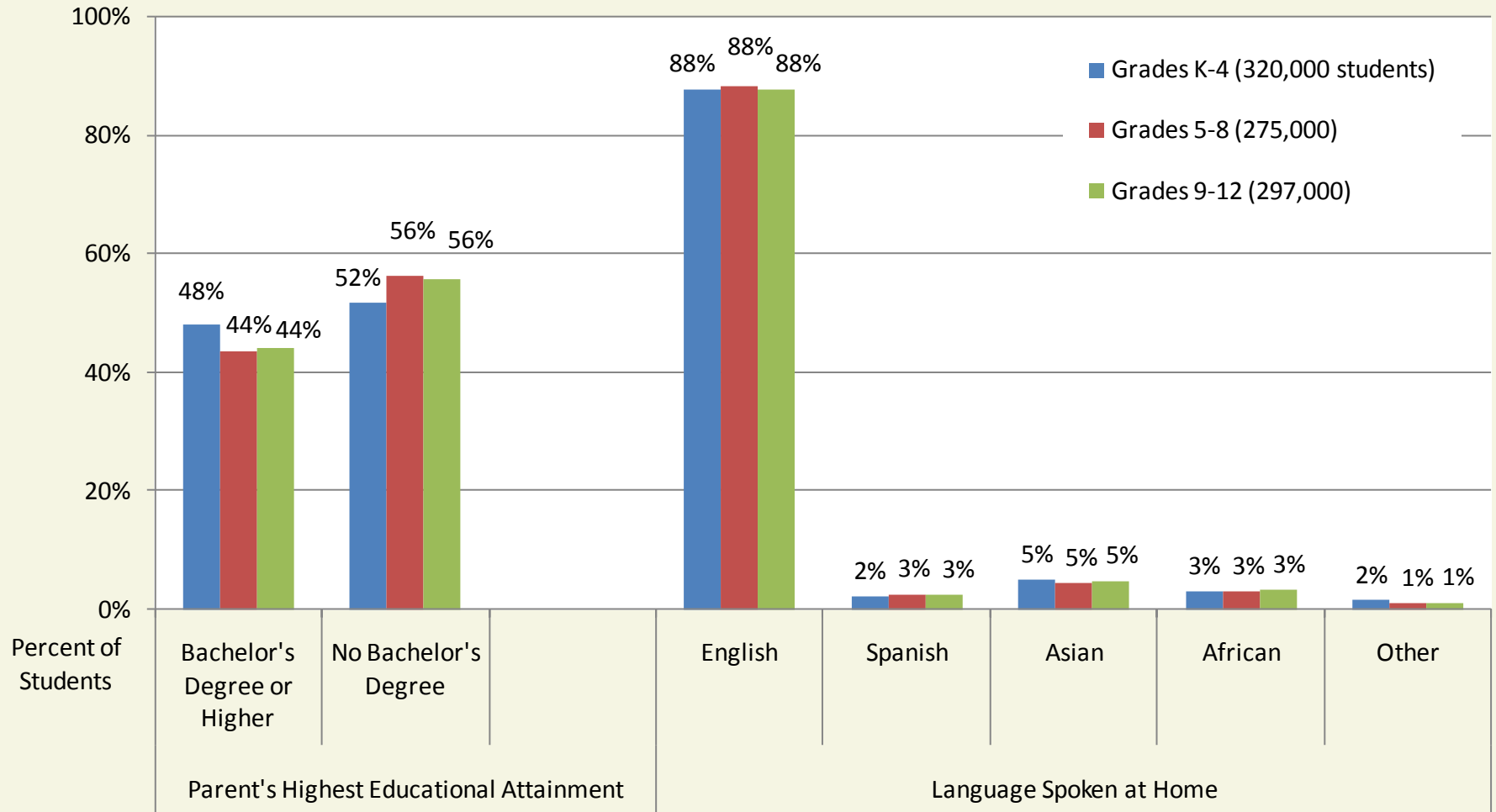
Show Print Table St. Paul city, Minnesota - Selecte... Windows Print Screen Key

Selected Social Characteristics in the United States	Estimate	Margin of Error	Percent	Margin of Error
SCHOOL ENROLLMENT				
Population 3 years and over enrolled in school	79,863	+/-2,293	79,863	(X)
Nursery school, preschool	4,147	+/-560	5.2%	+/-0.7
Kindergarten	3,175	+/-520	4.0%	+/-0.6
Elementary school (grades 1-8)	28,918	+/-1,435	36.2%	+/-1.6
High school (grades 9-12)	16,706	+/-1,003	20.9%	+/-1.2
College or graduate school	26,917	+/-1,492	33.7%	+/-1.4
EDUCATIONAL ATTAINMENT				
Population 25 years and over	169,730	+/-1,634	169,730	(X)
Less than 9th grade	11,889	+/-1,023	7.0%	+/-0.6
9th to 12th grade, no diploma	9,373	+/-768	5.5%	+/-0.4
High school graduate (includes equivalency)	41,103	+/-1,626	24.2%	+/-0.9
Some college, no degree	33,130	+/-1,504	19.5%	+/-0.9
Associate's degree	10,541	+/-1,015	6.2%	+/-0.6
Bachelor's degree	37,684	+/-1,306	22.2%	+/-0.8
Graduate or professional degree	26,010	+/-1,263	15.3%	+/-0.7
Percent high school graduate or higher	87.5%	+/-0.7	(X)	(X)
Percent bachelor's degree or higher	37.5%	+/-0.9	(X)	(X)
VETERAN STATUS				
Civilian population 18 years and over	200,565	+/-1,970	200,565	(X)
Civilian veterans	15,712	+/-949	7.8%	+/-0.5

What are the characteristics of students currently enrolled in K-12?



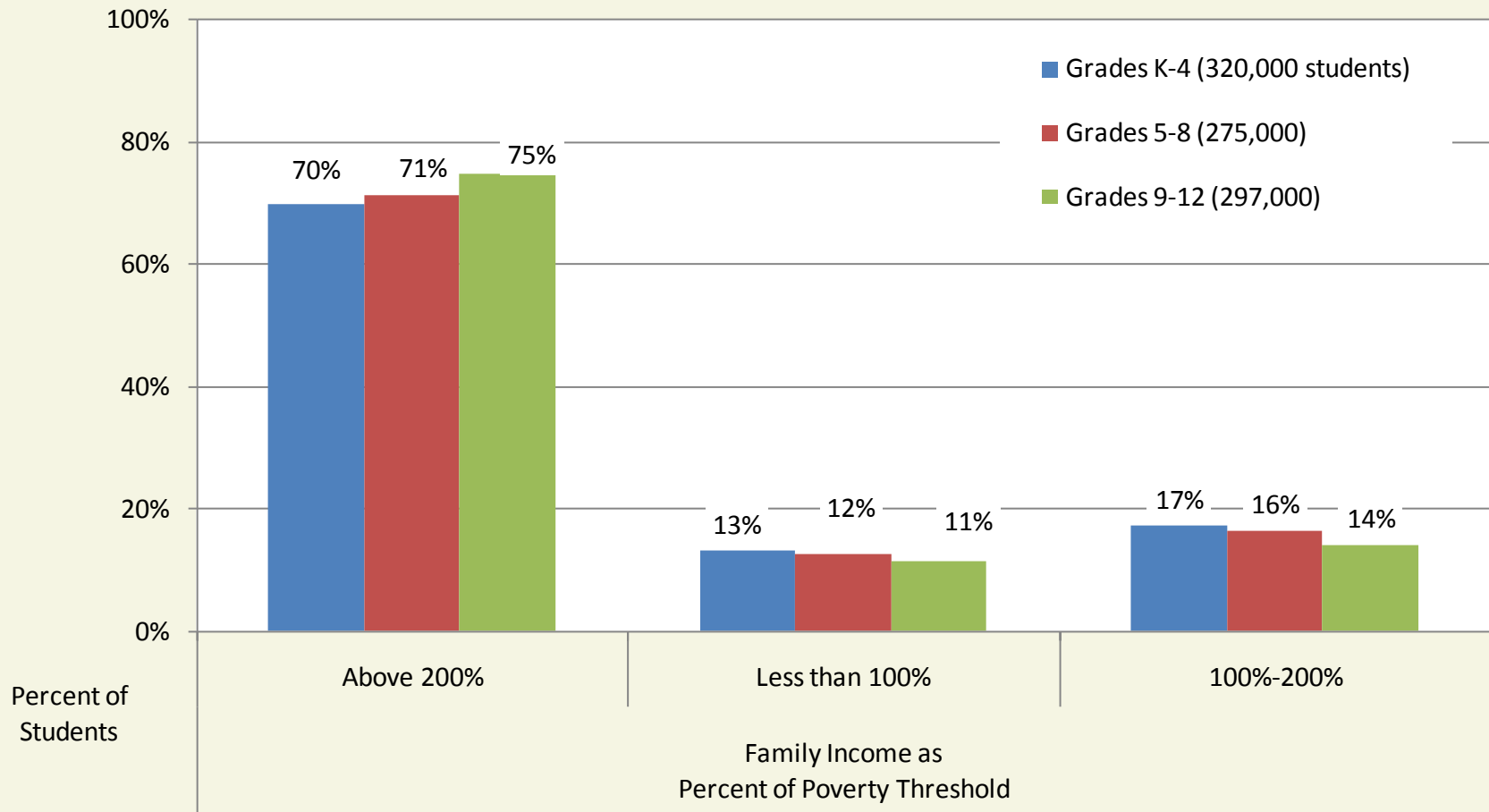
**Minnesota Students Enrolled In K-12 Education
American Community Survey, 2006-2008 3-Year Estimates**



What are the characteristics of students currently enrolled in K-12?



Minnesota Students Enrolled In K-12 Education American Community Survey, 2006-2008 3-Year Estimates





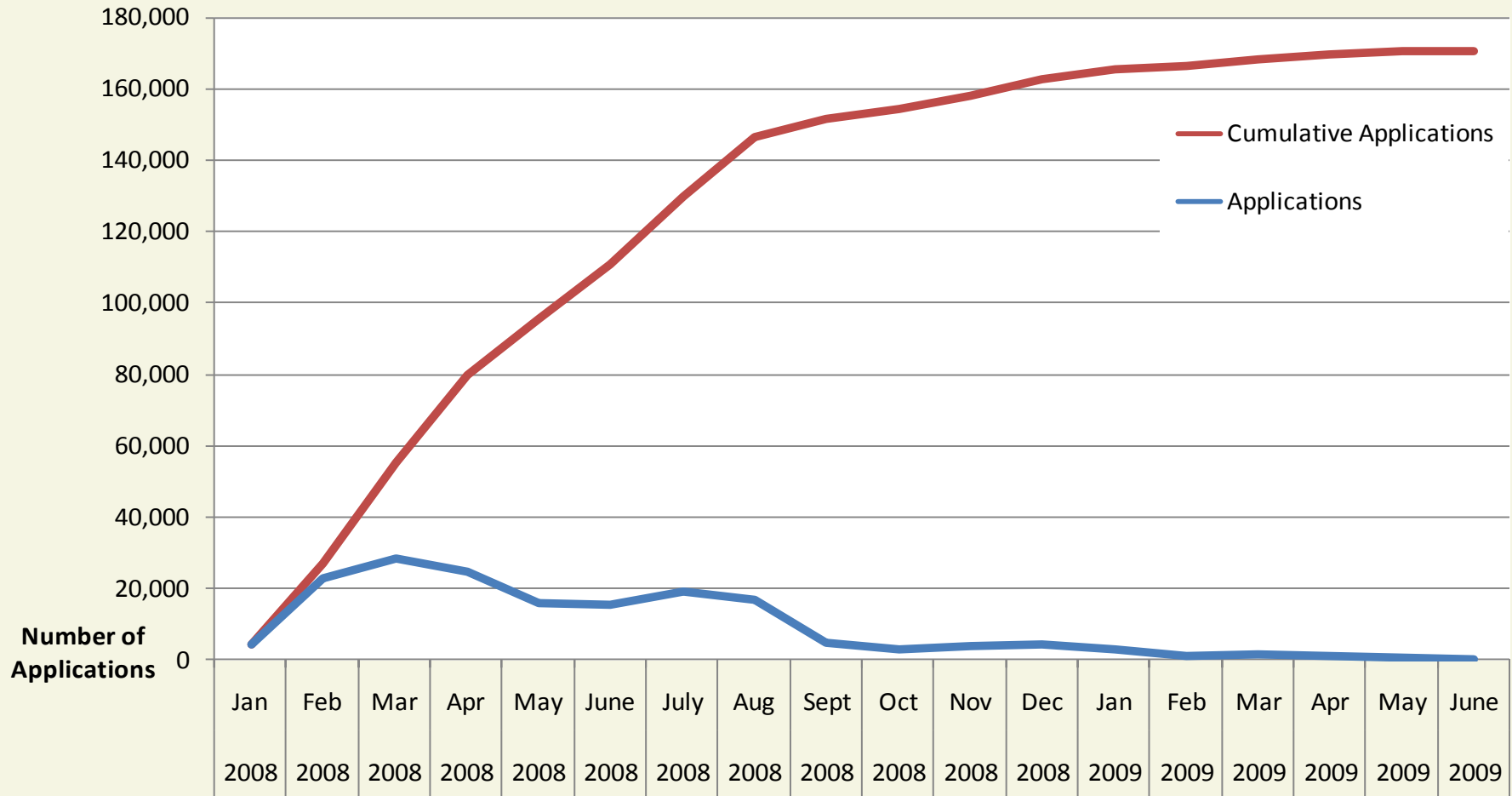
Measuring Outcomes

- What were the patterns of application filing?
- What impact does College Goal Sunday have on aid application rates?

What were the patterns of aid applications?



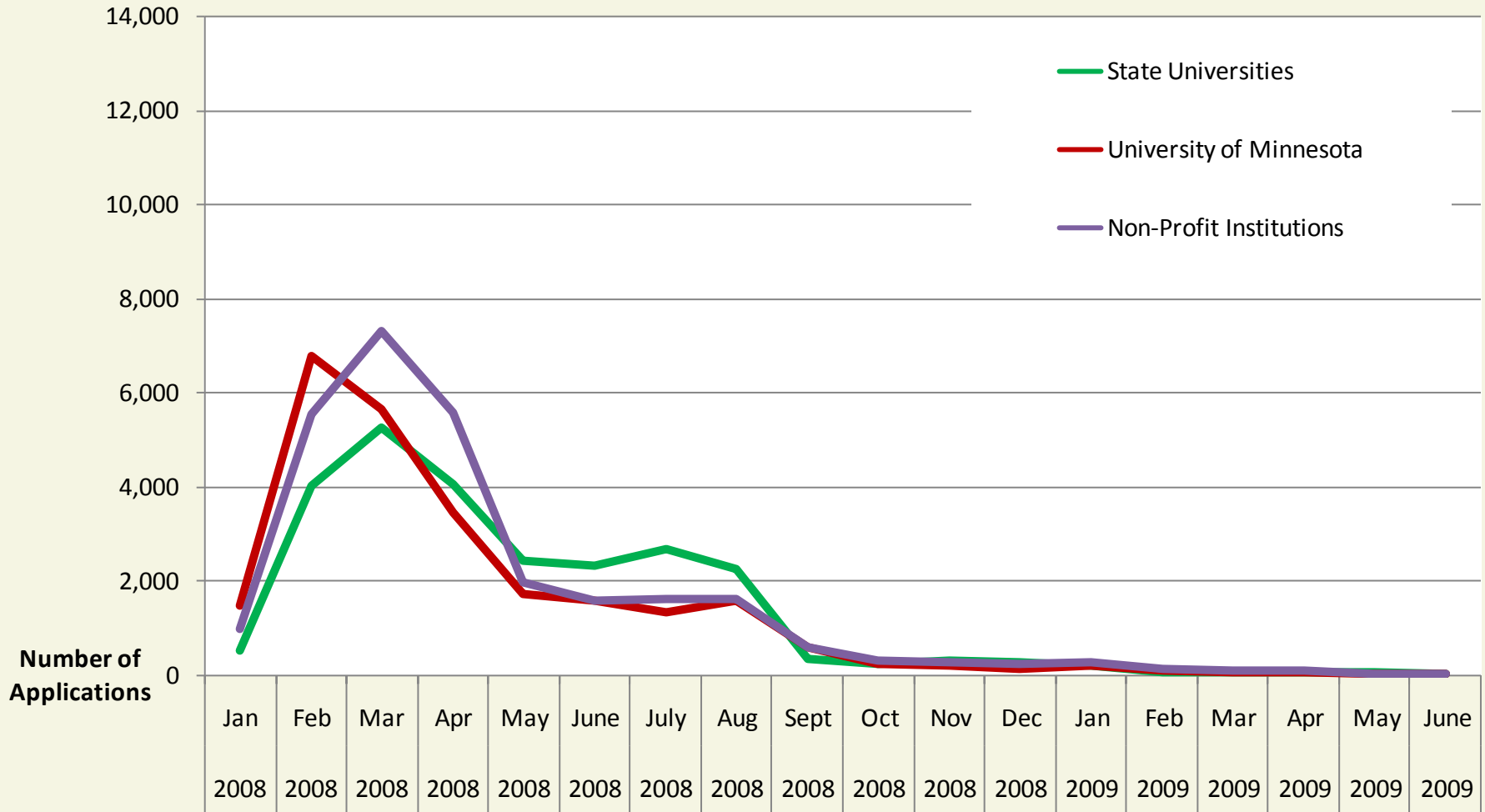
Federal Financial Aid Applications by Date -- Minnesota



What were the patterns of application filing?



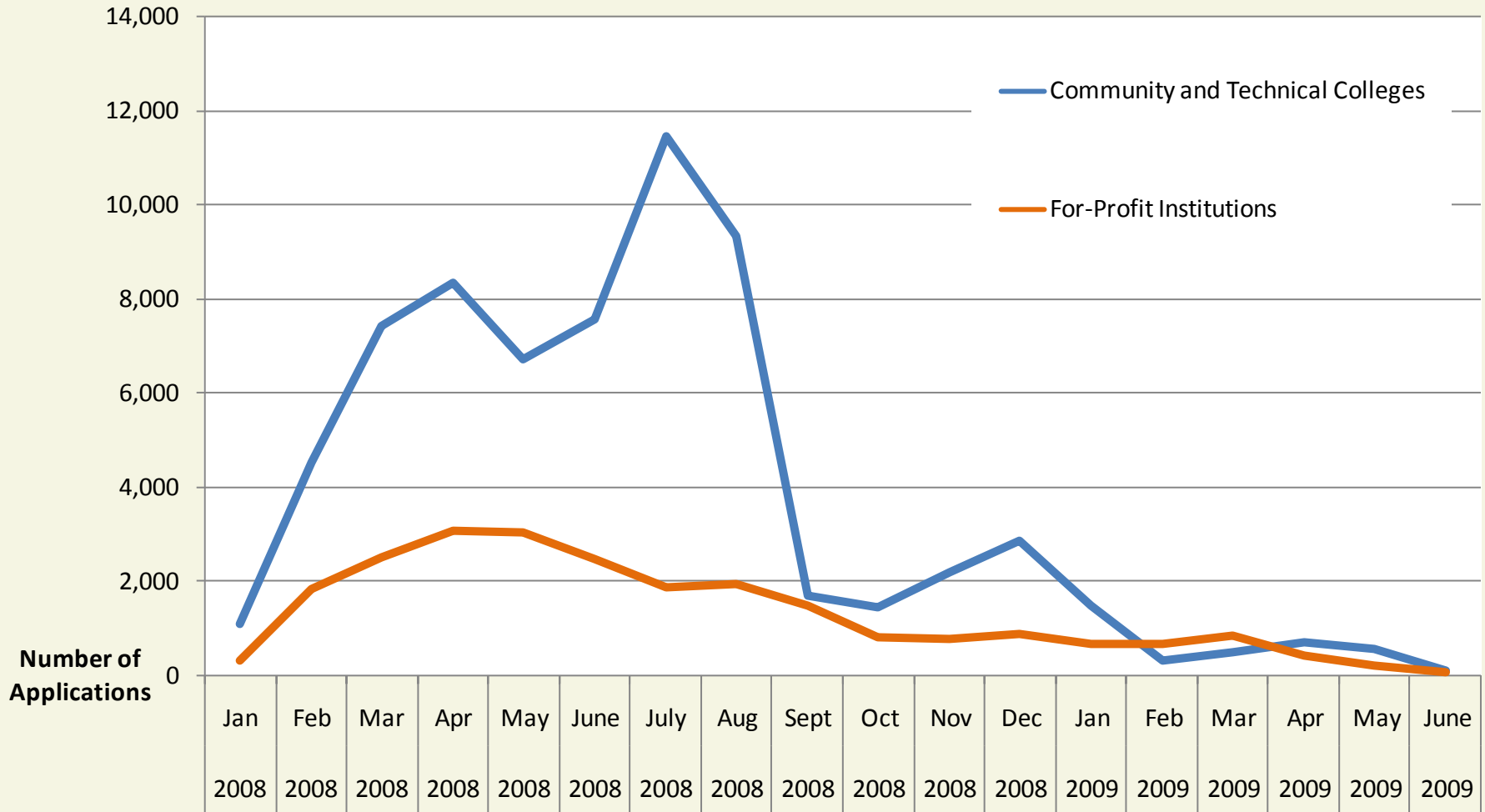
Financial Aid Applications by Date and Institution of Enrollment



What were the patterns of application filing?



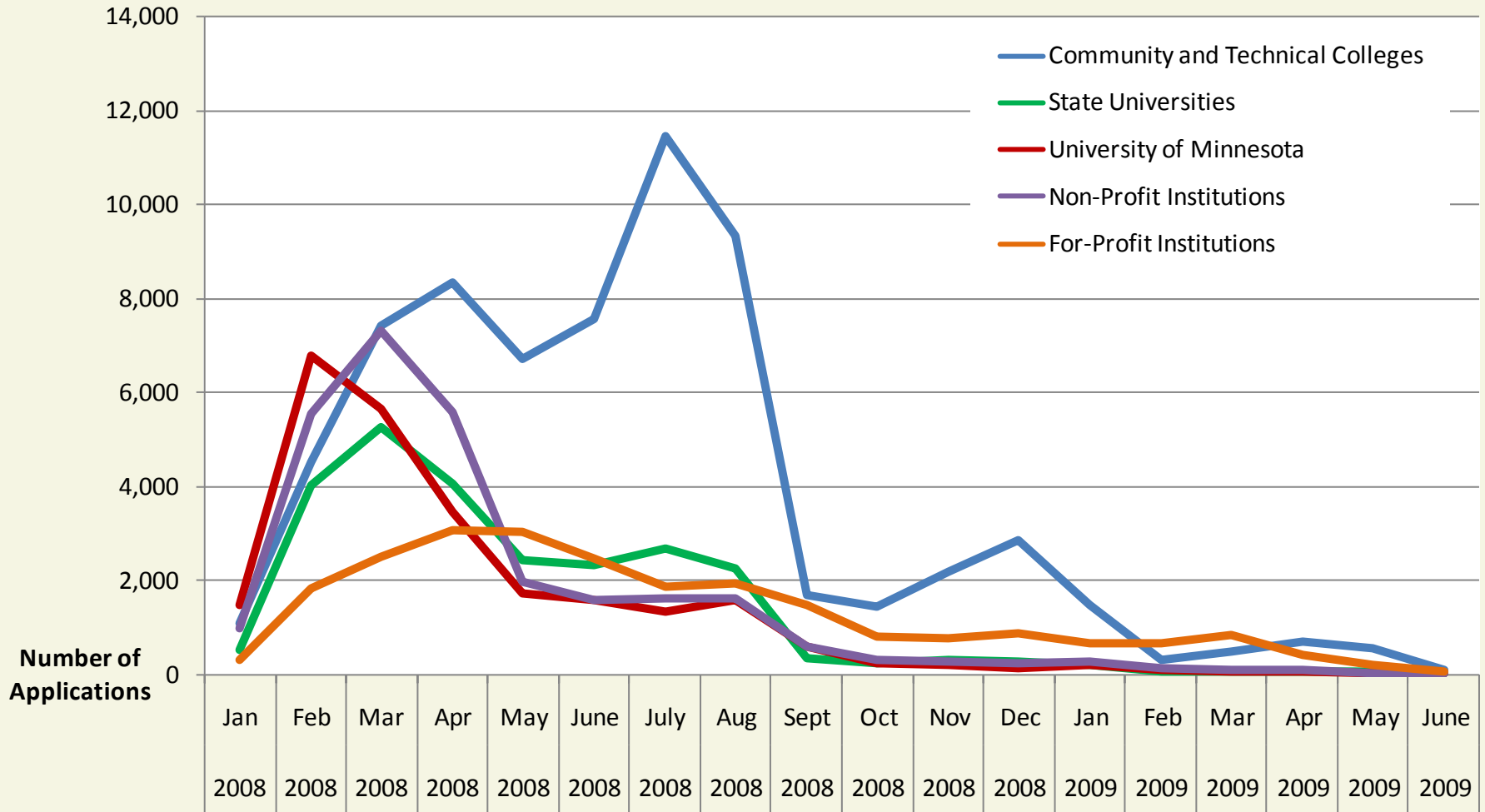
Financial Aid Applications by Date and Institution of Enrollment



What were the patterns of application filing?



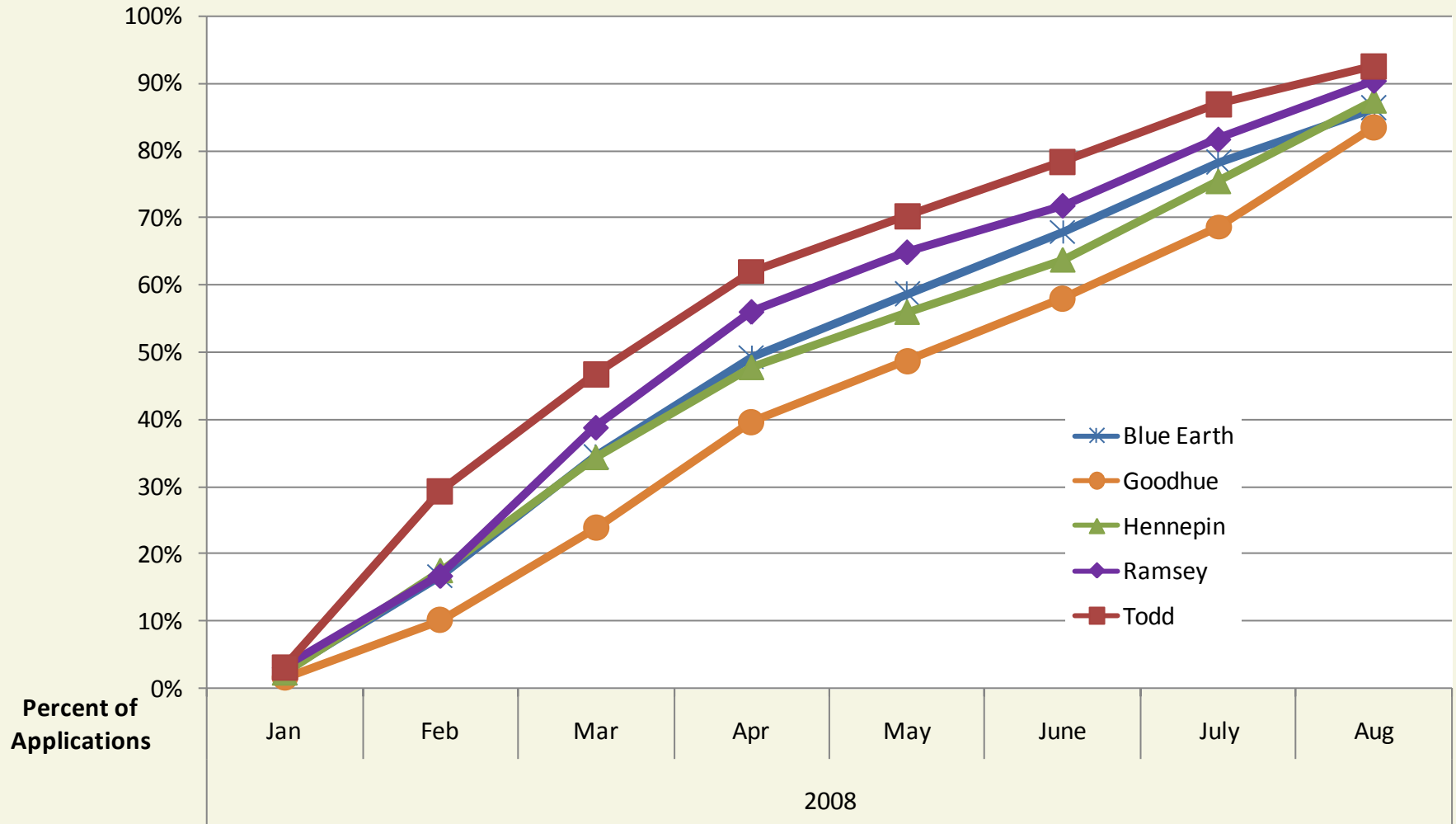
Financial Aid Applications by Date and Institution of Enrollment



What were the patterns of application filing?



Financial Aid Applications by Date and County



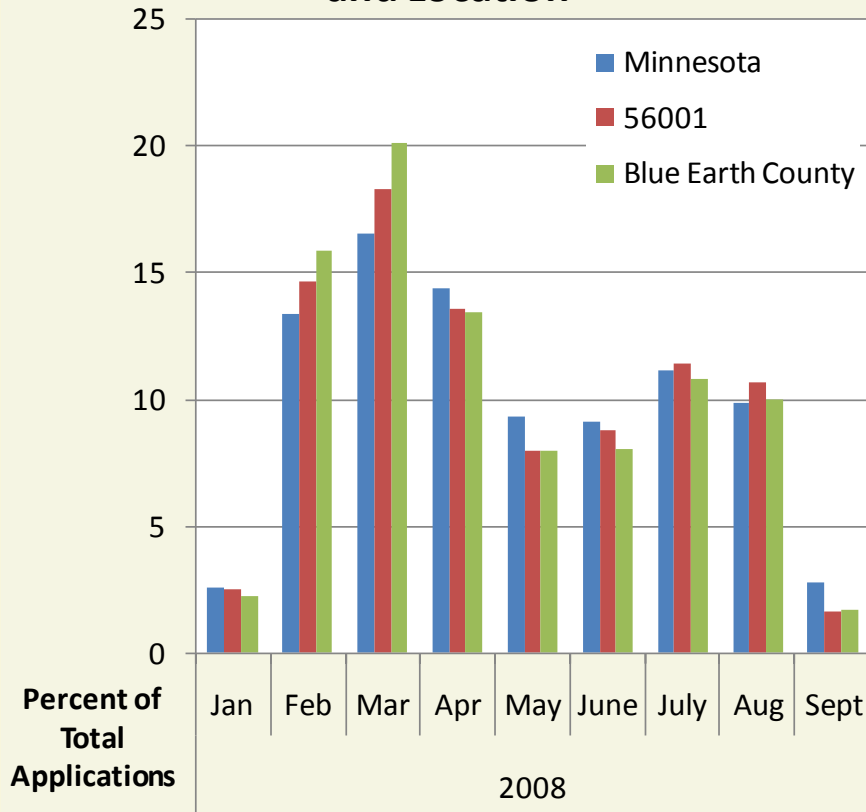
What impact does College Goal Sunday have on aid application rates?



College Goal Sunday – Location: **Mankato, Minnesota 56001**

Date: February 17, 2008

Financial Aid Applications by Date and Location



% of 2008-2009 FAFSA Applications Filed

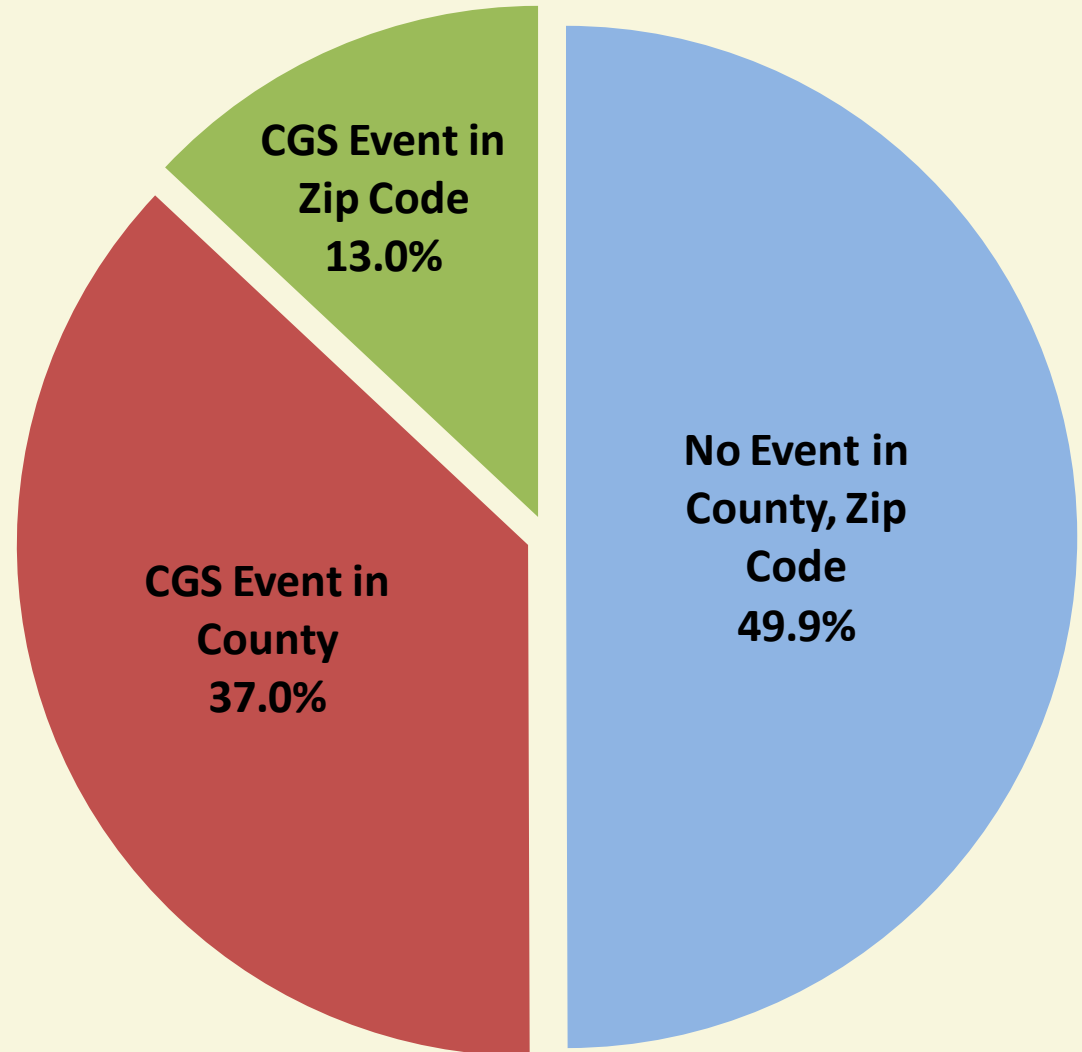
	Apps from Minnesota	Apps from Zipcode 56001	Apps from Blue Earth County
Prior to February 17	7.8%	7.3%	7.1%
February 17 to February 23	3.5%	5.3%	5.4%
After February 23	88.7%	87.4%	87.5%
# of Applications	170,000	1,500	2,100

What impact does College Goal Sunday have on aid application rates?



Minnesota Resident Financial Aid Applications by Location of College Goal Sunday Event, 2008-2009

- 26 of 1035 zip codes
- 13 of 85 counties



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651-259-3963