

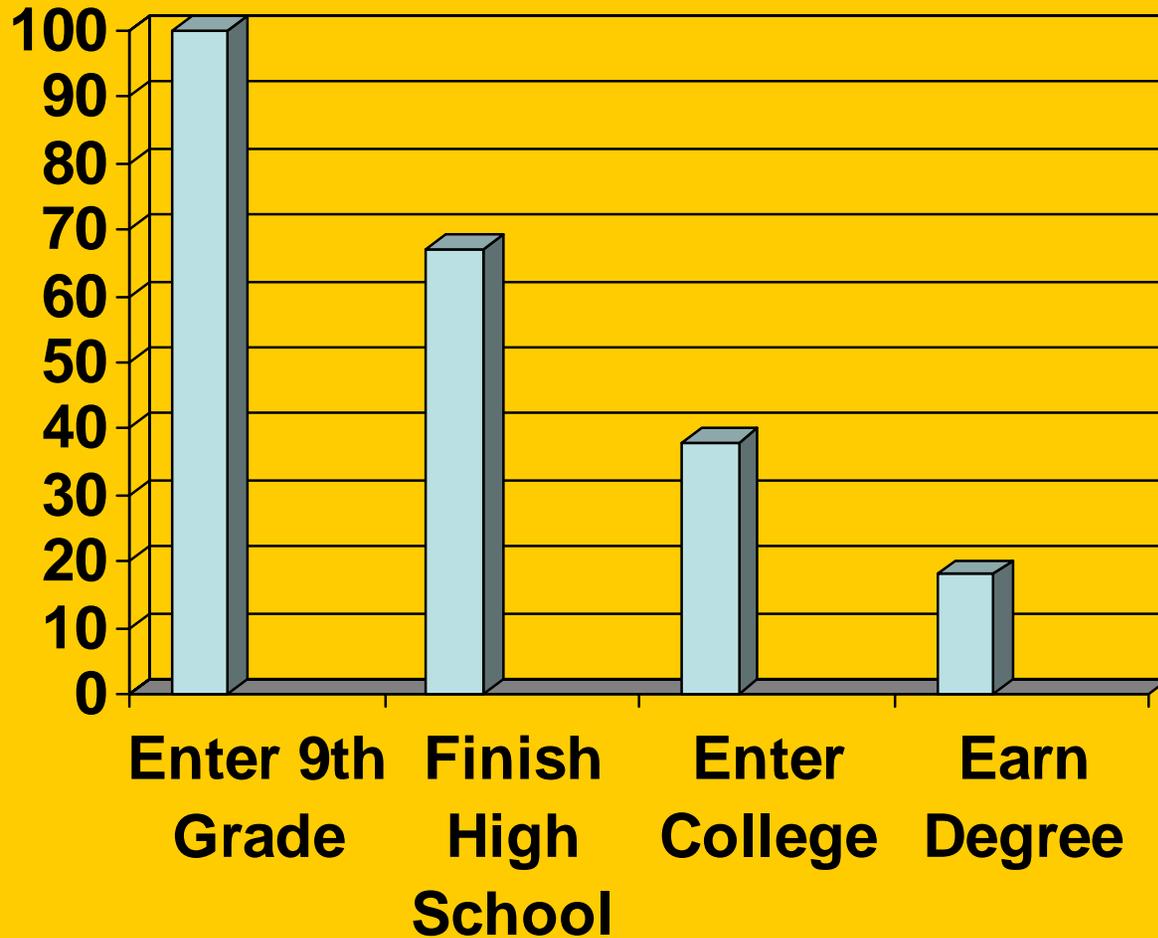
# Financial Aid Awareness & College Attainment

**Robert Shireman, Director,  
The Institute for College Access & Success**



**Tomás Rivera Policy Institute, Fall Conference  
*Improving Latino College Enrollment: Opportunities for Systemic Change*  
October 28, 2004**

# Leaks in the Pipeline



# Pipeline Factors (Interrelated)

- Teacher knowledge & skills
- Academic curriculum
- Adult expectations & support
- Diversions
- College affordability

# Financial Aid “Awareness”

- How much awareness is enough?
- Who needs it?
- When should they get it?
- How should they get it?
- How does the awareness change them?  
(What do they do differently as a result of the information?)

# Some of the Theories

- ❖ **Promise aid early** (so they'll maintain high aspirations and work hard in school).
- ❖ **Teach them the lingo** (so that it doesn't intimidate them).
- ❖ **Teach them about tuition and aid** (to overcome misconceptions about high costs).
- ❖ **Promote “planning”** (to match interests with educational goals, and demonstrate how college can be afforded).
- ❖ **Start a savings account** (to keep the idea of college in the picture).

# Federal

## 21st Century Scholars Certificate



this is to certify that

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is a 21st Century Scholar participating in the U.S. Department of Education's Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) program.

As a 21st Century Scholar you will receive services such as tutoring, mentoring, counseling, and other support to help you prepare for college. You will likely be eligible for financial aid to help you and your family pay for your college education. In return, you will be responsible for working hard, doing your homework, reading a variety of books, taking challenging courses, and planning for your future with your parents, teachers and other adults.

A handwritten signature in cursive script that reads "Rod Paige".

U.S. Secretary of Education

2003

**Federal Resources Available  
for Students Whose Family Income is \$25,000 or Lower  
Maximum and average amounts for school year 2003-2004\***

Help each year from the U.S. Department of Education:

AWARD	MAXIMUM	AVERAGE
Pell Grant (not to be repaid)	\$4,050	\$2,409

Some students are eligible for additional assistance each year from one or more of these sources from the U.S. Department of Education:

Supplemental Educational Opportunity Grant (not to be repaid)	\$4,000	\$ 748
Work-Study	Varies with college	\$1,215
Perkins Loan	\$4,000	\$1,681
Stafford Loan	\$2,625 (for 1 <sup>st</sup> year of college/university)	\$2,575 (for 1 <sup>st</sup> year of college/university)

**Today's high school seniors can expect to receive more than \$25,000 in Federal support over 4 years to help pay for college.** Help can come from many sources and in different combinations: grants (which you do not pay back), work-study (which you earn by working part-time), and low-interest student loans (which you must pay back). Additional money could come from scholarships, from your State, from various organizations, and from the college or university you will attend.

\* For students attending a four-year public or private college/university or two-year community college full-time.

(This certificate is intended to provide information only; it is not a guarantee of any Federal or other funding. For more information to help you plan for college, see your school guidance counselor, visit your local library, call 1-800-4FED-AID, or visit the U.S. Department of Education web site at [www.ed.gov/thinkcollege](http://www.ed.gov/thinkcollege).)

# Oklahoma

- Aimed at grades 5-7:
  - Video, instructor's guides, activity booklets, posters.
- Paid media (TV and Radio)
- Billboards
- Website and toll-free number



# North Carolina

*Helping You Plan, Apply, and Pay for College*

My  
CFNC

Career  
Center

Student  
Planner

College  
Fair

Online  
Applications

Paying for  
College

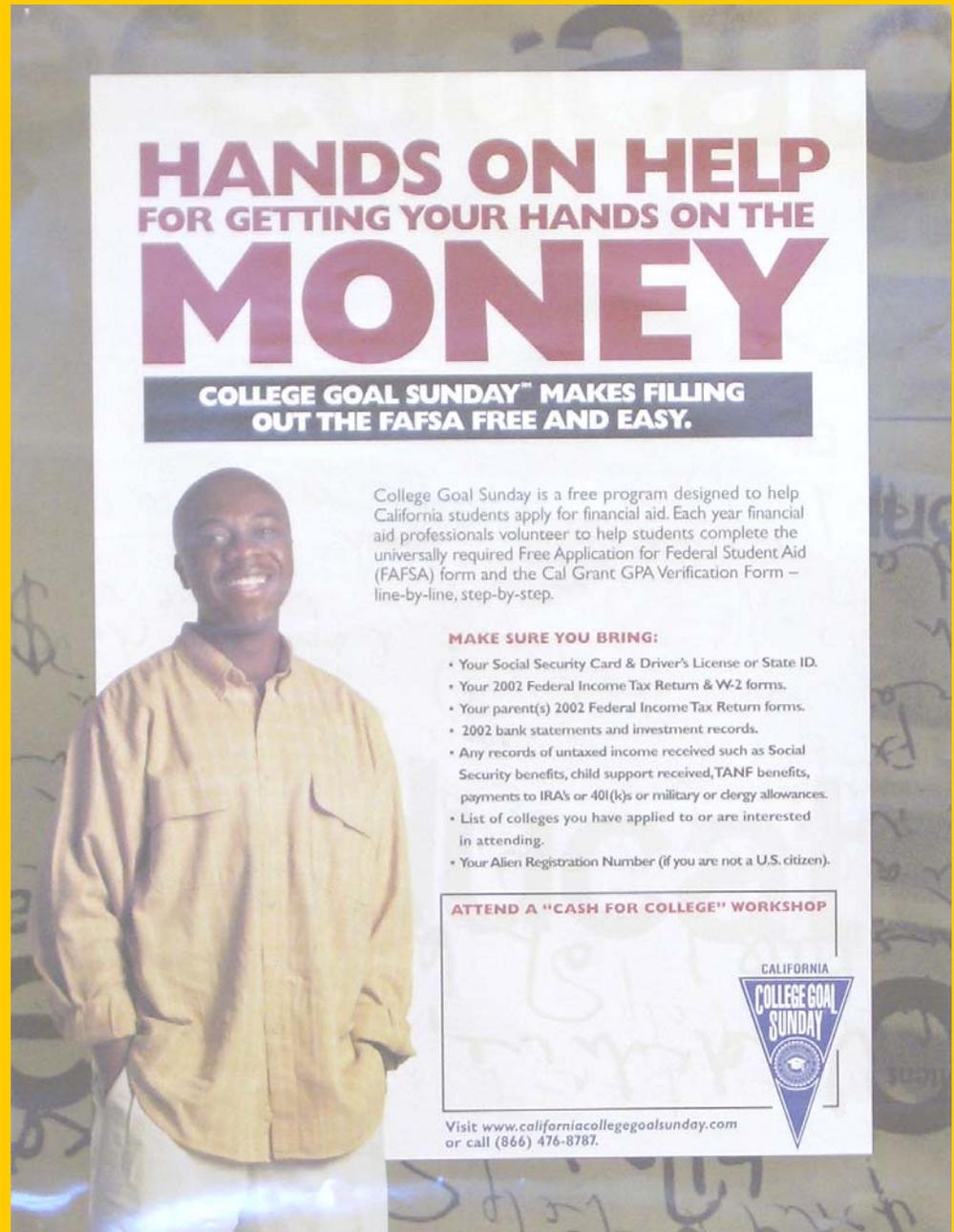
College Savings  
Program

- Focus: web site makes the process easy.
- [www.CFNC.org](http://www.CFNC.org)
- TV ads
- Billboards

[Video clip of CFNC advertisement]

# California

- Originally focused on state financial aid program and deadline.
- Paid media (mostly radio)
- Posters, notepads, etc.
- FAFSA workshops
- Events (including state legislators)



**HANDS ON HELP  
FOR GETTING YOUR HANDS ON THE  
MONEY**

**COLLEGE GOAL SUNDAY™ MAKES FILLING  
OUT THE FAFSA FREE AND EASY.**

College Goal Sunday is a free program designed to help California students apply for financial aid. Each year financial aid professionals volunteer to help students complete the universally required Free Application for Federal Student Aid (FAFSA) form and the Cal Grant GPA Verification Form – line-by-line, step-by-step.

**MAKE SURE YOU BRING:**

- Your Social Security Card & Driver's License or State ID.
- Your 2002 Federal Income Tax Return & W-2 forms.
- Your parent(s) 2002 Federal Income Tax Return forms.
- 2002 bank statements and investment records.
- Any records of untaxed income received such as Social Security benefits, child support received, TANF benefits, payments to IRAs or 401(k)s or military or clergy allowances.
- List of colleges you have applied to or are interested in attending.
- Your Alien Registration Number (if you are not a U.S. citizen).

**ATTEND A "CASH FOR COLLEGE" WORKSHOP**

**CALIFORNIA  
COLLEGE GOAL  
SUNDAY**

Visit [www.californiacollegegoalsunday.com](http://www.californiacollegegoalsunday.com)  
or call (866) 476-8787.

# California Community Colleges

**Ve al colegio. Corre por nuestra cuenta.**

**icanaffordcollege.com**

800.987.4226



California Community Colleges

Asi trabaja California™

# Texas

- Broad over-arching message.
  - Mentoring (“believers”)
  - The money is available
- Paid TV, radio and print.
- Earned media: local launches, media tour.
- “GO” Centers
- Curricular support.

**\$3 billion** is available every year to help Texans attend college.

- Contests, songs, videos, etc.
- Website, toll-free phone center.
- CBO partners: mini-grants.

[Video clip from College for Texans, available at <http://www.thecb.state.tx.us/SAMC/adcampaign/>]

# Georgia



- 3.2 GPA
- Stay in state
- No tuition!

# College Savings Plans



AMERICA'S BEST COMPANIES TURN YOUR EVERYDAY SPENDING INTO COLLEGE SAVINGS

**Warning:**

Information is a Weak Solution



Is there a technical fix, instead?

# Students Not Applying for Aid:

- 700,000 full-time students from the lowest two income quintiles.
- Nearly one-fourth of full-time students at public four-year colleges with family incomes below \$60,000.
- 57% of older students; 62% of half-time students; 86% of part-time students/

Source: *Missed Opportunities*, ACE, 2004

# Process and Policy Solutions May Be Necessary

- Early commitment or estimate of aid.
- Grants instead of loans, especially in first years.
- EZ or “automatic” financial aid application.
- **More aid.**
- Lower tuition?

# What about Student Loans? We Send Mixed Messages

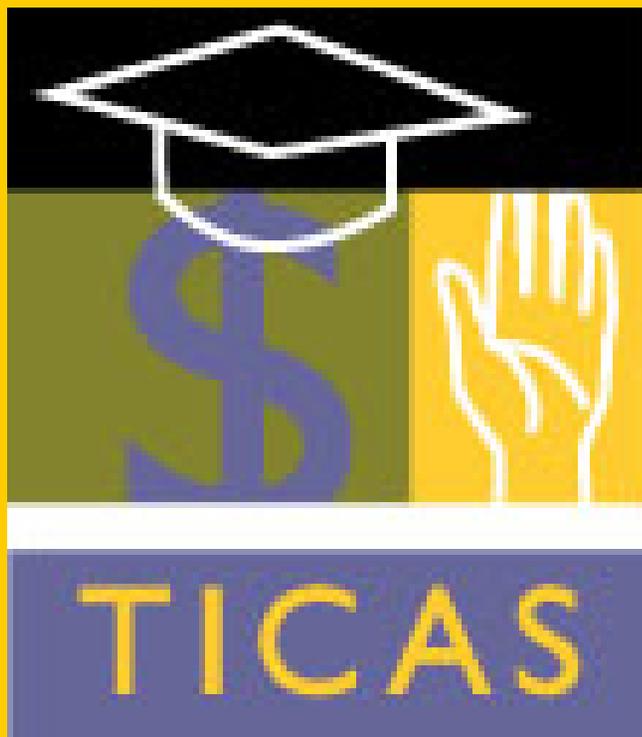
- **“Student loans are a good investment.**  
Your education will empower you to earn far more than you borrow.”
- **“Student loans can destroy your life.**  
They hamper career choice, and a default ruins your credit and future student aid.”

If they were more willing to borrow,  
would low income students:

- Enroll full-time instead of part time?
- Work less and study more?
- Attend four-year instead of 2-year colleges?
- Attend more supportive (but more expensive) institutions?

# Financial Aid “Awareness”

- What do we want young people or their families to **do** that they are not doing now?
- What information or belief would contribute to that behavior?



www.

.org