



# STATE UPDATE

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APRIL 2024

# AGENDA

1. Legislative and Program Updates
2. FAFSA Data
3. Marketing and Outreach

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# LEGISLATIVE AND PROGRAM UPDATES

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# LEGISLATIVE UPDATE: 2023 Appropriations Act

## Three new programs:

### *Primary Care Providers and Psychiatrists FELS Program*

- Establishes a FELS program for primary care providers and psychiatrists practicing in Tier 1 and Tier 2 counties
- Appropriates \$8M NR for two years

### *Early HS Graduate Scholarship Program*

- Effective for 2025-26
- Establishes Early Graduate Scholarship for students who graduate in 11<sup>th</sup> grade
- Two semesters over two academic years at an NC college or university

### *Common Digital Transcript*

- Provides \$7M NR to SEAA to contract with CFI to create a common digital transcript between DPI, community colleges, and UNC constituent institutions

# LEGISLATIVE UPDATE: 2023 Appropriations Act

Multiple changes to existing programs:

**SEAA as Scholarship  
for Children of  
Wartime Veterans  
fiscal agent**

**New cohort of  
Longleaf Commitment  
Community College  
Grant Program**

**Reauthorization of  
Washington Center  
Internship  
Scholarship Program**

**Summer term for  
NCSSM and UNCSCA  
Tuition Grants**

**Expansion of Teaching  
Fellows Program**

**Removed Selective  
Service Registration  
requirement for  
State-funded  
scholarships**

**Conformed State law  
for in-State tuition for  
military-related  
individuals to federal  
requirements**

# LEGISLATIVE UPDATE: 2024 Session

- “Short session” begins April 24
- Focused on adjustments to 2023 Appropriations Act and bills that have passed at least one house in 2023
- Will request technical updates to Need-Based Scholarship for Private Institutions
  - Statute still refers to EFC, amend to “demonstrate need according to federal methodology in Title IV of the Higher Education Act to reflect the change to SAI
  - Simplify how residency is described in NBS statute

# NEXT NC SCHOLARSHIP 2024-25



Most NC students with  $AGI \leq \$80K$  will qualify for at least \$5K to attend a UNC institution and \$3K to attend a NC community college



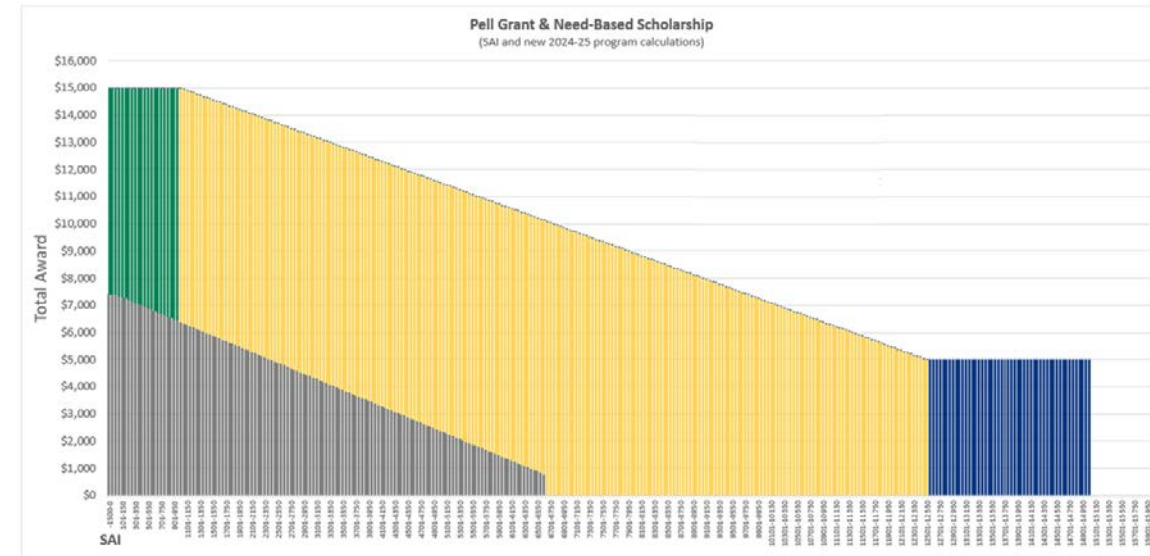
**File a FAFSA to apply**

How it works:

- Combines federal Pell Grants and state funds to ensure students get at least the minimum awards of \$5,000 for UNC and \$3,000 for NCCCS
- Eligible students have  **$AGI \leq \$80,000$**  and  **$SAI$  (federal need calculation)  $\leq \$7,500$**
- More aid is available based on need

# NEED-BASED SCHOLARSHIP 2024-25

- 2024-25 formula amended to account for Pell/SAI changes and mirroring Next NC
- Changes include:
  - 2024-25 transitional payment schedule
  - Formula beginning with 2025-26
  - Shifting to per credit hour model
  - Minimum award of \$5,000
  - Summer funding beginning in 2025
  - Added half-time eligibility
  - Removed full-time plus category
  - Full-time low-cost category unchanged





# OTHER PROGRAM UPDATES

## Additional 2024-25 Program Changes

- Will shift all EFC-based programs to SAI
- Will shift programs to a per credit hour model, *where possible*, to mirror Pell Grant

## Training

- Scheduled new financial aid administrator trainings:
  - April 15–17 at CFI
  - May 20–22 at Cape Fear CC
  - October 9–11 at McDowell Tech CC
- Three regional (East, Central, and West) state aid workshops will be scheduled in the fall of 2024
- Additional intermediate aid officer workshops will be offered throughout 2024

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# FAFSA DATA

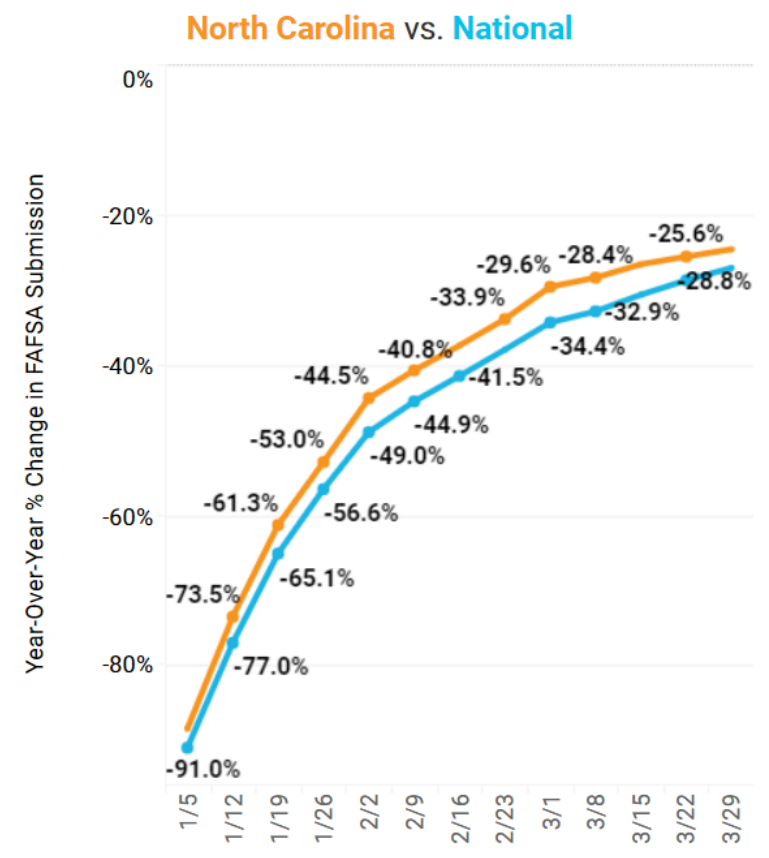
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# NC FAFSA COMPLETIONS: HS Seniors

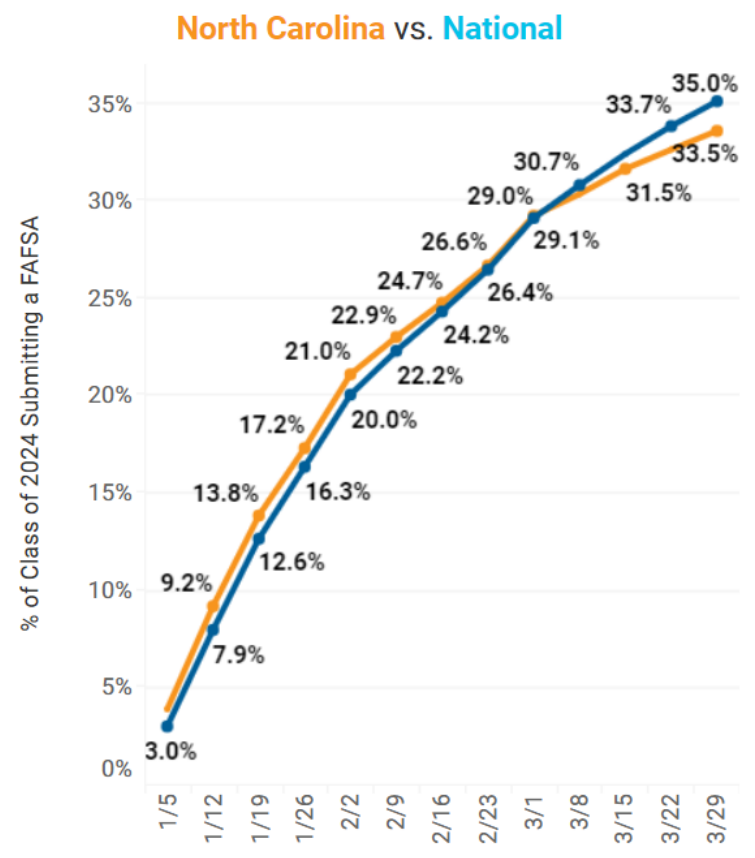
- National data compares FAFSA completions by estimated counts of high school seniors. Among the 50 states,\*
  - NC ranks **18<sup>th</sup>** in completion rate.
  - NC ranks **5<sup>th</sup>** in percent increase over last year.
- NC calculates its own rate based on actual counts of high school seniors.
  - **62%** of 2022-23 seniors completed a FAFSA as of September.

# NC FAFSA COMPLETIONS: How are we doing?

Year-Over-Year % Change in FAFSA Submissions



Estimated Percent of Seniors Submitting a FAFSA

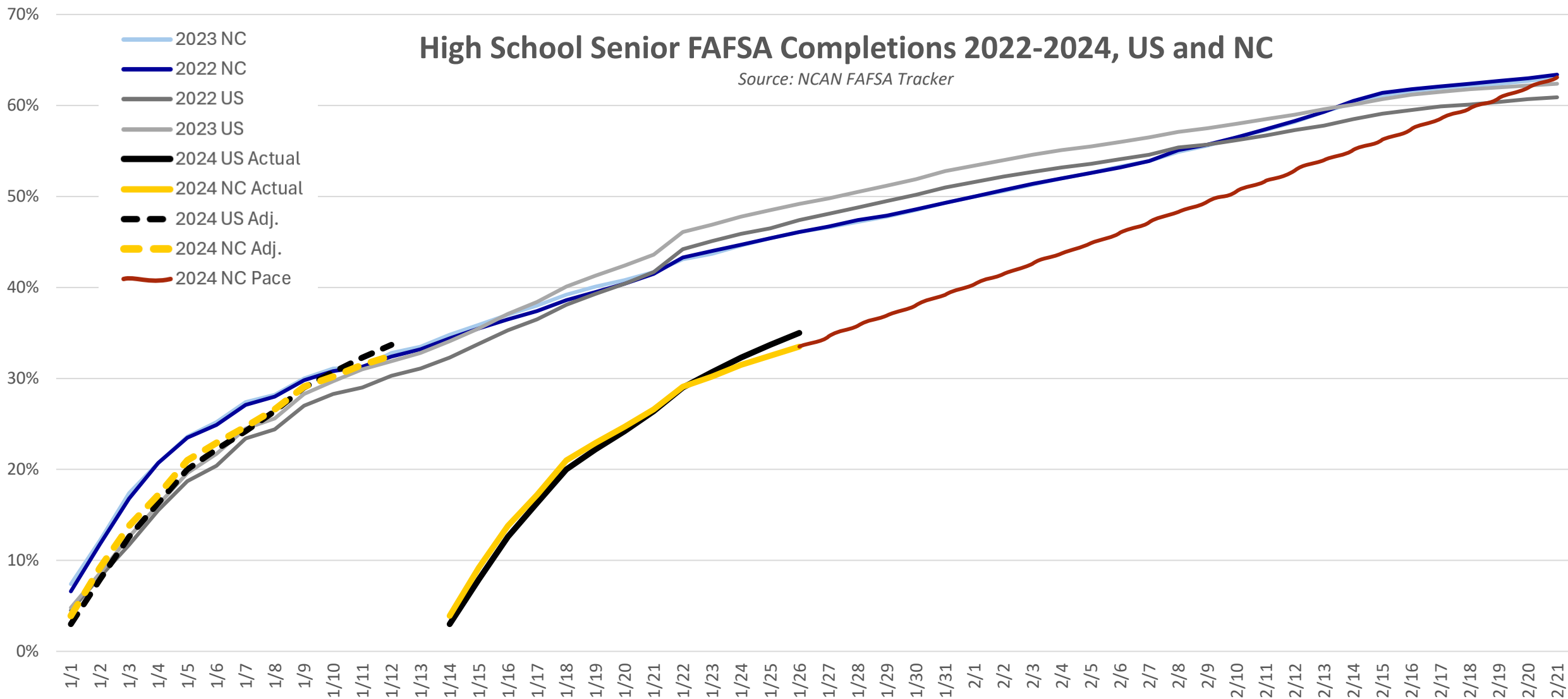


\***Source:** National College Attainment Network's 2024-2025 [FAFSA Tracker](#)

# NC FAFSA COMPLETIONS: How are we doing?

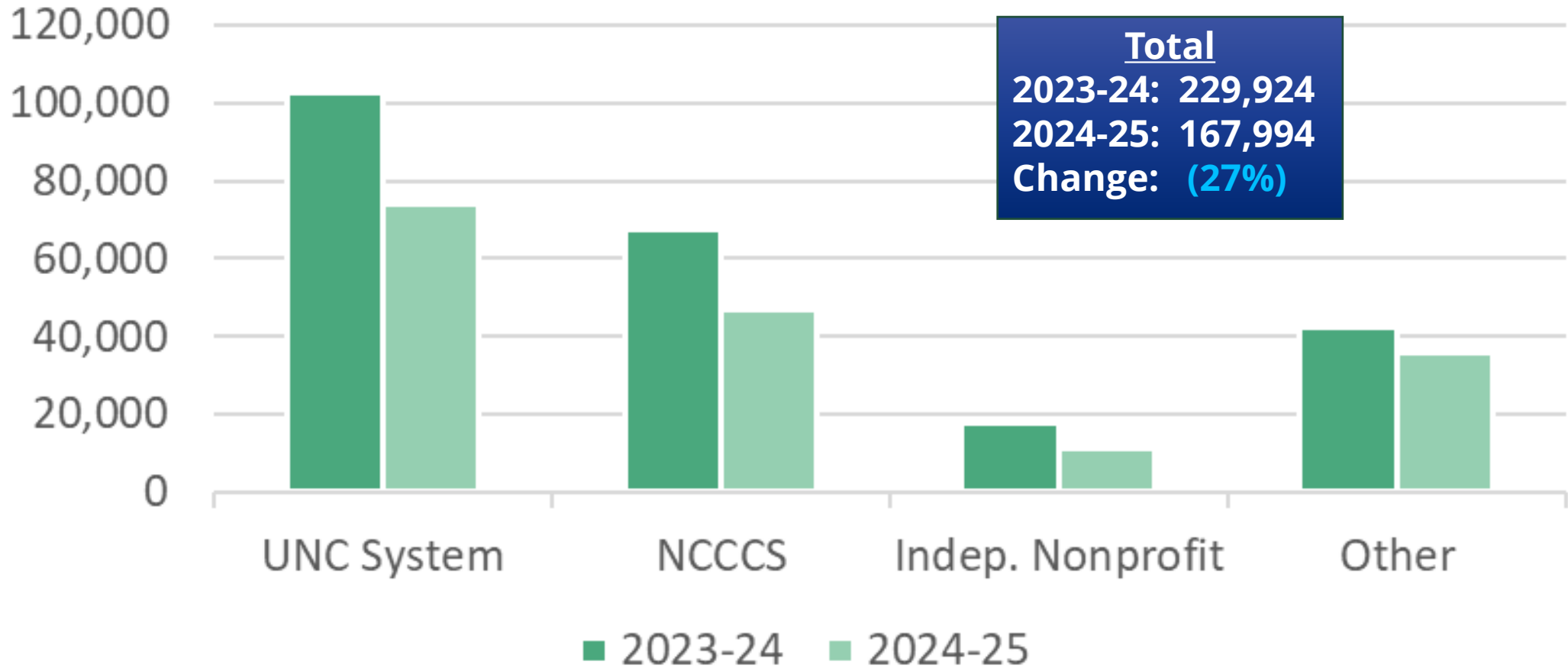
## High School Senior FAFSA Completions 2022-2024, US and NC

Source: NCAN FAFSA Tracker



# NC FAFSA COMPLETIONS: NC ISIR DATA

First School Listed on FAFSAs Received through 4/8



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# MARKETING AND OUTREACH

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# MARKETING AND OUTREACH SUMMARY

## *Next NC/NC Need-Based Scholarship for Public Colleges and Universities*

- Funded by \$1.25M NR from 2021 Appropriations Act to “raise awareness of changes to the scholarship programs for students attending public colleges and universities”
- New contract with APCO Worldwide
- Temporary, specific campaign to increase awareness of available funding

## *CFNC*

- Funded from various sources, including interest earnings on loan sale proceeds
- Contract shifted to APCO Worldwide
- Multifaceted, ongoing campaign, including:
  - Countdown to College
  - Other campaigns throughout the year
  - CFNC.org
  - NC FAFSA Hub (temporary)



# CFNC SCOPE OF WORK

## *Ongoing*

- CFNC Core Program
- Countdown to College and other regular programming

## *Completed*

- FAFSA research and messaging
- Microsite ([ncfafsahub.org](http://ncfafsahub.org))
- Initial brand research

## *In Process/To Be Done*

- Brand reputation research and insights
- Brand architecture and identity, style guide
- New campaign creative
- New broadcast campaign

# CFNC BRAND RESEARCH: SURVEY RESULTS

## Key Pros

- Name recognition for CFNC is higher than most tested higher ed orgs but has declined since '12.
- Audiences have favorable views of College Foundation of North Carolina (CFNC), driven by CFNC's financial aid and application support.

## Key Areas for Change

- Few critiques, mainly focused on difficulty in accessing information and applying to college.
- Messaging outlining all the organizations involved in CFNC can have a negative impact.
- CFNC's support for private colleges, HBCUs, and career/technical schools isn't as well known.

# NC FAFSA RESOURCES

## NC FAFSA Tracker

shows high school seniors' FAFSA completions by school district and individual schools

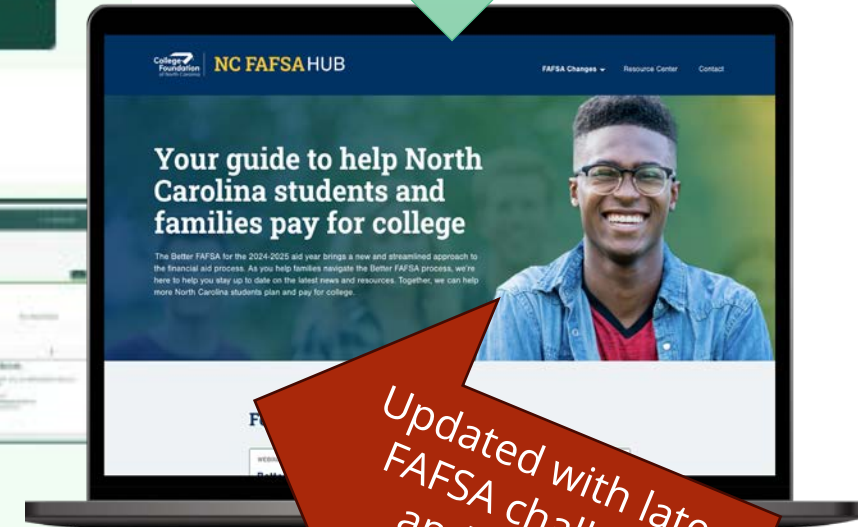
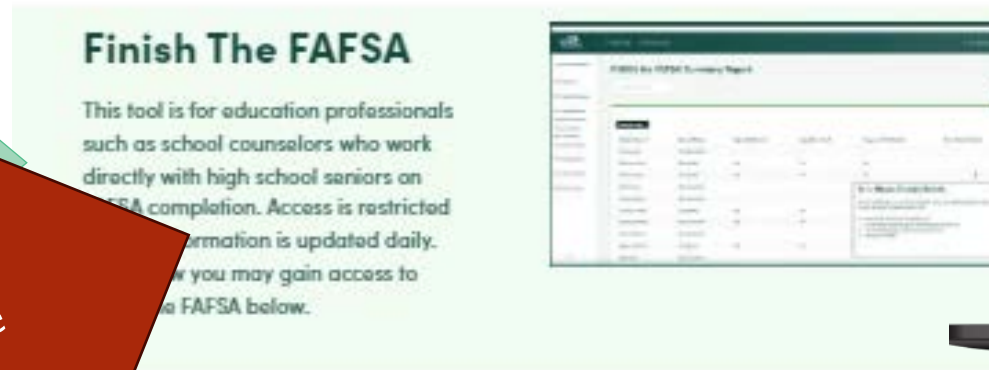
Includes completions as of this week!



[NCFAFSAHub.org](https://www.ncfafsa.org) provides resources for counselors and college access professionals to navigate the new FAFSA

**Finish the FAFSA** is a secure resource for educational professionals working directly with high school seniors to help in FAFSA completion

Now live

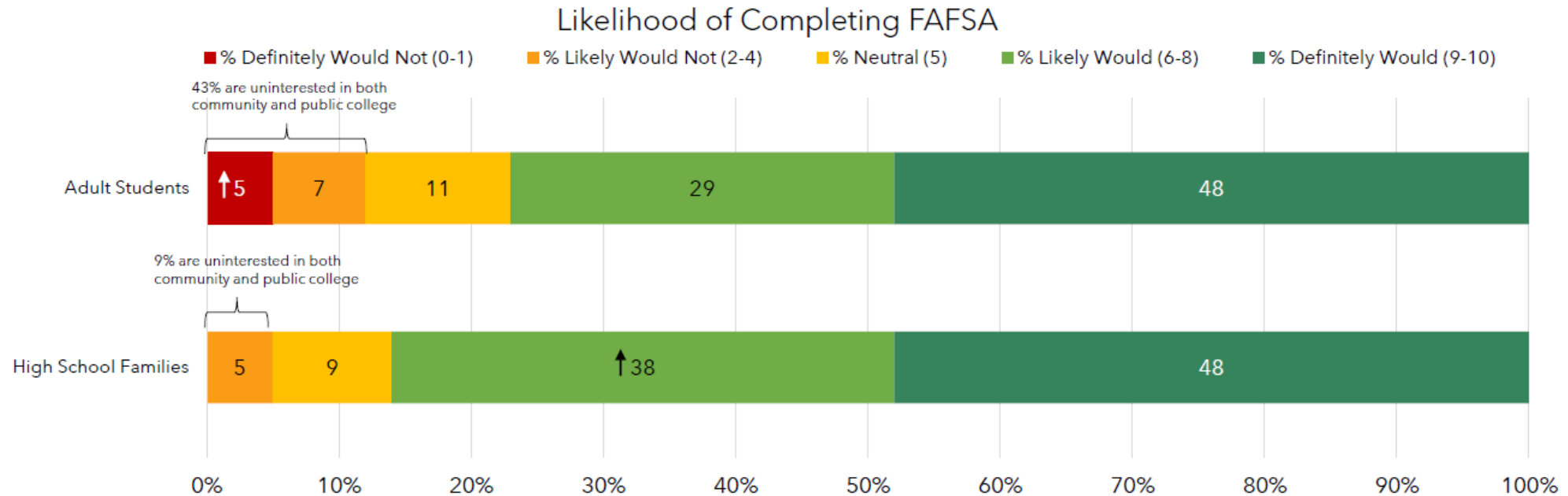


Updated with latest FAFSA challenges and solutions

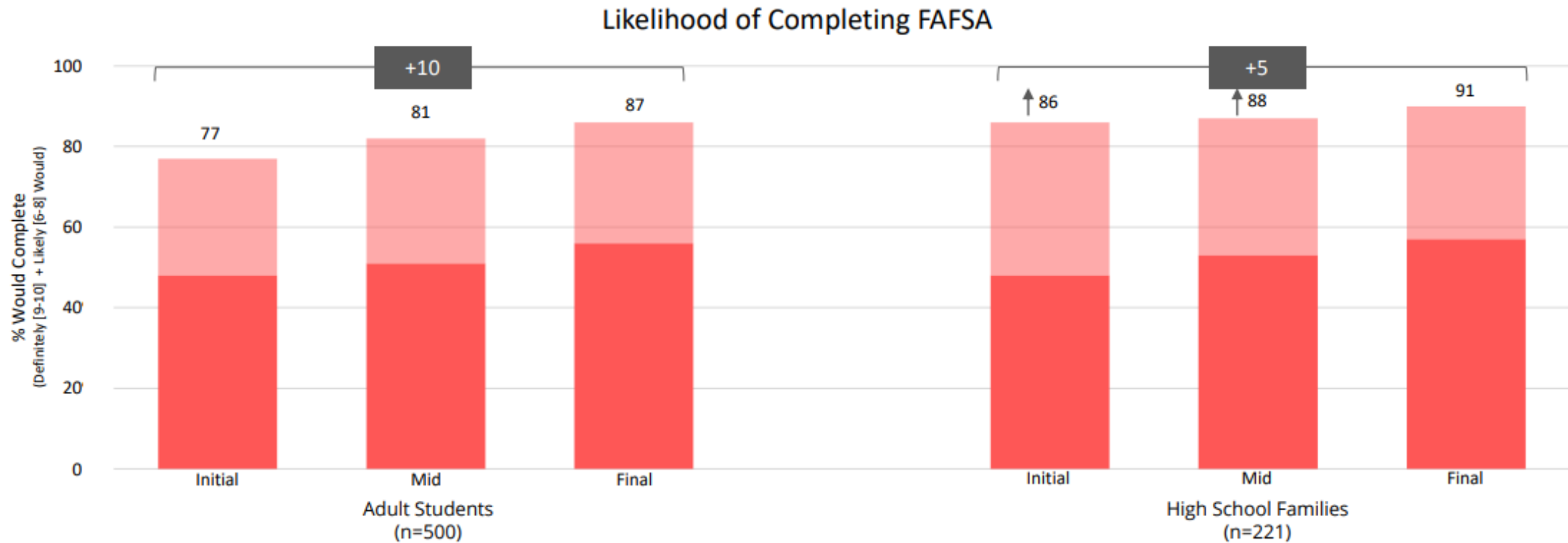
# NEXT NC RESEARCH

## More than half aren't certain they would complete FAFSA even if they were considering higher ed

While most self report a likelihood to complete the FAFSA, we know that hypothetical ideals aren't the same as real action. Interestingly, rates of those who say they definitely would complete it are similar for adult students and high school families. The audiences diverge when we get into softer or negative opinions. Adult students are less likely to complete FAFSA, especially prospective students who are older (55+), male, Republican, or live in rural areas.



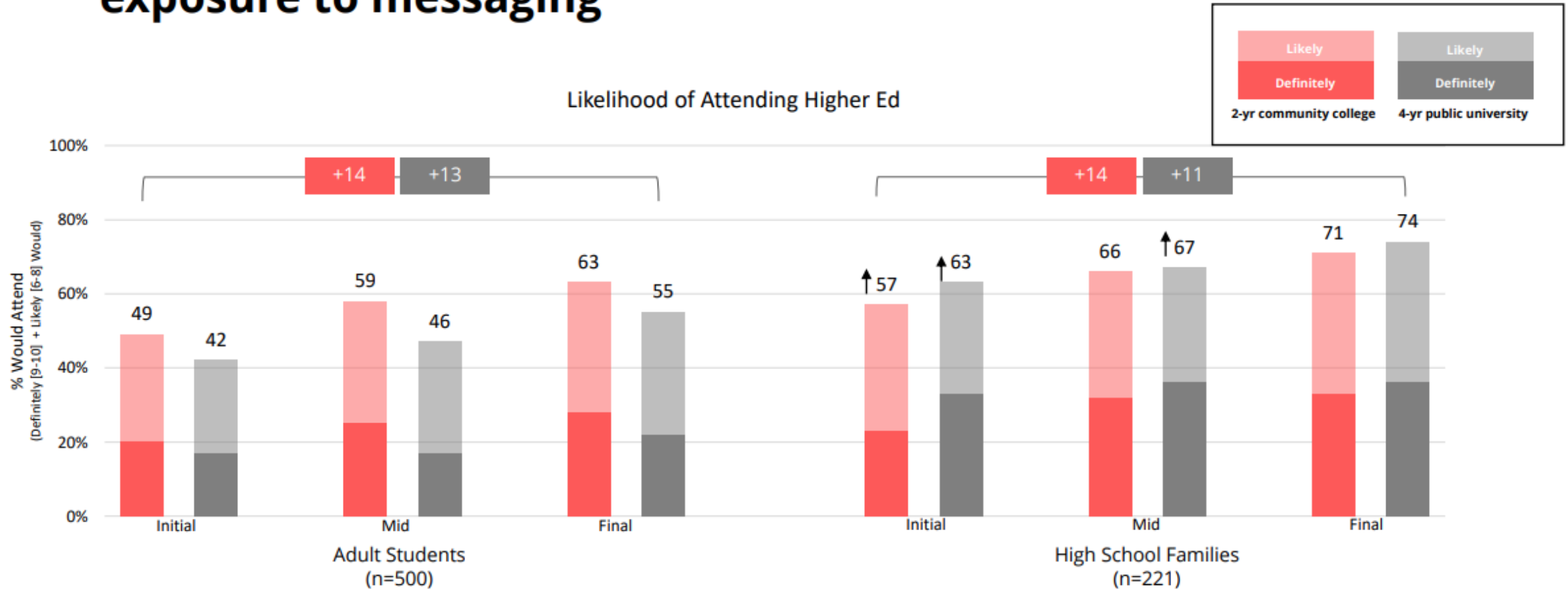
## Awareness and messaging drive likelihood to complete FAFSA



# NEXT NC RESEARCH

## Students are more likely to attend higher education after exposure to messaging

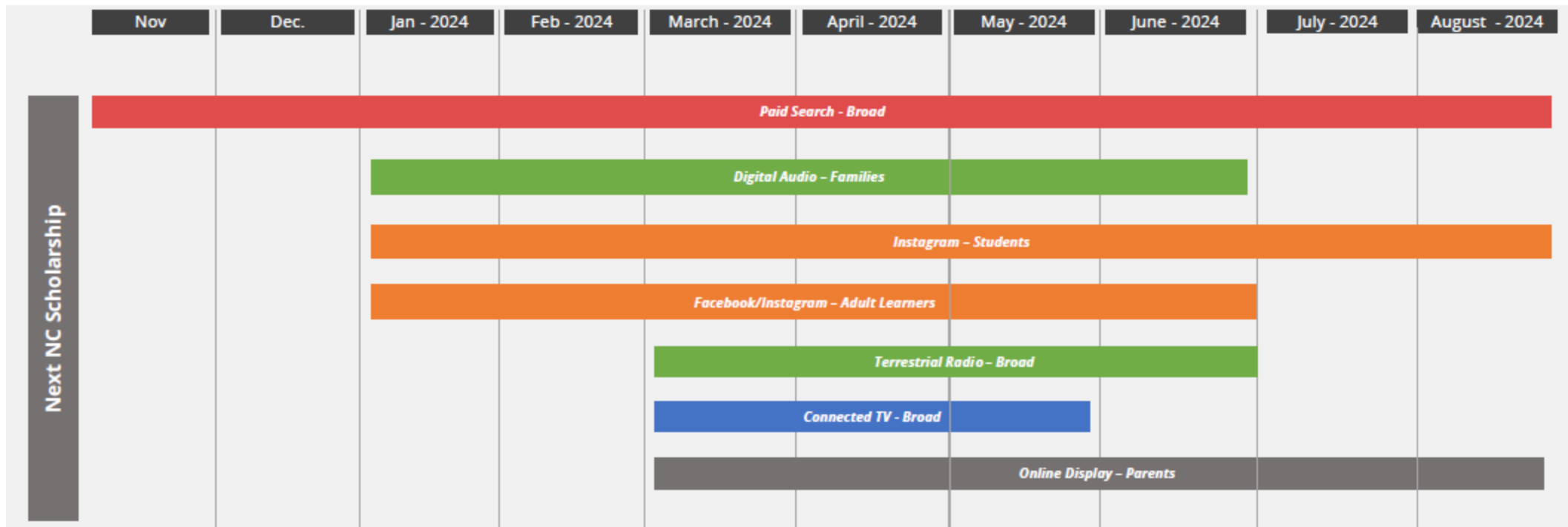
Likelihood of Attending Higher Ed



# NEXT NC PAID MEDIA

## Next NC Paid Channels – Currently Running

From now through August 2024, we have ads running across **seven** paid channels. The majority of these campaigns have been live for **over three months** and reach **targeted audiences across the state**.



# NEXT NC IN THE NEWS



New scholarship makes more financial aid available for North Carolinian college-goers

## The News & Observer

Dean's List: New scholarship offers free tuition at NC community colleges. Who qualifies?

New scholarship aimed at helping less fortunate NC students will be offered starting this year

December 7, 2023 by Conor Doherty



WILMINGTON, NC (WWAY) — Every year, it becomes more and more expensive to obtain



## NEWS & RECORD

New college scholarship unveiled

Families who make \$80K or less will be eligible for NC program

...The state's newly announced...



### Council urged to support cease-fire

"This is a cry for humanity," says one of the speakers

WHEN LIFE IS SWEET

...The state's newly announced...

Cone tightens restrictions on visitors

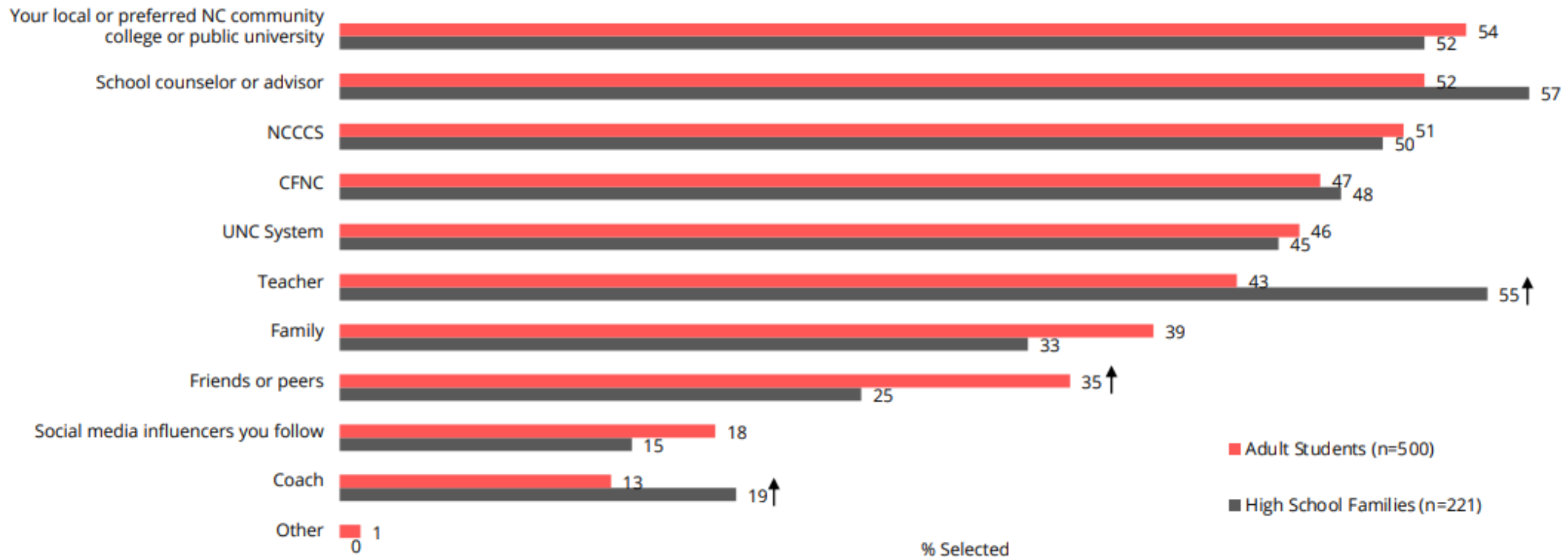
Major centers in progress to increasing cases of the HSV as Trid





## There is trust in many messengers, primarily schools

Trusted Information Sources of NC Scholarship Program



# NEXT NC TOOLKIT: [www.nextncscholarship.org/toolkit/](http://www.nextncscholarship.org/toolkit/)

**NEXT NC**  
SCHOLARSHIP

## Next NC Scholarship Toolkit & User Guide



Includes all the resources and materials you need to share about the Next NC Scholarship with your network – around campus or in your community, on social media, during info sessions and more!

[Click Here to Download](#)



Looking for tips on how to best use the toolkit resources? This guide is filled with suggested Next NC Scholarship language and best practices that will help you make the most of the toolkit!

[Click Here to Download](#)



The Next NC Scholarship is a financial aid program that helps most North Carolinians from households making \$80,000 or less pursue a higher education, by fully covering tuition and fees at any community college or more than half, if not all, of tuition and fees to attend any public university in the state. The best part? It's money that doesn't have to be repaid.

It combines the federal Pell Grant with the state-funded financial aid program to form a simplified and predictable scholarship award that is easier to understand and makes education more affordable so a greater number of North Carolinians can pursue a degree.

To receive the Next NC Scholarship, you must be:

- 1 A North Carolina resident who is eligible for in-state tuition
- 2 A high school graduate (high school equivalency completers are eligible)
- 3 From a household with an annual Adjusted Gross Income (AGI) of \$80,000 or less
- 4 Enrolled in an eligible undergraduate curriculum program for the 2024-2025

**Get money for college that you don't have to pay back.**



Eligible for in-state tuition? From a household making \$80,000 or less?

Then most, if not all, of your tuition and fees could be covered at any NC community college or public university. That's at least \$3,000 or \$5,000—and could be more.

**NEXT NC**  
SCHOLARSHIP

Know what you're getting. Know where you're going.

credit hours per the students will award)  
actory Academic is of the school you  
s completed the 2024- is a resulting Student or below 7,500 (once ncial aid office at the you plan to attend d confirm eligibility)

where you're going.  
[nextncscholarship.org](http://nextncscholarship.org)

# QUESTIONS

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