



STATE UPDATE

NOVEMBER 2023

AGENDA

1. Legislative and Program Updates
2. Marketing and Outreach Updates
3. FAFSA and College Application Week Updates

LEGISLATIVE AND PROGRAM UPDATES

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 11th 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 UNCSA
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**

OTHER PROGRAM UPDATES

Additional 2024-25 Program Changes

- Will shift all EFC-based programs to SAI
 - Working on new formulas now, based on expected cost impact
- Will shift programs to a per credit hour model, *where possible*, to mirror Pell Grant
- Examining impact to lifetime state grant limits

Training

- New financial aid administrator training May 20-22, 2024, at Cape Fear CC
- Looking at expanded offerings in the new year for both for new and experienced financial aid administrators

MARKETING AND OUTREACH UPDATES

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

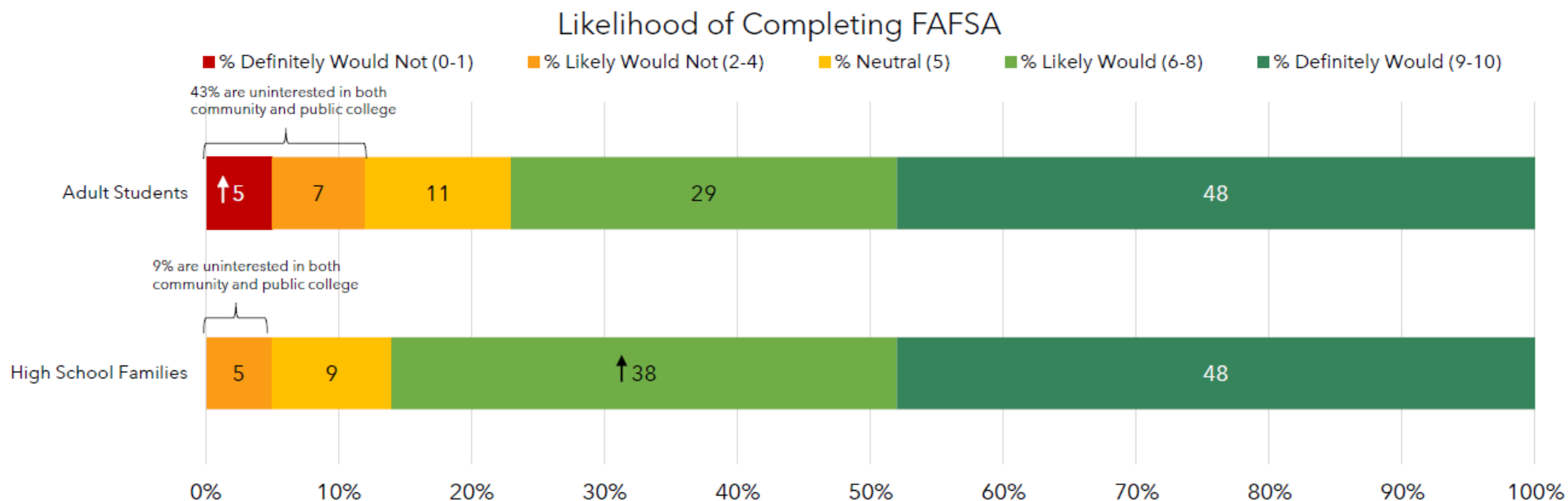
CFNC

- 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)

NEXT NC RESEARCH

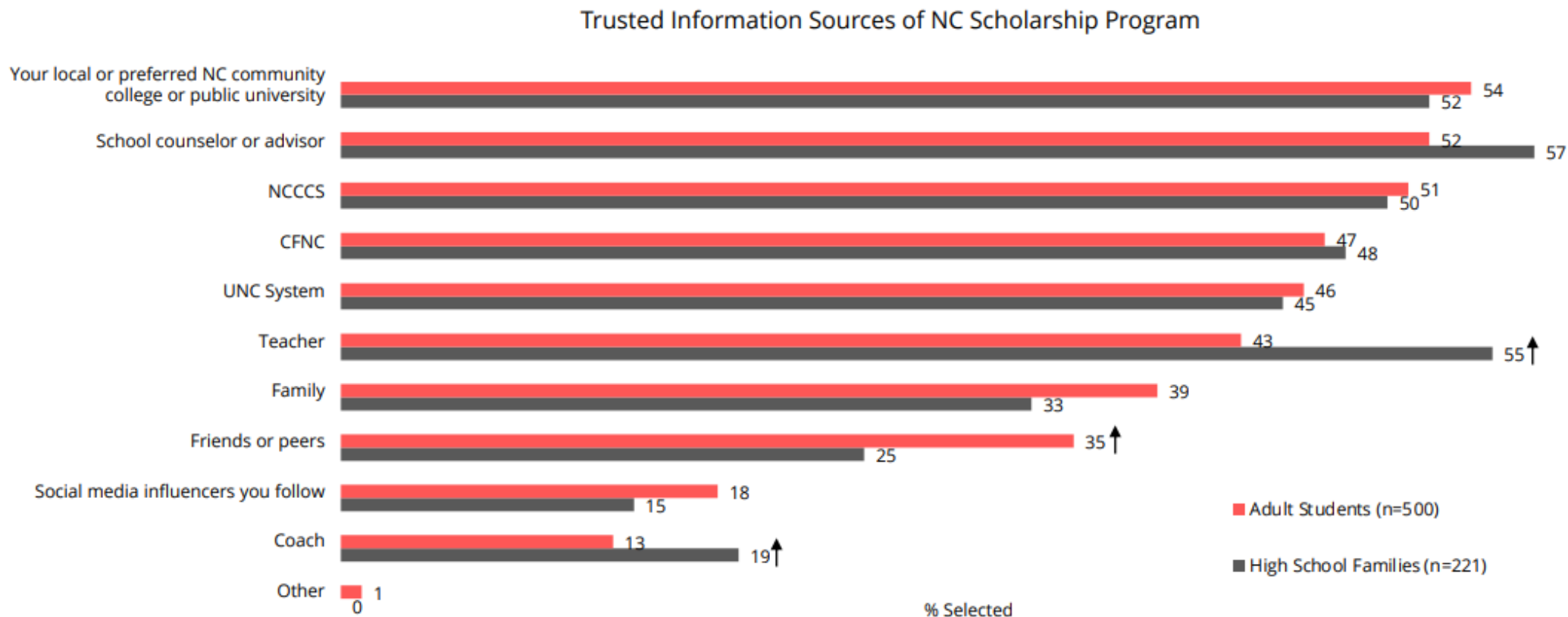
More than half aren't certain they would complete FAFSA even if they were considering higher ed

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.



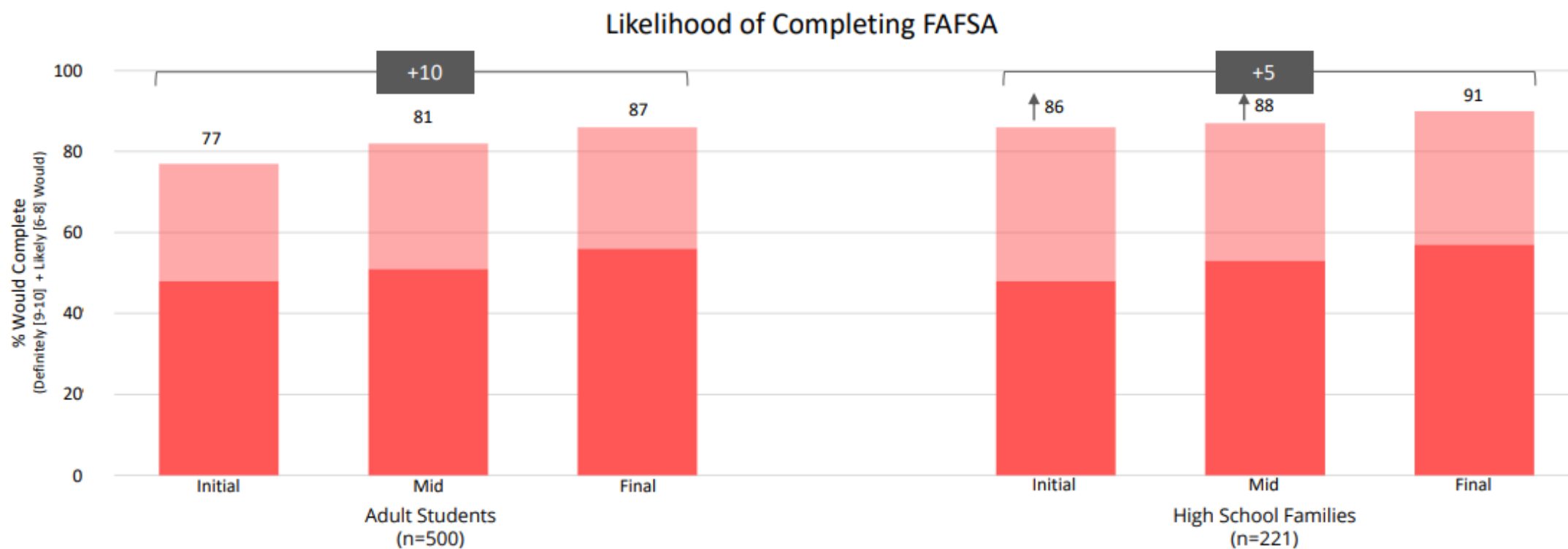
NEXT NC RESEARCH

There is trust in many messengers, primarily schools



NEXT NC RESEARCH

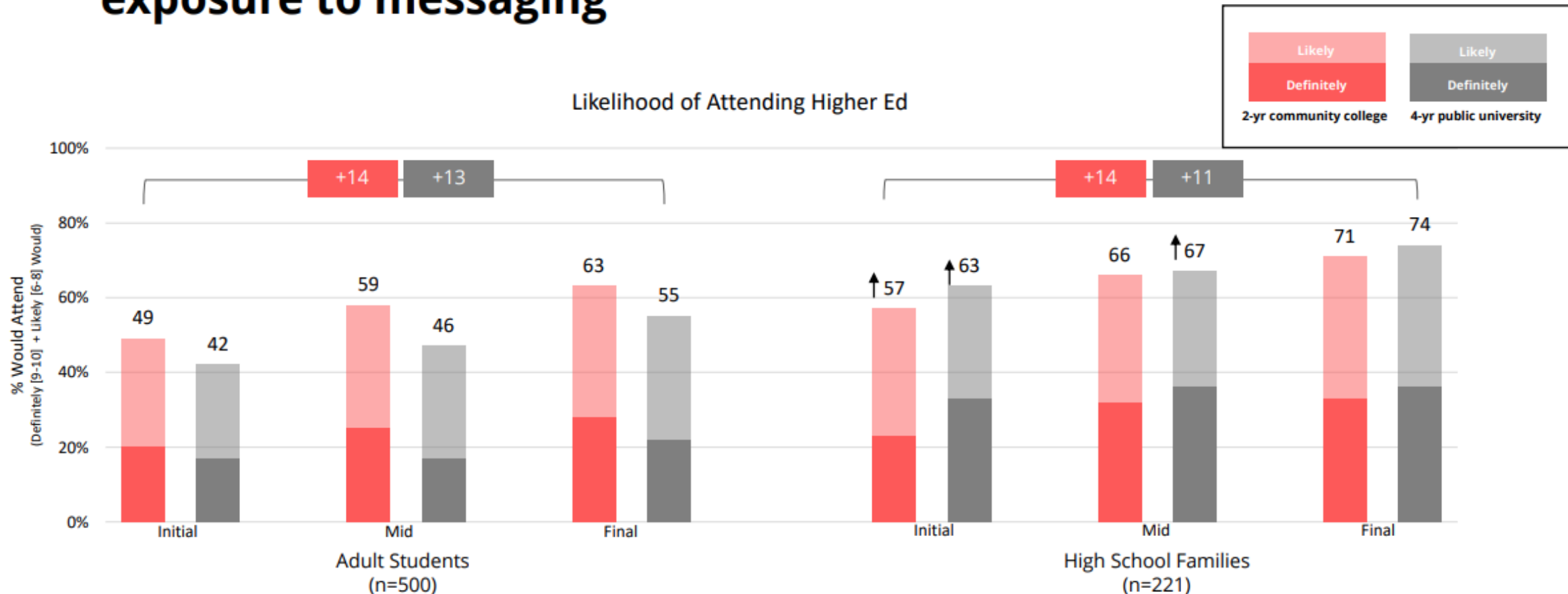
Awareness and messaging drive likelihood to complete FAFSA



NEXT NC RESEARCH

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

Likelihood of Attending Higher Ed



NEXT NC 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

DON'T LET MONEY STAND IN THE WAY OF YOUR CAREER DREAMS

The Next NC Scholarship helps NC students access the funding to gain the skills for a brighter future—with no strings attached. Eligible students can receive at least \$3,000 for community college or at least \$5,000 for a public NC university.

**KNOW WHAT YOU'RE GETTING.
KNOW WHERE YOU'RE GOING.**

CFNC SCOPE OF WORK

Ongoing

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

Completed

- FAFSA research and messaging
- Microsite (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.
- CFNC outpaces NCSEAA and CFI in brand equity.
- 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.

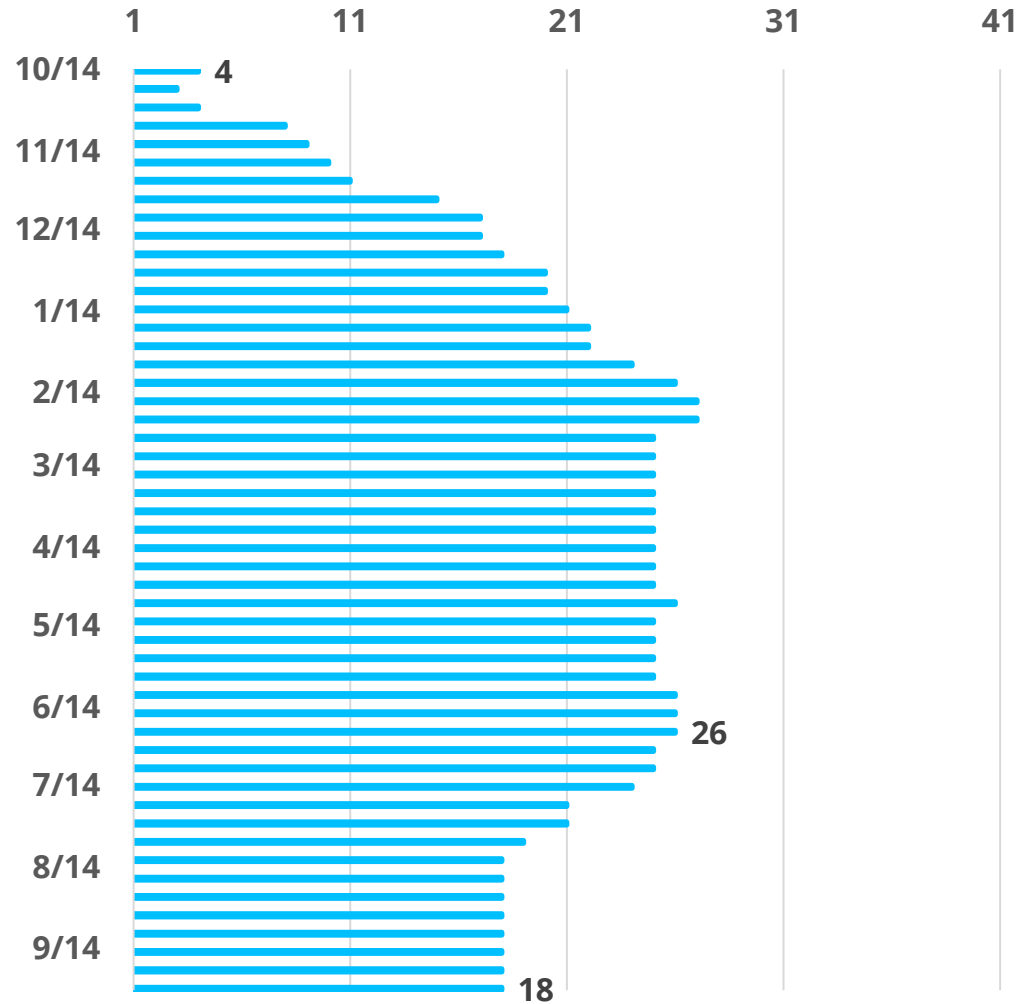
FAFSA AND COLLEGE APPLICATION WEEK UPDATES

NC FAFSA COMPLETIONS: HS Seniors

- National data compares FAFSA completions by estimated counts of high school seniors. Among the 50 states,
 - NC ranks **18th** in completion rate.
 - NC ranks **5th** 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 15th.

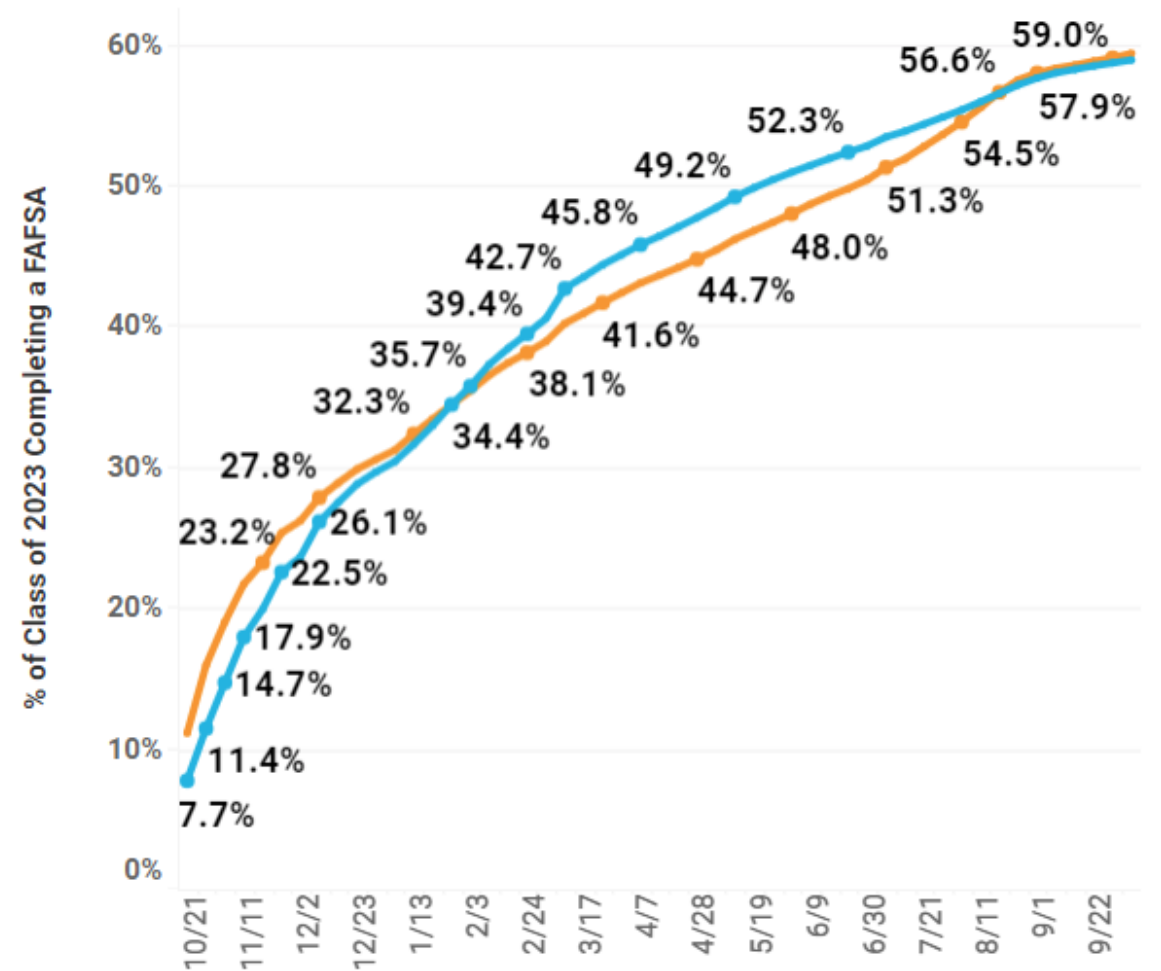
NC FAFSA COMPLETIONS: HS Seniors

North Carolina's Rank of 50 States

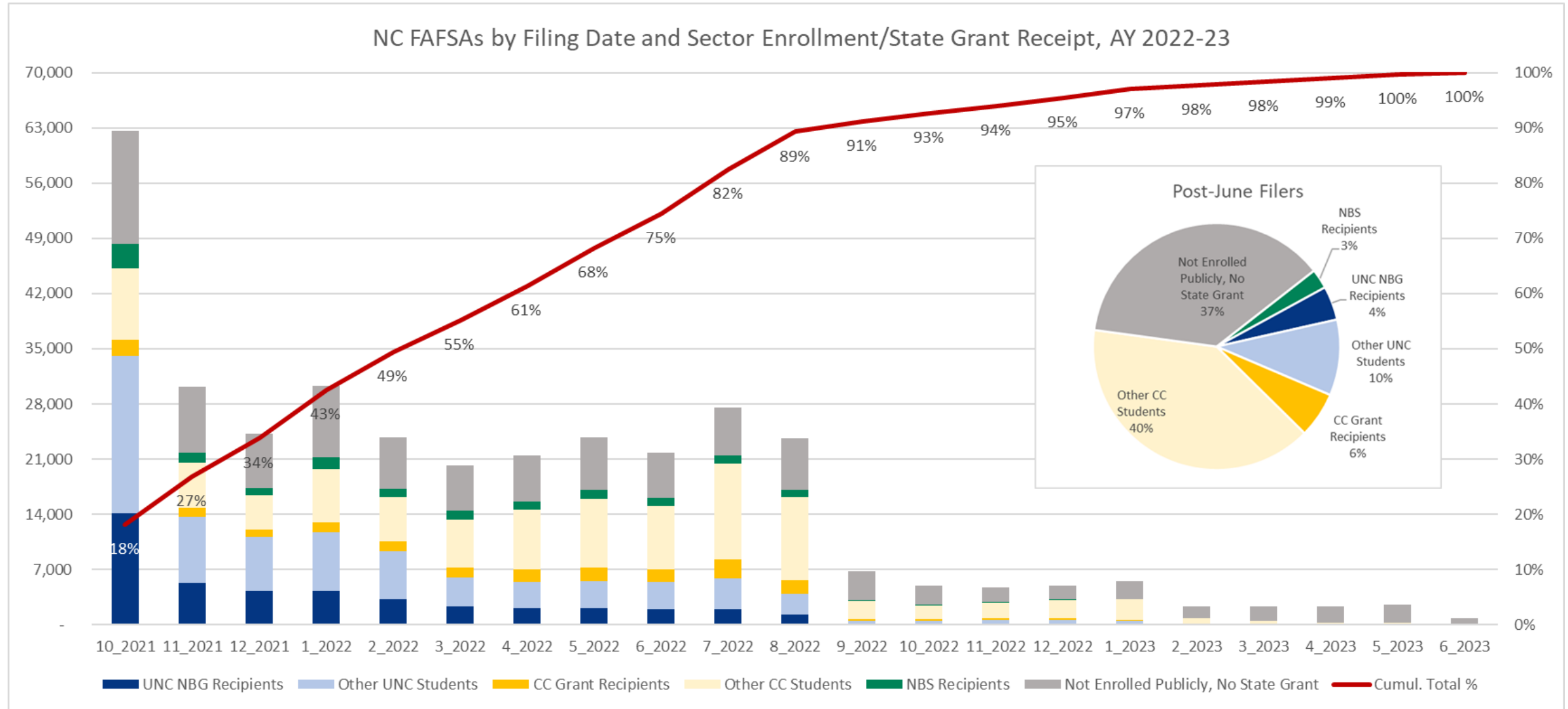


Source: www.formyourfuture.org/fafsa-tracker

North Carolina vs. National

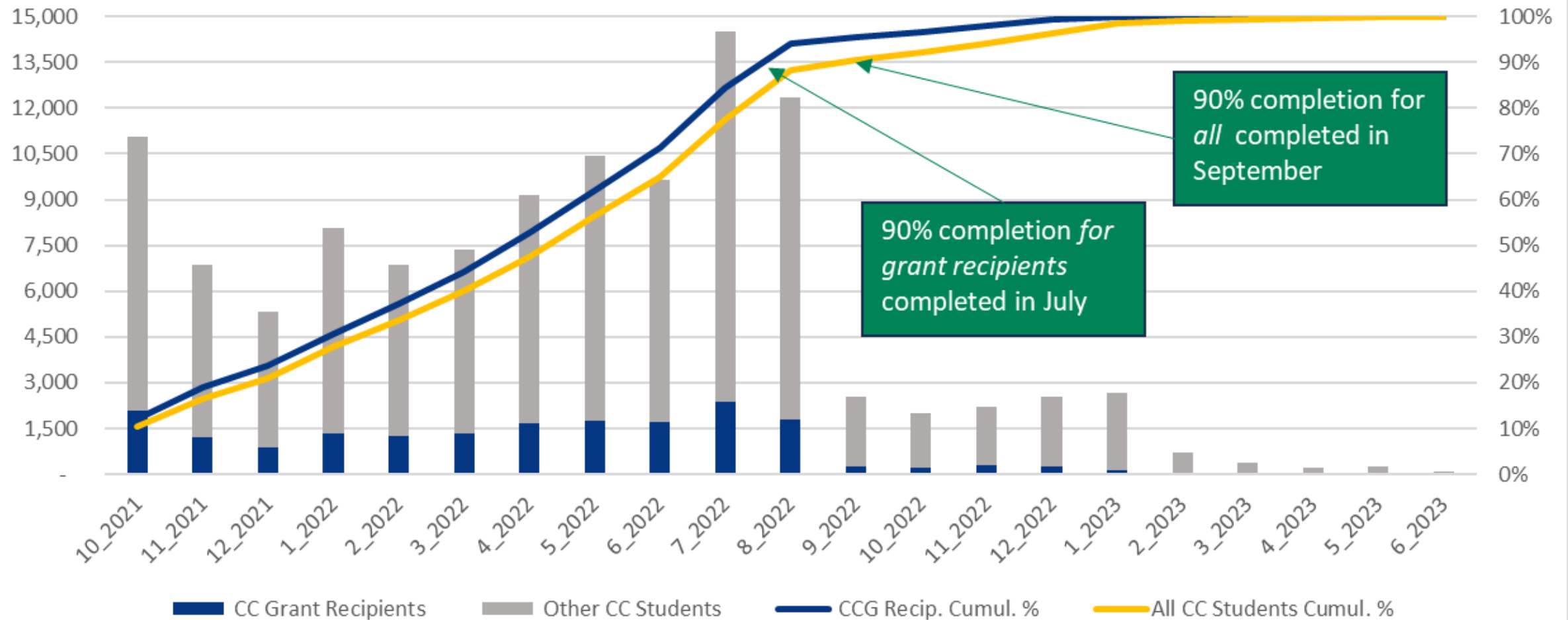


NC FAFSA COMPLETIONS: All Undergrad NC

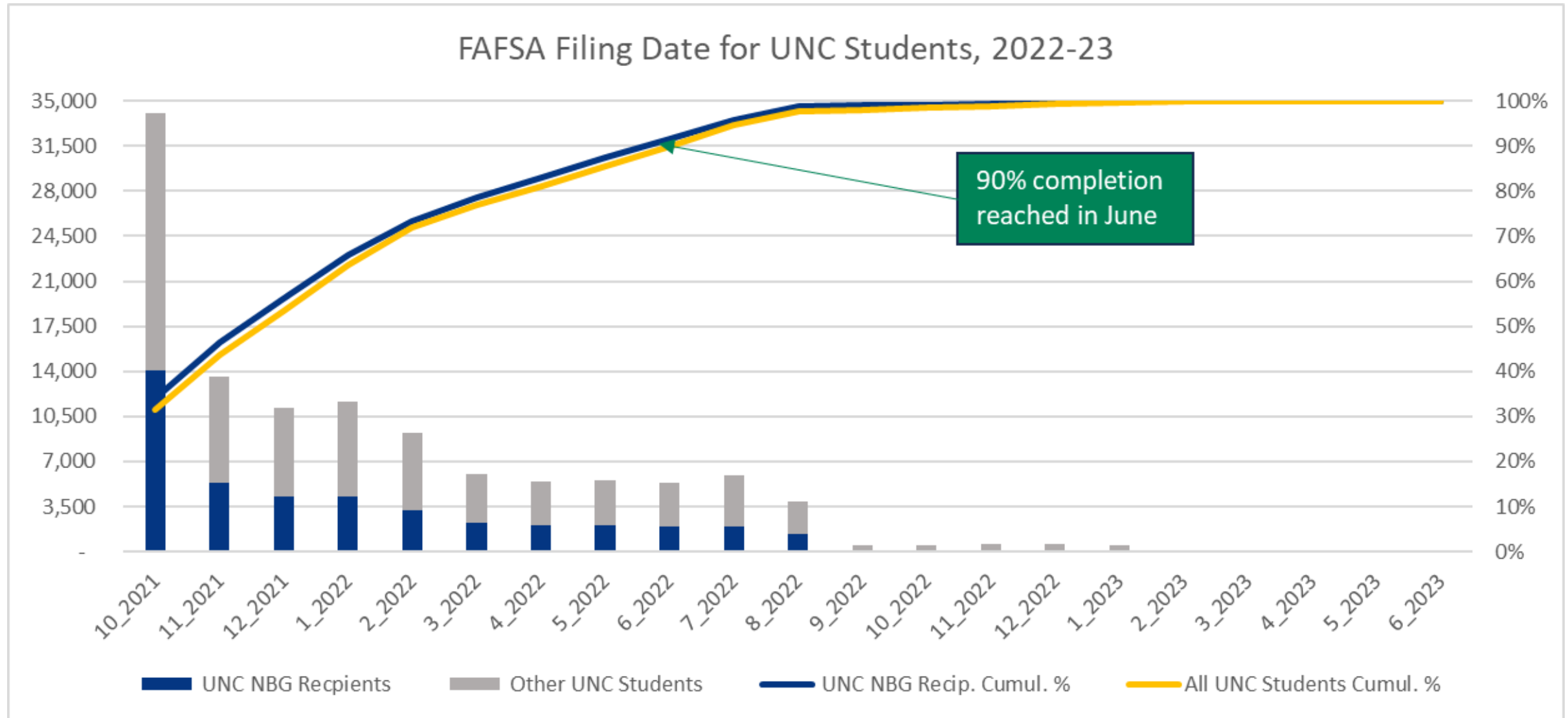


NC FAFSA COMPLETIONS: NCCCS

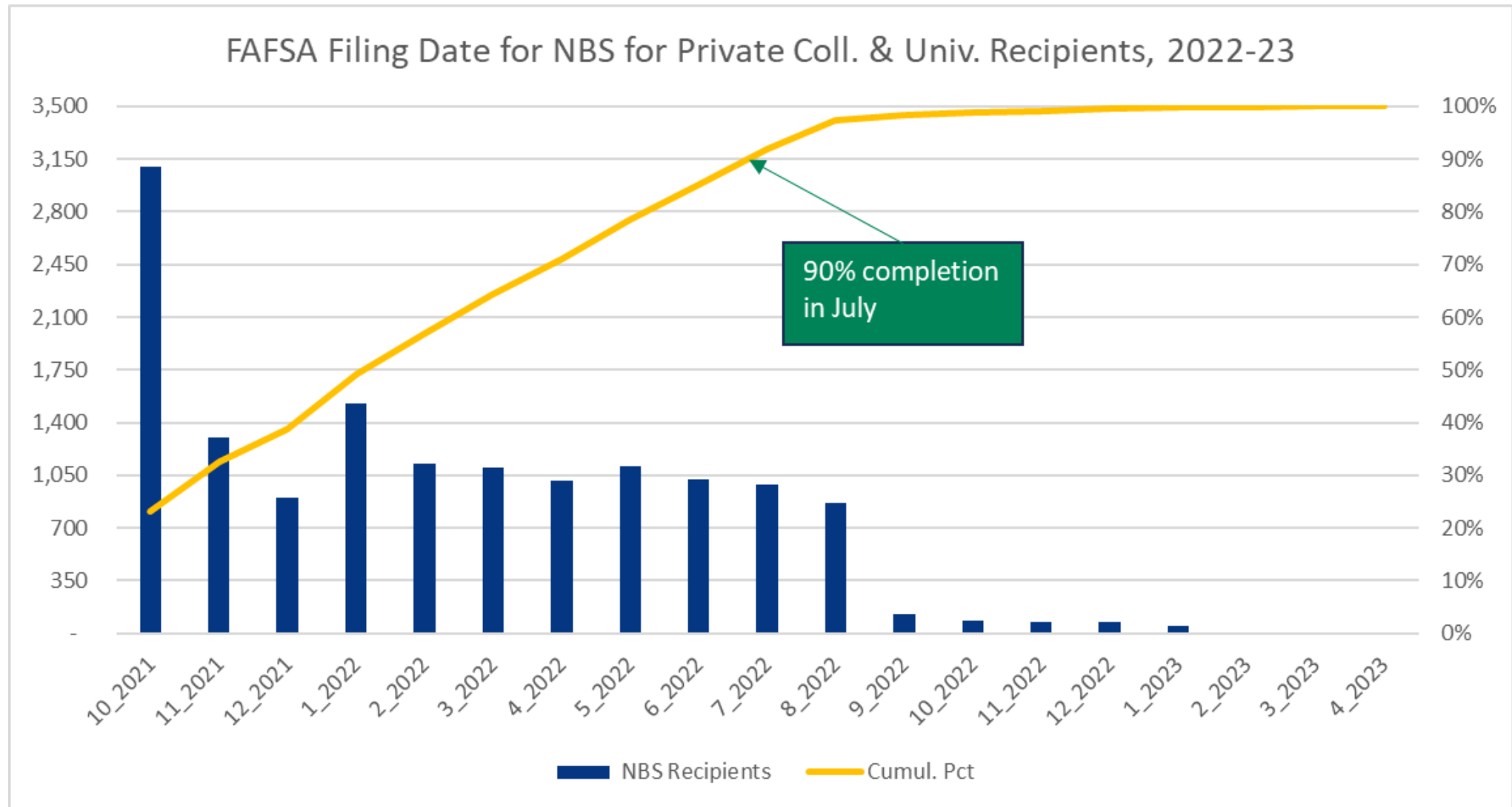
FAFSA Filing Date for CC Students, 2022-23



NC FAFSA COMPLETIONS: UNC SYSTEM

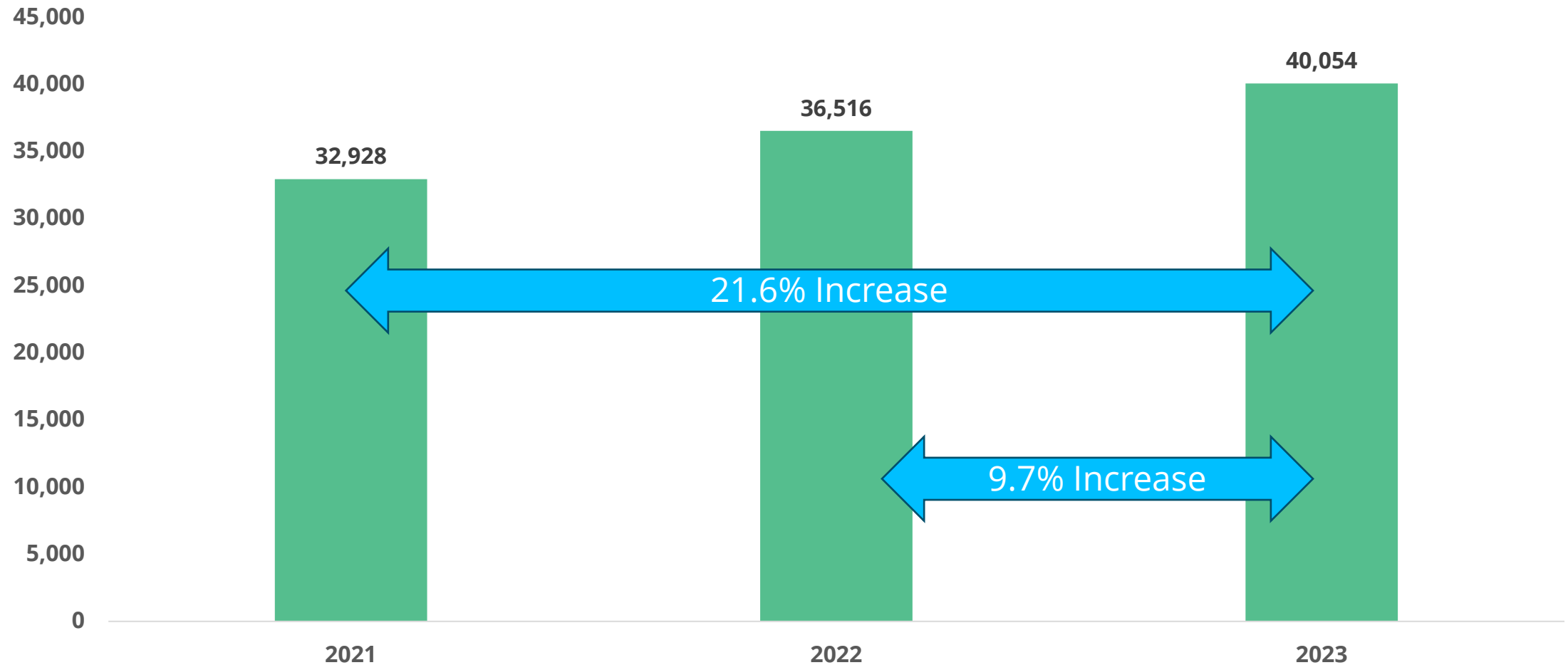


NC FAFSA COMPLETIONS: NBS RECIPIENTS



COLLEGE APPLICATION WEEK: Preliminary

Total College Application Week Completed Applications



NC FAFSA RESOURCES

NC FAFSA Tracker

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

ESPAÑOL EDUCATION PROFESSIONALS FAFSA TOOLS ABOUT US CONTACT US

Plan Your Future Apply to College Pay for College Save for College

NCSEAA FAFSA Tracker - Public Schools as of February 26, 2023
N.C. College Rate: 42%

Estimated Completions: Public Schools

School District	FAFSA Completions
Alamogordo	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10
Asheboro	10

FAFSA Tracker

This tool is available to anyone interested in FAFSA completion progress at the school and district level. No log-in required. FAFSA completion data is updated weekly.

Find School/District Info

NCFAFSAHub.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

Finish The FAFSA

This tool is for education professionals such as school counselors who work directly with high school seniors on FAFSA completion. Access is restricted but the information is updated daily. Learn how you may gain access to Finish the FAFSA below.

Learn More

NC FAFSA HUB

Your guide to help North Carolina students and families pay for college

The Better FAFSA for the 2024-2025 aid year brings a new and streamlined approach to the financial aid process. As you help families navigate the Better FAFSA process, we're here to help you stay up to date on the latest news and resources. Together, we can help more North Carolina students plan and pay for college.

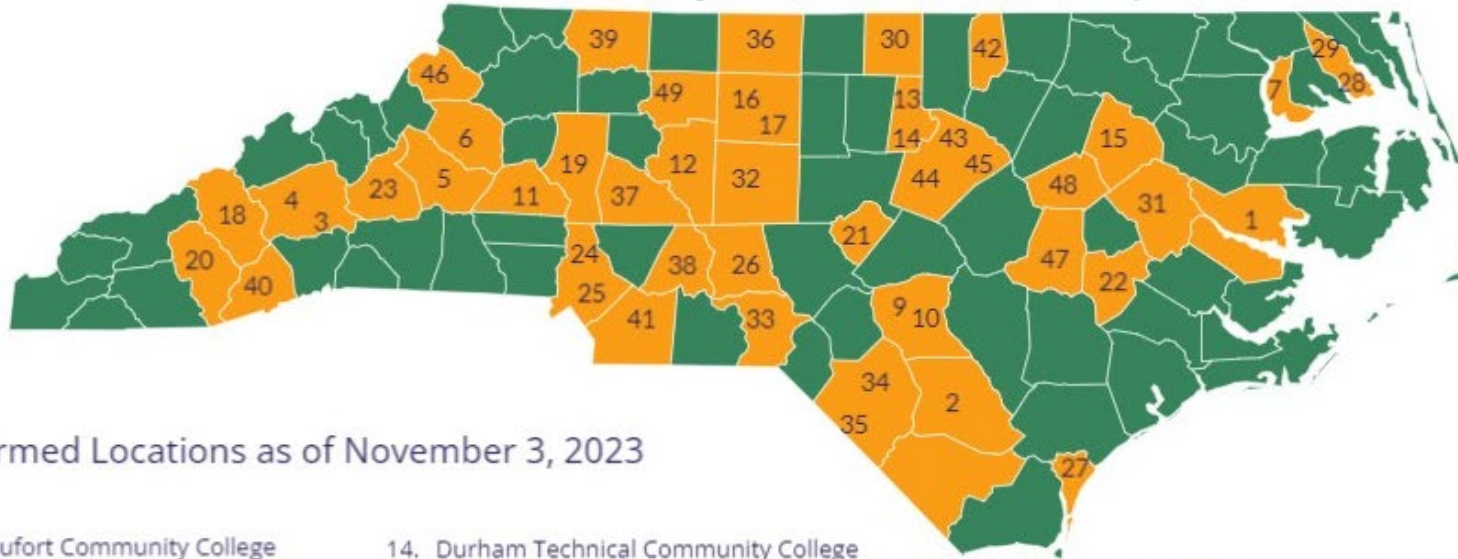
Featured Resources

WEBINAR/TRAINING
Better FAFSA From Seniors

NC FAFSA DAY: January 27, 2024, 9am – 12 pm



FAFSA Day
January 27, 2024: 9am-12pm



Confirmed Locations as of November 3, 2023

- | | | | |
|---|--|---|---|
| 1. Beaufort Community College | 14. Durham Technical Community College | 29. Elizabeth City State University | 42. Vance-Granville Community College |
| 2. Bladen Community College | 15. Edgecombe Community College | 30. Piedmont Community College | 43. NC State University |
| 3. Montreat College | 16. Bennett College | 31. East Carolina University/Pitt Community College | 44. St. Augustine's University |
| 4. UNC-Asheville | 17. Guilford Technical Community College | 32. Randolph Community College | 45. Wake Technical Community College |
| 5. Western Piedmont Community College | 18. Haywood Community College | 33. Richmond Community College | 46. Appalachian State University |
| 6. Caldwell Community College and Technical Institute | 19. Mitchell Community College | 34. Robeson Community College | 47. Wayne Community College |
| 7. Chowan University | 20. Western Carolina University | 35. UNC-Pembroke | 48. Barton College |
| 8. Southeastern Community College | 21. Central Carolina Community College | 36. Rockingham Community College | 49. Forsyth Technical Community College |
| 9. Fayetteville State University | 22. Lenoir Community College | 37. Catawba College | |
| 10. Fayetteville Technical Community College | 23. McDowell Technical Community College | 38. Stanly Community College | |
| 11. Catawba Valley Community College | 24. Central Piedmont Community College | 39. Surry Community College | |
| 12. Davidson-Davie Community College | 25. UNC-Charlotte | 40. Brevard College | |
| 13. NC Central University | 26. Montgomery Community College | 41. Wingate University | |
| | 27. Cape Fear Community College/UNC-W | | |
| | 28. College of the Albemarle | | |

NC FAFSA DAY: January 27, 2024, 9am – 12 pm

Still need to RSVP? Scan the code below and sign up to host a FAFSA Day event!



QUESTIONS

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