

NCASFAA STATE UPDATE

NOVEMBER 2024

OUTLINE

What just happened?

- FAFSA final results
- Summer strategy
- Next NC campaign lessons

What's happening now?

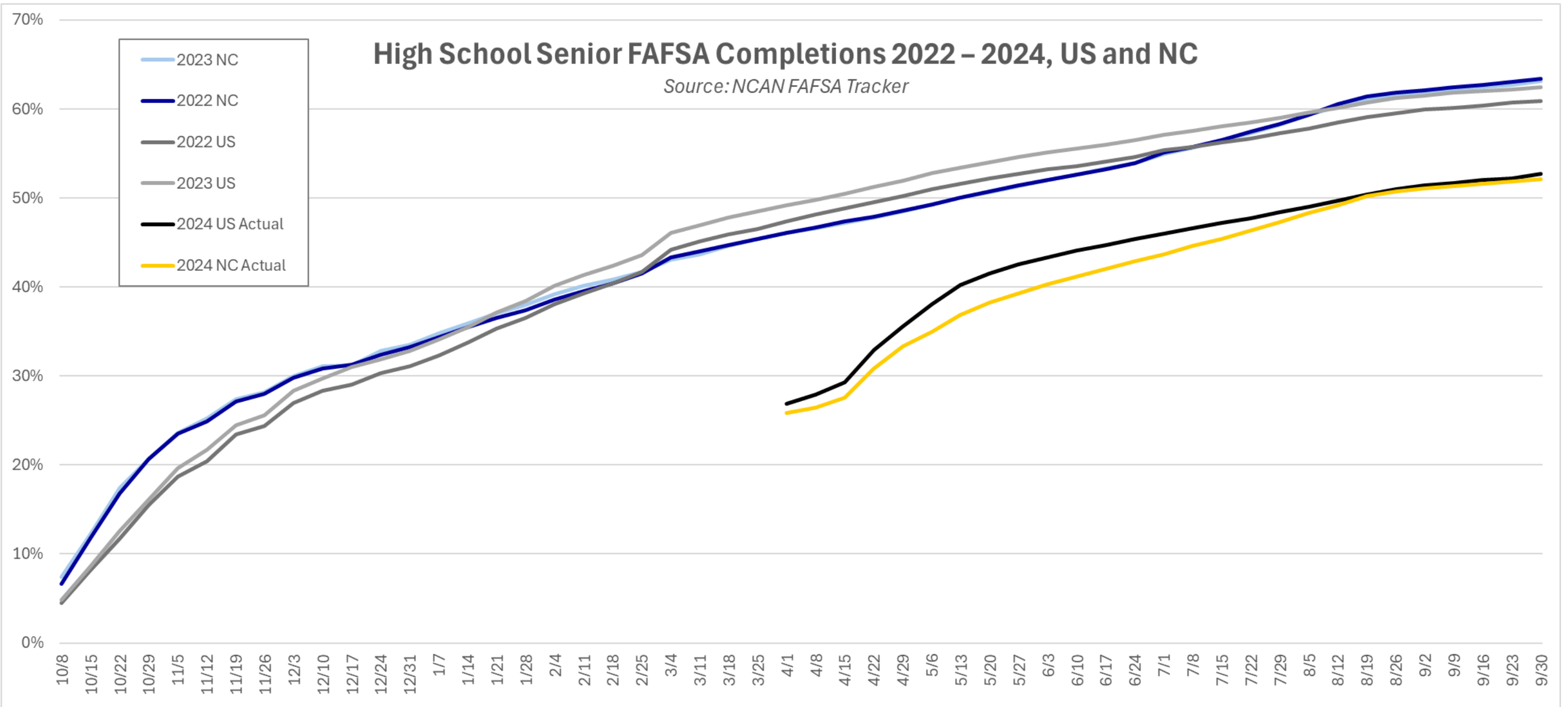
- Helene
- C2C
- Simplified admissions initiatives

What's next?

- Projections and other program changes for next year
- Summer strategy again
- Rebrand launch

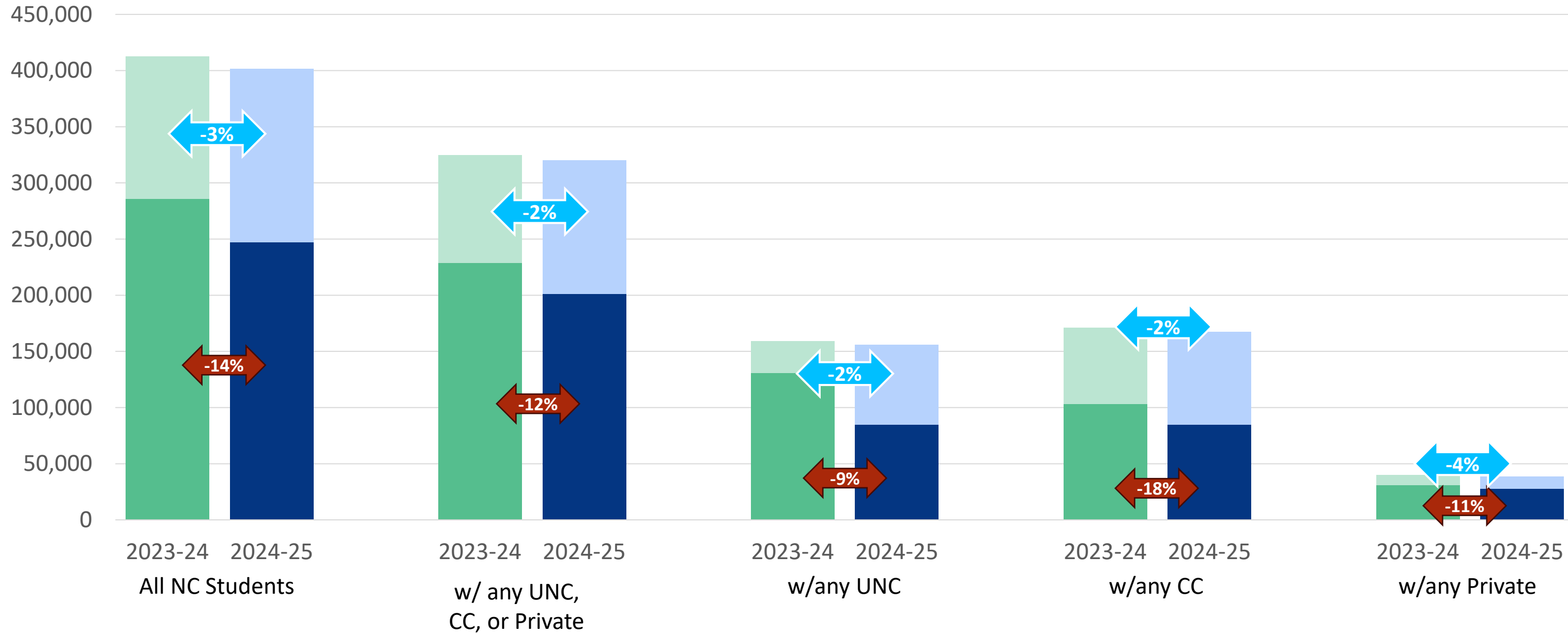
WHAT JUST HAPPENED?

FAFSA: HS SENIORS



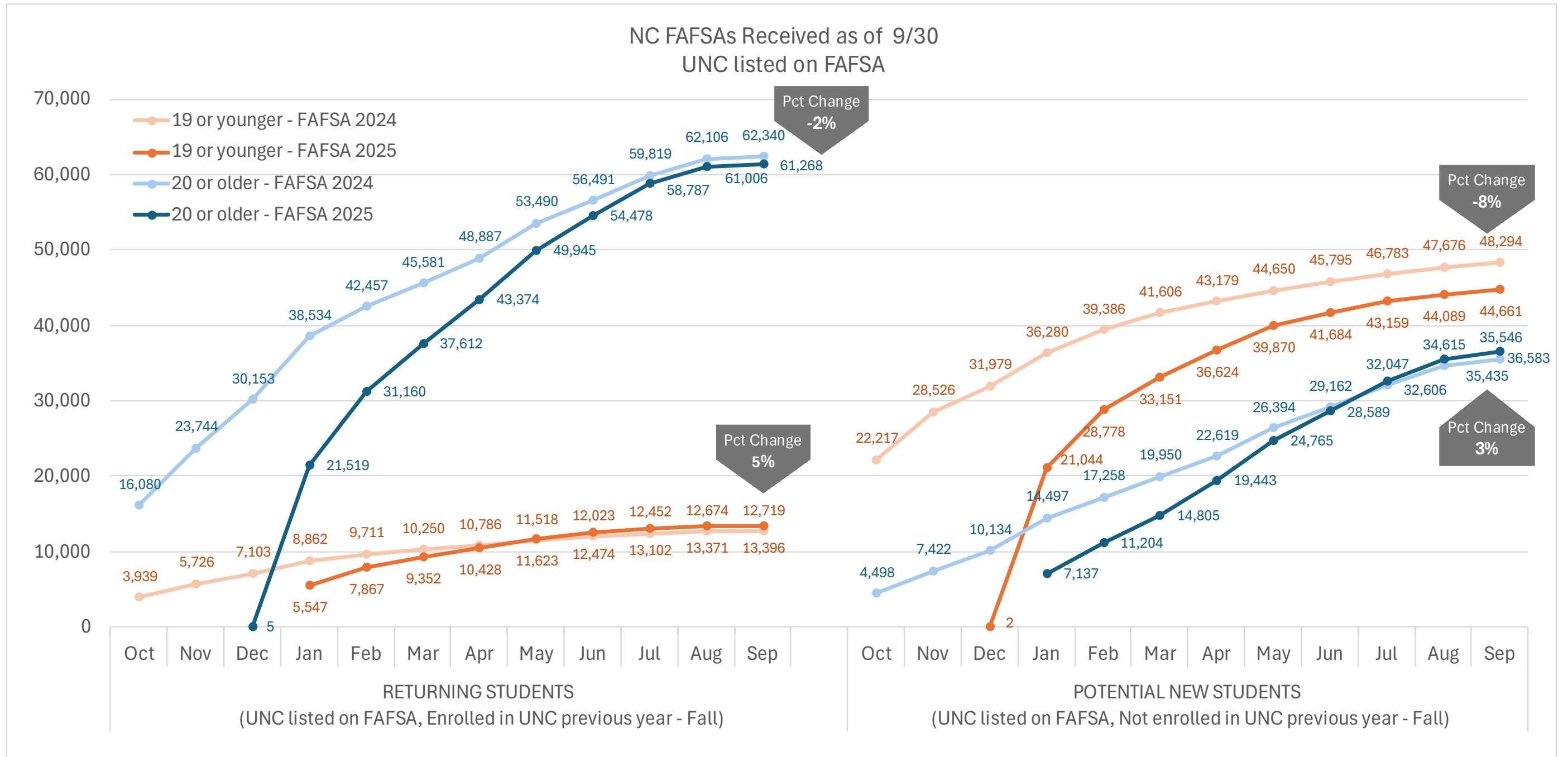
FAFSA: MAY 15 VS SEPTEMBER 30

FAFSAs Filed by NC Students as of 9/30 (*darker-only, as of 5/15*)



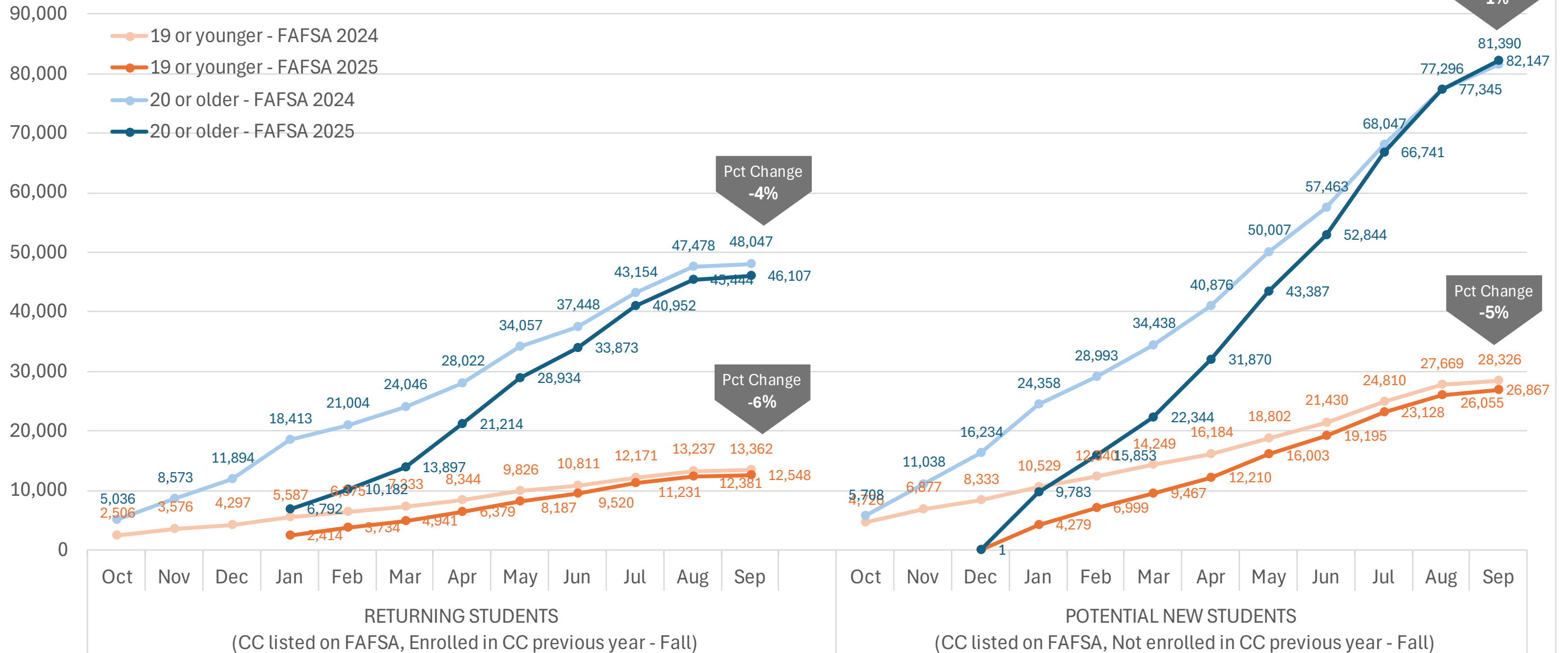
FAFSA: UNC BY AGE/NEW AND RETURNING

NC FAFSAs Received as of 9/30
UNC listed on FAFSA



FAFSA: NCCCS BY AGE/NEW AND RETURNING

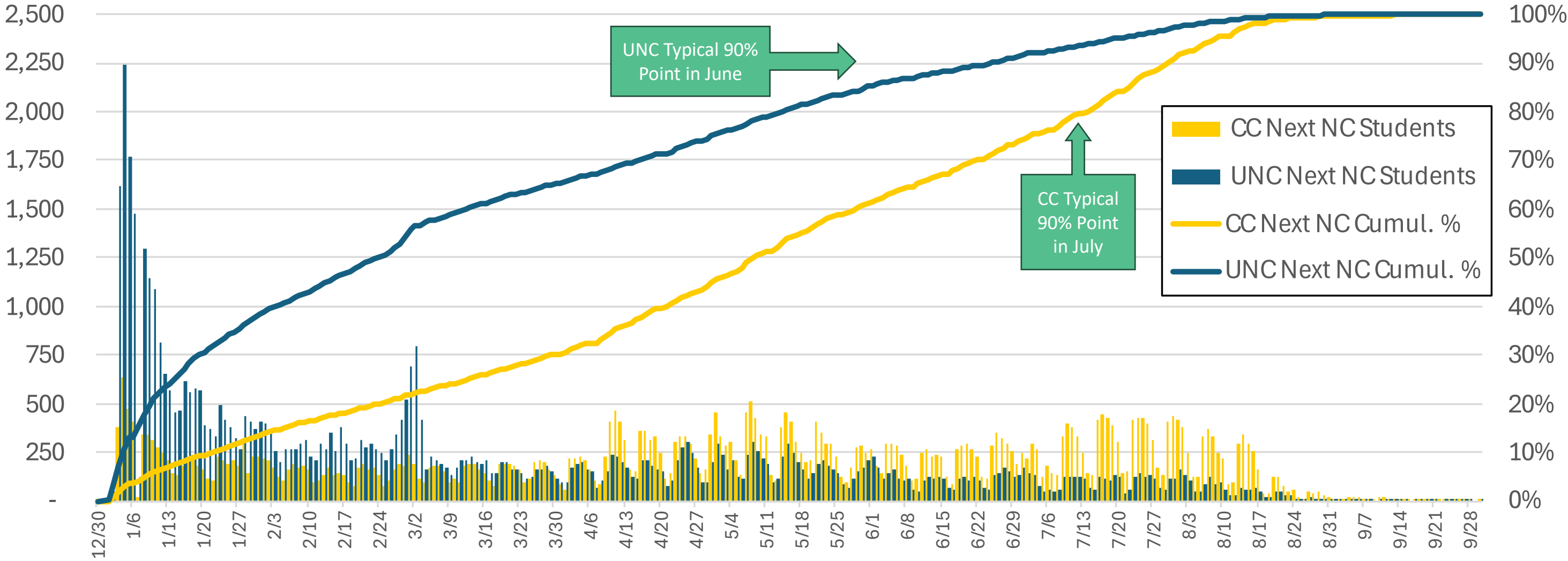
NC FAFSAs Received as of 9/30
CC listed on FAFSA



Note: Includes ISIRs received as of Sept 30 for 2023-24 and 2024-25 FAFSA for students with an NC address and no prior bachelor's degree. Includes students that listed any CC institution in their first three schools selected on the FAFSA. "Returning" includes students that were enrolled in a CC institution the preceding fall. "Potential new" includes students that were not enrolled in a CC institution in the preceding fall.

FAFSA FILING DATES FOR NEXT NC

Fall 2024 Next NC Students by FAFSA Filing Date



FAFSA Summer Strategy

Along with partners, launched a FAFSA completion campaign in late spring and summer, including:

- ✓ Graduation toolkit with Next NC Scholarship and FAFSA information
- ✓ FAFSA completion mini-grants to community college from John M Belk Endowment
- ✓ Next NC Scholarship mailer and emails
- ✓ Billboards
- ✓ 1:1 student support stationed at CCs and UNC's across the state
- ✓ Campaign results: 14M impressions, 2M reach, 1M interactions



SUMMER FAFSA SUPPORT INITIATIVE

ACCOMPLISHMENT

5,213

students submitted a FAFSA as a direct result of an outreach attempt.



2,373

Incoming Freshman

1,856

Current College Students

984

Adult Learners

At the request of the institutions and counselors, SEAA granted a two-week extension from August 2nd to August 16th.

262

students submitted a FAFSA during the two-week extension.

TOTAL OUTREACH ATTEMPTS

46,272

ADDITIONAL SUPPORT PROVIDED

87 Counselors



52 Institutions



IN-PERSON HELP STATISTIC

85%

of students who submitted a FAFSA as part of an outreach attempt were helped in-person at the college campus.

SUMMER FAFSA SUPPORT INITIATIVE

END SURVEY RESULTS

Overall Experience

Percentage of respondents who indicated having an excellent experience working with their host site or counselor(s).

91% Host Site



83% Counselors



Success Rating

Percentage of respondents who deemed the initiative "very successful."



81%
Counselors

80%
Host Site

Would Participate Again



Very Likely : **84%**

Somewhat Likely : **13%**

Not Likely : **3%**

Would Participate Again



Very Likely : **91%**

Somewhat Likely : **8%**

Not Likely : **1%**

Note: 66 counselors and 45 institution leads completed the end survey. Responses from counselors are in light blue and orange for institutions.

NEXT NC PUBLIC AWARENESS FUNDING

- 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”
- Partnered with APCO Worldwide
- Temporary, specific campaign to increase awareness of available funding
- Focus is awareness of funding and urging students to complete the FAFSA

NEXT NC CAMPAIGN

Three key metrics:

Awareness: I know about Next NC ✓

- 47% of survey respondents recognize Next NC when shown the name or ads.
- 150K new users on landing page
- 25M impressions, including 600K in FAFSA-challenged counties over the summer

Perception: I think college is affordable ✓

- More adults are considering community college, 4-year rates and high schoolers are steady
- Adults recognizing Next NC are much more likely to consider higher education

Behavior: I plan to fill out the FAFSA ✗

- Likelihood to complete a FAFSA decreased for adults (8ppts) and high schoolers (13 ppts)

WHAT'S HAPPENING NOW?

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



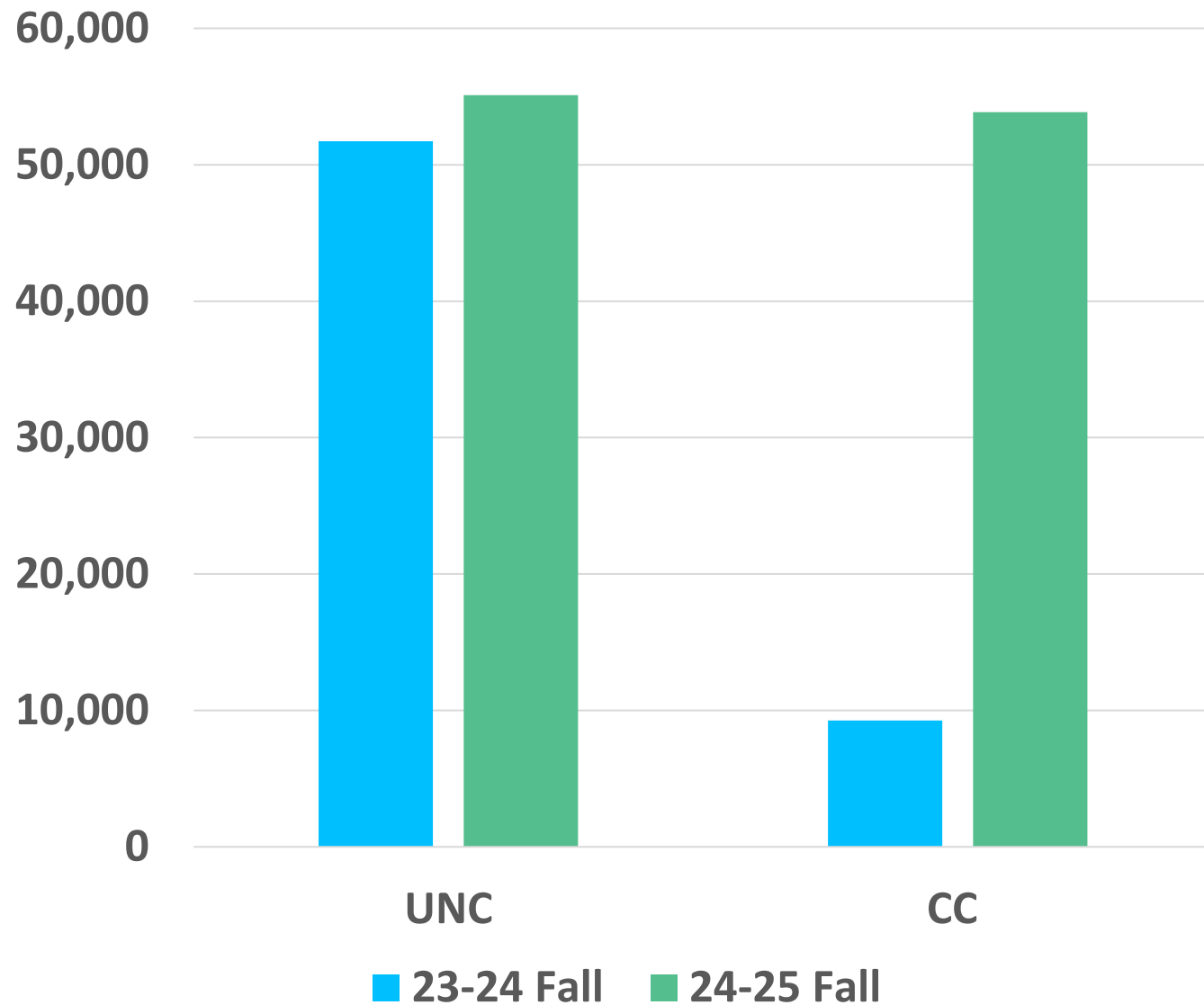
File a FAFSA to apply

How it works:

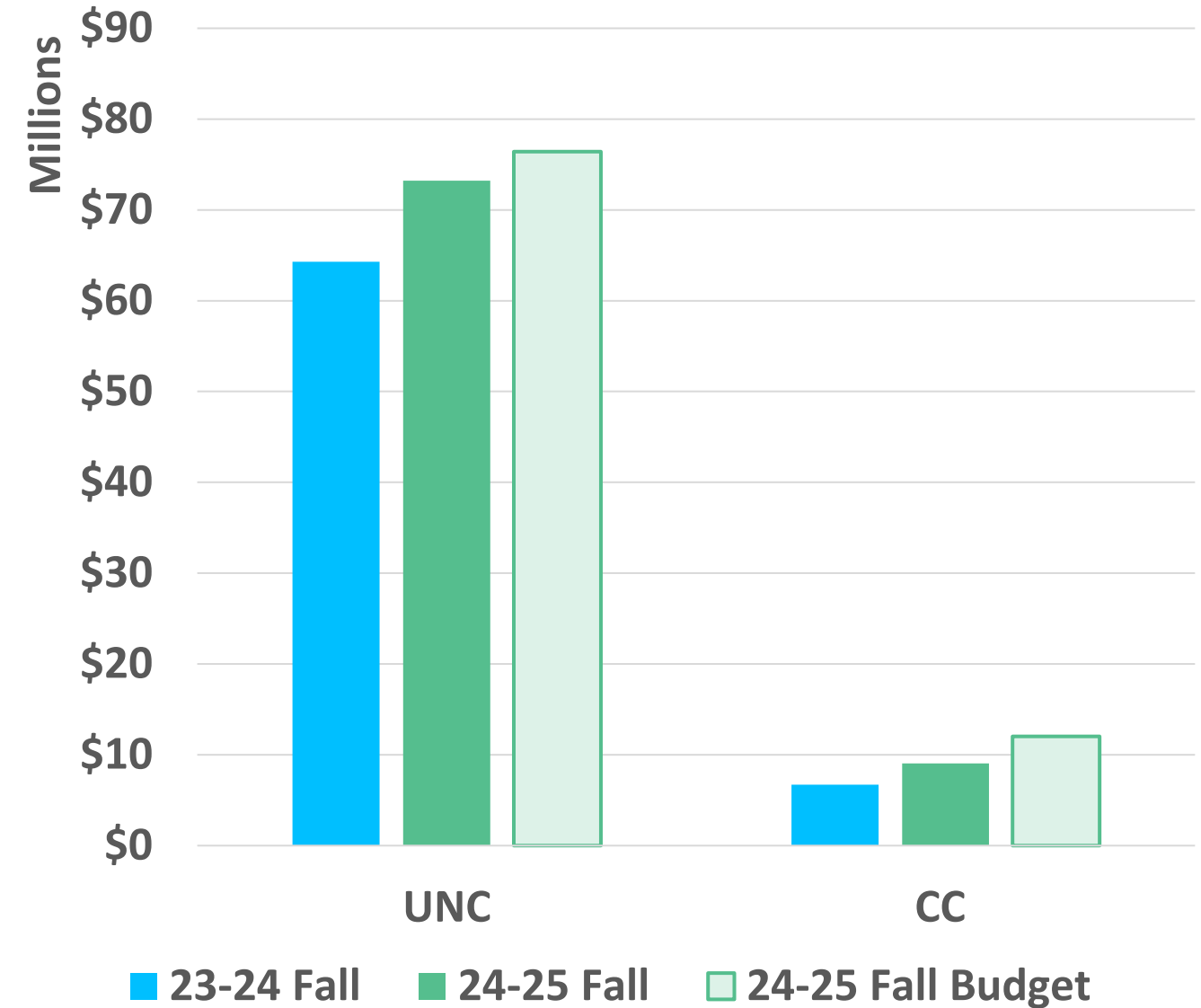
- Combines federal Pell Grants and state funds to ensure students get at least the minimum awards of \$5,000 for UNC and \$3,000 for NCCCS
- Eligible students have AGI \leq \$80,000 and SAI (federal need calculation) \leq 7,500
- More aid is available based on need

NEXT NC SCHOLARSHIP VS. 2023-24

Fall Certified Students

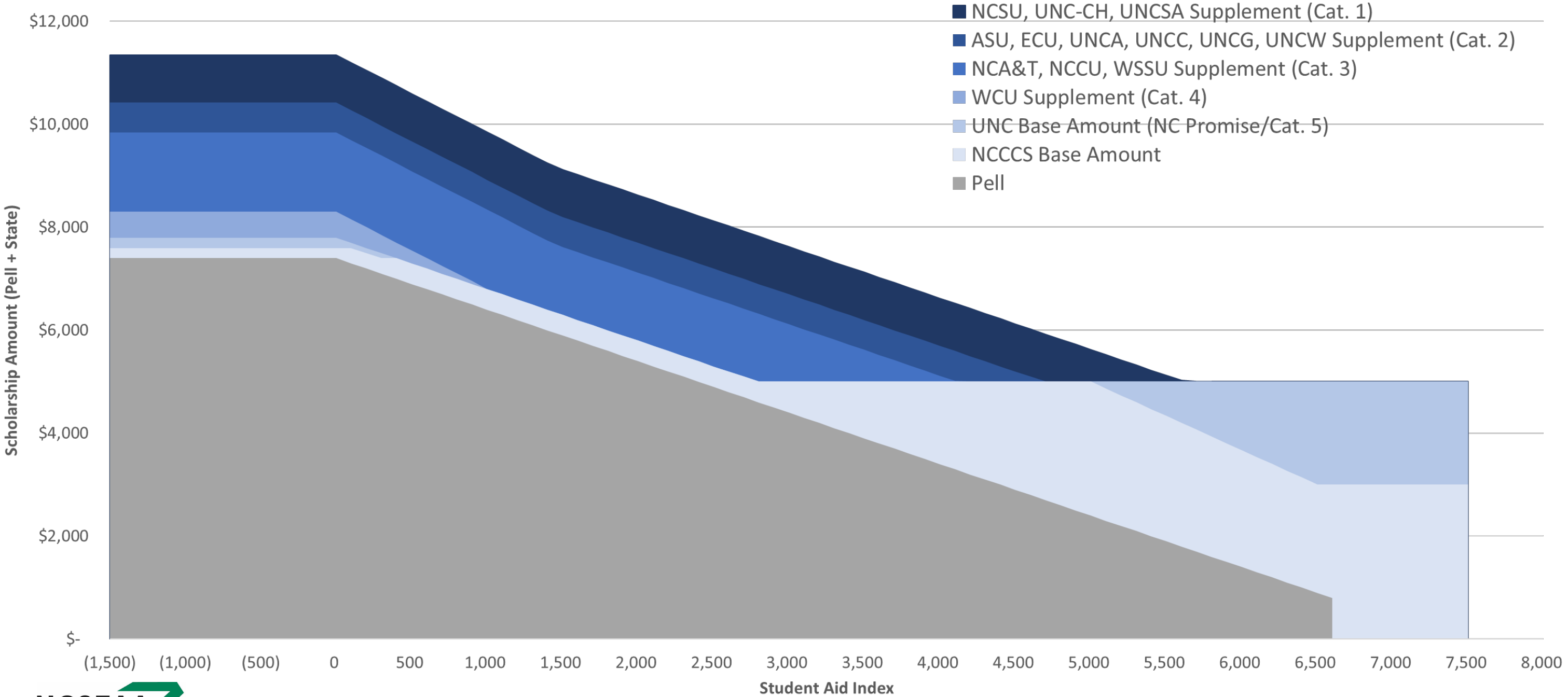


Fall Certified Awards



FUNDING AMOUNTS

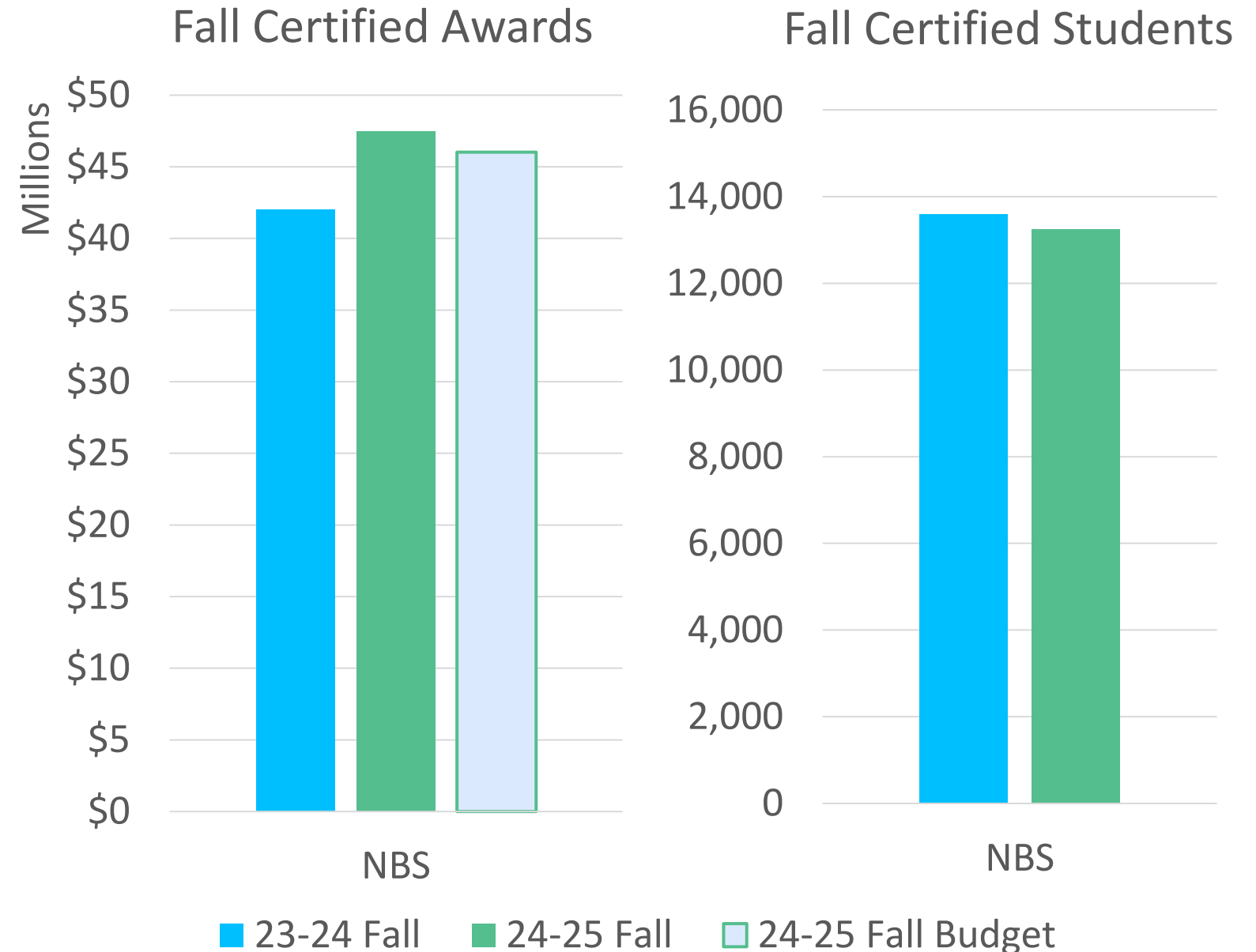
Next NC Awards



NEED-BASED SCHOLARSHIP FOR PRIVATE COLLEGES

How it works:








- Combines federal Pell Grants and state funds to ensure students get at least the minimum awards of \$5,000
- Eligible students have AGI \leq \$160,000 and SAI (federal need calculation) \leq 15,000
- More aid is available based on need



HELENE RECOVERY

- Senate Bill 743 enacted, included a number of student aid provisions:
 - Section 4A.7: Additional aid to impacted state grant recipients
 - Section 4A.6: Emergency grants (similar to Florence)
 - Sections 4A.3 and 4A.4: Tuition grants for certain CCs and UNCA

Summary of Aid to Students in S743 and Estimated Cost by Sector and Student Type

		UNC System	NCCCS	Private Colleges	
Demonstrated impact		\$5.5M for Next NC Helene grant 	\$5M for Next NC Helene grant 		Any FEMA County
		\$5M for UNC Emergency Grants of up to \$2,500 	\$10.5M for CC emergency grants 	\$1M for NBS school emergency grants 	
SAI ≤ 7,500		~\$3M for Next NC Helene students at other UNC 			9/28 counties + Swain
		~\$500K for Next NC Helene students at other CCs 		~\$500K for NBS Helene students at other schools	
		~\$7M for Next NC Students at ASU, UNCA, WCU		~\$1M for Next NC Students at ASU, UNCA, WCU not helped by payment schedule	
		~\$7.6M for 14 CC-Helene colleges' Next NC Students		~\$2M for NBS disaster institution students	

Green: Done
 Orange: SEAA
 Blue: CFI Grant System
 Gray: Ed Sector Partners
 Yellow Star: New money

Section 4A.4

Section 4A.3

Section 4A.6

Section 4A.7

COUNTDOWN TO COLLEGE



COUNTDOWN TO COLLEGE

Scan below!



College
Foundation
of North Carolina

Scan the QR code to visit the CFNC Countdown to College webpage – your ultimate resource hub for planning, applying and paying for college. Whether you are looking for application advice, financial aid information, or guidance on choosing the right college, our site provides it all and more.

Everything you need to make your college journey smooth and successful is just a scan away!

Find more information on planning, applying, and paying for college at cfnc.org

- Countdown to College kicked off the 2025-26 college application cycle last month (October)
- College Application Week included the weekend for the first time ever and had more applications than the last two years.
- A number of colleges waived Helene-affected students application fees and will continue to do so throughout the year.

SIMPLIFIED ADMISSIONS PROGRAMS



NC College Connect

NC College Connect offers North Carolina public high school students with a weighted GPA of 2.8 and above the opportunity for a simplified application process at select UNC System universities and their local North Carolina community college.

[View More Details](#)

- This fall, two new simplified admissions programs launched for high school seniors.

- Seniors with a weighted GPA of 2.8 or higher are eligible for both programs.

- Includes all community colleges, and may UNC and private institutions.



NCICU Direct Admissions Program

The North Carolina Independent Colleges & Universities (NCICU) Direct Admission Program offers a simplified college application process for high school students with a weighted GPA of 2.8 and above at participating North Carolina private colleges and universities.

[Learn More](#) 

WHAT'S NEXT?

STATE GRANT UPDATES

- Reviewing projections and parameters for Next NC Scholarship and NBS for 2025-26, based on upcoming analysis of EFC to SAI shift
- Forgivable Loans for Service changes for 2025-26 include:
 - Adding Master's-level school counseling
 - Updating lottery process

LEGISLATIVE UPDATE

- State budget did not pass during short session
- General Assembly returns again the week of November 19
- In January 2025, will start long session

2025-26 FAFSA

- Have received >1100 FAFSAs so far in Beta
- Preparing for two lost FAFSA months for 2025-26, although hopefully with a smoother user experience
- Planning to place HS counselors at financial aid offices again, with a better transition for students
 - **Stay tuned for more this winter**

CELEBRATING 25 YEARS OF CFNC



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COLLEGE *for*
NORTH CAROLINA

QUESTIONS?
