



2024-25 Next NC Scholarship

NORTH CAROLINA STATE EDUCATION
ASSISTANCE AUTHORITY



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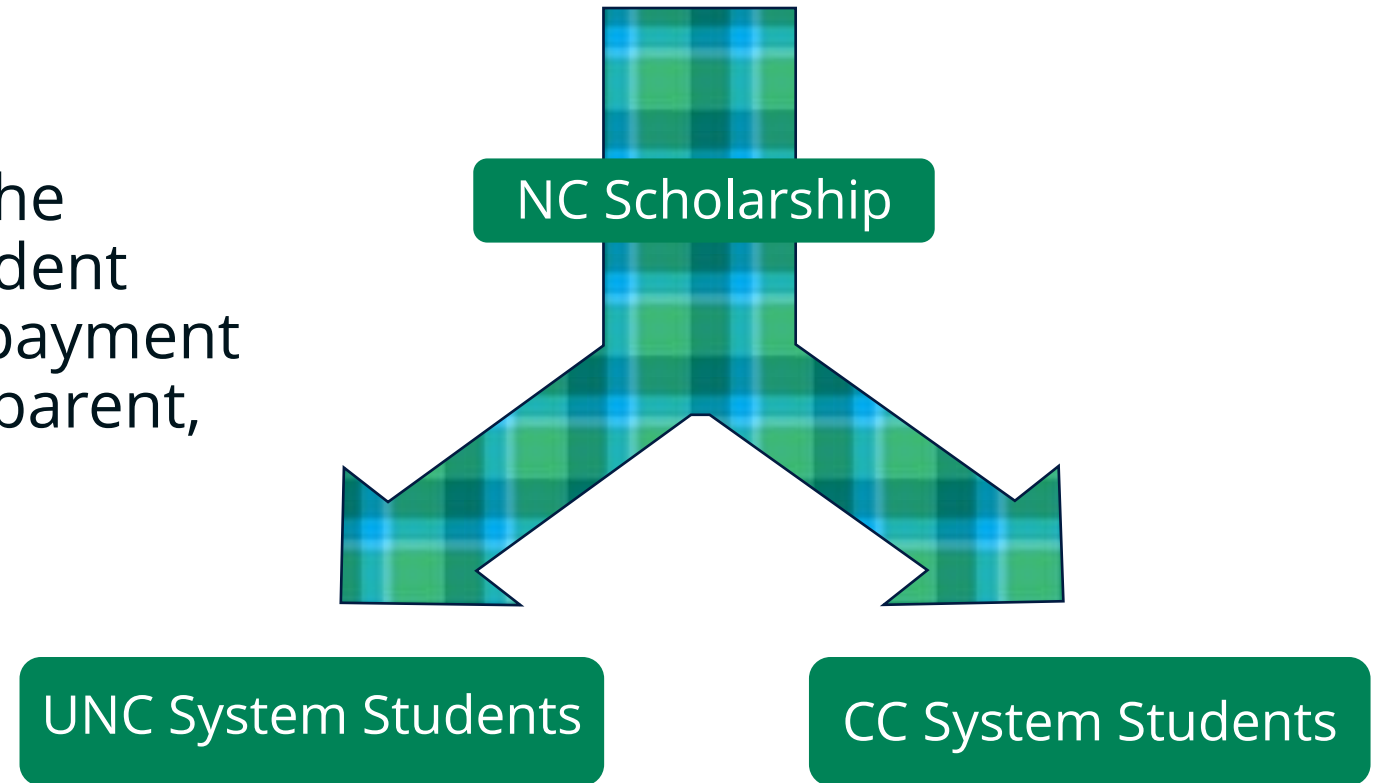
State Grant Programs
CFI

AGENDA

1. Historical Consolidated Scholarship Overview
2. Review 2024-25 Scholarship Eligibility Requirements & Parameters
 - UNC System
 - NCCCS – *Tentative
3. Review Required 2024-25 Changes to Align Consolidated Scholarship with the Pell Grant Program
4. 2024-25 Marketing Update: Campaign and Timeline

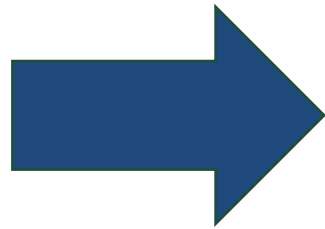
CONSOLIDATED SCHOLARSHIP

- Sec. 8A.2 of SL 2021-180 consolidated UNC-Need Based Grant, CC Grant, and Education Lottery Scholarship into a single need-based financial aid program that allows students and families to learn about options and eligibility earlier in the process.
- The UNC System President and The Community College System President jointly developed a formula and payment schedule that is consistent, transparent, and focused on student need.



2023-24 TO 2024-25

NC Scholarship



2024-25 NEXT NC SCHOLARSHIP


Base Guarantee

- AGI no greater than **\$80,000**
- SAI no greater than **7,500**
- Students guaranteed state and federal aid of at least **\$3,000 (NCCCS)** or **\$5,000 (UNC)**

Need-based Supplement

- Additional aid will be available for the lowest income students in both Systems.
- The need-based supplement will be based on need and cost of attendance.

AGI < \$80,000
SAI < \$7,500



Guarantee
NCCCS \$3,000
UNC \$5,000
+
Supplement

2024-25 NEXT NC SCHOLARSHIP ELIGIBILITY REQUIREMENTS

- Submits a Free Application for Federal Student Aid (FAFSA) by established priority dates.
 - June 1 FAFSA completion priority date for UNC Institutions
 - August 15 FAFSA completion priority date for Community Colleges
- Qualifies as a North Carolina resident per the Centralized Residency Determination Service.
- Is in matriculated status as an undergraduate student in an approved degree, diploma, or Certificate program with no prior bachelor's degree at the Approved Institution.
- Is eligible to receive financial assistance under Title IV of the Higher Education Act of 1965, as amended.
- Meets Pell eligibility criteria except for EFC/SAI and federal LEU (Lifetime Eligibility Used) requirements.

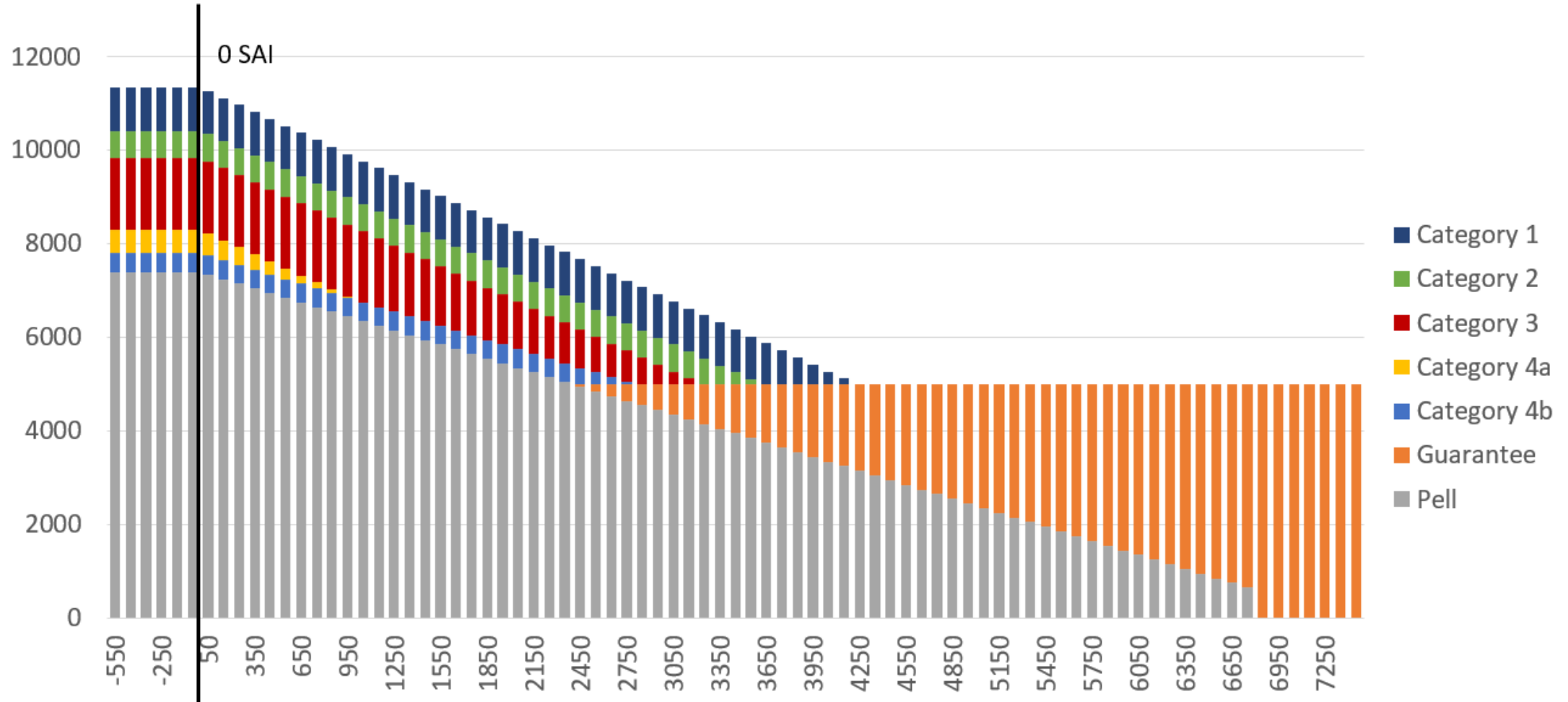
2024-25 NEXT NC SCHOLARSHIP ELIGIBILITY REQUIREMENTS

- Does not exceed the semester limits for state grants, currently, as follows:
 - 6 semesters (FTE) for a two-year degree program;
 - 10 semesters (FTE) for a four-year degree program; and
 - 12 semesters (FTE) for a five-year degree program;
- Is not in default on any State loan or grant program.
- Meets the standards by which the Approved Institution measures a student's satisfactory academic progress.
- Scholarship is subject to the Return of Funds Policy for state funded assistance programs.

2024-25 UNC SYSTEM SPECIFIC PARAMATERS

AGI Cap	\$80,000
SAI Cap	7,500
Guarantee Amount (Pell & NC Funds)	\$5,000
Category 1 Max Supplement (UNC-CH, NCSU, UNCSCA)	\$6,345
Category 2 Max Supplement (ASU, ECU, UNCG, UNCC, UNCW, UNCA)	\$5,420
Category 3 Max Supplement (NC A&T, NCCU, WSSU)	\$4,480
Category 4a WCU Max Supplement	\$3,300
Category 4b Other NC Promise Max Supplement	\$2,775

2024-25 UNC SYSTEM



*TENTATIVE 2024-25 NCCCS SPECIFIC PARAMETERS

AGI Cap	\$80,000
SAI Cap	7,500
Guarantee Amount (Pell & NC Funds)	\$3,000
Max Supplement Amount (NC Funds)	\$2,000
*400 to 2,795 SAI	\$400 *Plus Pell
*2,796 to 4,999 SAI	\$5,000 between Pell and State Funds
*Slope Start 5,000 SAI, Slope End 6,500 SAI	Calculated Supplement
*6,501 to 7,500 SAI	\$3,000 Guarantee
*Summer Term Scholarships – State Grant System	Minimum Enrollment TBD

REQUIRED 2024-25 CHANGES

23-24 Parameters	24-25 Parameters	24-25 Next NC Scholarship Impact
Pell tied to EFC	Pell: Maximum, Minimum, or Calculated with SAI	No EFC Table/Payment Schedule for Pell and Next NC Scholarship Formula for Next NC Scholarship: Guarantee + Supplement - Pell = Award
EFC	SAI	SAI replaces EFC in formula (supplement determination) for Next NC award
Awards calculated at full-time, $\frac{3}{4}$ time, and $\frac{1}{2}$ time	Pell calculated based on credit hour enrollment	Next NC calculated by credit hour enrollment (6 to 12)

CFNC NEXT NC SCHOLARSHIP CALCULATOR

[ESPAÑOL](#)[EDUCATION PROFESSIONALS](#)[FAFSA TOOLS](#)[ABOUT US](#)[CONTACT US](#)[LOG IN](#)[Plan Your Future](#)[Apply to College](#)[Pay for College](#)[Save for College](#)[Home](#) > [Pay for College](#) > [Scholarship Search](#) > [Check My Eligibility](#)

Federal and North Carolina Aid Calculator

Students receive at least \$2,800 at a community college and \$5,000 at a UNC System institution in combined aid from the state NC Scholarship and the federal Pell Grant if they have an Expected Family Contribution (EFC) no greater than \$7,500 and an Adjusted Gross Income (AGI) no greater than \$75,000. Additional support is available based upon need. To view your total estimated funding available, enter your EFC below:

Enter Your Expected Family Contribution (EFC): ⓘ

[CALCULATE](#)Student enrollment status

> Show Schools	UNC Category 1	UNC Category 2	UNC Category 3	UNC Category 4	UNC Category 5	NC Community College System
Pell Grant	\$0	\$0	\$0	\$0	\$0	\$0
NC Scholarship	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0

UNC Categories are based on the institutions' tuition and fees.

Final eligibility will be determined and confirmed by the financial aid office at your school.

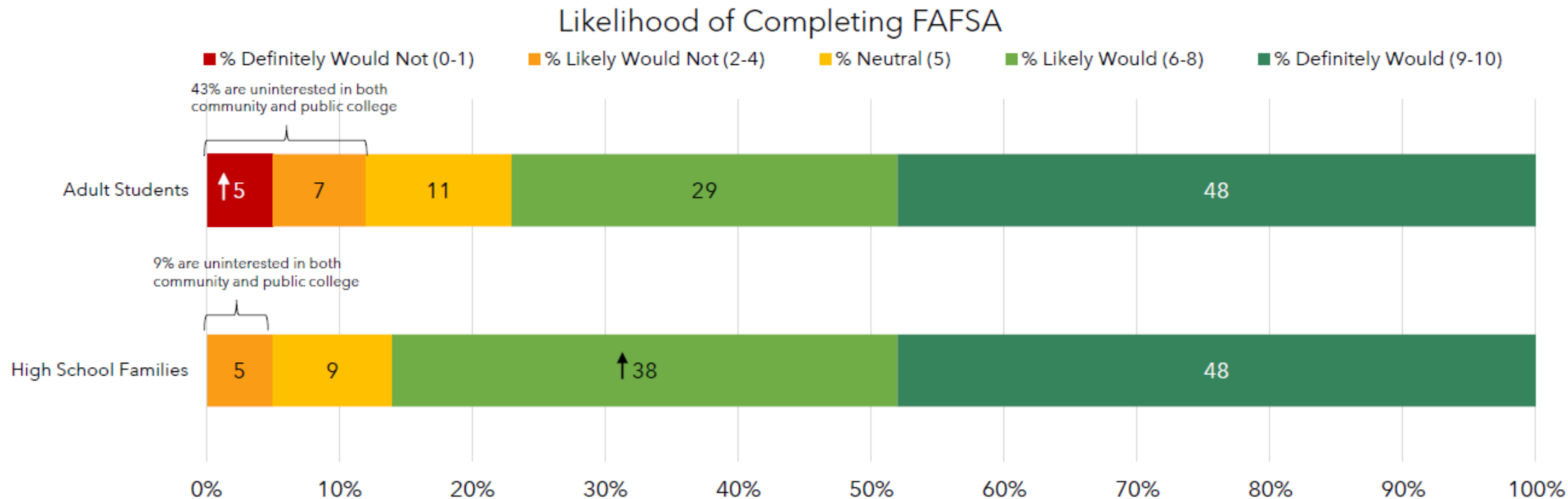


Next NC Marketing Support

2023-2024

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

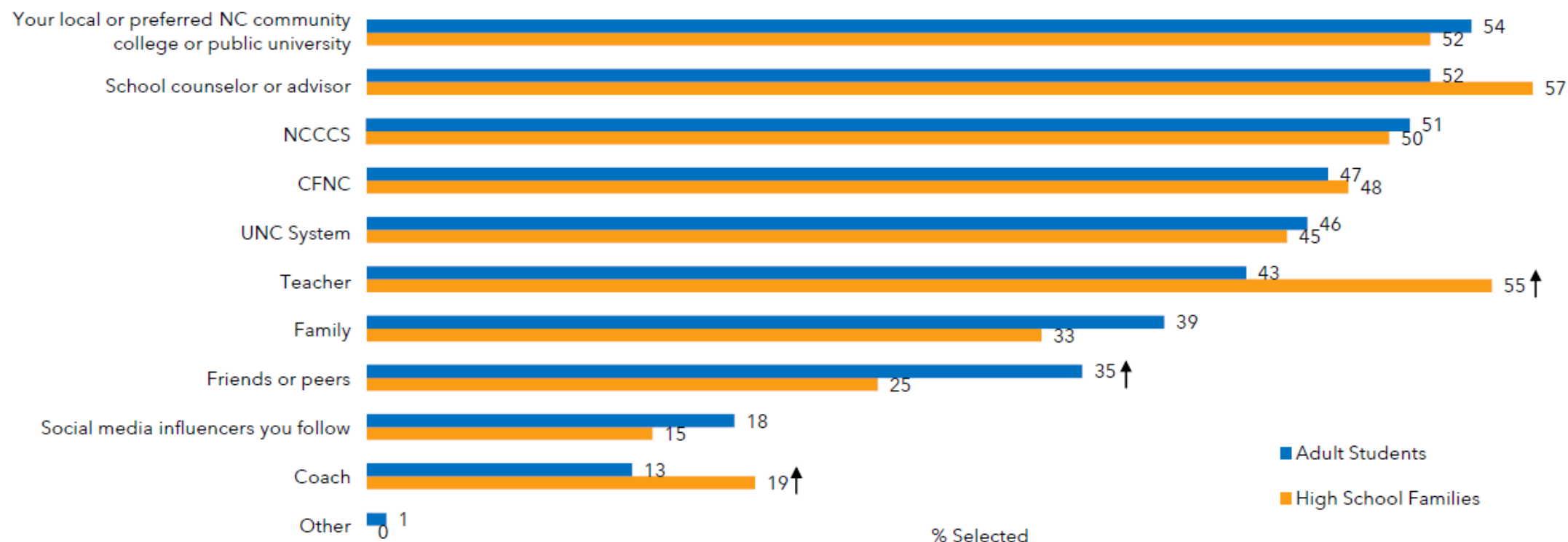
While most self report a likelihood to complete the FAFSA, we know that hypothetical ideals aren't the same as real action. Interestingly, rates of those who say they definitely would complete it are similar for adult students and high school families. The audiences diverge when we get into softer or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



There is trust in many messengers, primarily schools

Higher ed institutions are top ranking trusted sources for information on this new program. School counselors and teachers also rank highly, especially for high school families. Even higher education organizations like NCCCS, CFNC and UNC-system are trusted and interestingly over family and friends.

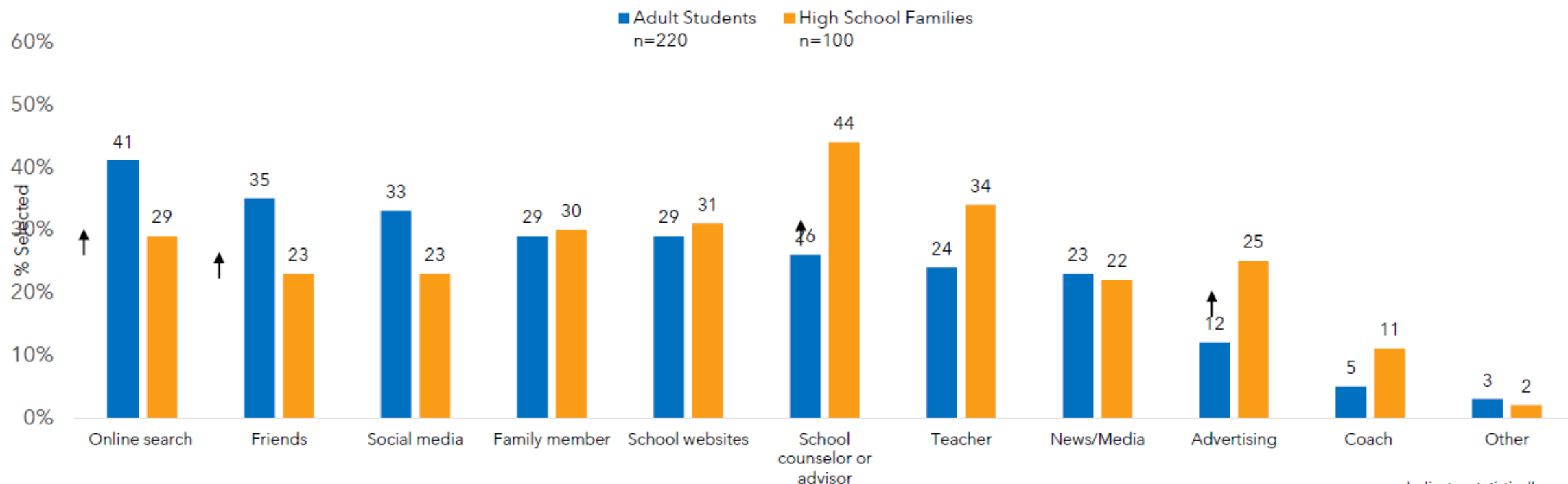
Trusted Information Sources of Program



On state financial aid, counselors remain the primary messenger for high school families, online searches most common for adult students

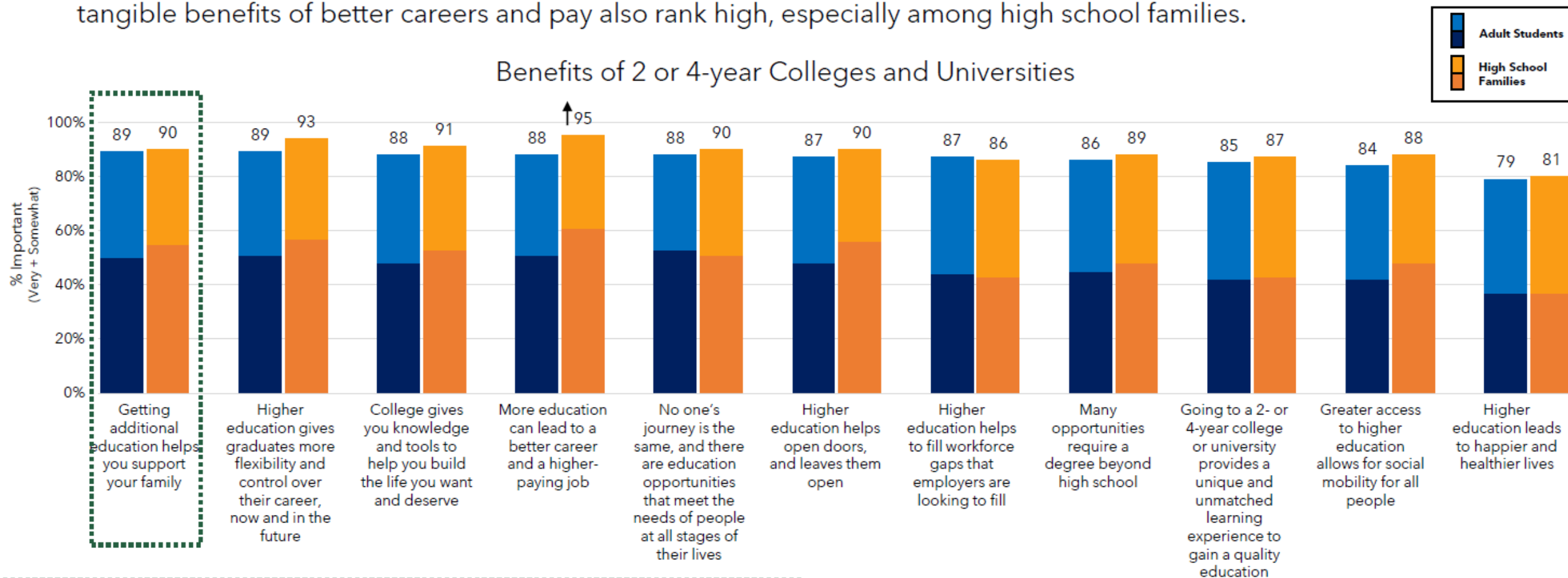
It is interesting to see the differences between messengers for FAFSA vs. state financial aid. Both adults and high school families are taking a much more proactive approach by searching online. Schools are still primary messengers for high school families overall. Friends are a common secondary source for adults.

Source of Knowledge About State Financial Aid Programs
(Among those aware)



Messaging on the value of higher ed is strong overall; how it helps support families drives higher ed consideration

At least half say "getting additional education helps you support your family" is a very important benefit of college. Statistical analysis also shows this message is driving an increase in the likelihood to attend higher education. The tangible benefits of better careers and pay also rank high, especially among high school families.



Statistical analysis reveals this message drives an increase in the likelihood to attend higher education.

Q_17: This program is meant to help more students access education after high school. Let's focus for a moment on what some say are the benefits of 2- or 4-year colleges or universities. In your opinion, how important are each of the following statements?

↑↓ Indicates statistically significant difference between audiences



Key Considerations for Naming

- **'Guarantee' does not perform in a way that gives us confidence in using the name.** It is less preferred. Even 'Free' causes skepticism, and 'Guarantee' raises additional challenges, primarily due to the complexity of the payout.
- **'Scholarship' or 'Grant' should be a part of the name.** Scholarship, however, is readily associated with higher education, and most assume it doesn't have to be paid back, giving it an edge.
- **Added emphasis (e.g. through symbolism) that the aid does not need to be paid back should be considered.** This theme will shape messaging but could be explored in the campaign name.
- **Alluding to the value of higher ed can be effective.** Messaging on its benefits, including how additional education can help one support their family, resonates with the audience.
- **Being simple and direct may serve the name well.** Avoiding long and complicated concepts and words is preferred.

Reminder: The name is a starting point for the story and cannot carry the weight of the entire campaign alone. It will be supported with key messages and expressed through relevant imagery. To this, we believe *"Know what you're getting. Know where you're going."* is a strong option for a tagline due to the focus on "knowing" how much of a payout one would get and the allusion to the end benefit of going to college.



The logo features a type-focused lockup pulling in a touch of traditional academia (the banner/ribbon motif). The simple and bold font for “NEXT NC” combined with the banner make the academic direction present and clear. The hand-drawn banner ties directly to the illustration style used in the visual identity, and the friendly, accessible font for “scholarship” compliments the banner’s visual style, providing the full logo with a personable and personal feel.

TAGLINE

The name is a starting point for the story and cannot carry the weight of the entire campaign alone. It will be supported with key messages and expressed through relevant imagery. To this, we believe *"Know what you're getting. Know where you're going."* is a strong option for a tagline due to the focus on "knowing" how much of a payout one would get, and the allusion to the end benefit of going to college—where you're going in life.

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

In this plainspoken, conversational line, we're connecting with our audience directly and inviting them to trust the transparency of our scholarship amounts, and to let that knowledge empower them in deciding not just where they enroll, but how to improve their lives with the benefit of higher education.

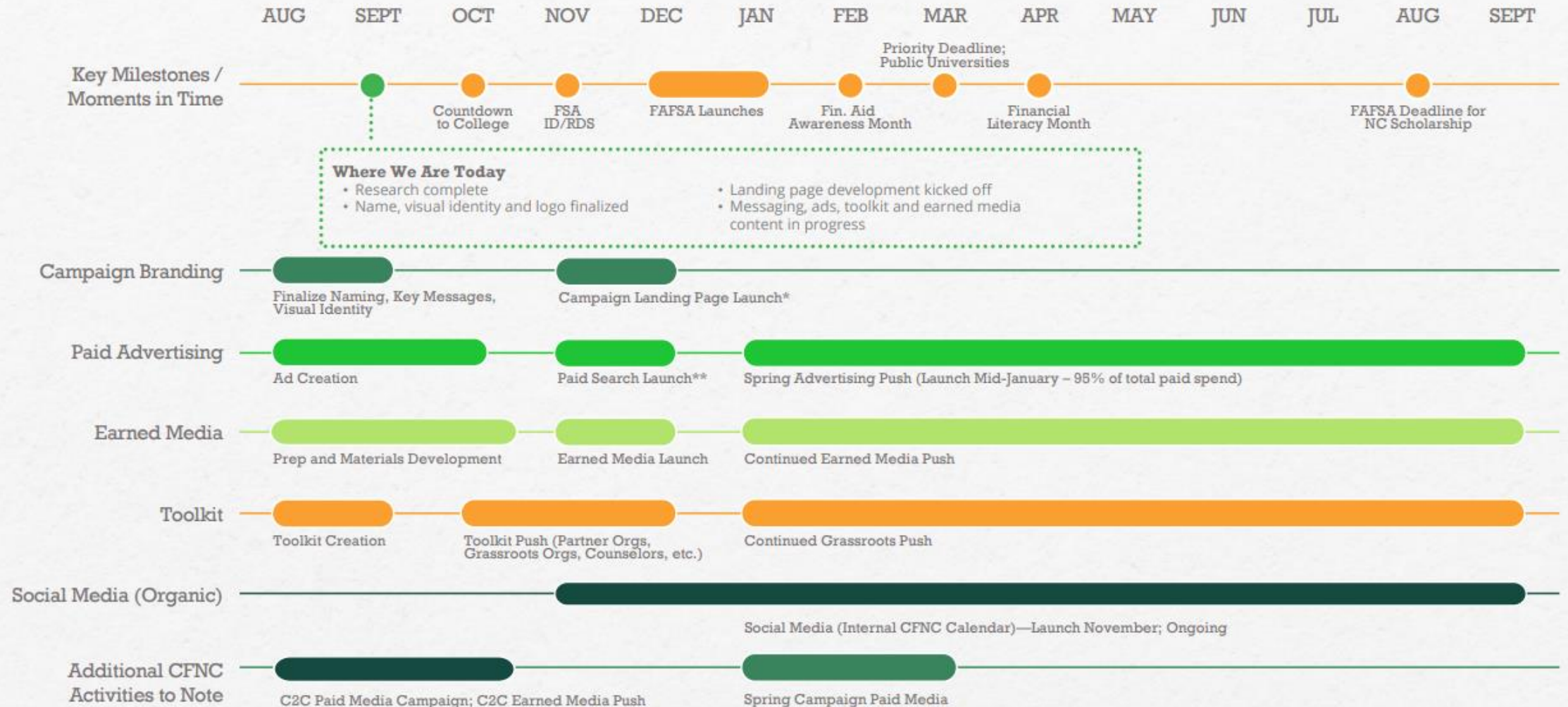
NEXT NC
SCHOLARSHIP

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.**

TIMELINE OVERVIEW



PAID MEDIA: AUDIENCES

By targeting high school students, their parents/guardians and adult learners in North Carolina, we will increase awareness and action amongst sub-\$80k HHI families and individuals.



ADDITIONAL CAMPAIGN TACTICS

Earned Media

Launch:

Late November, continue into 2024

Activities/Deliverables:

- News release, op-ed and media outreach in late November/early December
- Broadcast interviews featuring and LTEs authored by university/community college system representatives, CFNC representatives, partners organizations

Toolkit Resources

Launch:

October/November, continue sharing throughout campaign

Activities/Deliverables:

- Easy-to-share digital toolkit to arm our key partners with creative assets, based on the campaign brand and including approved messaging. This toolkit will include:
 - “How to Use This Toolkit” guide
 - Social media assets and post copy for multiple platforms
 - Next NC Scholarship one-pager
 - Sample email for organization newsletter

CAMPAIGN TACTICS

Landing Page

Launch: November/December

Activities/Deliverables:

- Landing page with visual design in line with approved visual identity and key messaging
- Overview of the scholarship and how to receive the funds by completing FAFSA
- Toolkit download page

Organic Social Media

Launch: November/December, ongoing

Activities/Deliverables:

- Social media copy for CFNC channels to engage CFI/SEAA's existing audiences
- Social media copy and creative assets will be included in the toolkit for key partners

Questions?
