

Aim Higher – Financial Aid Completion & Washington College Grant Promotion



Emerging Partnerships



United Ways
Community Organizations
Chambers of Commerce
Institutions of Higher Ed

Digital Resources



Online toolkit (flyers,
handouts, messaging)
FAFSA completion dashboard
Plan Your Future webpage
College & Career Compass

Training



Counselor & Financial Aid
Advisors webinars & resources
Train the trainer on multiple
campuses
SB 6141 Support

News Media



Promotional releases &
advisories
FAFSA completion metric
statewide releases &
promotion of regional success

Outreach & Events



12th Year Campaign:
Statewide & Regional virtual
events
1:1 appointments w/
students
Classroom presentations

Otterbot – A.I. Texting



24/7 access
Open to class of 2021 students
statewide
Support on financial aid
and related college access
information

Direct Communications



Direct to student/family
messaging distributed through
targeted email campaigns
Regular completion data
updates to K-12 leaders

Research



Focus group outreach with a
variety of audiences through
campuses, nonprofits, and
other partners