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12th Year Campaign



The 12th Year Campaign boosts college and financial aid application rates in Washington by helping those working with high school seniors and their families complete applications for college admissions and financial aid. All 12th Year Campaign sites receive free training, printed materials, and other resources to support their students. WSAC administers a secure online portal in which school staff can access student-level financial aid completion data. Additionally, the Plus 5 Push initiative encourages 12th Year Campaign sites to increase their financial aid completion by at least five percent every year.

Partnerships

Key partners include the Office of Superintendent of Public Instruction, school-based K-12 staff, Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP), Washington State Employees Credit Union, the National College Access Network, College Success Foundation and Washington College Access Network, and over 30 non-profit and regional community-based organizations, college admissions and financial aid staff.

"The 12th Year Campaign was a huge resource for me, especially being somewhat new to working with students on the FAFSA/WASFA. The program staff's willingness to help us personally and support us with our students helped us exceed our financial aid completion goals!"

- Career and College Specialist, Decatur HS



12th Year Campaign Team
Decatur High School in Federal Way

Benefits to the State

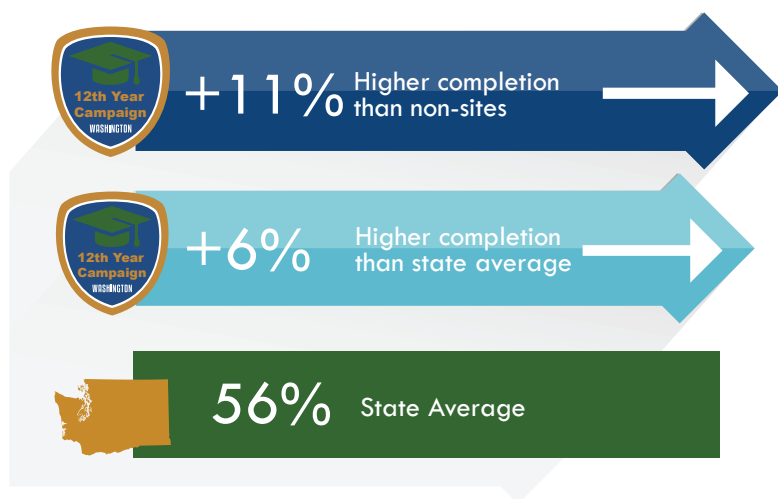
Financial aid completion is a key indicator to enrolling in postsecondary education. Because of the resources, training and materials provided by the 12th Year Campaign, those working with high school seniors do not have to create their own materials nor seek out accurate information. This allows them to spend more time supporting students.

Benefits to students

Research shows that 63 percent* of students felt lost when researching colleges and financial aid. High school students and parents (especially first-generation and underrepresented students) trust college access information most highly from their counselors and teachers. The 12th Year Campaign resources provided by WSAC ensure school staff have access to accurate admissions and financial aid resources that students will trust.

* New America EdCentral. (2015). 2015 College decisions survey: part III familiarity with financial aid. Washington, DC: Rachel Fishman.

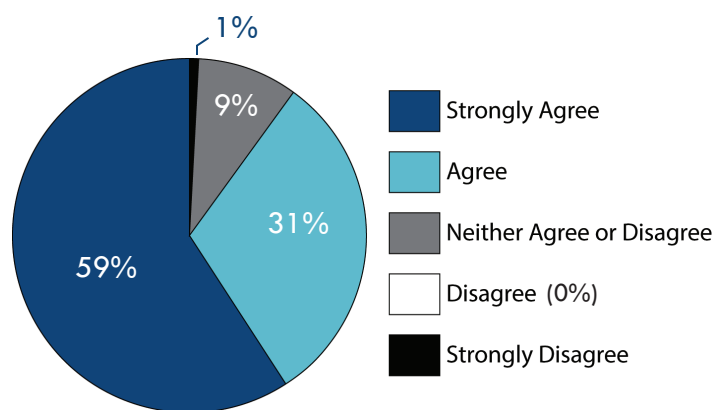
FAFSA Completion Rates at 12th Year Campaign Sites



12th Year Campaign sites have higher FAFSA completion rates* than non-sites, and are also above the state average for public school seniors.

* bit.do/FAFSACompletionData

Student Survey Responses



“My participation in this event increased the likelihood that I will enroll in college or vocational school within the next year.”

Opportunity Pathways

Washington’s student financial aid programs are known collectively as Opportunity Pathways. The Washington Student Achievement Council administers these programs, helping tens of thousands of students earn college certificates and degrees annually. Find student and parent information about 12th Year at www.readysetgrad.org/12thYear.

