





Enrollment Convening

Historical Trends, Future Trends, and Current Strategies



Housekeeping

- This meeting is being recorded and will be shared.
- Please use the "Q&A" function, on the bottom of your screen, to ask questions.
- Use the "Chat" function to introduce yourself and engage with other attendees!
- Request you to stay on mute and feel free to turn your video on.







- Introduction
- What can we learn from the past?
- What is anticipated?
- The current times!
- So, what do we do now?
- Closing



Our Mission:

We advance educational opportunities and attainment in Washington. In pursuit of our mission, the Washington Student Achievement Council:

- Leads statewide strategic planning to improve educational coordination and transitions.
- Supports Washingtonians through the administration of financial aid, a college savings plan, and support services.
- Advocates for the economic, social, and civic benefits of postsecondary education.





Colleen Falkenstern
(she/her)
Director Evidence and
Strategic Initiatives WICHE

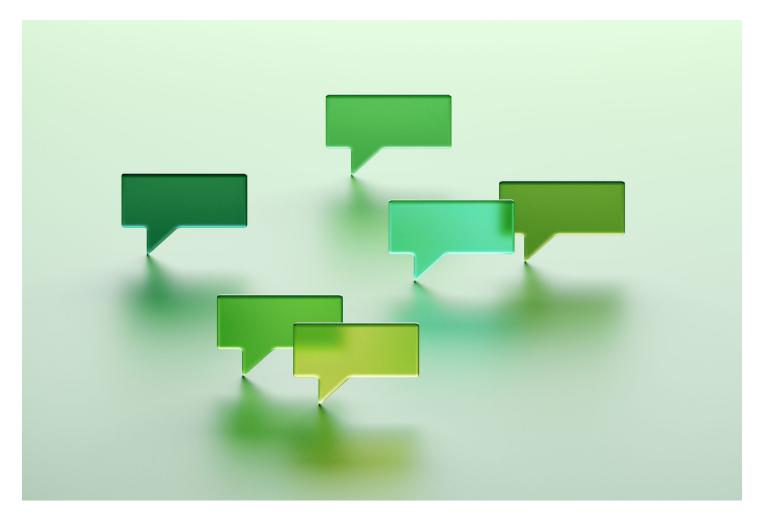


Dan Rosica (he/him) Senior Behavioral Designer ideas42



Rathi Sudhakara (she/her) Associate Director WSAC



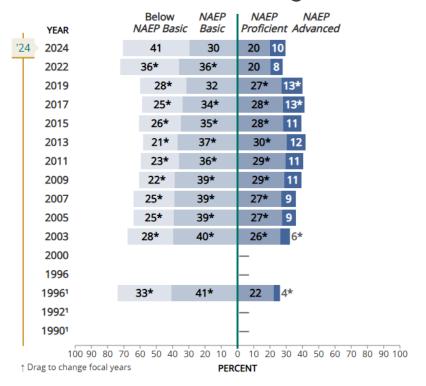




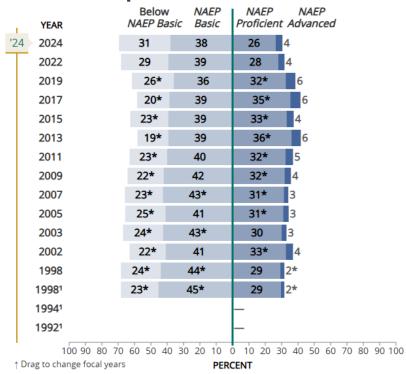
Historical Trends



Math and Reading scores have declined in the past decade



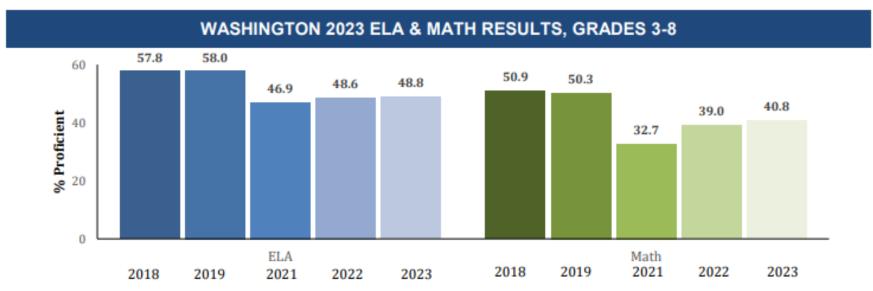
Trend in NAEP Mathematics Achievement Levels for eighth grade public school students



Trend in NAEP Reading Achievement Levels for eighth grade public school students



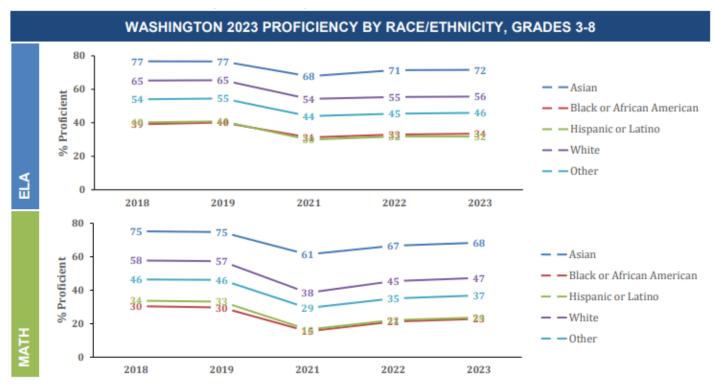
Math and ELA scores well below pre-pandemic levels



Note. In 2023, 48.8% of students in Gr 3-8 included in the analysis reached proficiency or above in ELA (n=235,696/482,838), compared to 40.8% of students who did so in mathematics (n=197,148/483,527).



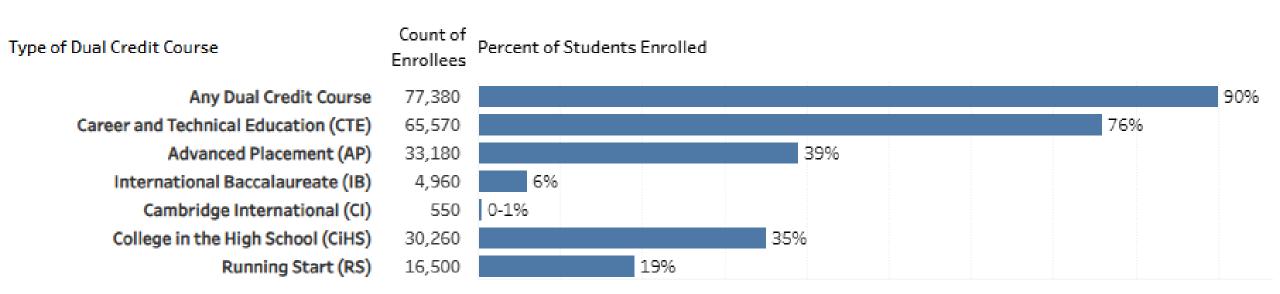
Huge variation in Math and ELA scores



Note. Each student subgroup varies in total students tested each year. In 2023, 72% of students identified as Asian reached ELA proficiency (n=30,230), compared to 34% of students who were Black or African American (n=7,554), 32% of students who were Hispanic or Latino (n=39,099), 56% of students who were white (n=132,584), and 46% of additional student subgroups (American Indian or Alaska Native, Native Hawaiian or Pacific Islander, Two or More; n=26,173). Data labels with similar values may affect visibility.



2023 Statewide Cohort Enrollment in Dual Credit Courses



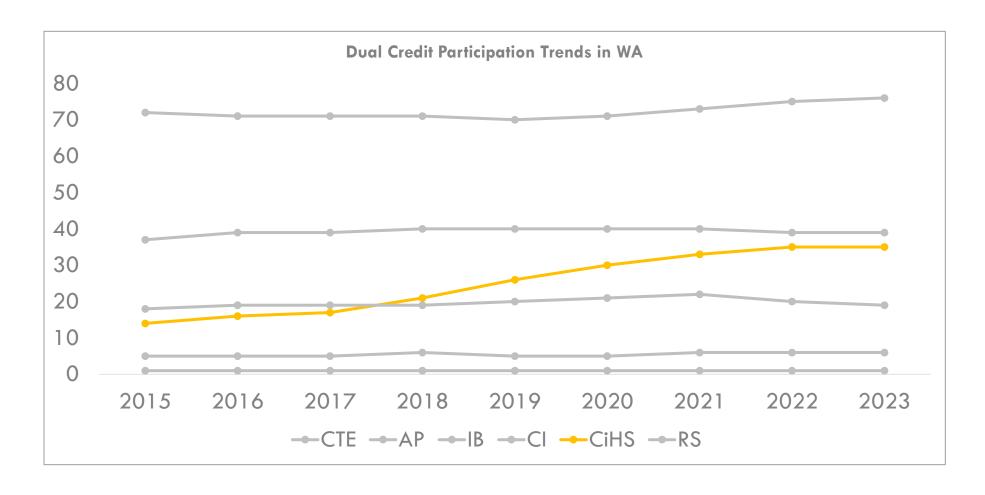


Dual Credit Participation Quiz



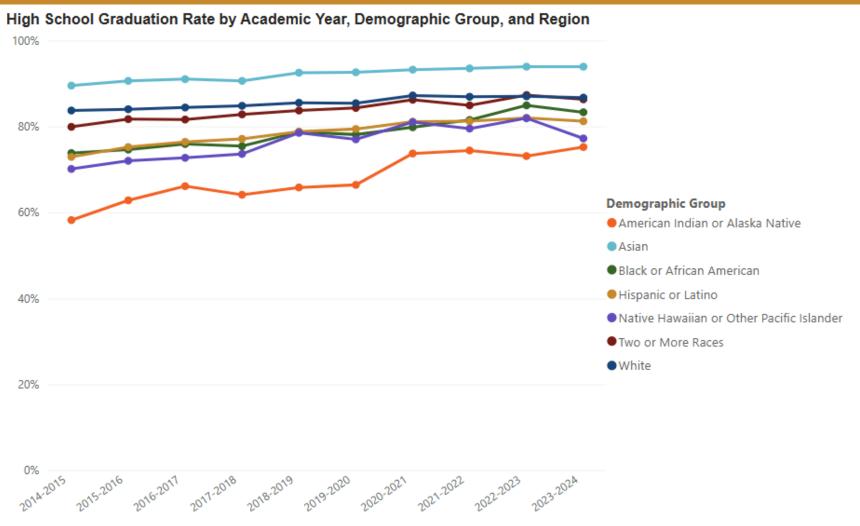


CiHS Increased by 21pp in less than 10 Years





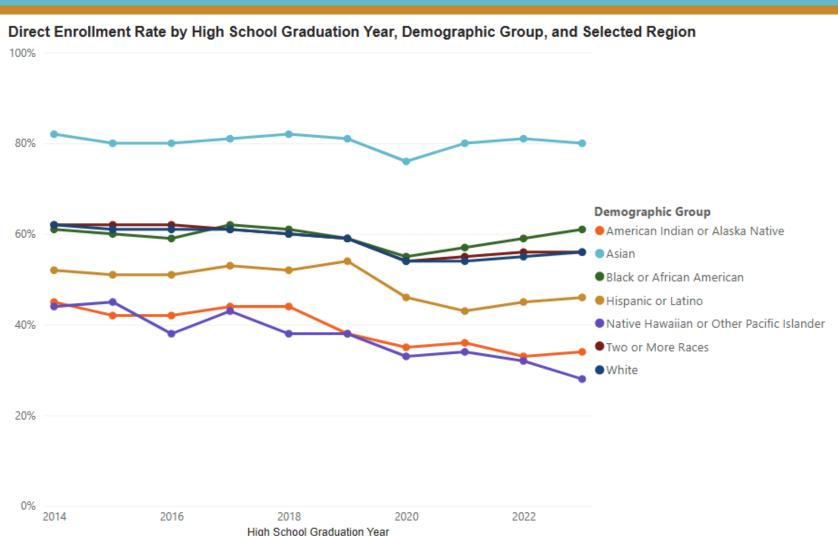
High School Graduation Rates — Low Variation



Washington Student Achievement Council Academic Year



Students intend to pursue but real barriers are stopping them



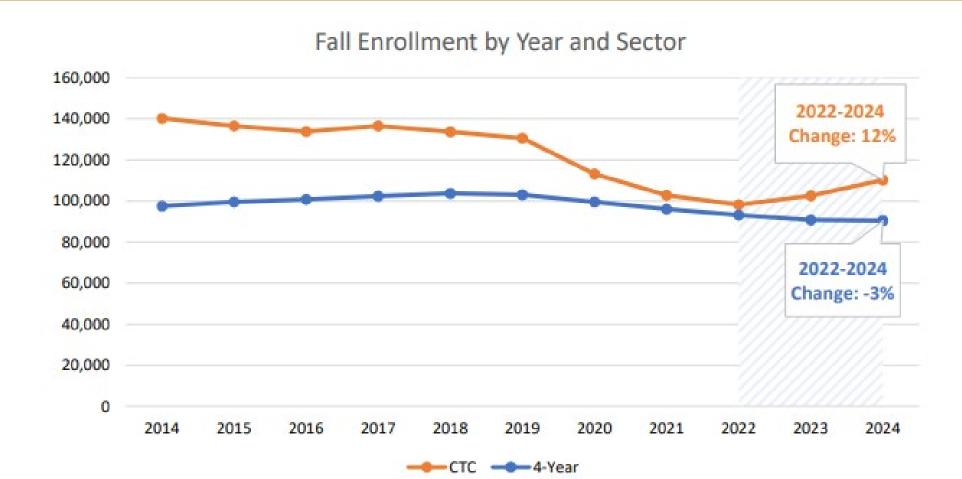


Increase in In-State, Decline in Out-of-State Enrollment



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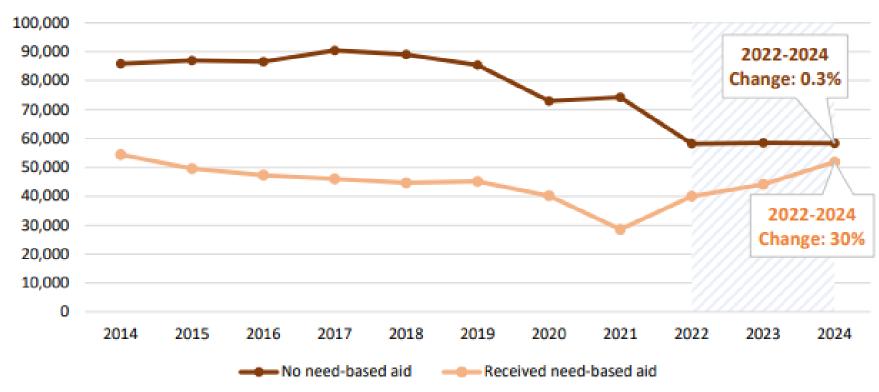
Higher Education Public Enrollment Trends





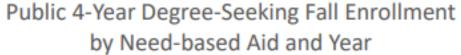
More Students at CTCs Receive Financial Aid

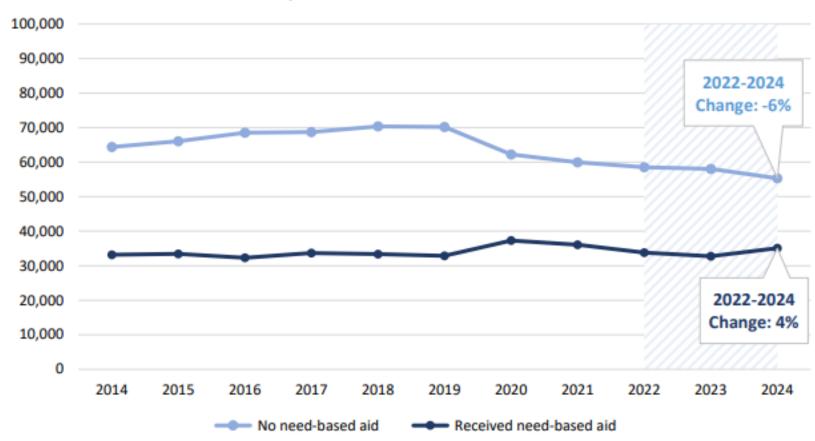






Higher Education Public Enrollment Trends





Positive Trends	Concerning Trends
Increased participation in CiHS	Math scores and ELA scores
More enrollment within state	Variation in direct postsecondary enrollment by race and ethnicity
Expanded financial aid helped	



Future Trends



A Future Look of US and Washington High School Graduates

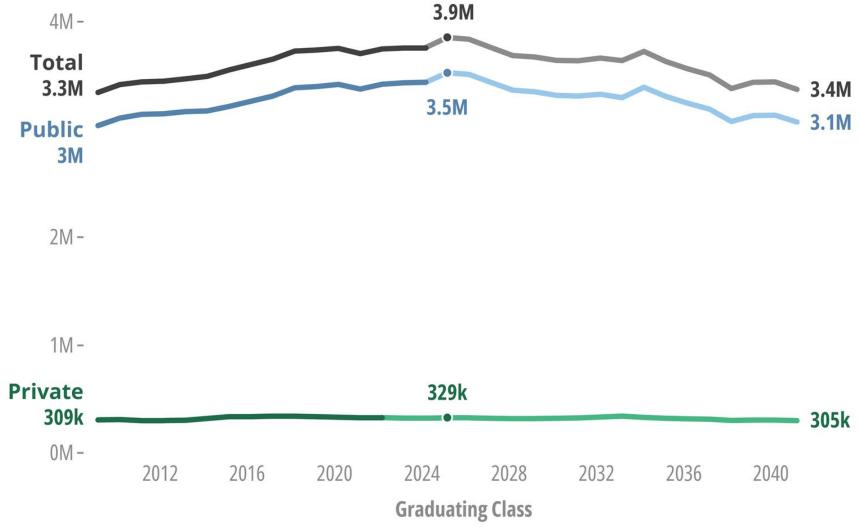


KNOCKING AT THE COLLEGE DOOR PROJECTIONS OF HIGH SCHOOL GRADUATES





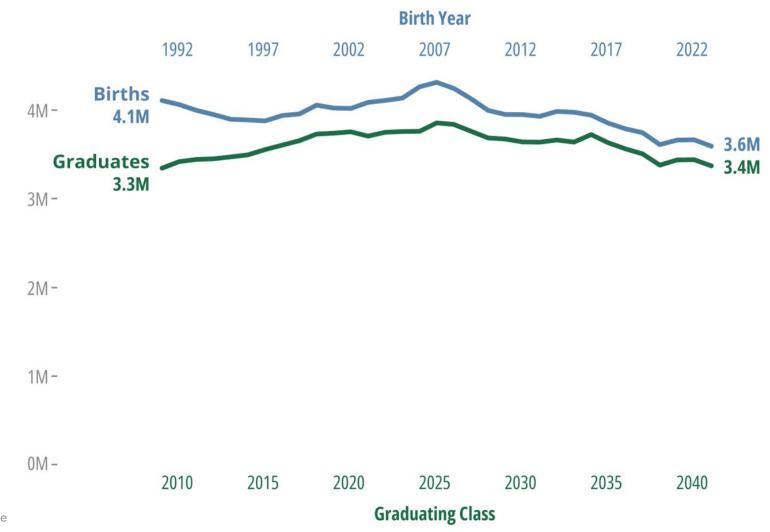
Projections of U.S. High School Graduates



24 Washington Student Achie



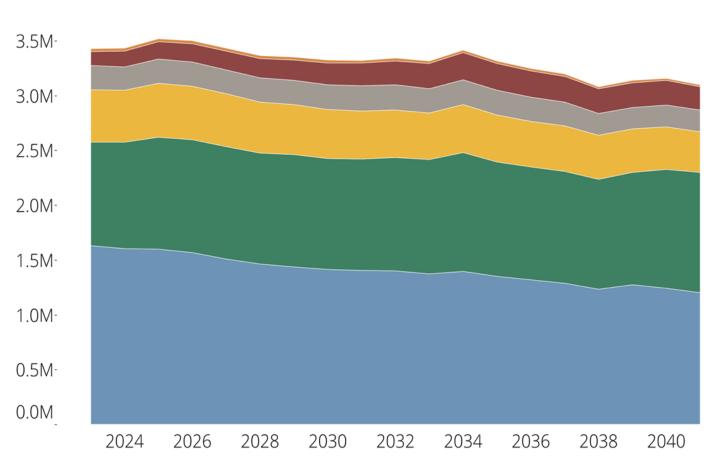
Births and High School Graduates 18 Years Later



25 Washington Student Achieveme



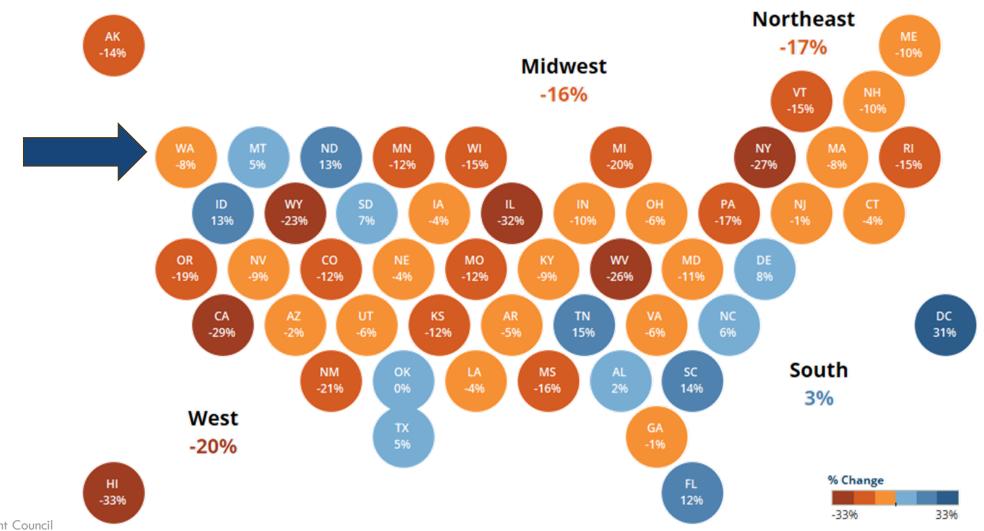
Projections of U.S. High School Graduate by Race and Ethnicity, Class of 2023 to 2041



Race/Ethnicity	2023	2041
AI/AN	29,706	17,566
Multiracial	127,352	214,303
Asian & NHOPI	217,616	196,667
Black	480,224	372,960
Hispanic	944,299	1,094,165
White	1,629,974	1,202,287

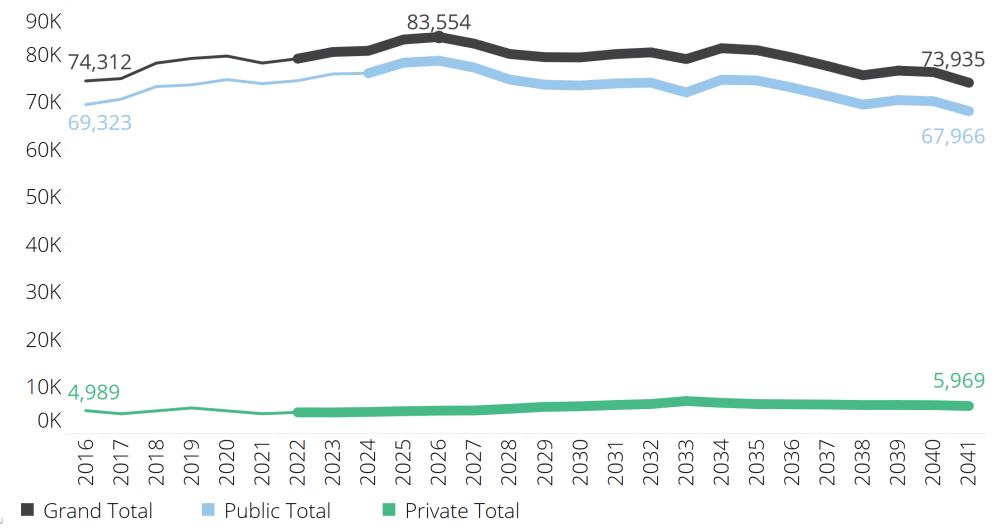


Projected Percent Change by State, Class of 2023 to 2041



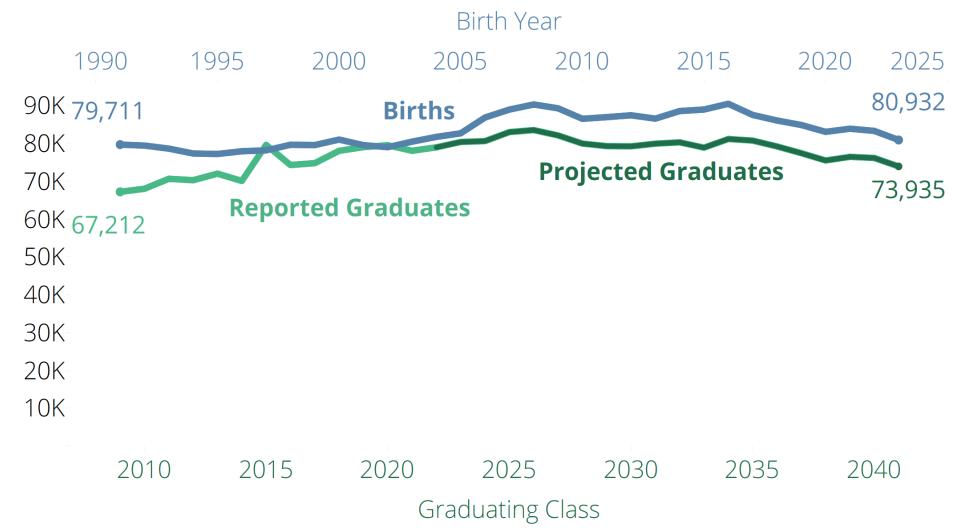


Washington High School Graduate Projections





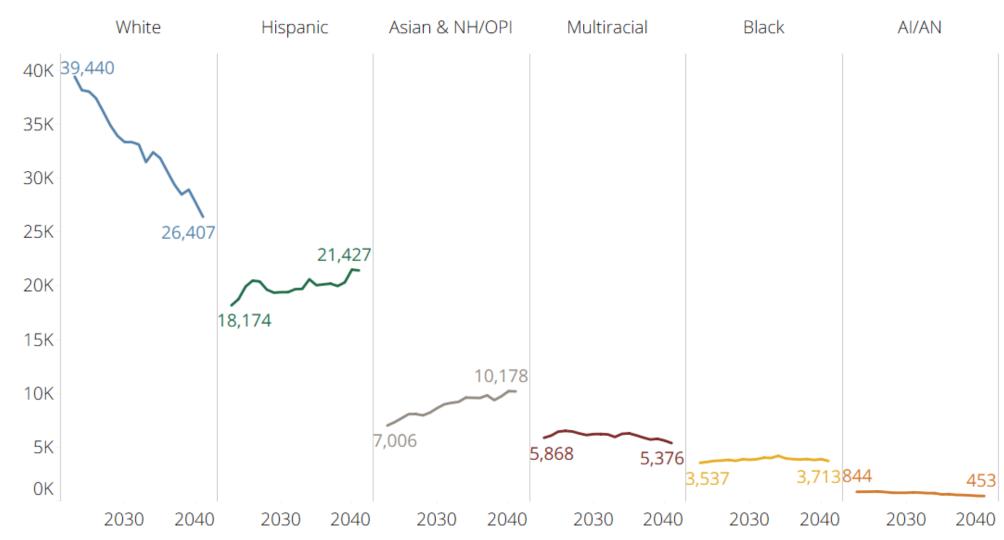
Washington High School Graduate Projections



29 Washington Student Achiev



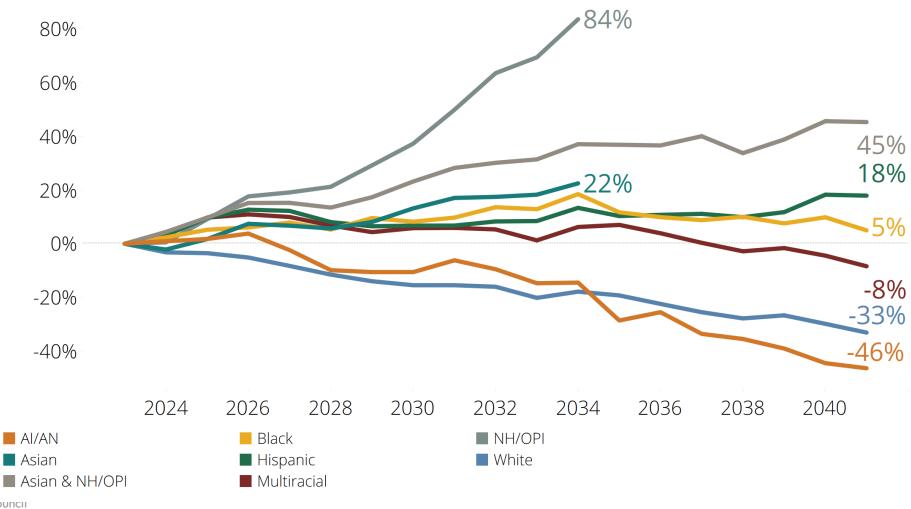
Washington High School Graduate Projections



30 Washington Student Ac

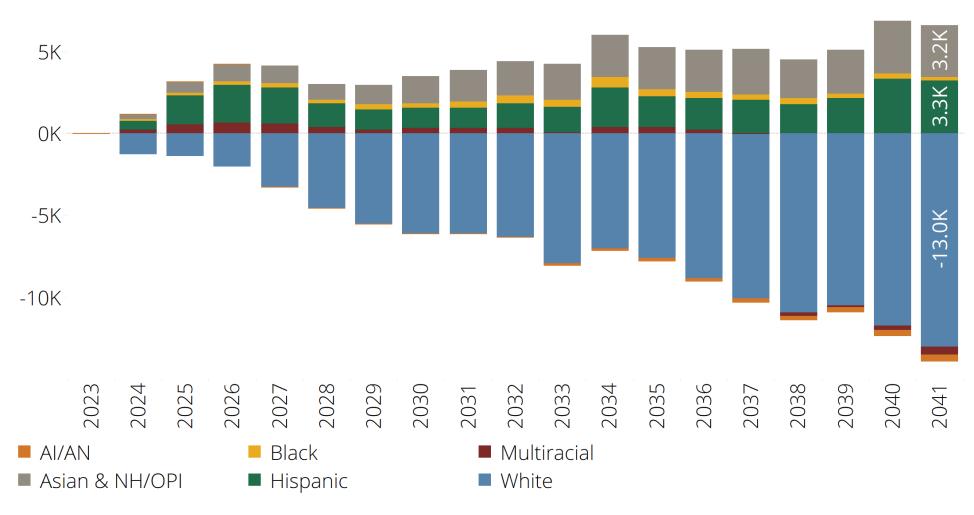


Washington Public High School Graduates, Projected Percent Change from the Class of 2023



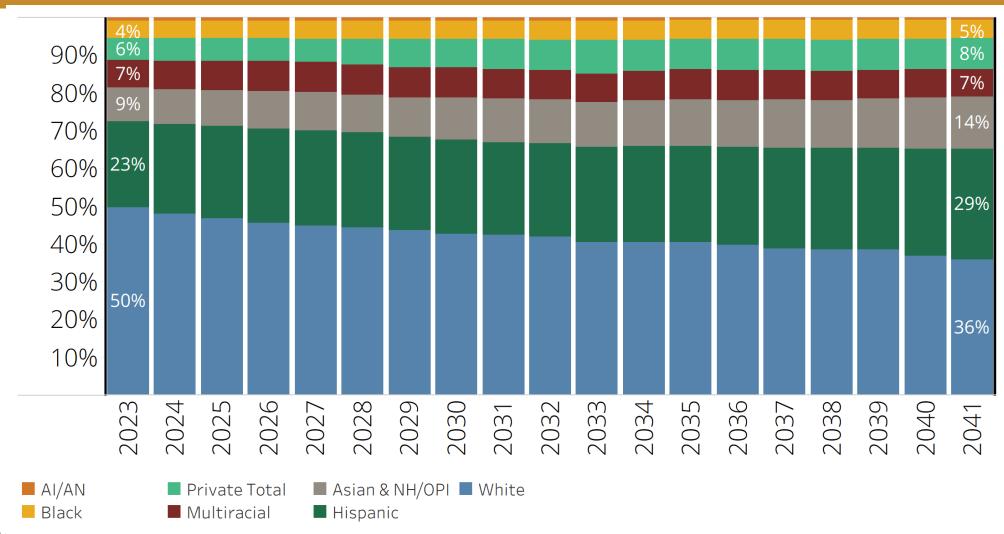


Washington Public High School Graduates, Projected Percent Change from the Class of 2023





Washington Public High School Graduates, Projected Share of the Total, Class of 2023 to 2041



Washington Student Ac

Key Takeaways

- Projected decline of Washington high school graduates (-8%) is less than the Nation (-10%) between 2023 and 2041
- Projected decrease among White high school graduates in Washington (-33%) is greater than the Nation (-26%)
- Larger increases among Asian/NHOPI and Hispanic high school graduates in Washington compared to the nation
- Demography be not destiny identify and invest in what is working to increase access and success



Current Impacts



Current Impact on the Ecosystem

Federal level

- Instability in WA AmeriCorps programs
- Back and forth on Pell eligibility
- Threats to Federal Work Study, TRiO, and GEAR UP in the proposed budget

State level

- Cuts to graduation success supports
- Cuts to postsecondary transition and prep supports
- Phased modifications to WA-Grant awards for the next 3 years

Local Level

- RIF in schools and school districts
- Closure of programs at higher ed institutions

Washington Student Achievement Council

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Key Takeaways

- Uncertainty and instability across federal, state, and local levels
- Resources human and fiscal resources are constrained
- Complex financial aid landscape is becoming even more complex

Let's tie it all together

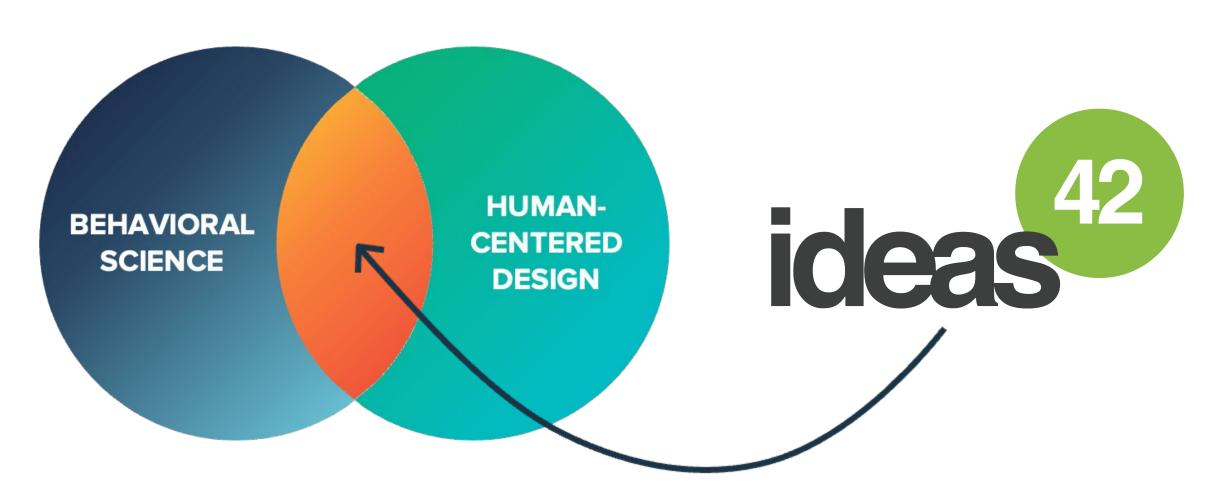
- Populations not enrolling are projected to grow
- Devastated landscape, could get worse
- Students (and families) intend to pursue
- Policy solutions must be intertwined with practice solutions
- Can we directly empower students and families?



What can we do NOW?



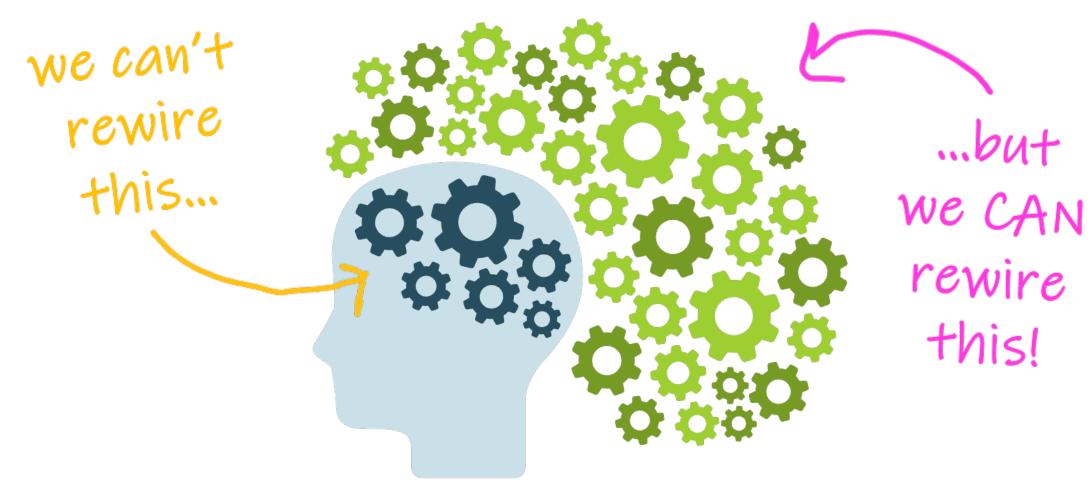








Change the context, not the individual







Goal: Boost postsecondary enrollment by increasing awareness of and engagement with the WA Grant



61% of WA adults aged 25-44 **currently** have some sort of postsecondary credential.



WSAC's **goal** is for **70%** of adults across the state to earn a postsecondary credential.





Specifically, we want more WA students to enroll in postsecondary education immediately after high school



Only **55%** of WA students enroll in postsecondary education within one year of high school graduation.



Students who enroll right after high school are much more likely to persist and attain a credential.





The WA Grant is a promising financial tool to support enrollment but is significantly underutilized

Awareness

Engagement

Enrollment

Many eligible students and families **are unaware** of the WA Grant's availability or their eligibility for it.

Increasing knowledge about the program and clarifying its benefits may foster intentions to enroll in postsecondary education. By addressing behavioral barriers to utilization, we can bridge the gap between eligibility and enrollment, ensuring the WA Grant reaches its full potential.





We approached this opportunity by answering two main questions across two phases of work



Why might students not enroll in postsecondary education after high school graduation, and how does the WA Grant impact their decisions?

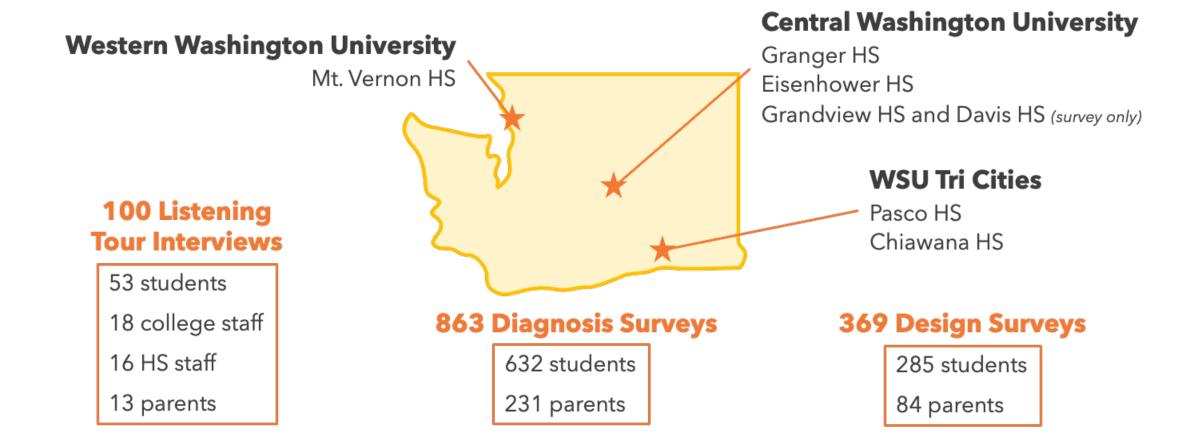


How can we create and improve communications, processes, and programs to mitigate and remove those barriers to enrollment?





We conducted in-person interviews and distributed surveys across three different regions







So, what's getting in students' way?

Quick poll!





So, what's getting in students' way?



Students don't feel ready for college



Students and families think college is unaffordable



Students see college as a costly, time-intensive investment



Students and families are unclear about the application process



The application process is riddled with hassles





What would you design to address these barriers?



- Students don't feel ready for college
- Students and families think it's unaffordable
- Students and families see it as a costly, timeintensive investment
- Students and families are unclear about the application process
- The application process is full of hassles





Why context matters: digging beneath the surface

These re-designable elements showed up again and again:

- Financial aid is confusing, buried, or invisible
- Deadlines are hard to find and easy to miss
- No one breaks the process down into manageable steps
- Most people don't hear about the WA Grant from someone they trust

A <u>re-designable element</u> is a part of the context that shapes behavior and can be adjusted to help people follow through.





- Financial aid is confusing, buried, or invisible
- Deadlines are hard to find and easy to miss
- No one breaks the process down into manageable steps
- Most people don't hear about the WA Grant from someone they trust





How we arrived at our top ideas

Financial aid comparison calculator

Personal pathways checklist

Reminder and outreach system

Equip staff with resources

Public benefits cross-promotion

Community ambassadors

Student-led plan-making

Video walkthroughs and mock application sessions

Parent-to-parent information sharing

Maximizing counselor capacity with data-driven tools

Engagement through research

120+ design ideas generated during co-design sessions

~400 students and parents rated and refined top ideas





Bringing design ideas to life



Financial Aid Comparison Calculator



Personal Pathways Checklist



Reminder and Outreach System

Why pick these?

- They were popular across different stakeholders.
- Some of the other ideas are a little more straightforward to refine from idea to something testable.
- We want to think big, and ideas that might not look very feasible on paper can look like more of a possibility after seeing a prototype.





Financial Aid Comparison Calculator

Create a financial aid calculator hosted independently from individual colleges that allows students to compare localized, customized scenarios for possible postsecondary pathways.





Financial aid calculators already exist, so why should we create another one?

- Existing calculators can often be overwhelming, confusing, and ambiguous, leaving many of the identified barriers unaddressed.
- Many students and parents hold incorrect mental models that massive loans are unavoidable, causing some to rule out college entirely.
- Less than 10% of surveyed students and parents knew about financial aid resources and over half were worried about the cost of college.
- When surveyed, this was overwhelmingly the most popular idea among both students and parents.

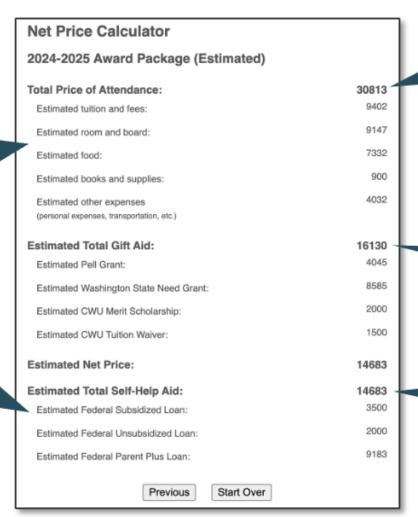




For example, this calculator shows precise estimates but leaves a lot of open questions

Why is "food" separate from "room and board"? Room and board included food at the other college.

What's the difference between "subsidized" and "unsubsidized" loans? What's a "Parent Plus" loan?



\$30k is a lot! Oh wait...it looks like my net price is \$14k. Is the net price different from the total cost?

Do I have to pay any of this back?

I have a friend who did workstudy. How do I find out if I'm eligible for that?





And this example shows gift aid without addressing the overall price of a postsecondary credential

It says, "Please note that Pell Grant is not available to students who complete a WASFA." How do I know if I should do the FAFSA or the WASFA?

I want to go to Perry Tech. That's probably a "Community and Technical College," right?

	WA Grant Award	Pell Award	Total
University of Washington	\$12,300	\$7,300	\$19,600
Washington State University	\$11,800	\$7,300	\$19,100
Central Washington University	\$8,000	\$7,300	\$15,300
Eastern Washington University	\$7,500	\$7,300	\$14,800
The Evergreen State College	\$8,000	\$7,300	\$15,300
Western Washington University	\$8,200	\$7,300	\$15,500
Northwest Indian College	\$3,600	\$7,300	\$10,900
WGU Washington	\$5,600	\$7,300	\$12,900
Community and Technical Colleges	\$4,700	\$7,300	\$12,000
CTC Applied Baccalaureate Programs	\$7,600	\$7,300	\$14,900
Private Four-Year Nonprofit Colleges	\$9,700	\$7,300	\$17,000
Private Four-Year For-Profit Colleges	\$8,500	\$7,300	\$15,800
Private Two-Year Nonprofit Colleges	\$3,600	\$7,300	\$10,900
Private Two-Year For-Profit Colleges	\$2,800	\$7,300	\$10,100

\$19k is a lot! But I still don't really know how much college would cost? Does this mean college is free?

I want to do an apprenticeship. Which category does that fall under?

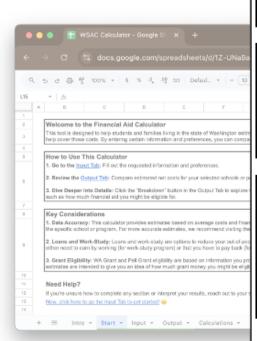
Do I have to pay any of this back?



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That brings us to our prototype! The first page provides an overview of the calculator and its purpose



Welcome to the Financial Aid Calculator

This tool is designed to help students and families living in the state of Washington estimate the costs of different postsecondary options and the financial aid available to help cover those costs. By entering certain information and preferences, you can compare multiple in-state schools or apprenticehsip programs side by side.

How to Use This Calculator

- Go to the Input Tab: Fill out the requested information and preferences.
- 2. Review the Output Tab: Compare estimated net costs for your selected schools or programs.
- 3. Dive Deeper into Details: Click the "Breakdown" button in the Output Tab to explore the things impacting your estimated net costs, such as how much financial aid you might be eligible for.

Key Considerations

- 1. Data Accuracy: This calculator provides estimates based on average costs and financial aid eligibility. Actual costs and aid may vary depending on your situation and the specific school or program. For more accurate estimates, we recommend visiting the financial aid page for each individual school of program.
- 2. Loans and Work-Study: Loans and work-study are options to reduce your out-of-pocket costs but are not included in the Estimated Net Cost. This is money that you either need to earn by working (for work-study program) or that you have to pay back (for loans).
- 3. Grant Eligibility: WA Grant and Pell Grant eligibility are based on information you provide when completing the FAFSA or the WASFA during 12th grade. These estimates are intended to give you an idea of how much grant money you might be eligible for.

What is the FAFSA or the WASFA?

Need Help?

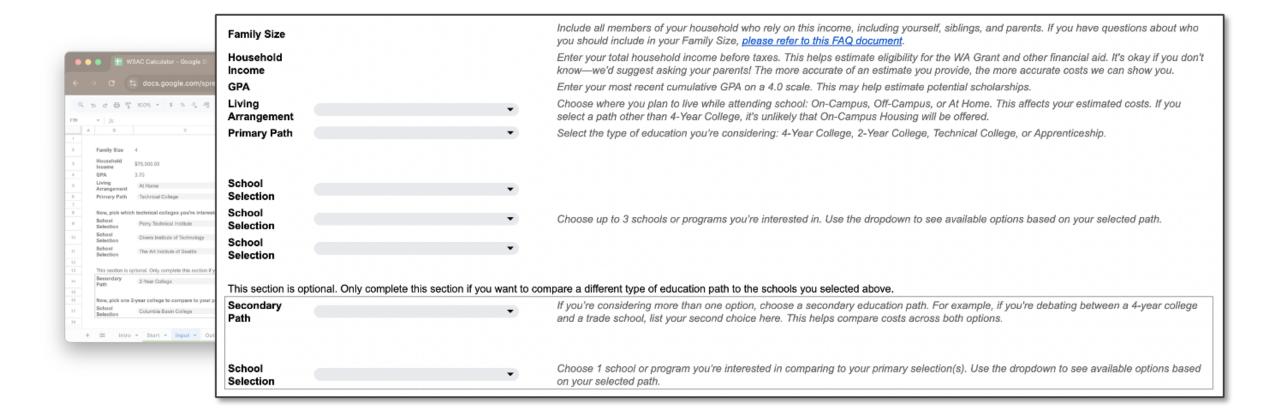
If you're unsure how to complete any section or interpret your results, reach out to your school counselor or financial aid advisor for personalized advice.

Now, click here to go the Input Tab to get started!





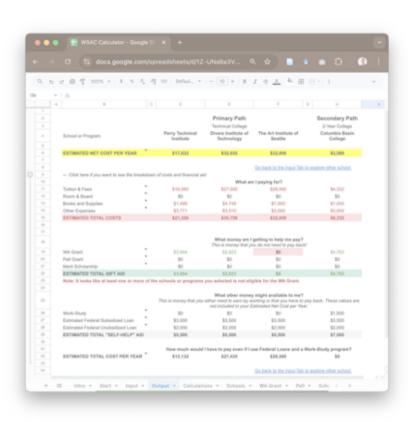
The second page is where users enter their personal and schoolor program-related information







The third page displays the estimated net costs and financial aid for selected schools or programs



	Central Washington	Primary Path 4-Year College Western Washington	Washington State	Secondary Path Technical College Perry Technical
School or Program	University	University	University	Institute
ESTIMATED NET COST PER YEAR	\$12,749	\$11,090	\$10,256	\$15,632
			Go back to the Input Tab to	o explore other school.
← Click here if you want to see the breakdow	m of costs and financial ai			
_		What am	I paying for?	
Tuition & Fees	\$9,402	\$7,572	\$10,997	\$16,060
Room & Board	\$13,500	\$13,000	\$12,396	N/A
Books and Supplies	\$900	\$1,250	\$1,250	\$1,495
Other Expenses	\$4,032	\$4,500	\$4,500	\$3,771
ESTIMATED TOTAL COSTS	\$27,834	\$26,322	\$29,143	\$21,326
			etting to help me pay?	
_		This is money that you	I do not need to pay back!	
WA Grant	\$8,085	This is money that you \$8,232	I do not need to pay back! \$11,887	\$3,694
	\$8,085 \$2,000			
Pell Grant	*******	\$8,232	\$11,887	\$3,694
WA Grant Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID	\$2,000	\$8,232 \$2,000	\$11,887 \$2,000	\$3,694 \$2,000
Pell Grant Merit Scholarship	\$2,000 \$5,000	\$8,232 \$2,000 \$5,000	\$11,887 \$2,000 \$5,000	\$3,694 \$2,000 \$0
Pell Grant Merit Scholarship	\$2,000 \$5,000	\$8,232 \$2,000 \$5,000 \$15,232	\$11,887 \$2,000 \$5,000	\$3,694 \$2,000 \$0
Pell Grant Merit Scholarship	\$2,000 \$5,000 \$15,085	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo	\$11,887 \$2,000 \$5,000 \$18,887	\$3,694 \$2,000 \$0 \$5,694 ay back. These values an
Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID	\$2,000 \$5,000 \$15,085	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo	\$11,887 \$2,000 \$5,000 \$18,887 might available to me?	\$3,694 \$2,000 \$0 \$5,694 ay back. These values an
Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID Work-Study	\$2,000 \$5,000 \$15,085 This is money that you	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es	\$11,887 \$2,000 \$5,000 \$18,887 might available to me? rking or that you have to p	\$3,694 \$2,000 \$0 \$5,694 ay back. These values an
Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID Work-Study Estimated Federal Subsidized Loan	\$2,000 \$5,000 \$15,085 This is money that you \$3,000	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es \$3,000	\$11,887 \$2,000 \$5,000 \$18,887 might available to me? rking or that you have to p timated Net Cost per Year \$3,000	\$3,694 \$2,000 \$0 \$5,694 ay back. These values and
Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID	\$2,000 \$5,000 \$15,085 This is money that you \$3,000 \$3,500	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es \$3,000 \$3,500	\$11,887 \$2,000 \$5,000 \$18,887 might available to me? rking or that you have to p timated Net Cost per Year \$3,000 \$3,500	\$3,694 \$2,000 \$0 \$5,694 ay back. These values and: \$0 \$3,500
Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID Work-Study Estimated Federal Subsidized Loan Estimated Federal Unubsidized Loan	\$2,000 \$5,000 \$15,085 This is money that you \$3,000 \$3,500 \$2,000 \$8,500	\$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es \$3,000 \$3,500 \$2,000 \$8,500	\$11,887 \$2,000 \$5,000 \$18,887 might available to me? rking or that you have to p timated Net Cost per Year \$3,000 \$3,500 \$2,000	\$3,694 \$2,000 \$0 \$5,694 say back. These values are: \$0 \$3,500 \$2,000 \$5,500



Here are the input and output pages side-by-side

Family Size	4	
Household Income	\$50,000.00	
GPA	3.70	
Living Arrangement	On-Campus	•
Primary Path	4-Year College	•
School Selection	Central Washington University	•
	ch 4-year colleges you're interested in	(up to
School Selection	Western Washington University	•
School Selection	Washington State University	•
This section is	optional. Only complete this section if you	want to
Secondary Path	Technical College	•
Now, pick one	technical college to compare to your	orimary
School Selection	Perry Technical Institute	•

			Primary Path		Secondary Path
			4-Year College		Technical College
School or Program		Central Washington University	Western Washington University	Washington State University	Perry Technical Institute
ESTIMATED NET COST PER YEAR	•	\$12,749	\$11,090	\$10,256	\$15,632
				Go back to the Input Tab to	o explore other school.
← Click here if you want to see the bre	akdow	n of costs and financial ai			
	,		What am	I paying for?	
Tuition & Fees		\$9,402	\$7,572	\$10,997	\$16,060
Room & Board	•	\$13,500	\$13,000	\$12,396	N/A
Books and Supplies	•	\$900	\$1,250	\$1,250	\$1,495
Other Expenses	•	\$4,032	\$4,500	\$4,500	\$3,771
ESTIMATED TOTAL COSTS		\$27,834	\$26,322	\$29,143	\$21,326
Note: It looks like you selected On-C might not offer that option. You migl					
		-			
				etting to help me pay? I do not need to pay back!	
WA Grant	•	\$8,085	\$8,232	\$11,887	\$3,694
Pell Grant	•	\$2,000	\$2,000	\$2,000	\$2,000
Merit Scholarship	•	\$5,000	\$5,000	\$5,000	\$0
ESTIMATED TOTAL GIFT AID		\$15,085	\$15,232	\$18,887	\$5,694





And here's another side-by-side to show how the output changes based on varying inputs

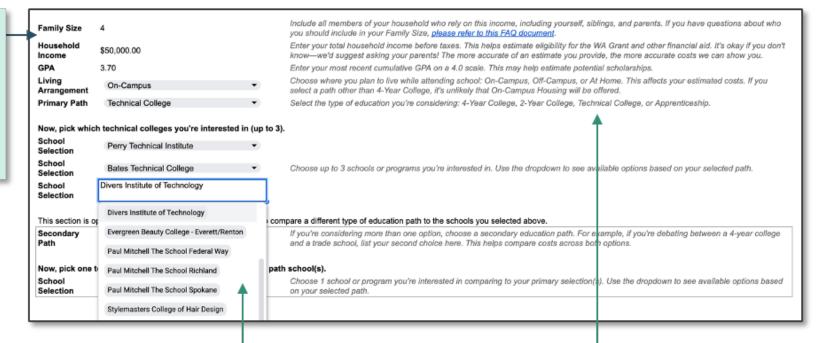
Family Size	4	
Household Income	\$75,000.00	
GPA	3.70	
Living Arrangement	At Home	•
Primary Path	Technical College	•
Now, pick which	h technical colleges you're interested	in (up
School Selection	Perry Technical Institute	•
School Selection	Divers Institute of Technology	•
School Selection	The Art Institute of Seattle	•
This section is o	optional. Only complete this section if you	u want to
Secondary Path	2-Year College	•
	2-year college to compare to your pri	mary pa
School Selection	Columbia Basin College	•

			Primary Path		Secondary Path
			Technical College		2-Year College
School or Program		Perry Technical Institute	Divers Institute of Technology	The Art Institute of Seattle	Columbia Basin College
ESTIMATED NET COST PER YEAR	•	\$ 17,632	\$32,935	\$32,000	\$3,569
				Go back to the Input Tab to	explore other school.
← Click here if you want to see the brea	kdown of	costs and financial ai	d		
			What am	l paying for?	
Tuition & Fees	•	\$16,060	\$27,500	\$28,000	\$4,332
Room & Board	•	\$0	\$0	\$0	\$0
Books and Supplies	•	\$1,495	\$4,748	\$1,000	\$1,000
Other Expenses	•	\$3,771	\$3,510	\$3,000	\$3,000
ESTIMATED TOTAL COSTS		\$21,326	\$35,758	\$32,000	\$8,332
				getting to help me pay?	
WA Grant	•	\$2.604		ou do not need to pay back! \$0	¢4.762
	•	\$3,694	\$2,823	•	\$4,763
Pell Grant	•	\$0	\$0	\$0	\$0
Merit Scholarship		\$0	\$0	\$0	\$0
ESTIMATED TOTAL GIFT AID		\$3,694	\$2,823	\$0	\$4,763





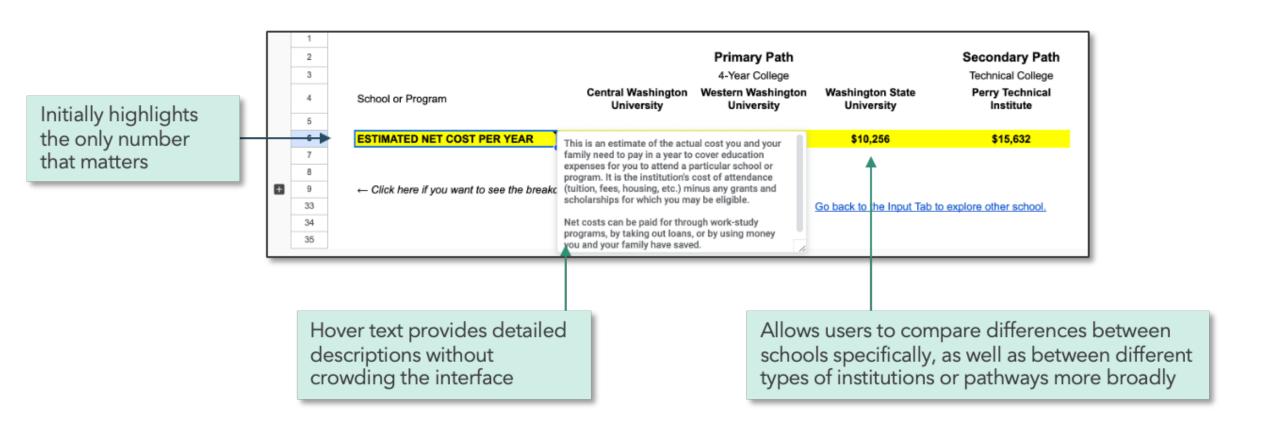
Limits the amount of personal (or sensitive) info asked for, even though this might impact the specificity of federal aid estimates



Provides dropdown menus so students can explore options in their selected pathway that they might not have previously been aware of Describes what each input field is asking in plain language (if a user doesn't know how to answer a question, they're more likely to not use the tool than seek out the answer)

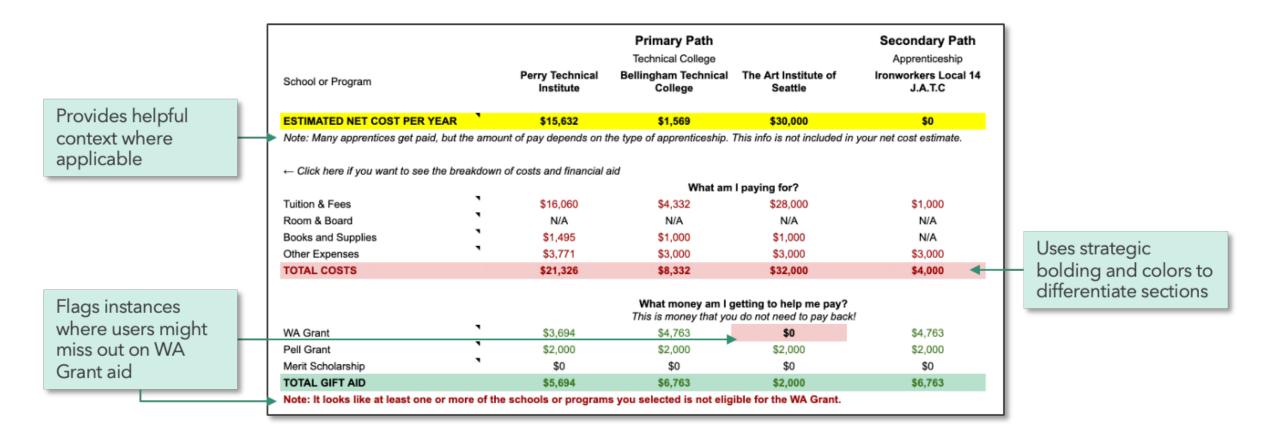
















Flags instances where certain input selections might not be relevant for certain schools or programs

School or Program		Central Washington University	Primary Path 4-Year College Western Washington University	Washington State University	Secondary Path Technical College Perry Technical Institute
ESTIMATED NET COST PER YEAR	•	\$12,749	\$11,090	\$10,256	\$15,632
← Click here if you want to see the br	eakdowr	n of costs and financial ai		Go back to the Input Tab to	o explore other school.
			What am	I paying for?	
Tuition & Fees		\$9,402	\$7,572	\$10,997	\$16,060
Room & Board	;	\$13,500	\$13,000	\$12,396	N/A
Books and Supplies	•	\$900	\$1,250	\$1,250	\$1,495
Other Expenses	•	\$4,032	\$4,500	\$4,500	\$3,771
Outer Experience			\$26,322	\$29,143	\$21,326
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig			ment and at least one or r living arrangement to s	more of the schools or see a more accurate estin	
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig		for your living arrange to try selecting anothe	ment and at least one or r living arrangement to s What money am I g This is money that you	more of the schools or see a more accurate estin etting to help me pay?	nate.
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig	ght want	s for your living arrange to try selecting anothe \$8,085	what money am I g This is money that you \$8,232	more of the schools or see a more accurate estinated to help me pay? If do not need to pay back! \$11,887	nate. \$3,694
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig WA Grant Pell Grant	ght want	s for your living arrange to try selecting another \$8,085 \$2,000	What money am I g This is money that you \$8,232 \$2,000	remore of the schools or see a more accurate estinated to help me pay? If do not need to pay back! \$11,887 \$2,000	\$3,694 \$2,000
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig	ght want	s for your living arrange to try selecting anothe \$8,085	what money am I g This is money that you \$8,232	more of the schools or see a more accurate estinated to help me pay? If do not need to pay back! \$11,887	nate. \$3,694
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig WA Grant Pell Grant Merit Scholarship	ght want	\$8,085 \$2,000 \$15,085	what money am I g This is money that you \$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo	remore of the schools or see a more accurate estinates to help me pay? If do not need to pay back! \$11,887 \$2,000 \$5,000	\$3,694 \$2,000 \$0 \$5,694 ay back. These values are
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig WA Grant Pell Grant Merit Scholarship	ght want	\$8,085 \$2,000 \$15,085	what money am I g This is money that you \$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo	remore of the schools or see a more accurate estinates a more accurate estinates and the pay back! \$11,887 \$2,000 \$5,000 \$18,887 might available to me?	\$3,694 \$2,000 \$0 \$5,694 ay back. These values are
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig WA Grant Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID	ght want	\$8,085 \$2,000 \$5,000 \$15,085	what money am I g This is money that you \$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es	etting to help me pay? do not need to pay back! \$11,887 \$2,000 \$5,000 \$18,887 might available to me? rking or that you have to p	\$3,694 \$2,000 \$0 \$5,694 ay back. These values are
ESTIMATED TOTAL COSTS Note: It looks like you selected On- might not offer that option. You mig WA Grant Pell Grant Merit Scholarship ESTIMATED TOTAL GIFT AID	ght want	\$8,085 \$2,000 \$5,000 \$15,085	what money am I g This is money that you \$8,232 \$2,000 \$5,000 \$15,232 What other money either need to earn by wo not included in your Es \$3,000	remore of the schools or see a more accurate esting to help me pay? If do not need to pay back! \$11,887 \$2,000 \$5,000 \$18,887 whight available to me? If the schools or the school of t	\$3,694 \$2,000 \$0 \$5,694 ay back. These values are

Clearly states what needs to be paid back and what doesn't





Personal Pathways Checklist

Create a comprehensive checklist that helps students navigate the steps required for various postsecondary pathways (college or trade school), offering both detailed guidance and a high-level overview of the application and financial aid process.





Students already have so many resources at their disposal, so how is this different?

- Counselors are often spread too thin, making it challenging to provide the personalized, detailed support students and parents need.
- Many checklists and how-to guides only include general information that ignores the nuance of the many different postsecondary paths.
- Many students and parents felt unprepared for colleges, citing the ambiguous and overwhelming nature of the application process.
- When surveyed, this was the second most popular idea among both students and parents.

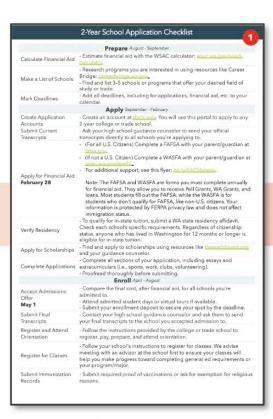




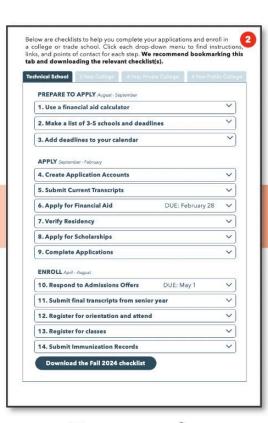
We prototyped three different versions of the Personal Pathways Checklist with varying levels of feasibility

Easier to implement

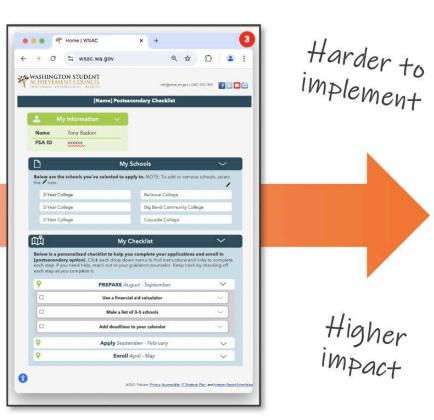




Static



Dynamic



Personalized





Version 1: Static Pathways Checklist

This is a one-page printable checklist for the type of school a student wants to apply to. The checklist uses an abbreviated text than what's found in digital formats of the checklist so as not to overwhelm students.

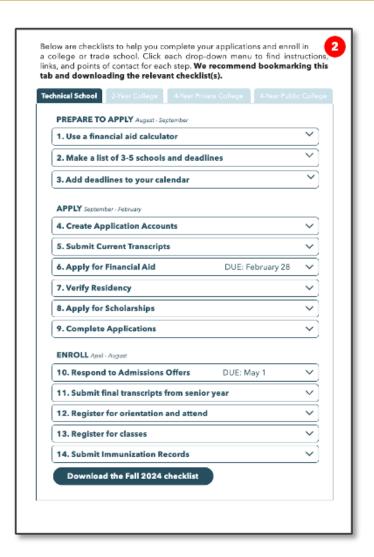
	2-Year School Application Checklist					
	Prepare August - September					
Calculate Financial Aid	- Estimate financial aid with the WSAC calculator: wsac.wa.gow/a/aid- calculator.					
Make a List of Schools	 Research programs you are interested in using resources like Career Bridge: careerheider wa gov. Find and list 3-5 schools or programs that offer your desired field of study or trade. 					
Mark Deadlines	 Add all deadlines, including for applications, financial aid, etc. to your calendar. 					
	Apply September - February					
Create Application Accounts	Create an account at <u>sbctc.edu</u> . You will use this portal to apply to any 2-year college or trade school.					
Submit Current Transcripts	- Ask your high school guidance counselor to send your official transcripts directly to all schools you're applying to.					
Apply for Financial Aid February 28	- (For all U.S. Citizens) Complete a FAFSA with your parent/guardian at faria gov (If not a U.S. Citizen) Complete a WASFA with your parent/guardian at wasc wa. gov/wasfa For additional support, see this flyer: htt.ly/FAFSAsters. Note: The FAFSA and WASFA are forms you must complete annually for financial aid. They allow you to receive Fell Grants, WA Grants, and					
	loans. Most students fill out the FAFSA, while the WASFA is for students who don't qualify for FAFSA, like non-U.S. citizens. Your information is protected by FERPA privacy law and does not affect immigration status.					
Verify Residency	 To qualify for in-state tuition, submit a WA state residency affidavit. Check each school's specific requirements. Regardless of citizenship status, anyone who has lived in Washington for 12 months or longer is eligible for in-state tuition. 					
Apply for Scholarships	 Find and apply to scholarships using resources like thewashboard.org. and your guidance counselor. 					
Complete Applications	Complete all sections of your application, including essays and extracurriculars (i.e., sports, work, clubs, volunteering). Proofread thoroughly before submitting.					
	Enroll April - August					
Accept Admissions Offer May 1	Compare the final cost, after financial aid, for all schools you're admitted to. Attend admitted student days or virtual tours if available. Submit your enrollment deposit to secure your spot by the deadline.					
Submit Final Transcripts	Contact your high school guidance counselor and ask them to send your final transcripts to the school you accepted admission to.					
Register and Attend Orientation	Follow the instructions provided by the college or trade school to register, pay, prepare, and attend orientation.					
Register for Classes	 Follow your school's instructions to register for classes. We advise meeting with an advisor at the school first to ensure your classes will help you make progress toward completing general ed requirements or your program/major. 					
Submit Immunization Records	- Submit required proof of vaccinations or ask for exemption for religious reasons.					





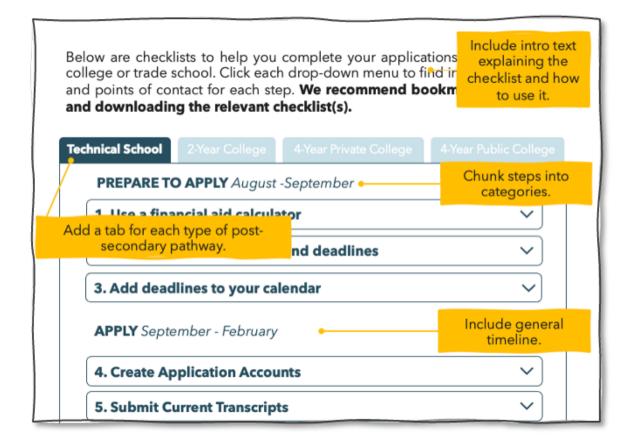
Version 2: Dynamic Pathways Checklist

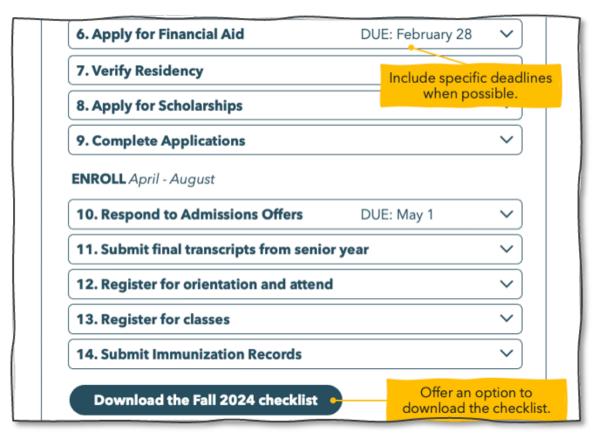
This interactive, online checklist allows the information to be presented in more easily digestible and actionable ways than the static version. The next two slides zoom in on some of the recommended features for this version.





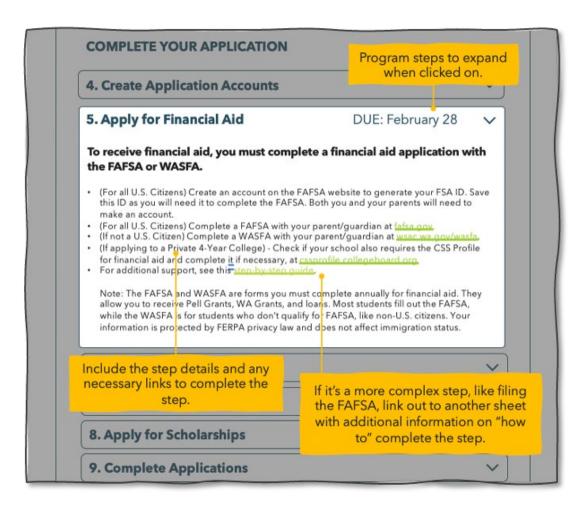
Version 2: Dynamic Pathways Checklist





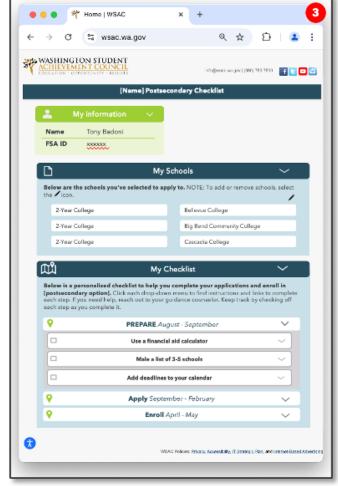


Version 2: Dynamic Pathways Checklist



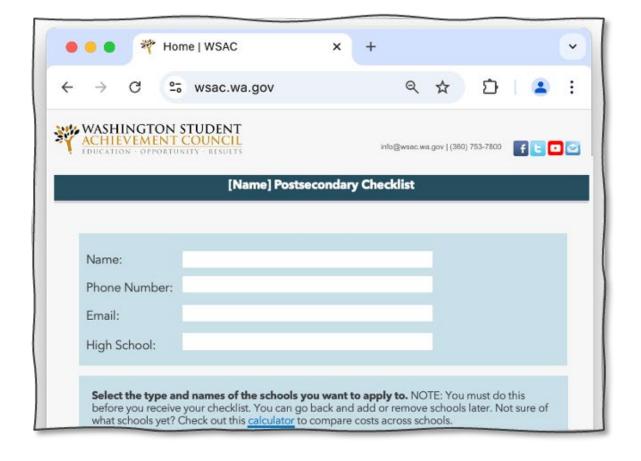


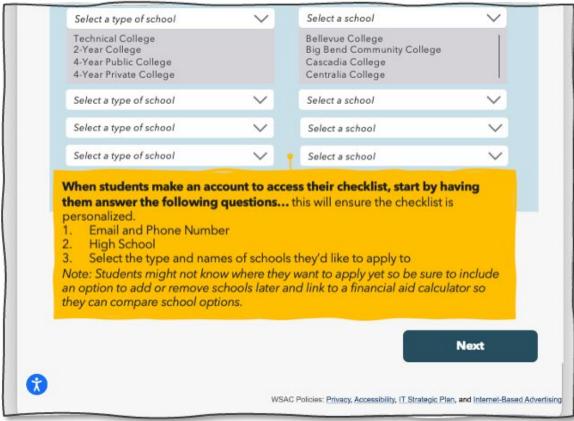
This portal offers steps and deadlines customized to the student and schools they want to apply to, allowing them to see only what they need for their postsecondary journey and nothing more. The next three slides zoom in on some of the recommended features for this version.



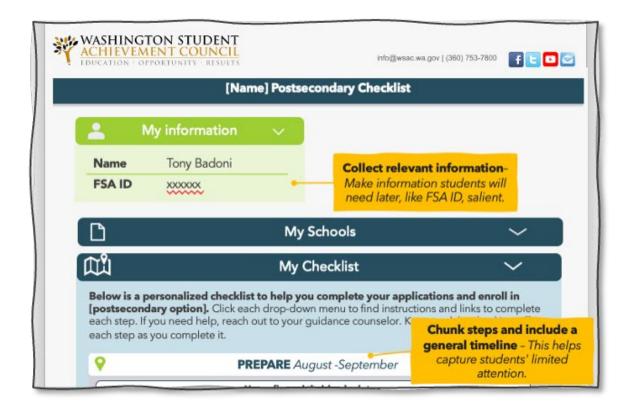


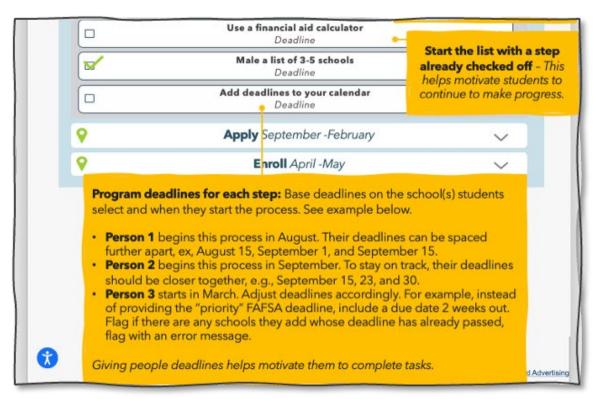




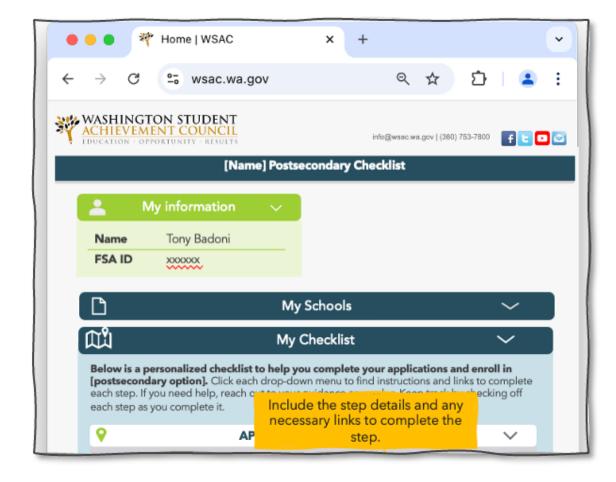


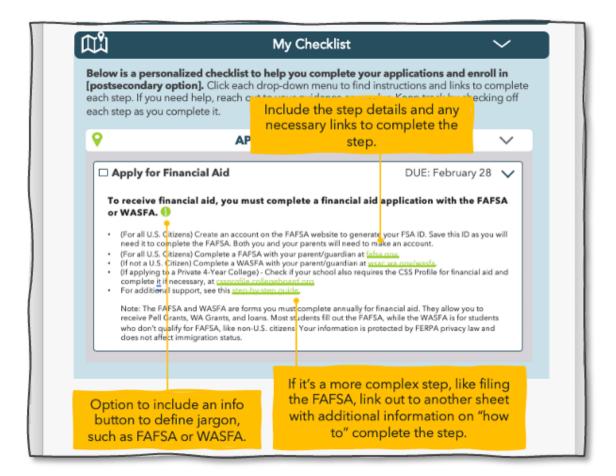
















Reminder and Outreach System

Create a communication system that delivers important notifications about financial aid and postsecondary steps to students, parents, and staff via platforms they already use.





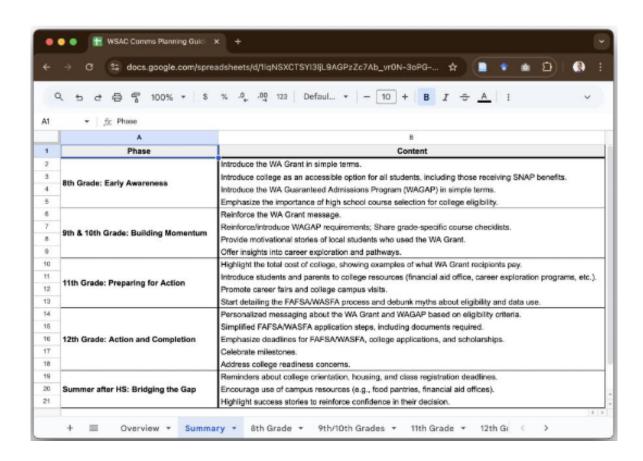
We already send messages about college, so how is this different?

- Many students don't start receiving information about college until 12th grade, at which point many are already behind.
- Because they build off familiarity and consistency, coordinated campaigns are often more effective than one-off messages.
- Incorrect mental models about college, financial aid, and the application process indicate that current outreach can be improved.
- WSAC is particularly interested in uncovering the most effective way to message families, especially those eligible for guaranteed aid.





Communications planning guide

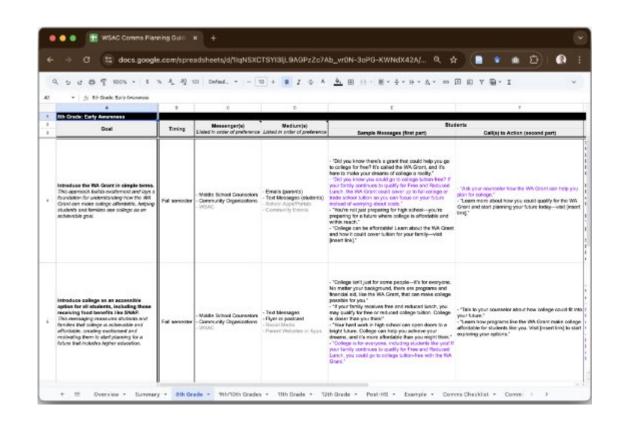


This guide is designed to support a coordinated communications campaign aimed at students and parents throughout the student journey from 8th grade through the gap between high school and college.





Detailed suggestions to build on







Pulse check poll





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Rathi Sudhakara — <u>rathis@wsac.wa.gov</u>