

Washington Completes FAFSA Campaign - Advisory Board

Background & Purpose

The Washington Completes FAFSA Campaign Advisory Board is established by the Governor's Office and led by WSAC. Its purpose is to align statewide efforts that increase financial aid application completion. Multiple agencies, organizations, and partners receive state funds to support FAFSA/WASFA filing, yet full, cross-sector coordination has been limited and Washington continues to rank in the bottom ten when it comes to FAFSA completion rates. This board provides a structured venue to increase FAFSA/WASFA completion rates through the following:

- Align and coordinate agency, district, and partner initiatives related to FAFSA/WASFA Campaign efforts and prevent duplication.
- Identify barriers and recommend strategies to improve equitable access to financial aid.
- Share data, promising practices, and tools to support implementation across sectors.
- Support equitable access to financial aid, especially for underserved populations.
- Advise WSAC on statewide campaign design, messaging, strategies and regional implementation.

Members

The board's members reflect the range and required perspectives of partners contributing to statewide financial aid efforts. Current representation includes:

- High school counselor and principal
- District superintendent
- State agencies (OSPI, WSAC)
- Higher education (3)
- Community-based organization (CBO)
- Philanthropy
- Student leaders (2-5)

Public Comment

Advisory Board meetings will be open to legislators and their staff, partner organizations, and other members of the public.

Each meeting will include a 15-minute public comment period for guests to share perspectives, updates, or emerging best practices.

Roles of Advisory Board Members

- Provide expertise and insight from their perspective and role.
- Advise on strategy implementation and help refine outreach approaches.
- Facilitate connections within networks to expand campaign reach.
- Share updates/data from their communities and roles that inform statewide tracking and work.
- Champion FAFSA/WASFA completion in their communities and professional networks.

Expectations

Area	Description
<i>Meetings</i>	Monthly working sessions from November 2025 – June 2026 (approx. two hours each). The first meeting will be hybrid, with subsequent meetings held virtually, unless otherwise noted.
<i>Preparation</i>	Meeting materials (agenda, slide deck, and data updates) will be distributed approximately one to two weeks prior to each meeting. Members are expected to review materials in advance and bring any relevant updates, data, or insights to inform discussion.
<i>Engagement</i>	Actively participate in discussions, share feedback, and surface opportunities or barriers that can strengthen financial aid completion efforts.
<i>Communication</i>	Share key updates and information with your organization or network and relay relevant information back to the board.
<i>Deliverables</i>	Support development of shared statewide strategies, help shape recognition of high-performing schools, and advise on campaign adjustments throughout the year.

Meeting Framework

Each Advisory Board meeting will last two hours and follow a consistent structure designed to balance information sharing, collaborative discussion, and actionable follow-up. The framework allows for flexibility depending on topical priorities and campaign timing.

Standing Agenda & Focus

Meetings will occur monthly from November 2025 to June 2026, following the pattern below. Each meeting will include progress updates, a focus discussion topic, and alignment on campaign deliverables.

The focus topic each month may center on emerging issues, legislative developments, or other timely topics relevant to financial aid completion.

Topic	Time (Approx.)	Purpose	Notes
Welcome & Meeting Overview	2 – 2:10 (10 min)	Set context, review meeting objectives, and provide quick updates from WSAC and Governor’s Office.	
Campaign & Financial Aid Updates	2:10 – 2:30 (20 min)	Share current FAFSA/WASFA completion data, trends from FAFSA portal, and review key campaign milestones.	Includes Q&A (5 min.).
Strategy Progress & Highlights	2:30 – 3 (30 min)	Review progress on statewide strategies and identify opportunities for collaboration.	Rotate focus each month.
Regional Collaboration & Roundtable Discussion	3 – 3:35 (35 min)	Facilitate discussion among members to share practices, regional updates, or emerging challenges.	
Public Comment	3:35 – 3:50 (15 min)	Provide opportunity for members of the public or guests to share comments or updates.	Limit 2-3 speakers (~3-5 min each). Capture for follow-up.
Action Items & Closing	3:50 – 4 (10 min)	Summarize takeaways, assign follow-up responsibilities, and preview the next meeting focus.	Confirm deliverables and next steps.

Month & Date	Day & Time	Focus Topic	Public Comment	WSAC Deliverable/ Strategy Alignment
November 7, 2025 (Kickoff)	Friday 9:30 a.m. – 12 p.m. (hybrid)	Launch: introductions, roles, expectations. Review statewide campaign strategies, reaffirm Governor’s leadership.	Public comment (pending)	Launch meeting summary; Confirm advisory membership and statewide coordination framework.
December 16, 2025	Tuesday 2 – 4 p.m. (virtual)	Review early FAFSA/WASFA completion data and discuss supports for priority schools. Identify ways to improve alignment between school-based activities, OtterBot outreach, and school/district-level supports.	Public comment (pending)	Strategy Highlight Strengthen alignment between local and regional supports; integrate FAFSA portal data; connect microgrant activities to completion tracking.
January 20, 2026	Tuesday 2 – 4 p.m. (virtual)	Discuss recommendations and shared priorities for the second half of the school year. Identify needed adjustments for winter FAFSA efforts and explore any emerging intersections with the 2026 legislative session (bill related to FAFSA completion or financial aid access is introduced).	Public comment (pending)	Strategy Highlight Coordinate regional trainings for trusted messengers, refine OtterBot messaging, and strengthen communication with statewide partners.
February 17, 2026	Tuesday 2 – 4 p.m. (virtual)	Rollout of Governor’s FAFSA letter. Discuss opportunities for amplification through regional networks, schools, and community partners. Gather feedback on messaging alignment and impact.	Public comment (pending)	Strategy Highlight Promote statewide coordination with higher education and philanthropic partners; implement the Governor’s communication rollout through all

				digital and partner channels.
March 17, 2026	Tuesday 2 – 4 p.m. (virtual)	Review mid-year FAFSA/WASFA data, highlight emerging equity gaps, and identify regional strategies for the spring completion push.	Public comment (pending)	Strategy Highlight Assess microgrant impact and navigator coordination; integrate real-time FAFSA portal analytics and local data sharing.
April 21, 2026	Tuesday 2 – 4 p.m. (virtual)	Plan statewide and regional recognition and award efforts. Share successful practices and stories from districts and institutions. Begin initial discussion of what to sustain into 2026–27.	Public comment (pending)	Strategy Highlight Award recognition WASA/AWSP; identify key system leaders to highlight in spring communications.
May 12, 2026	Tuesday 2 – 4 p.m. (virtual)	Share early success stories from schools and regions. Gather member feedback to inform the next academic year’s campaign design and outreach.	Public comment (pending)	Strategy Highlight Draft Advisory Board feedback memo and cross region coordination recommendations; review microgrant implementation outcomes.
June 2, 2026	Tuesday 2 – 4 p.m. (virtual)	Review final FAFSA/WASFA completion results and statewide progress, inclusive of what was accomplished. Discuss final recommendations to the Governor’s Office and recognition of schools and partners.	Public comment (pending)	Collect Advisory Board recommendations for the report due to the Governor’s Office; summary of statewide progress toward campaign goals toward campaign goals.