### 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

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

#### News Media
- Promotional releases & advisories
- FAFSA completion metric statewide releases & promotion of regional success

#### Direct Communications
- Direct to student/family messaging distributed through targeted email campaigns
- Support on financial aid and related college access information
- Regular completion data updates to K-12 leaders

#### Otterbot – A.I. Texting
- 24/7 access
- Open to class of 2021 students statewide
- Classroom presentations

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