

# Session #49

## Tools and Resources for Outreach to Potential Students

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FEDERAL STUDENT AID®

# Agenda

- Resources for potential students
  - Websites
  - Multimedia and social media
  - Publications
- Resources for current students
- Resources for counselors
- Questions, feedback, and discussion

# Resources for Potential Students



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# Web Resources

- College.gov ([www.college.gov](http://www.college.gov))
- Student Aid on the Web ([www.studentaid.ed.gov](http://www.studentaid.ed.gov))
- FAFSA ([www.fafsa.gov](http://www.fafsa.gov))
- FAFSA4caster ([www.fafsa.gov](http://www.fafsa.gov))
- College Navigator ([www.collegenavigator.gov](http://www.collegenavigator.gov))

# College.gov

## Goals:

- Create and inspire hope that college is possible
- Engage students with relatable, peer-to-peer site
- Inform and activate students with info, tools, and resources to take action to go to college

Audience: high school students; parents

Built with student input



College.gov Home Page

# College.gov

- User-generated content (images, videos)
- Emphasis on peer-to-peer info and interactive features
  - I'm Going Guides
  - Career Possibilities
  - College Roadmap
- Engagement through social networks

The screenshot shows the College.gov homepage. At the top, there are navigation tabs for 'why go', 'what to do', and 'how to pay'. Below this, there's a section for 'your "I'm going" guides' featuring a row of student avatars. To the right, there's a 'question of the week' section with a question and answer. Below that, there's a 'college q&a' section with a 'choose a topic' dropdown menu showing options like 'deciding to go', 'getting there', and 'college life'. The page also includes a 'question of the week' section with a question and answer, and a 'last week's q&a' section.

I'm Going Guides Page

The screenshot shows the 'career possibilities: what could you do?' tool. It features a grid of 24 student avatars. Surrounding the grid are various personality traits in speech bubbles, such as 'I can speak to large groups', 'I like working in groups', 'I am very patient', 'I am comfortable taking risks', 'I have a great sense of humor', 'I like writing', 'I like working with people', 'I like to read', 'I always look on the positive side', 'I am organized', 'I am creative', and 'I like numbers and math'. The tool also includes a 'shuffle grads' button and instructions to click the statements that describe the user to see which college grads they match up with.

Career Possibilities Tool

# Student Aid on the Web

Comprehensive, up-to-date resource for preparing for and funding education beyond high school

- Content mirrors student financial aid lifecycle
  - Early awareness
  - Preparing for postsecondary education
  - FSA programs and funding
  - While attending school
  - Repaying loans
- Content tailored to customer needs from middle school to adult students to parents

The screenshot shows the homepage of the Student Aid on the Web. At the top left is the Department of Education logo and the slogan "START HERE GO FURTHER FEDERAL STUDENT AID". To the right, it says "Student Aid on the Web". Below this is a navigation bar with links for Home, About Us, Contact Us, FAQs, Link to Us, Site Map, and Survey. A search bar is located on the left side. The main content area features a large banner with the text "Welcome to Student Aid on the Web" and "Your source for free information from the U.S. Department of Education on preparing for and funding education beyond high school." Below the banner are three main sections: "Applying for College" with links for "Preparing for Your Education", "Choosing a School", and "Applying for Admission"; "Applying for Financial Aid" with links for "FAFSA", "FAFSA4caster", "Funding Your Education", and "While Attending School"; and "Repaying Your Loans" with links for "Repayment Information", "Repayment Plans & Calculators", "Public Service Loan Forgiveness", and "Postponing Repayment". There is also an "Announcements" section with links for "Update on Student Loan Programs", "Direct Loan and FFEL Interest Rates Effective July 1, 2010", "Federal Stafford PLUS, SLS and Consolidation Interest Rate Calculations July 1, 2010 - June 30, 2011", "Income Based Repayment Plan (IBR) and Calculator", "Public Service Loan Forgiveness Program Q&As", and "New Publications" including "College Preparation Checklist" and "Grant and Loan Programs Fact Sheets". A "LOGON" button is also visible.

Student Aid on the Web Home Page

# Student Aid on the Web

## MyFSA Tools:

- Interactive tools that help students plan for college
- Scholarship and college searches
- Financial aid wizard tool: estimate college cost, estimate EFC, and track/compare award letters
- Transfer data to FAFSA and college applications (no longer transfer data to FAFSA4caster)

The screenshot shows the Federal Student Aid website with the 'Scholarship Search' tool. The page includes a search bar with a 'GO' button and a 'SEARCH' button. Below the search bar is a table of scholarship results.

SCHOLARSHIP	MINIMUM AWARD	MAXIMUM AWARD	AVERAGE AWARD
Scholarship	\$10,000	\$10,000	\$10,000
State Aid to Native Americans	\$775	\$775	\$775
Tuition Assistance Program (TAP)		\$5,000	

The screenshot shows the 'Award Letter Comparison Tool' with two side-by-side comparison tables for Allan Hancock College and University of Oklahoma.

Allan Hancock College		University of Oklahoma	
Total Cost of Attendance	\$ 12500	Total Cost of Attendance	\$ 17404
Expected Family Contribution	\$ 1256	Expected Family Contribution	\$ 1256
Outside Scholarship	\$ 250	Outside Scholarship	\$ 250
Financial Need	\$ 10994	Financial Need	\$ 15898
<b>Financial Aid Package</b>		<b>Financial Aid Package</b>	
Federal Pell Grant	\$ 4300	Federal Pell Grant	\$ 4300
State Scholarship Grant	\$ 500	State Scholarship Grant	\$ 500
Institutional Grant	\$	Institutional Grant	\$
Federal Perkins Loan	\$ 2500	Federal Perkins Loan	\$ 2000
Direct Stafford Loans	\$ 3500	Direct Stafford Loans	\$ 3500
Federal Work Study	\$	Federal Work Study	\$ 3000
Total Award	\$ 10800	Total Award	\$ 13300
The Gap	\$ 194	The Gap	\$ 2598

Award Letter Comparison Tool

## MyFSA Scholarship Search Results

# Student Aid on the Web

## Topic-Specific Links

URL	Topic
<a href="http://www.studentaid.ed.gov/early">www.studentaid.ed.gov/early</a>	Middle School Student Content
<a href="http://www.studentaid.ed.gov/collprep">www.studentaid.ed.gov/collprep</a>	Checklists for Students from Elementary School to Adults
<a href="http://www.studentaid.ed.gov/scholarship">www.studentaid.ed.gov/scholarship</a>	Scholarship Search
<a href="http://www.studentaid.ed.gov/parents">www.studentaid.ed.gov/parents</a>	Parent Content

# FAFSA

- User-focused improvements continuing for 2011-12
  - Simplified home page
  - Customized experience for each applicant
  - 2010 IRS data retrieval Jan. 30
- Demo site (Dec. 2010): [www.fafsademo.test.ed.gov](http://www.fafsademo.test.ed.gov)
  - User name: eddemo
  - Password: fafsatest
- Resources for Students:
  - Live help (chat)
  - Online help and hints
  - 1-800-4-FED-AID

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**FAFSA**  
Free Application for Federal Student Aid

HOME ABOUT US STUDENT AID ON THE WEB PIN SITE CONTACT US BROWSE HELP

English | Español

**Get help paying for college**  
Submit a free application for federal student aid (FAFSA)

**Start Here**

Start or Continue your FAFSA  
Correct your FAFSA  
Check the status of your FAFSA, and more...

**Deadlines**  
Information about your deadlines

**School Code Search**  
Find your college's school code. Also find detailed information about your college.

**FAFSA Filing Options**  
Learn about the other options for filing your FAFSA.

**Announcements**  
• The new 2011-2012 FAFSA is here! To begin your application, click **Start Here** above.

**Thinking About College?**

Use FAFSA4caster to see how federal student aid can help you pay for college!

Watch real students share why they are going to college.

Site Last Updated: Sunday, May 30, 2010

Due to scheduled site maintenance FAFSA on the Web will be unavailable every Sunday from 5 a.m to 9 a.m (Eastern Time). We apologize for any inconvenience this may cause.

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WhiteHouse.gov | USA.gov | FED.gov

Redesigned FAFSA Home Page

# FAFSA4caster

- Early estimate of student's federal aid eligibility
- Improvements for 2011-12
  - Integrated with FAFSA site
  - Simplified with fewer questions and more assumptions
- No longer save results or prepopulate FAFSA

**START HERE GO FURTHER FEDERAL STUDENT AID™**

**FAFSA**  
Free Application for Federal Student Aid

HOME ABOUT US STUDENT AID ON THE WEB PIN SITE CONTACT US BROWSE HELP

English | Español

**Get help paying for college**  
Submit a free application for federal student aid (FAFSA)

**Start Here**

- Start or continue your FAFSA
- Correct your FAFSA
- Check the status of your FAFSA, and more...

**Deadlines**  
Information about your deadlines.

**School Code Search**  
Find your college's school code. Also find detailed information about your college.

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**FAFSA4caster Link**

# College Navigator

- U.S. Department of Education's college search website
- Key Features:
  - Interactive "Guide Me" option
  - Search based on location, major, tuition and fees, and other factors
  - Compare schools side-by-side within a single state or across the entire country
  - Export or save search results

The screenshot shows the College Navigator website interface. At the top, it identifies itself as the 'ies NATIONAL CENTER FOR EDUCATION STATISTICS' under the 'U.S. Department of Education Institute of Education Sciences'. The main search area is titled 'COLLEGE Navigator' and includes a search form with the following fields: 'Name of School' (text input), 'States (use map for more than 1 state)' (dropdown menu with 'No Preference', 'Alabama', 'Alaska' and a 'Use Map' button), 'ZIP Code' (text input), 'Miles from' (dropdown menu), 'Programs/Majors' (0 items, 'Select' button), 'Level of Award' (checkboxes for Certificate, Associate's, Bachelor's, Advanced), and 'Institution Type' (checkboxes for Public, Private, 4-year, 2-year or less). Below the search form is a 'MORE SEARCH OPTIONS' section with a 'Show Results' button and a 'Guide Me | Clear Search' link. To the right of the search form is a large banner for 'BEGIN your SEARCH' with the text 'Start your guided college search' and an image of students. Below the banner is a section titled 'FIND THE RIGHT COLLEGE for you...' with a list of options: 'Begin your Search from the search menu or choose Guide Me', 'Refine your search by selecting More Search Options to use additional search criteria.', 'Build a list of schools using My Favorites for side-by-side comparisons.', 'Pinpoint school locations with an interactive map.', 'Export search results into a spreadsheet.', and 'Save your session including search options, results, and favorites.' There is also an 'Add us to your browser Search Bar' button. On the far right, there is a section for 'ADDITIONAL RESOURCES' with links for 'Preparing for your Education', 'Financial Aid', and 'Careers'.

College Navigator Home Page

College Navigator has info on more than **6,700** postsecondary education schools

# Web Resources Summary

Website	Middle School	High School	Adult Students	Parents	Spanish
College.gov www.college.gov	X	X		X	X
Student Aid on the Web www.studentaid.ed.gov	X	X	X	X	X
FAFSA www.fafsa.gov		Seniors	X	X	X
FAFSA4caster www.fafsa.gov	X	X		X	X
College Navigator collegenavigator.ed.gov		X	X	X	X



# Multimedia and Social Media

- College.gov Facebook Page  
([www.facebook.com/college.gov](http://www.facebook.com/college.gov))
- College.gov YouTube Channel  
([www.youtube.com/collegedotgov](http://www.youtube.com/collegedotgov))
- Public Service Announcements  
([www.federalstudentaid.ed.gov](http://www.federalstudentaid.ed.gov))

# College.gov Facebook Page

- Posts weekly tips, info, and links
- Hosts more than 20 videos
- More than 12,500 “likes”

facebook

Search

**College.gov** Start preparing your college application well before the application deadline. Check everything on your application before you submit. on Thursday

Wall Info Video Filters

**College.gov** Start preparing your college application well before the application deadline. Check and double-check everything on your application before you submit.  
October 14 at 3:26pm · Comment · Like · View Feedback (5)

**College.gov** College Student's Advice: "In college, you need to be more active in your learning than in high school. No one is there telling you what to do, and so you have to have the initiative to get your work done."  
October 6 at 11:26am · Comment · Like · View Feedback (14)

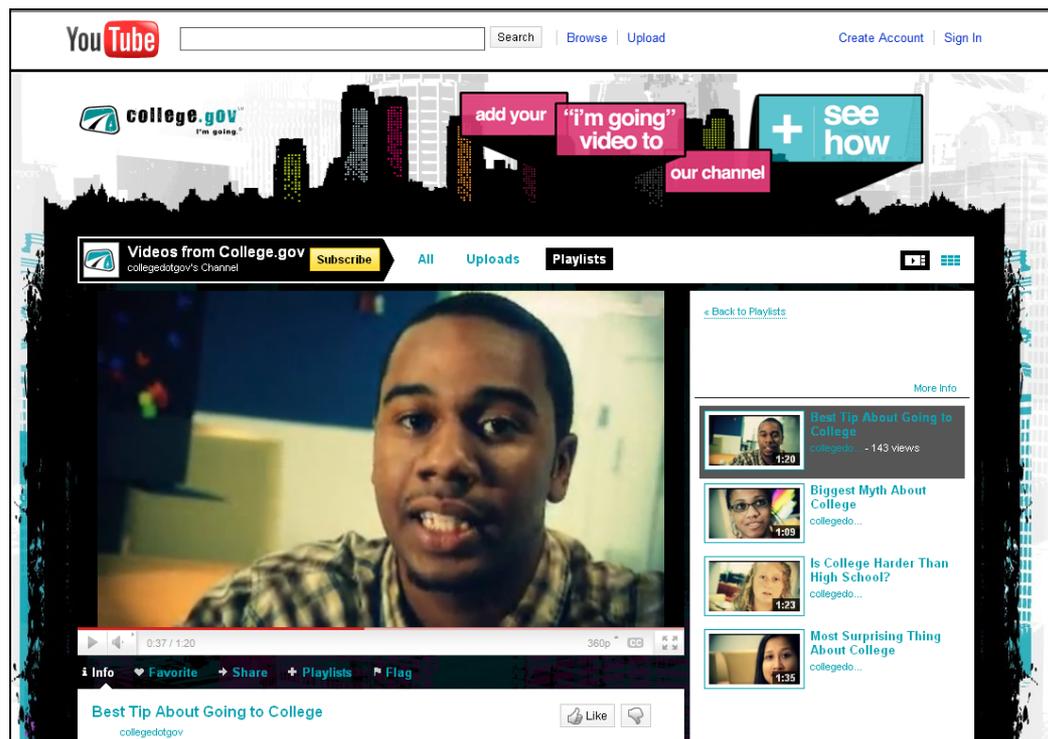
**College.gov** Don't forget to check out the Federal Student Aid booth at the virtual college fair! Today at 3:00 pm ET, tune in to three sessions on college, financial aid, and filling out the FAFSA. Registration is free.  
**College Fairs Online - CollegeWeekLive**  
www.collegeweeklive.com  
October 1 at 11:42am · Comment · Like · View Feedback (1) · Share · Flag

**College.gov** Tired of reading about college and financial aid? Why not watch a live webcast instead! Tune in to College Week Live this Friday afternoon for inside information from the U.S. Department of Education. Register today – it's free!

College.gov Facebook Page

# College.gov YouTube Channel

- 60+ videos
  - Inspirational videos from peers
  - Advice from current college students
- Students can submit their own videos



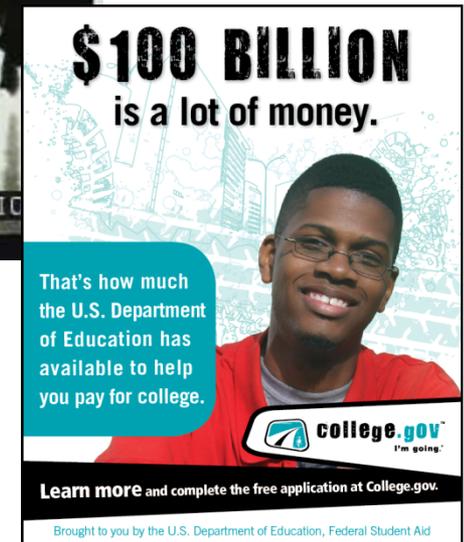
College.gov YouTube Channel

# Public Service Announcements

- 2010 "I'm Going: College.gov" PSAs currently playing
  - Video/TV
  - PumpTop TVs
  - Radio
  - Billboards
  - Malls
  - Elevators
- Updated PSAs will begin in Jan. 2011
- Visit FSA Publications table in PC Lab to order



Video PSA



Mall Diorama



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# Social Media Strategy

- FSA developing strategy to integrate social media into delivery of our products and services
- Session #51 “Why Can’t We Be Friends” provides info and insights:
  - How students consume info
  - Student perspective in social media
  - Examples to take back and explore

# Student Publications

- Available publications
- Online
- Ordering information

# Available Publications

Document Name	Audience(s)							
	Elementary School Student & Parent	Middle School Student	Middle School Parent	High School Student (9-11)	High School Senior	High School Parent	College Student	Adult Student
College Prep Checklist	✓	✓	✓	✓	✓	✓		✓
My Future My Way		✓						
Bookmark				✓	✓	✓	✓	✓
Do You Need Money for College: Federal Student Aid at a Glance (2-pager)				✓	✓	✓	✓	✓
Funding Education Beyond High School				✓	✓	✓	✓	✓
Paper FAFSA (also in PDF at <a href="http://www.fafsa.gov">www.fafsa.gov</a> )					✓	✓	✓	✓
FAFSA on the Web Worksheet					✓	✓	✓	✓
Your Federal Student Loans				11th	✓	✓	✓	✓
Direct Loan Basics for Students: Direct Subsidized and Unsubsidized Loans				✓	✓	✓	✓	✓
Direct Loan Basics for Parents: Direct PLUS Loans						✓		



# Publications Online and in Print

- Online: [www.studentaid.ed.gov/pubs](http://www.studentaid.ed.gov/pubs)

- In Print: [www.FSAPubs.gov](http://www.FSAPubs.gov)
  - Use your OPEID
  - Visit FSAPubs table in PC Lab

**Publications**

Note: To view the Adobe Portable Document Format (PDF) files, you must have installed version 4.0 or higher of the [Adobe Reader](#) (free). Installation instructions can be found on the Adobe site.

\*The Braille publications, in addition to our other publications, are available from the Federal Student Aid Information Center at 1-800-4-FED-AID (1-800-433-3243). For additional information and listing of all our Alternate Format (Braille and audio) publications, [click here](#).

**Featured Publication**  
[College Preparation Checklist](#): The checklist includes

- a "to do" list for students and parents, from elementary school to adult students, to help get ready for college,
- basic information about federal student aid and money for college, and
- tips for filling out the FAFSA<sup>SM</sup>.

**Federal Student Aid Information/Money for College**  
 The publications and Web pages in this section introduce the federal student aid programs that will help you pay for college.

Publications	English	Spanish	Available in Braille
<b>Booklets and Brochures</b>			
<a href="#">College Preparation Checklist</a>			
2010-11 Funding Education Beyond High School: The Guide to Federal Student Aid	<a href="#">PDF</a> <a href="#">HTML</a>	<a href="#">PDF</a> <a href="#">HTML</a>	yes*
<a href="#">Funding Education Beyond</a>			

Student Aid on the Web Publications Page

**Welcome**

At the Office of Federal Student Aid we ensure that all eligible individuals can benefit from federally-funded or federally-guaranteed financial assistance for education or training beyond high school.

This order site gives you access to a wide range of publications and application tools that are appropriate for you or the students you serve.

Take a look at our NEWEST materials:

- [College Preparation Checklist \(Replaces Old Brochure\)](#)

**Order Now!**  
 College Prep Checklist  
 2010-11 FAFSA Worksheet  
 2010-11 Federal Student Aid at a Glance  
 2010-11 Funding Education Beyond High School  
 2010-11 FAFSA  
 2010 Direct Loan Basics for Parents  
 2010 Direct Loan Basics for Students

FSA Publications Ordering Website

# Resources for Current Students



# For Students Without TIV Aid

- Publication:  
*Do You Need Money for College: Federal Student Aid at a Glance*
- Online:  
[www.studentaid.ed.gov](http://www.studentaid.ed.gov)
  - “Federal Student Aid Programs”
  - “Applying for Financial Aid”

The screenshot shows the homepage of the Student Aid on the Web website. The navigation bar includes links for Home, About Us, Contact Us, FAQs, Link to Us, Site Map, and Survey. A search bar is located at the top left. The main content area features a large banner with the text "Welcome to Student Aid on the Web" and a photograph of three students walking on a set of stairs. To the right of the banner is a blue box with the text: "Your source for free information from the U.S. Department of Education on preparing for and funding education beyond high school." Below the banner are three main sections: "Applying for College" with links for "Preparing for Your Education", "Choosing a School", and "Applying for Admission"; "Applying for Financial Aid" with links for "FAFSA SM", "FAFSA4caster SM", "Funding Your Education", and "While Attending School"; and "Repaying Your Loans" with links for "Repayment Information" and "Repayment Plans & Calculators". On the left side, there is a sidebar with a search bar and a "GO" button. Below the search bar are links for "How to Use Our Site", "Federal Student Aid Programs" (circled in red), "MyFSA", "Applying for College", "Applying for Financial Aid" (circled in red), "Repaying Your Loans", "Tools and Resources", and "Glossary". At the bottom of the sidebar, there are sections for "If you attend ..." (Elementary School, Middle School, High School, College, Graduate School) and "If you are a(n) ..." (Non-traditional Student, International Student, Parent, Counselor/Mentor, Native American). A "Bookmark this page" button is at the bottom of the sidebar. On the right side, there is an "Announcements" section with links for "Update on Student Loan Programs", "Direct Loan and FFEL Interest Rates Effective July 1, 2010", "Federal Stafford, PLUS, SLS and Consolidation Interest Rate Calculations July 1, 2010 - June 30, 2011", "Income Based Repayment Plan (IBR) and Calculator", and "Public Service Loan Forgiveness Program Q&As". A "New Publications" section is also visible at the bottom right.

# For Borrowers

- Online entrance counseling: [www.studentloans.gov](http://www.studentloans.gov)
- Online exit counseling: [www.nslds.ed.gov](http://www.nslds.ed.gov)
- General loan info:
  - *Your Federal Student Loans*  
([www.studentaid.ed.gov/repayingpub](http://www.studentaid.ed.gov/repayingpub))
  - [www.direct.ed.gov](http://www.direct.ed.gov)

# Resources for School Counselors



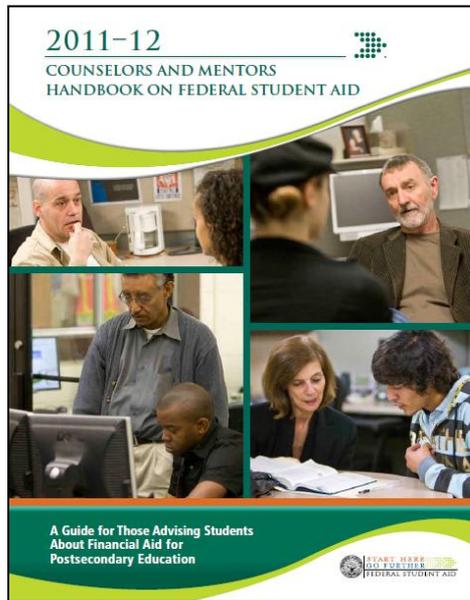
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# Web Resources for Counselors

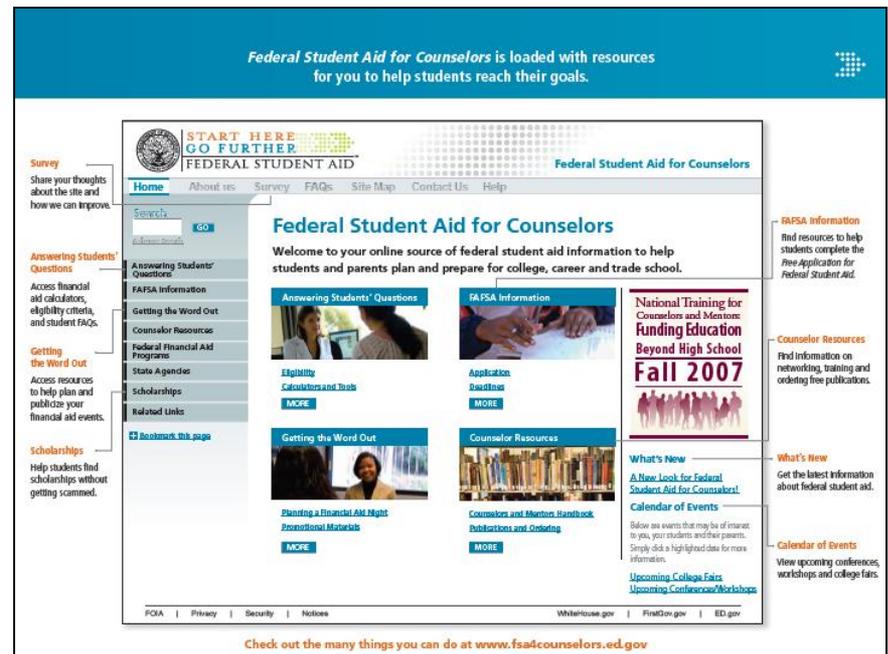
- [www.fsa4counselors.ed.gov](http://www.fsa4counselors.ed.gov)
  - Tools for helping students (PPT, FAQs)
  - Tools for professional development (training and networking)
- [www.FSAPubs.gov](http://www.FSAPubs.gov)
  - High schools, TRIO programs, etc. have ML numbers (not OPEIDs)
  - Remind them to provide e-mail

# Publications for Counselors

- *Counselors and Mentors Handbook*
  - Sent automatically
  - Basic program and FAFSA info



- FSA4counselors Brochure
  - Highlights counselor site features



# College Week Live

- Federal Student Aid maintains a virtual booth
- Key Features:
  - Info on federal student aid with links to more
  - How-to videos
  - Live chat
  - Click-to-call feature
- Upcoming Event: FSA Day (week of Dec. 13)



# Counselor Training Program: National Training for Counselors and Mentors (NT4CM)

- States participating this year
  - Arkansas
  - California
  - DC
  - Florida
  - Illinois
  - Iowa
  - Maine
  - Massachusetts
  - Missouri
  - Montana
  - Oklahoma
  - Oregon
  - South Carolina
  - Tennessee
  - Texas
  - Utah
  - West Virginia
  - Wisconsin
- Steering Committee: curriculum and marketing materials
- State Coordinator: local logistics
- Info: [www.fsa4counselors.ed.gov/nt4cm](http://www.fsa4counselors.ed.gov/nt4cm)
- To be a trainer or state coordinator: [nt4cm@ed.gov](mailto:nt4cm@ed.gov)

# Questions, Feedback, and Discussion

# Contact Information

We appreciate your feedback and comments.  
We can be reached at:

Cindy Forbes Cameron

- E-mail: [cindy.cameron@ed.gov](mailto:cindy.cameron@ed.gov)
- Phone: 202-377-3224

Tina Pemberton

- E-mail: [tina.pemberton@ed.gov](mailto:tina.pemberton@ed.gov)
- Phone: 202-377-3507