**Self-assessment**

This document can help your community better understand campus and district needs so that you can create a successful financial aid completion plan.

**Financial aid completion goals**

* 1. Does your state have a financial aid application completion goal?

[ ]  Yes. Please describe the goal:

[ ]  No.

[ ]  Not sure.

* 1. Does your community have a financial aid application completion goal?

[ ]  Yes. Please describe the goal:

[ ]  No.

[ ]  Not sure.

* 1. Does your school district have a financial aid application completion goal?

[ ]  Yes. Please describe the goal:

[ ]  No.

[ ]  Not sure.

**Part I: Partnerships and collaborations**

* 1. Does your community have a partnership or collaboration that focuses on increasing access to education after high school for all students?

[ ]  Yes. If yes, what is its name?

[ ]  No.

[ ]  Not sure.

* 1. If you answered yes to question 4 above, is financial aid application completion part of the collaborative’s work?

[ ]  Yes.

[ ]  No.

[ ]  Not sure.

* 1. What sectors are involved in this collaborative? Please check all that apply. What are their roles?

[ ]  Community-based/nonprofit college access organizations

Roles:

[ ]  Community-based/nonprofit local foundations/scholarship providers

Roles:

[ ]  Community-based/nonprofit grassroots, civic, social service and/or advocacy organizations

Roles:

[ ]  K–12 schools/district

Roles:

[ ]  Postsecondary institutions

Roles:

[ ]  Businesses/business organizations

Roles:

[ ]  Faith-based organizations

Roles:

[ ]  Local government/social service agencies

Roles:

[ ]  Other (please describe)

Roles:

* 1. What are three to five focus areas of this partnership or collaborative? (Leave blank if unsure.)

Priority area 1:

Priority area 2

Priority area 3

Priority area 4

Priority area 5

* 1. How are these partners coordinated? Which partner does that coordinating? (Leave blank if unsure.)
	2. In your opinion, which partners/sectors see themselves as responsible for helping students complete the FAFSA and go on to pursue a degree or credential after high school?
	3. In your opinion, does your community have a “college-going culture”?
	4. How are parents engaged in financial aid application completion?

**Part II: Training and capacity-building for financial aid application** **completion**

* 1. Who currently helps students complete financial aid applications? (Check all that apply.)

[ ]  Staff from community-based, nonprofit college access organizations

[ ]  Counselors/K–12 staff

[ ]  Representatives from postsecondary institutions

[ ]  Volunteers from local businesses

[ ]  Peers or near peers

[ ]  Other (please describe)

* 1. How are these people trained to help students complete their financial aid application?
	2. Who conducts that training?
	3. What training curricula or vehicles are used?
	4. Where do students complete their financial aid application? (Check all that apply.)

[ ]  In school during the school day

[ ]  At an in-school financial aid completion event but after traditional school hours

[ ]  Off-site at a community-hosted event (e.g., library, faith-based organization, college-fair type event)

[ ]  At an event hosted by a local postsecondary institution

[ ]  On their own or at home

[ ]  Other (please describe)

* 1. In your opinion, do people in your community have any misinformation about completing a financial aid application?

[ ]  Yes.

[ ]  No.

[ ]  Not sure.

* 1. If you answered yes to the question above, what misinformation do they have?
	2. How do you build trust with students and their families in your community about college-going, applying for financial aid, etc.

**Part III: Reaching students and families through** **strategic communication and events**

* 1. Do you use any of these traditional media strategies to disseminate information on applying for financial aid to students, their families, or the broader community? (Check all that apply.)

[ ]  Ads in newspapers or magazines

[ ]  Radio spots

[ ]  Announcements on cable or network TV

[ ]  Other (please describe)

* 1. Do you use any of these nontraditional media strategies to disseminate information on financial aid applications to students, their families, or the broader community? (Check all that apply.)

[ ]  Social media (Facebook, Twitter, Snapchat, Instagram etc.)

[ ]  Online ads

[ ]  Geofencing

[ ]  Texting

[ ]  Online advertising

[ ]  Other (please describe)

* 1. Does your community have a marketing campaign or specific branding aimed at raising awareness about the importance of postsecondary education and/or financial aid application completion?

[ ]  Yes.

[ ]  No.

[ ]  Not Sure.

* 1. If you answered yes to the question above, please briefly describe:

**Part IV: Accessing and using data to** **increase FAFSA completion**

* 1. Does your state make student-level financial aid application completion data available to schools, districts and/or eligible partners? (Check all that apply.)

[ ]  Yes, to schools and districts.

[ ]  Yes, to eligible partners.

[ ]  No.

[ ]  Not sure.

* 1. If you answered yes to the question above, do your schools, districts and/or eligible partners access and use this data? (Check all that apply.)

[ ]  Yes, schools and districts access and use this data.

[ ]  Yes, eligible partners access and use this data.

[ ]  No.

[ ]  Not sure.

* 1. If you answered yes to the question above, how do your schools, districts and/or eligible partners use this data? (Check all that apply.)

[ ]  To target students who have not completed the FAFSA to get them to do so

[ ]  To ensure that all populations are completing the FAFSA at comparable/equitable rates

[ ]  To create public-facing dashboards that display our schools’ FAFSA completion rates

[ ]  To promote and track friendly FAFSA completion competitions within and/or among our schools

[ ]  Not sure

[ ]  Other:

**Implementation plan**

Please fill out one plan template for each goal you hope to accomplish during the upcoming academic year.

|  |
| --- |
| **Goal:** |
| **Potential barriers** | **Desired outcomes:** |
| **Objectives** | **Actions** | **Timeline** | **Who is responsible?** | **Measure of success/data sources** |
| **Objective 1:** |  |  |  |  |
| **Objective 2:** |  |  |  |  |
| **Objective 3:** |  |  |  |  |
| **Objective 4:** |  |  |  |  |
| **Objective 5:** |  |  |  |  |
| **Stakeholders/partners required:** |
| **Resources required:** |
| **What training or technical assistance do you anticipate needing to accomplish this goal?** |