

What's Good for Students is GREAT for Colleges Too!

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Register now for **College Ready Florida!**

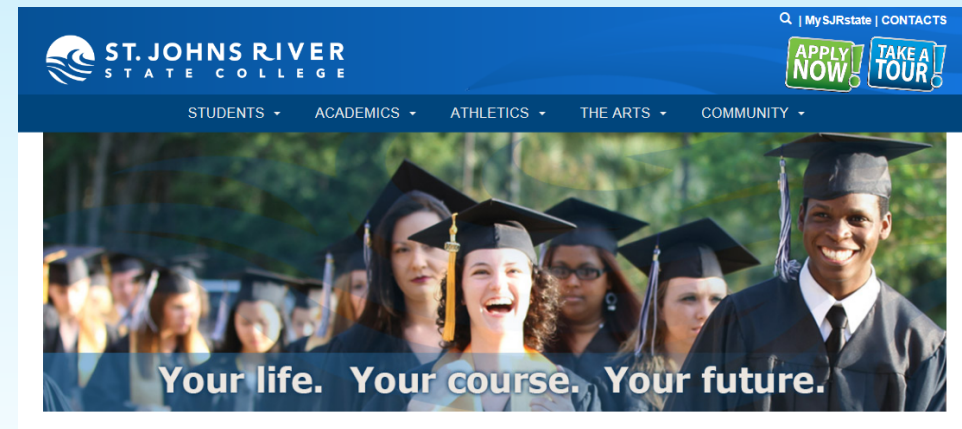


**FLORIDA
FAF\$A
CHALLENGE**

**FLORIDA
COLLEGE
DECISION
DAY**

Serving as the Community's College

- President Joe Pickens
 - Vision that we should be the resource for college attendance for all of the students in our service district.
- Living up to our mission
 - St. Johns River State College, an open-access, public institution of higher education in Northeast Florida, promotes excellence in teaching and learning **to enrich the lives of its students and strengthen its community**. The College offers certificates, associate and baccalaureate degrees, and provides high-quality education, training, and cultural opportunities to encourage scholarly achievement. **St. Johns River State College creates a supportive learning environment that includes services and resources to enable students to meet their educational goals.**



The Audacious Goal

- To increase the percentage of Florida residents with a high-quality post secondary degree or credential to **60%** by 2025.
- Current rate is **37%** statewide.
(%ge of adults [ages 25-64] with at least an Associate's degree)
- Some local rates:
 - **St. Johns:** 49.9%
 - **Clay:** 35.5%
 - **Duval:** 35.4%
 - **Putnam:** 19.1%
- SJR State's Audacious Goal
 - To increase enrollment of full-time FTIC students from our service district.
 - To position SJR State as the expert on College Admissions and Financial Aid for students, parents, and high school counselors in our service district.



Source: <http://www.floridagoal2025.org/florida-goal-2025-map/>

Our History

- 2014-15
 - No College Goal Sunday participation
 - Spoke when asked about financial aid / focused on SJR State policies and practices.
 - No coordinated Admissions outreach
- 2015-16
 - Offered financial aid sessions to local high schools – spoke at 10 of them.
 - Participated as College Goal Sunday site in January / February of 2016 on all three campuses.
 - Postcards sent home / Flyers at the schools / Billboards.
 - Beginnings of a recruitment philosophy
- 2016-17
 - “GO BIG OR GO HOME” – Major outreach effort using FCAN’s three themes.



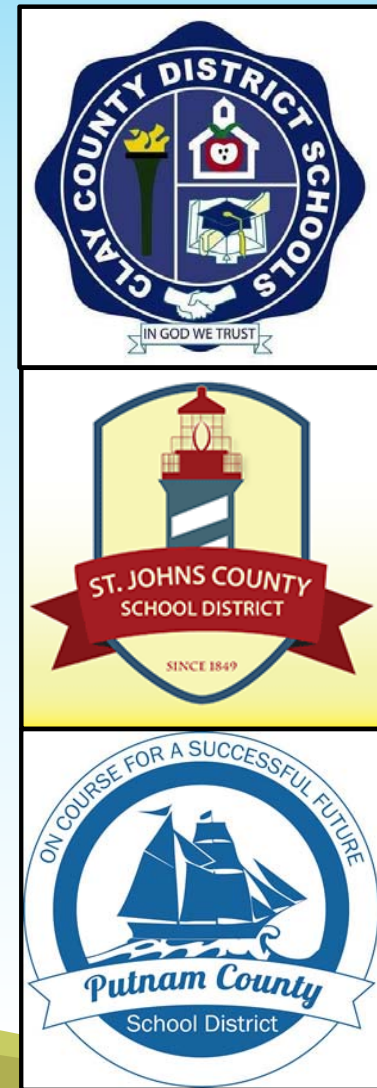
How Do We Get There?

<p>APPLY YOURSELF!</p>  <p>FLORIDA COLLEGE APPLICATION WEEK</p>	<p>FLORIDA FAF\$A CHALLENGE</p>	<p>FLORIDA COLLEGE DECISION DAY</p>
<p>October 2016</p>	<p>October 2016 – March 2017</p>	<p>May 1, 2017</p>

Florida College Access Network - <http://www.floridacollegeaccess.org/>

Our partners: the High Schools

- Spoke with all High School guidance officers at county-wide counselor breakfasts on SJR State Campus in early Fall (late August / early September)
- Separate presentations to each county high school guidance officer meeting (in district) if invited (if not, asked to be invited).
- Presented plan, and asked for participation.
- Key message: let us do the hard work for you...



Apply Yourself Florida

- **Goal: Apply Yourself Florida** (Florida College Application Week), part of the American College Application Campaign, aspires to position every graduating senior to complete at least one postsecondary application.
- **What we asked:** Pick a week (or more) in October or November to promote as College Application Week. Help students complete applications with the support of trained volunteers, and school-wide activities promote a college-going culture for younger students.
- **Our contribution (SJR State):** We provided volunteers to help staff college application days. If high schools hosted us, we provided college application fee waivers for students who apply during your week(s).



The Results of Apply Yourself Florida





- Over 1000 free applications processed for Fall 2017 (normally a \$30 app fee).
 - Dollar Justification: $1000 \times \$30 = \$30,000$ lost revenue.
 - Each student brings in \$3000 tuition annually.
 - 10 students would make up for lost revenue.
 - Breakeven is 1%.
- We were hosted by 12 high schools and at 3 community events.
- Students applied to us who would normally apply (Fall application cycle)
- Ongoing marketing to these applicants in late Winter / early Spring to try to convert.
- To date, apps for Fall semester are at 2,207 compared to 1,250 at this point last year (growth rate of 177%).





Florida FAFSA Challenge



- **Goal: Florida FAFSA Challenge** strives to boost the number of Florida seniors completing the Free Application for Federal Student Aid (FAFSA), which helps students qualify for financial aid like Pell Grants to pay for their college expenses. Florida high school seniors annually leave behind over \$100 million in Pell grants alone!
 - **Your commitment:** Set a completion goal for FAFSA. Host a high school financial aid night. Promote College Goal Sunday as a way to encourage FAFSA filing. Any other creative ideas welcome.
 - **Our contribution (SJR State):**
 - **High School Financial Aid Night:** We will present the evening for you, bringing all materials and answering all questions about the financial aid process (schedule for September, October or November)
 - **College Goal Sunday:** We will again be hosting College Goal Sunday events in 2016-17 to assist families in filling out the FAFSA. Dates are: **St. Augustine:** 10/23/2016; **Orange Park:** 11/6/2016; **Palatka:** 11/13/2016
 - **High School FAFSA Lab:** We can help staff a FAFSA lab with you at your school (BUT will need parent information in most cases).
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Our results for Florida FAFSA Challenge

- Extended formal offer letter to Guidance officer in early August
- Presented at 19 High School Financial Aid Nights and/or Senior Nights on Financial Aid during September / October 2017
- We attended every Public High school and several Private in our district
- Comments focused on Financial Aid generally, not specifically at SJR State
- Promoted College Goal Sunday event at each presentation
- Offered follow-up Q&A at each presentation
- Brought Admissions to presentation to answer questions about SJR State



College Goal Sunday

- Given change in timing to October/November, we chose the theme “Paying for College Doesn’t Have to be Scary”
- Offered 3 locations (St. Augustine, Orange Park, Palatka)
- Promo included: postcards, posters at schools, high school night flyers, working with guidance for news letters.
- Activities included:
 - Financial Aid Presentation
 - FAFSA Lab
 - Campus Tour
 - Meet with a Veep
 - Free Admissions application for those attending that day!
- Offered door prizes for attendees (entries based on what activities they attended)

COLLEGE GOAL SUNDAY

ST. JOHNS RIVER STATE COLLEGE

COLLEGE GOAL SUNDAY SM

PAYING FOR COLLEGE DOESN'T HAVE TO BE SCARY

FAFSA

October 23 • 1-4 p.m.

St. Johns River State College St. Augustine Campus • 2990 College Drive

Completing the Free Application for Federal Student Aid (FAFSA) is the first and most important step in applying for financial aid. Join us on campus and receive personalized assistance.

Visit the College website to learn what documents are required to complete the FAFSA - SJRstate.edu/cgs

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Results of College Goal Sunday

- Total attendance in October/November 2016 was slightly reduced from January/February 2016.
 - Hurricane Matthew?
 - Timing?
 - Day of the Week?
- Total attendance: 204
(68 SAC, 86 OPC, 50 PAL)
Actual students: 89.
- FAFSAs completed: 78
- Campus Tours: 41
- Free Admissions Applications: 40
- SJR State Volunteers: 71





Florida College Decision Day

- **Goal:** Florida College Decision Day recognizes and celebrates high school seniors for their postsecondary plans and encourages all students to prepare early for college. Held around May 1, it coincides with the date when seniors typically must inform colleges of their plans to enroll.
 - **Your commitment:** Plan for an event to be held on or about May 1 to celebrate those students who have been admitted to college.
 - **Our contribution (SJR State):** We can provide volunteers to help staff your event. We would love to be part of the celebration! Let us come to school to welcome our new Vikings!
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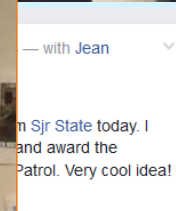
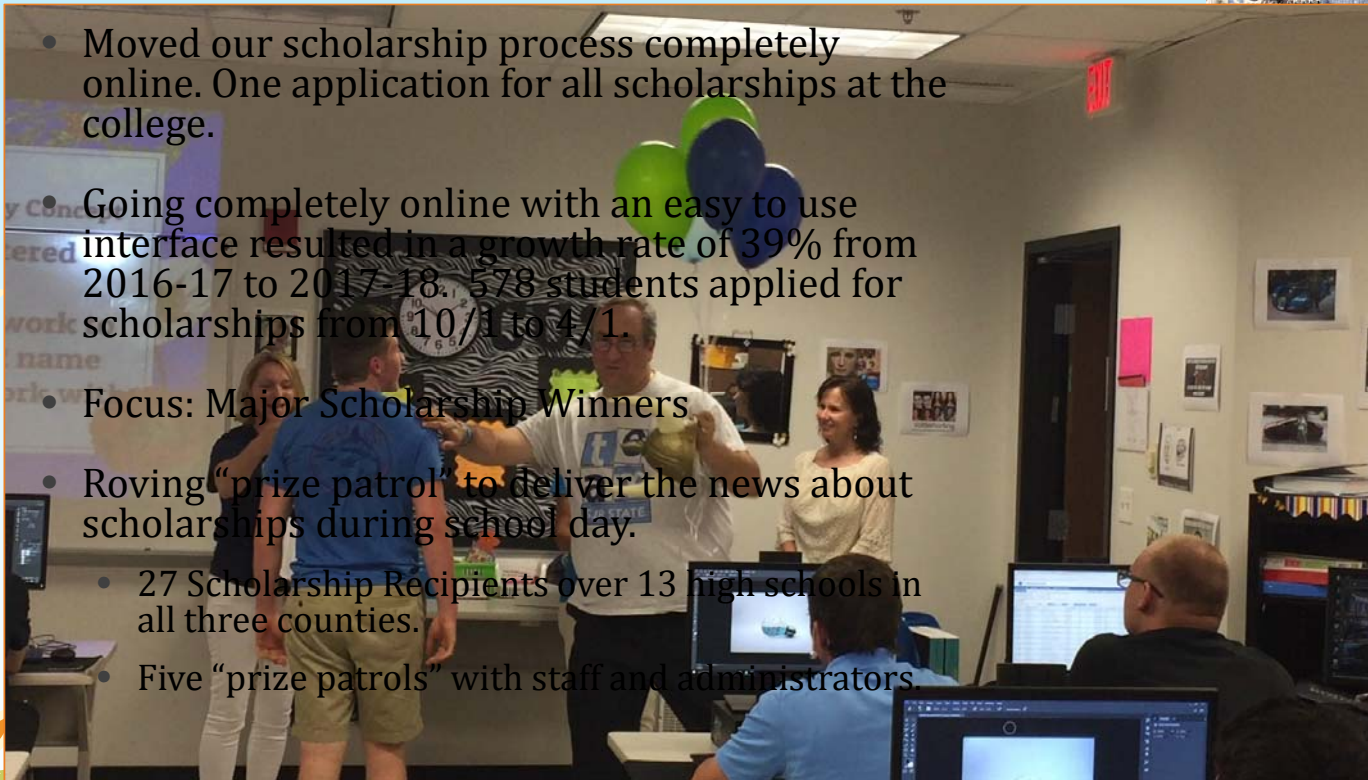


**FLORIDA
COLLEGE
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Our Results

- Moved our scholarship process completely online. One application for all scholarships at the college.
- Going completely online with an easy to use interface resulted in a growth rate of 39% from 2016-17 to 2017-18. 578 students applied for scholarships from 10/1 to 4/1.
- Focus: Major Scholarship Winners
- Roving “prize patrol” to deliver the news about scholarships during school day.
 - 27 Scholarship Recipients over 13 high schools in all three counties.
 - Five “prize patrols” with staff and administrators



Replicating / Revisioning / Repeating

- How can you do it even better?
- Our thoughts for 2018-19 cycle.
- Remember, what's good for students **can be** good for the college too!



Jean Marie Conner with Jc Conner and Jess Motes.
13 hrs · 🧑

So proud of my son, Jc Conner's post & that he was awarded the FV Oliver Memorial Scholarship from St. John's River State College ❤️
My "other" son, Jess Motes also received an academic scholarship from SJRSC ❤️
So proud of them both 🥰🥰🥰
Best friends since the 4th grade 😊

Beyond thankful to get awarded with the FV Oliver Memorial Scholarship from St. John's River State College!

Love Comment



Questions? Comments? Contact!



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