



Austin
TheHumanCapital

**Austin Chamber of Commerce
Financial Aid Saturdays
2011 Outcomes
&
2012 Plan**



Program Context



- 90% of roughly 50,000 HS seniors surveyed by UT Student Futures Project 2006-2011 aspire to enroll in college but only 60 percent actually enroll (matriculation rates flat for 08-10)
- Project researchers found FAFSA filing increased odds of enrollment across all student demographic groups and by factors of over 100% for low-income, first-generation, and Hispanic Students
- Only 21 percent of all students surveyed by Student Futures Project found the financial aid process easy to understand and roughly 50 percent of low-income and first-generation students expressed lack of familiarity with the financial aid process
- For Austin ISD, nearly 70 percent of NSLP (low-income) students did not file a FAFSA in prior year cycle
- The majority of LEP (Limited English Proficient) students did not file a FAFSA in prior year cycle
- Hispanic students had the lowest over all FAFSA filing rate in prior year cycle

Program Response



To increase financial aid filings, and improve direct to college enrollment outcomes, in Central Texas the Chamber Financial Aid Saturdays Program (FAS):

- Set a Q1 2011 target to increase regional FAFSA filings by 7.5 percent over Q1 2010 (FAFSA filing target of 11,138 filings vs. 10,378 in Q1 2010)
- Increased FAS service area from 14 to 15 Central Texas school districts and targeted roughly 14,500 seniors and their parents across 5 counties through school district, university, business and community partners
- Increased FAS events from 29 in 2010 to 34 in 2011
- Enhanced current campus/public multi-platform marketing campaign
- Promoted financial aid awareness/completion via financial literacy content in high schools (Piloted in Austin ISD)
- Improved Spanish speaking community engagement thru enhanced Spanish media campaign (Print/Radio & TV PSA/Univision-Chamber Aid Town Hall)
- Developed transactional online/social media campaign components to permit event promotion and allow for student/parent FAS registration/follow up
- Leveraged Chamber relationships w/ business and community partners to promote aid filing/event awareness in Central Texas, facilitate program expansion, and recruit 500 FAS volunteers

Financial Aid Saturdays Events



Year	School Districts	# of Events
2006	1	4
2007	3	7
2008	7	15
2009	13	24
2010	14	29
2011	15	34

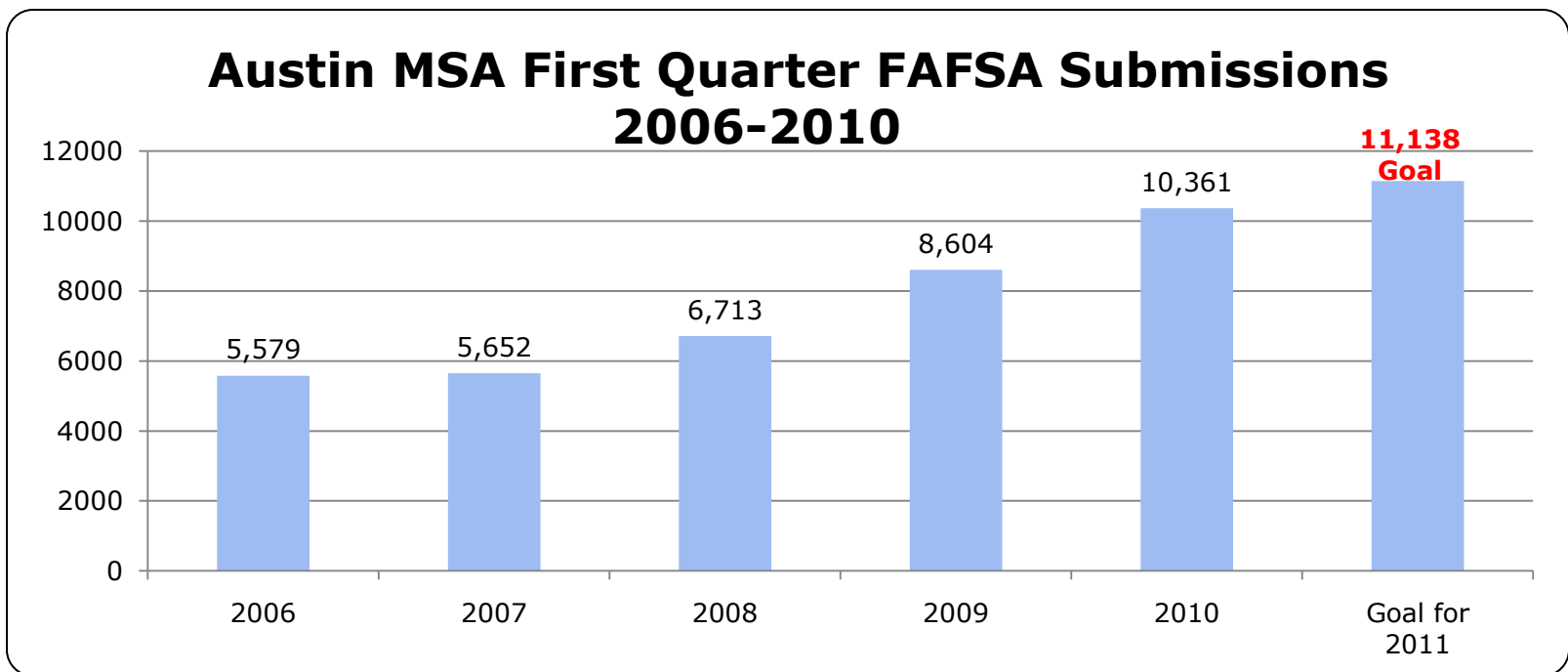


Financial Aid Saturdays Program



Target:

Increase Q1 2011 FAFSA submissions by 7.5% over Q1 2010



Financial Aid Saturday Schedule



February 5, 2011

1. Hendrickson High School
2. Westwood High School
3. Westlake High School
4. Hays High School
5. Substitute Site

February 12, 2011

6. Lanier High School
7. Pflugerville High School
8. McNeil High School
9. San Marcos High School
10. Leander High School

February 19, 2011

11. Travis High School
12. Connally High School
13. Manor High School
14. Hays High School
15. Pflugerville High School

February 26, 2011

16. Akins High School
17. Connally High School
18. Stony Point High School
19. Lehman High School
20. Reagan High School
21. Georgetown High School

March 5, 2011

22. Hendrickson High School
23. Round Rock HS
24. Bastrop HS
25. Cedar Park HS
26. Lehman High School

March 26, 2011

27. Austin High School
28. Del Valle High School
29. Manor High School
30. Lake Travis High School

Additional Events:

31. McCallum HS Weekday (2.21.2011)
32. Dripping Springs HS Saturday (2.12.2011)
33. Hutto/Taylor Joint Event (2.19.2011)
34. Financial Aid Town Hall Reagan HS (2.24.2011)
35. H-E-B/ACC Follow up for Chamber/Univision Es El Momento Town Hall (4.9.2011)

2011 Campus-Based Marketing Elements



- **Engage Campus Staff:** administrators, counselors, teachers, community orgs, and volunteers to promote FAS events while working with seniors on HS campuses:
- **Robo-calls:** calls made from schools to all graduating seniors
- **Direct Student Reminder Calls:** Mid-week calls 855, site calls conservatively 800-1200
- **Morning School Announcements:** reminders to students in advance of FAS events
- **Direct Mail:** inserts/letters to parents
- **40 (3x 6) Banners to promote events at area high schools**
- **Other Campus Signage:** Marquees/Posters/Coroplast Signage
- **TG Financial Aid Information Center (TFAIC) partnership:** Added 800 hotline number on all campus/program collateral
- **Statesman Education Insert overrun:** 10,000 copies delivered to HS campuses
- **Online Presence:** Presence throughout Metro-Austin Districts

2011 Public Marketing Campaign



- **Radio:** 738 radio spots covering 93% of Metro Austin (English/Spanish), reached approximately 166,000 women 35-54 w/ frequency of 3.2 times (+value added)
- **Cable:** 334 spots run on Time Warner to promote FAS events, estimated reach 300,000
- **Chamber/TG Payroll Campaign:** 100,000 low-income employees in Austin MSA
- **Chamber/TG TFAIC:** Bus campaign and press conference
- **Social Media/Widget Campaign:** 646, 40% of 1613 attendees, 235 FB Ad clicks
- **Collateral:** 20,000 Flyers and Pushcards printed for distribution at school and community or events, 237 posters distributed to school district and community partners
- **Spanish Media:** insert in the Ahora Si Spanish language newspaper (circulation 76,000) and 52 Univision PSAs run excluding value added coverage on Univision town-hall
- **Statesman:** 24 page insert 1/27/11 w/ 10,000 overrun. (8 pages over prior year)
- **Univision/Chamber:** Spanish language financial aid/FAS town hall, with 250+ attendees

2011 Marketing Sponsors



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Marketing Survey Results

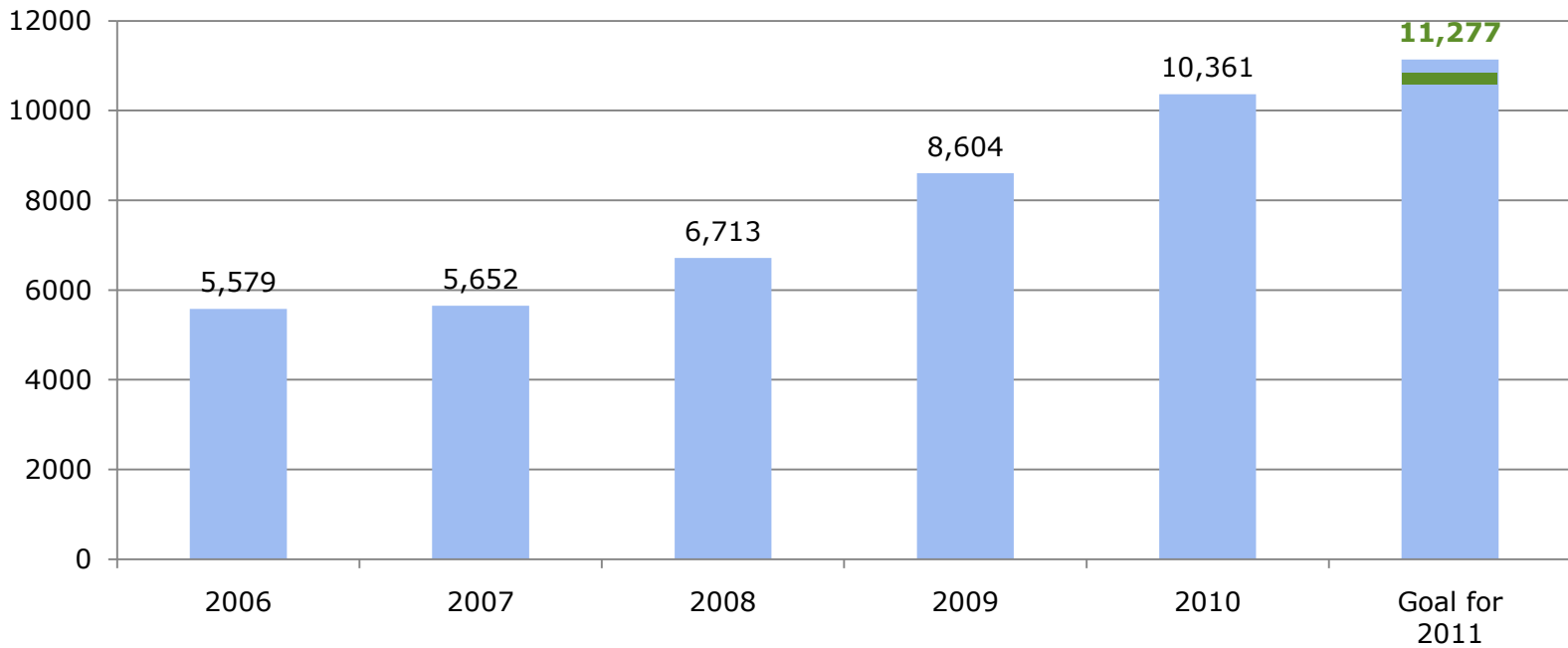


- 62 percent of FAS attendees heard of program through school or school counselor
- 38 percent heard through other marketing effort:
 - Among key promotions: 13 percent of FAS respondents heard online via widget or Facebook, 8 percent heard via phone call, 17 percent heard via radio, TV, & other marketing efforts.

Program Results: Q1 FAFSA filings up 9% over 2010, & 102% above 2005



Austin MSA First Quarter FAFSA Submissions 2006-2010

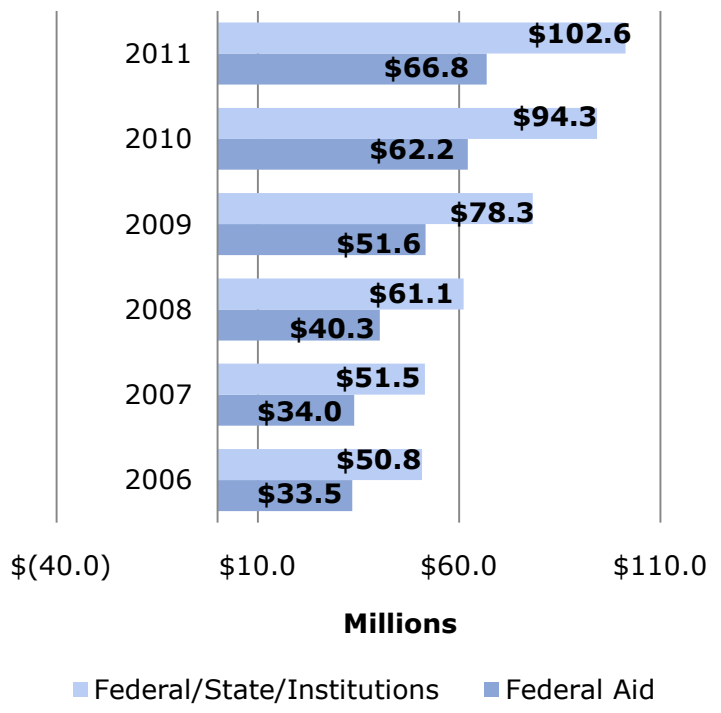


Source: US Dept of Education ad hoc data, 2005-2010. Red bar denotes Jan-Feb 2011 FAFSA filings totaling 7801 for Austin MSA.

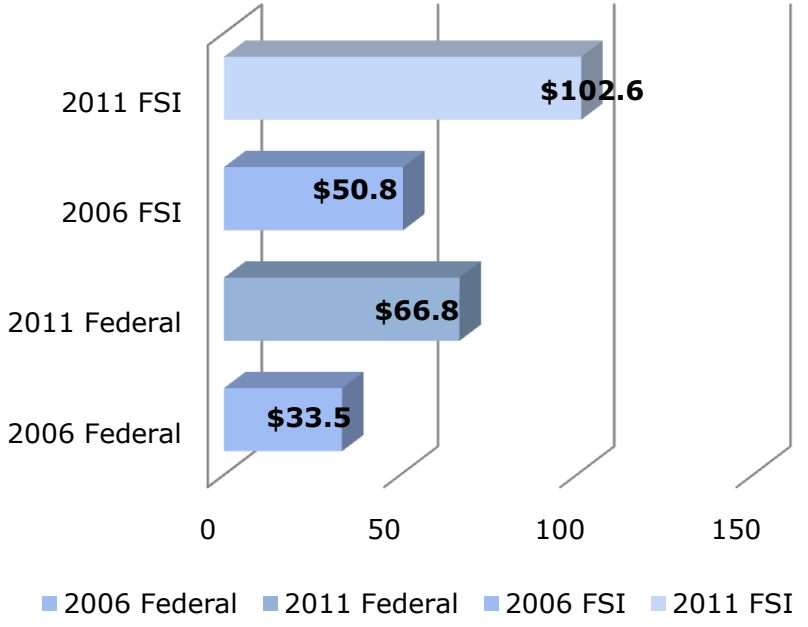
CenTex Financial Impact: \$103 Million



Financial Impact of FAFSA Filings Based on Average Aid Award 2006-2011



51.8 Million Net Increase from Federal, State, and Institutional Funds, 33.3 Million Net Increase in Federal Funds since 2006 in Central Texas



Source: U.S. Department of Education, National Center for Education Statistics. (2009). *2007-08 National Postsecondary Student Aid Study (NPSAS:08) Student Financial Aid Estimates for 2007-08* and U.S. Department of Education, National Center for Education Statistics, *Digest Education Statistics*. Accessible at: http://nces.ed.gov/programs/digest/d09/tables/dt09_339.asp and http://nces.ed.gov/programs/digest/d09/tables/dt09_339.asp respectively.

2012 Planned Program and Marketing Improvements:



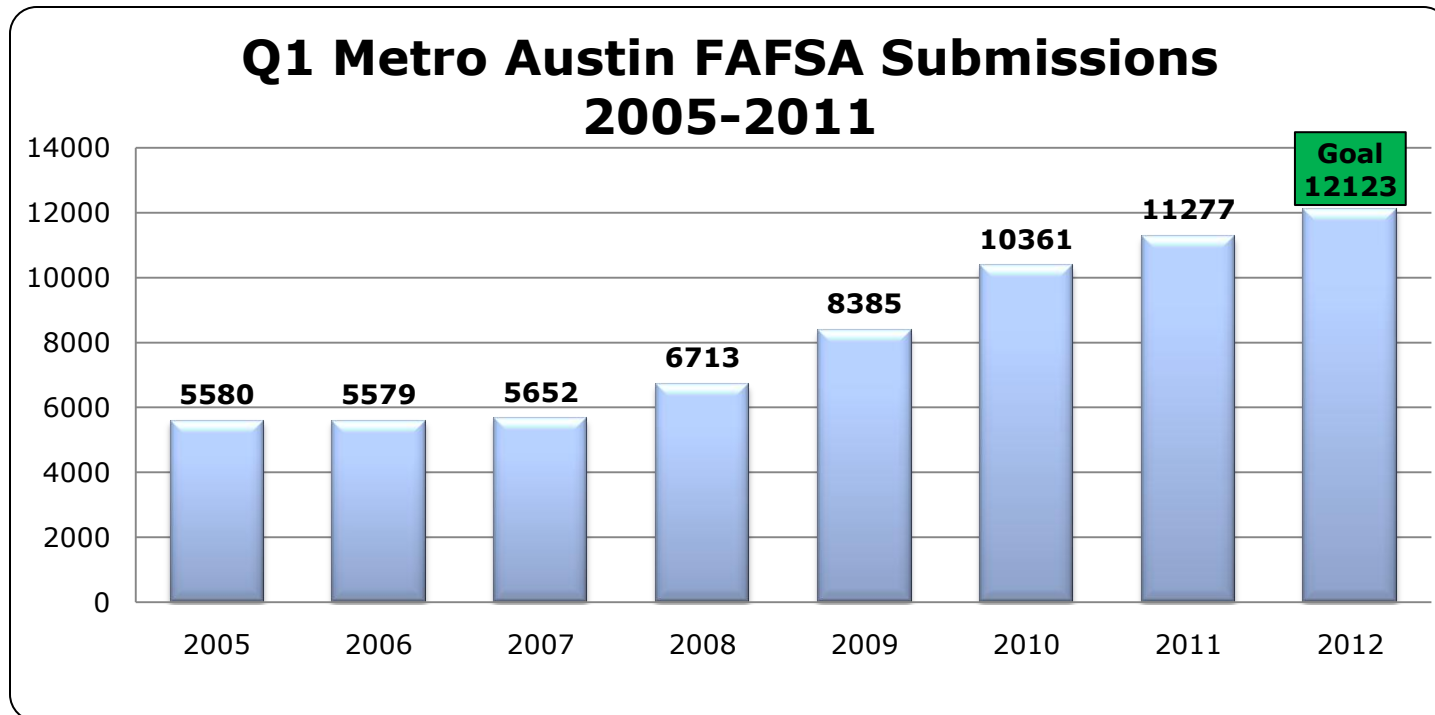
- Increase regional FAFSA filings by 7.5 percent over Q1 2012 (FAFSA filing target of 12,123 submissions in 2012 vs. 11,277 in Q1 2011)
- Increase FAS events from 34 in 2011, to 36 in 2012 and maintain 15 Central Texas school district/5 county service area to target 16,000 seniors and their parents through school district, university, business and community partners
- Improve student/parent targeting based on real-time data pilot (THECB) via phone, direct-mail, e-mail, and texts through area counselors and FAS registration widget
- Improve radio/TV PSAs to more effectively target ads toward mom's of HS seniors ages 35-54; skew ads toward Hispanic and African American women with incomes \leq \$50,000
- Implement event messaging campaign to target municipal/state employees
- Expand FAS Widget placement to include large employers, partner programs and local government agencies
- Leverage FAS "Alumni" connections for event promotion via FAS widget
- Scale Coroplast sign production for 40 high schools and replace FAS banners
- Convert Spanish language Financial Aid Town Hall to FAFSA completion event
- Develop Summer Transition Support System to follow up with students after events and through summer

FAS 2012 Goals



Target:

Increase Q1 2012 FAFSA submissions
by 7.5% over Q1 2011



2012 FAS Dates: 36 Events



Feb 4, 2012

1. Eastside HS
2. Connally HS
3. Westwood HS
4. Westlake HS
5. Leander HS

Feb 11, 2012

7. Lanier HS
8. Connally HS
9. McNeil HS
10. Cedar Park HS
11. Lehman HS

Feb 18, 2012

13. Austin HS
14. Dripping Springs HS
15. Manor HS
16. Vista Ridge HS
17. Del Valle HS

Feb 25, 2012

18. Hutto HS
19. Reagan HS
20. Akins HS
21. Stony Point HS
22. Rouse HS
23. Georgetown HS

March 3, 2012

24. Vandegrift HS
25. Travis HS
26. Round Rock HS
27. Pflugerville HS
28. Bastrop HS

March 24, 2012

29. Taylor HS
30. Lake Travis HS
31. San Marcos HS
32. Hays HS

March 31, 2012

33. Manor HS
34. Lehman HS
35. Hendrickson HS

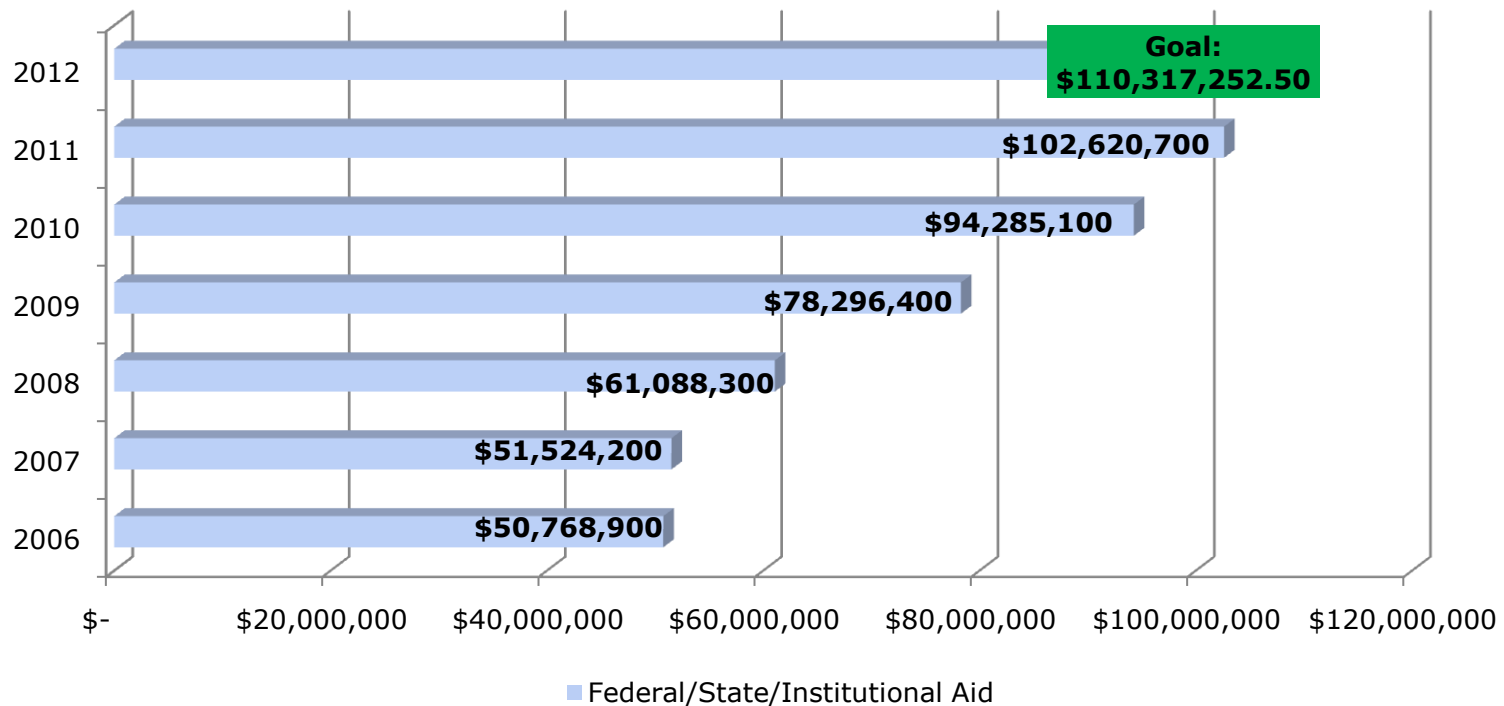
Other events:

6. Feb 9, 2012: Hays FAS Weeknight
12. Feb 16, 2012: Hendrickson/Pflugerville Joint FAS Weeknight
36. TBD 2012: Chamber/Univision FAS Spanish Language Completion

Financial Impact based on 2012 aid filing target: \$110 Million



Federal, State, and Institutional Aid 2006-2011



Source: U.S. Department of Education, National Center for Education Statistics. (2009). *2007-08 National Postsecondary Student Aid Study (NPSAS:08) Student Financial Aid Estimates for 2007-08* and U.S. Department of Education, National Center for Education Statistics, *Digest Education Statistics*. Accessible at: http://nces.ed.gov/programs/digest/d09/tables/dt09_339.asp and http://nces.ed.gov/programs/digest/d09/tables/dt09_339.asp respectively.