Research and Issues

- FAFSA completion and college pursuit
- Missed opportunities
- Needs of higher-poverty districts
- Higher need for financial aid due to pandemic
- Educational challenges of Native American students
- Student engagement issues in online programs
2021-22 FAFSA Completions
(as of April 2, 2021)

Year-Over-Year % Change in FAFSA Completions

Estimated Percent of Seniors Completing a FAFSA

2021-22 FAFSA Completions
(as of April 2, 2021)

% Change in FAFSA Completion Year-Over-Year by Selected Characteristics
(South Dakota)
Program Objectives

• Support school counselors
• Provide informative and effective presentations
• Make information accessible
• Reach as many as students and parents as possible
• Address needs of underserved and minority populations
• Demonstrate the ease of online events
• Respond promptly to questions
• Provide excellent customer service

Audiences

The services we provide are ultimately for the benefit of students and families.

Primary audience
• High school counselor

Secondary audiences
• Postsecondary admissions and financial aid professionals
• State education officials
• College access/financial aid organizations and associations
• State and nonprofit organizations that assist students and families
Outreach and Communications

Email
Newsletters
Phone calls
Podcasts
Printed publications
Texting
Webinars
Website
Texting Service

Text #SDMYFUTURE to 81411

Collaboration

- SDASFAA
- DACAC
- ACT Council for South Dakota
- South Dakota Board of Regents
- South Dakota Department of Education
Results

“I didn’t recognize one of the names (in the meeting) and later figured out it was a parent who lives in Las Vegas attending for their student here. I thought that was very nice! (good to have parents who live away being interested in what is going on!”)

-Lead-Deadwood Counselor
Results

“Continue it virtually. This allowed parents not in town at the time to access the presentation.”

-Florence High School Counselor

Feedback/Survey Comments

“Very good information, very convenient for families, great delivery system with technology.”

“They do a really good job, and we appreciate it every year.”

“Don’t change a thing!”

“It was an excellent presentation with clear and concise information.”

“Thank you for presenting! Many parents commented that it was helpful, especially the handout.”

“Thank you very much! We greatly appreciate your services!”

“Thank you again for presenting to our school. I know many families really appreciate the valuable information, as the FAFSA can be a bit intimidating.”

“The quality was great, and I feel so much better about doing another distance/webinar meeting format in the future – it was very streamlined and easy! Thanks so much!”

“Appreciate it... we will be using your service again!”
Opportunities
COLLABORATION AND SUPPORT

Mapping Your Future