



**Course to College and
Course to College Corps**
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Iowa College Aid



Agenda

Iowa's Educational Goals

Course to College

Course to College Corps

Questions

Iowa's Education Goals

Current Education Levels in Iowa

High school
diplomas



No. 1 in the U.S.

Associate
degrees



No. 22 in the U.S.

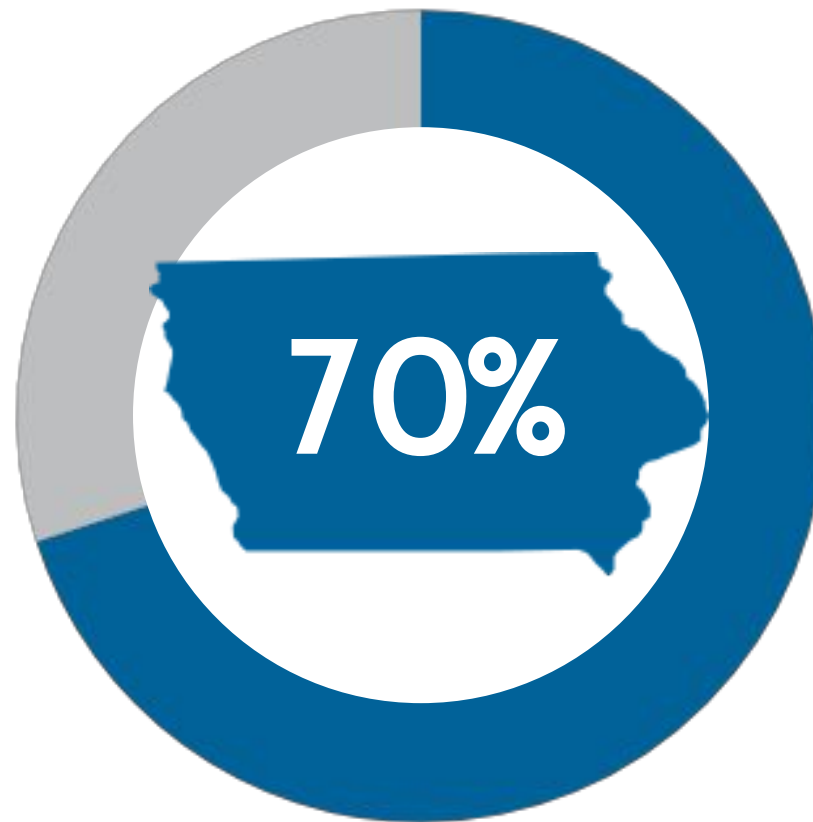
Bachelor's
degrees



No. 30 in the U.S.

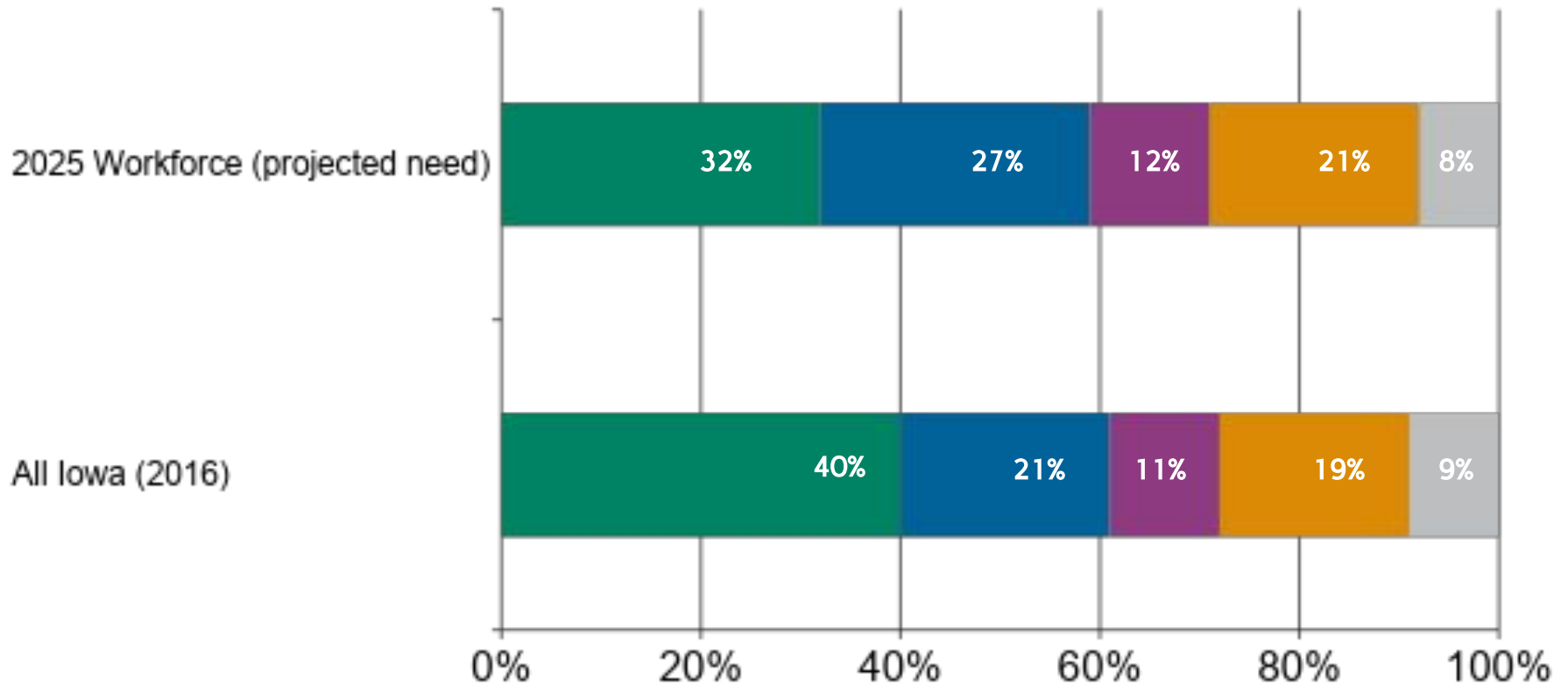
GOAL 2025

Iowa's educational attainment goal



Iowa's Workforce

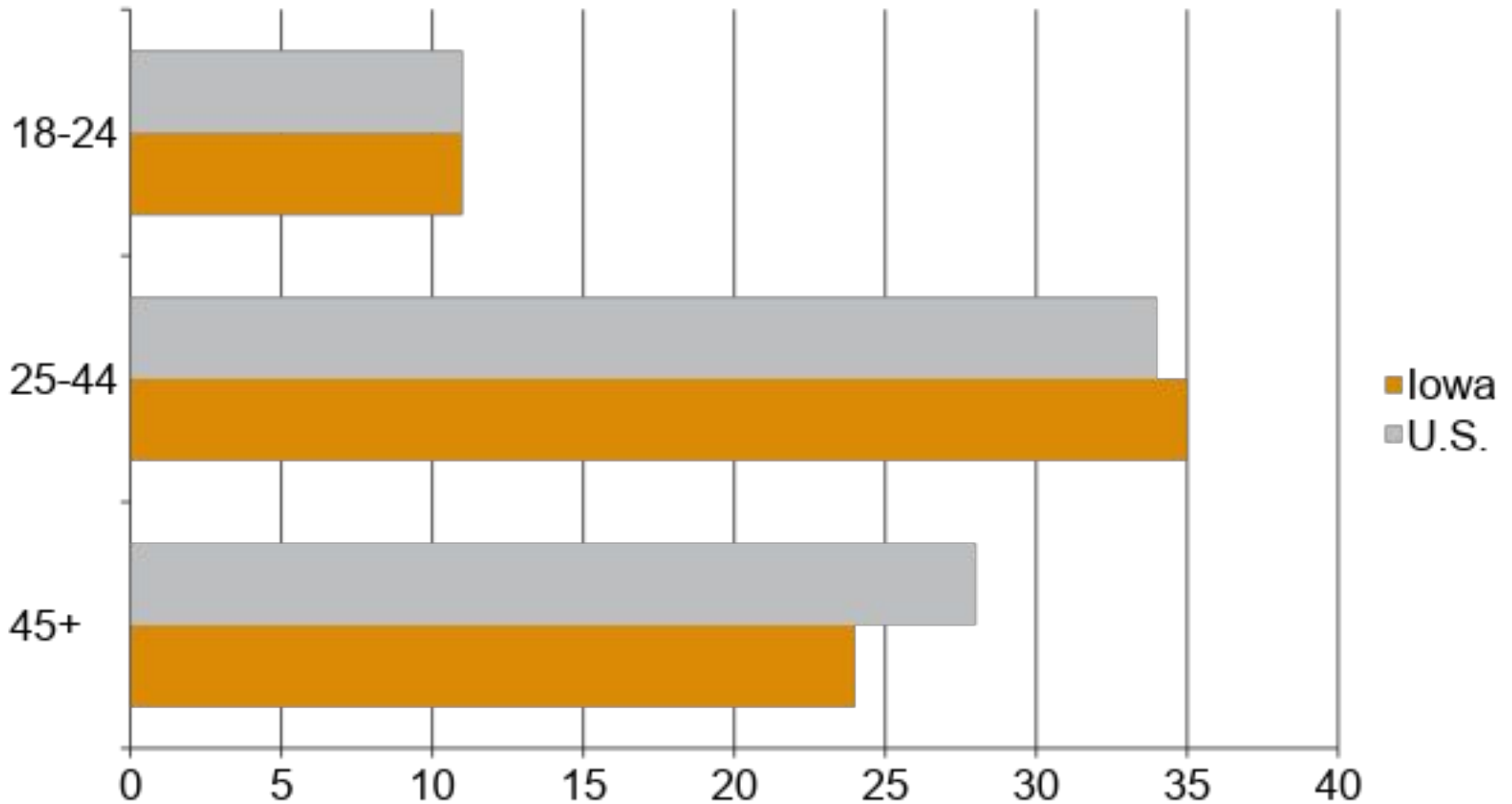
Current Shortage



■ High School or Less ■ Some College ■ Associate Degree ■ Bachelor's Degree ■ Graduate/Professional Degree

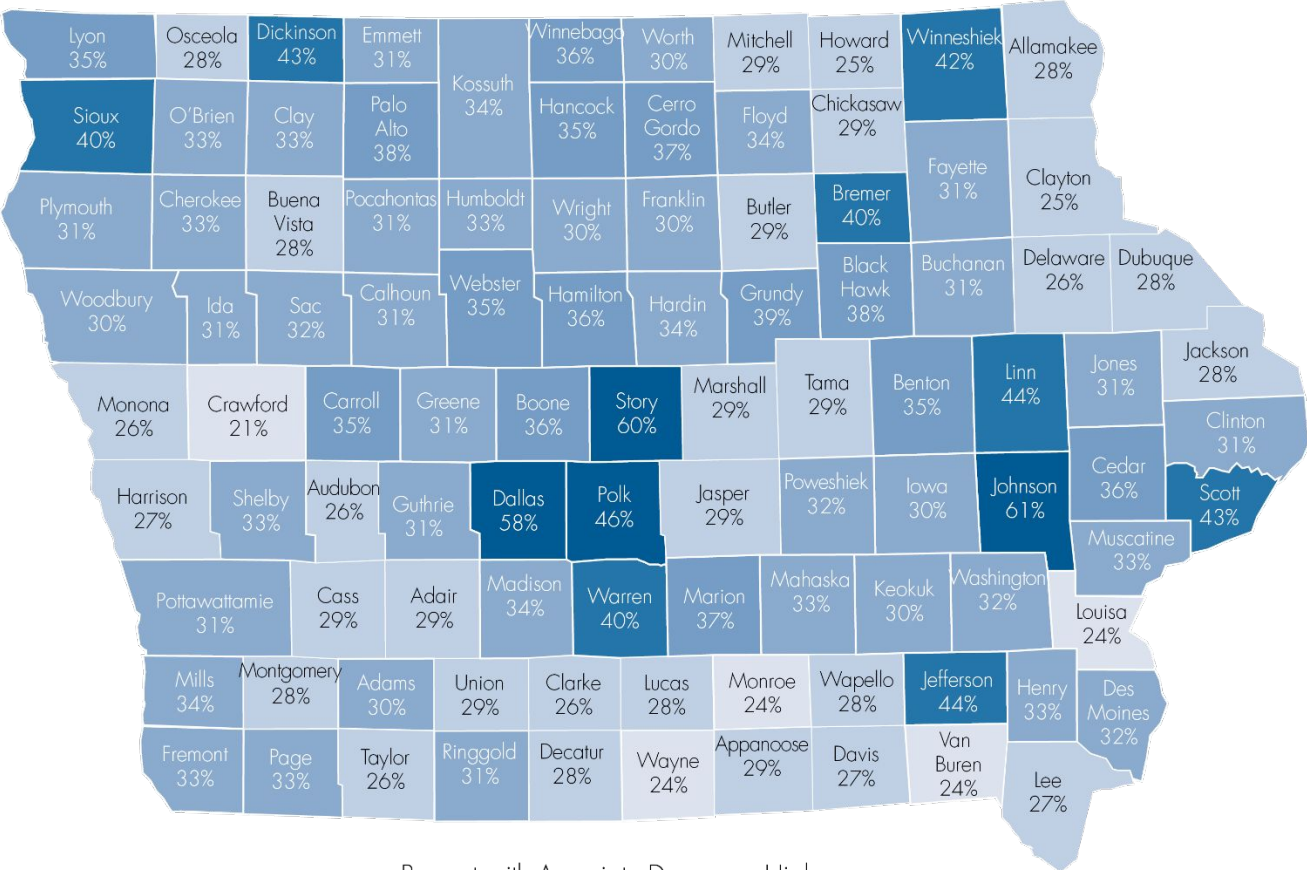
Education Level by Age

Percentage of population with a bachelor's degree or higher

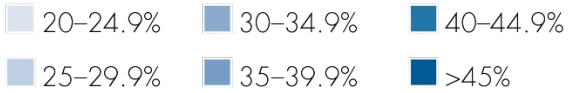


Education Level by County

Iowa's Average:
39.6%



Percent with Associate Degree or Higher



Course to College

Creating a College Going Culture

Students who attend high schools with a strong college-going climate are more likely to take the steps toward college enrollment.

College Application Campaign

College Application Campaign

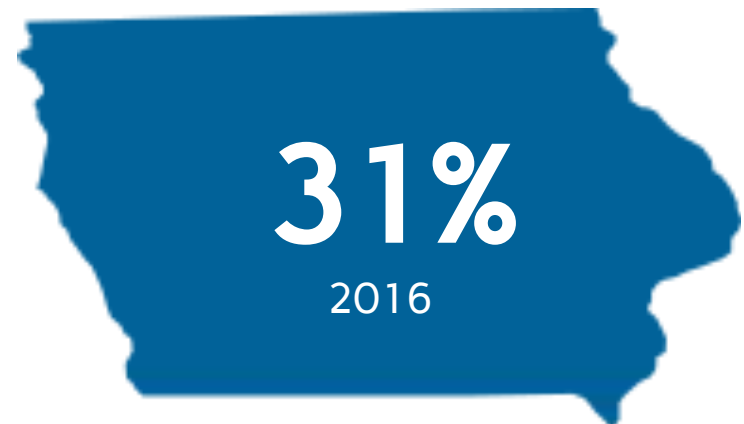
For students applying to only one or two colleges, the addition of one college application greatly increases the probability of enrollment.

College Application Campaign

Provide time *during the school day* for students to *apply* to colleges *with assistance that they may not receive at home.*

Applying for College

Number of students who would NOT have completed a college application without assistance at the College Application Campaign (CAC) event



Applying for College

Number of students who would like more information about college admission and financial aid processes.



College Application Campaign

Iowa College Aid provides:

Training

Resources & Materials

Reporting/Data

Consultation

BEST PRACTICES

Event Planning

Get all school staff involved

Recruit volunteers

Promote, promote, promote!

Incentives

Use of data

BEST PRACTICES

Avenues to include applications:

Incorporate in classes

Competitions

Visuals

Food

BEST PRACTICES

Coordinate with FAFSA Completion

FAFSA available on October 1

- Schedule Financial Aid Nights and FAFSA Completion Workshops
- Promote FAFSA events at College Application events (flyers, social media reminders, text messages, etc.)

College Application Campaign

College Scavenger Hunt

Resource: I Went to College Sign

Goal: Find specific schools

Goal: Start a conversation

Goal: Write an essay

FAFSA Completion Initiative

FAFSA Completion Initiative

Free Application for Federal Student Aid
(FAFSA)

- Available October 1st
- Strong correlation between FAFSA completion and college enrollment
- 90% of seniors who complete a FAFSA proceed directly to college

FAFSA Completion Initiative

Iowa College Aid provides:

Student-specific data

Data evaluation

Consultation

Technical Assistance

Best FAFSA Outreach Practices

One-on-one appointments

Classroom visits

FAFSA nights

Visuals

Social Media

Influencers

[FinancialAidToolkit.ed.gov](https://financialaidtoolkit.ed.gov)

FAFSA Ready Iowa

College Decision Day

College Decision Day

Celebrate and recognize seniors

On or around *May 1*

Inspired by NCAA's National Signing Day

College Decision Day

Iowa College Aid provides:

Banner & signing certificate designs

Planning timelines and consulting

Site Coordinator Guide

Resources: [Iowa College Aid Resources](#)

College Decision Day

Format and Planning:

Week-long activities

Full or half-day recognition event

Involve family, community members,
younger students

Tie in with other events taking place for
senior class

College Decision Day

Types of Activities:

Banner Signing

Graduation walk at other schools

Business sponsor or community recognition

College reps and mascots

Pep rally

College Decision Day

Abraham Lincoln High School:

[Decision Day Celebration](#)

Early Awareness

Planning for our Future Publication

Preparing your student in elementary,
middle and high school

Types of schools to attend

Saving for college and financial aid sources

Summer Transition

Prevent the “Summer Melt”

- Nationally, 10 - 40% of college intending students don't make it to class in the Fall
- Higher for students intending to attend a community college
- Most affected students are minority, low-income, and 1st generation

Summer Transition

Prevention Methods

- Resource distribution
- Digital outreach campaign
- Personal outreach
 - Summer office hours
 - Consistent contact with students

Timeline and Goals for GUI Schools

Year 1 (7th grade) Participation Goal: 20%

Year 2 (8th grade) Participation Goal: 30%

Year 3 (9th grade) Participation Goal: 50%

Year 4 (10th grade) Participation Goal: 80%

Year 5 (11th grade) Participation Goal: 100%

Year 6 (12th grade) Participation Goal: 100%

Year 7 (post-secondary) Participation Goal: 80%

Course to College Registration

2018 - 2019 School Year

www.iowaCollegeAid.gov

Course to College Corps

Course to College Corps

Direct support to students

FAFSA completion and summer transition assistance

Course to College programming

- College Application Campaign
- College Decision Day

Course to College Corps

Paid Volunteers

Part-time AmeriCorps State members

Hours requirement

Service term requirement

October 2018 - September 2019

Course to College Corps

2018 - 2019 Host Site Application:
March 19, 2018

Questions?

IowaCollegeAid.gov



IowaCollegeAid.gov
Because College Changes Everything