

## OVERVIEW

The 12th Year Campaign and FAFSA Completion Initiative are a combination of three national initiatives aimed toward boosting college and financial aid application rates in Washington. The 12th Year Campaign plays an integral role in meeting the state's goal of at least 70 percent of Washington adults ages 25-44 earning a postsecondary credential by 2023.

Through the campaign, the Student Achievement Council provides resources and support to both counselors and high school seniors for two important processes: applying to colleges and applying for financial aid.



## CAMPAIGN DETAILS

The American College Application Campaign is a national initiative intended to increase the number of students pursuing postsecondary education. The campaign helps students, particularly first-generation and low-income students, overcome barriers to completing their college applications, navigate the admissions process, and ensures each participating student submits at least one admissions application. WSAC administers Washington's campaign.

College Goal Washington is an event-based program that aims to reduce the barriers students face in paying for college by helping students and families complete the Free Application for Federal Student Aid (FAFSA) or the Washington Application for State Financial Aid (WASFA). Students and families receive application completion support at various high school and college event sites statewide throughout October and November.

The FAFSA Completion Initiative provides data on FAFSA completions to school districts, allowing them to track individual students' FAFSA filing status via an online portal. With this data counselors will be able to follow each senior's progress, provide individual support, and target services to increase FAFSA completion rates. In addition to student-level data, districts can view district and state-level comparison data and weekly completion statistics. The initiative additionally supports FAFSA completion goal setting and district data analysis.



*"[The 12th Year Campaign and FAFSA Completion Initiative] have breathed extra life into my work as a high school guidance counselor"*

*High School Counselor in Eastern Washington*





## BENEFITS TO STUDENTS

Research shows that 63 percent of students felt lost when researching colleges and financial aid, and that high

school students and parents, especially first-generation and underrepresented students, trust college access information most highly from their counselors and teachers. The 12th Year Campaign resources WSAC provides ensure school staff have access to accurate admissions and financial aid resources.



## BENEFITS TO THE STATE

90 percent of students who file a FAFSA attend a postsecondary institution within one year of graduating high

school. Postsecondary enrollment is a key element in meeting the state's educational attainment goals of all adults ages 25-44 in Washington having a high school diploma or equivalent and at least 70 percent of Washington adults having a postsecondary credential by 2023.

## PROGRAM RESULTS

- 12th Year Campaign sites show higher FAFSA completion rates than non-campaign sites. In the 2016-17 academic year, we anticipate over 130 sites statewide as compared to 115 in the 2015-16 school year.
- 93 percent of school districts have returned the required data usage agreement to access the FAFSA Completion Initiative Portal.

## PARTNERSHIPS

Key partners include the Office of Superintendent of Public Instruction, school-based K-12 staff, Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP), Washington State Employees Credit Union, the National College Access Network, College Success Foundation and Washington College Access Network, non-profit and regional community-based organizations, college admissions and outreach staff, and financial aid staff.

# It's time to apply.



## College Application Campaign & College Goal Washington October - November, 2016

Let's provide every high school senior with the support and resources they need to complete their college applications and file for financial aid.



### ADMISSIONS & FINANCIAL AID NEXT STEPS

Congratulations on applying for admission and financial aid—two big steps toward achieving your goals!

**Next steps in the admissions process...**

- CHECK YOUR EMAIL.** Many colleges communicate with students via email. Stay on-top of your inbox so you don't miss anything important.
- BE RESPONSIVE.** If your college sends you an email or letter asking you to complete additional steps, do it promptly.
- KEEP IN TOUCH.** Set-up access to your college's web portal if possible. Make sure you check the portal frequently—this is how your college will likely communicate with you about registration deadlines and your financial aid award.
- ATTEND SUMMER ORIENTATION.** Some schools offer a summer orientation program. It's an opportunity to meet fellow students, familiarize yourself with your campus, and visit important offices like registration and financial aid. This is often when you'll sign up for your fall courses.

## FOR MORE INFORMATION:

Weiya Liang, Director College Access and Support  
weiyal@wsac.wa.gov or 360-753-7884