

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 January and February.

New in February 2015, 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

- American College Application Campaign and College Goal Washington sites have increased in number. In the 2015-2016 academic year, we anticipate over 115 sites statewide as compared to 98 in the 2014-2015 year.
- In less than one year, 80 percent of school districts have returned the required data usage agreement to access the FAFSA Completion Initiative Portal and there are over 420 active Portal users.

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 Month
October to November, 2015

College Goal Washington
January and February, 2016

Let's provide every graduating high school senior with the support and resources they need to complete their college applications and FAFSA.



**You can't get
FINANCIAL AID
if you don't
APPLY**

FAFSA & WASFA NEXT STEPS

If you submitted your FAFSA or WASFA before you and your parents filed taxes, your application is not complete until you and your parents:

- File taxes (if required).
- Update your application with tax and income information. FAFSA filers log in and transfer the information directly from the IRS. WASFA filers log in and update at www.readysetgrad.org/WASFA. Do this two weeks after filing your taxes.
- If you filed a FAFSA, review your Student Aid Report (the summary of your FAFSA). If there are errors, log in to your FAFSA and make corrections.

Next steps in the financial aid process...

FOR MORE INFORMATION:

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