



1

---

---

---

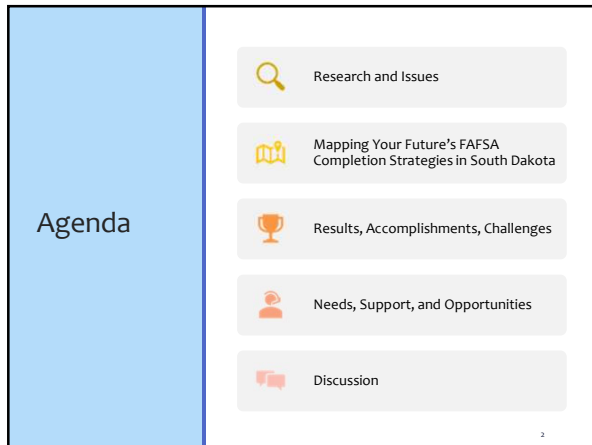
---

---

---

---

---



2

---

---

---

---

---

---

---

---



3

---

---

---

---


---

---

---

---

## 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

4

---

---

---

---

---


---

---

---

## 2021-22 FAFSA Completions

(as of Nov. 13, 2020)



Through **November 13, 2020**, 18.1% of the high school class of 2022 in South Dakota has completed a FAFSA. There have been 8,434 completions in South Dakota, a 49.8% change compared to last academic year.

**Year-over-Year % Change in FAFSA Completions**

Year	% Change
2017	18.2%
2018	15.2%
2019	14.2%
2020	49.8%

**Estimated Percent of Seniors Completing a FAFSA**

Year	% Completing
2017	18.2%
2018	15.2%
2019	14.2%
2020	18.1%

**% Change in FAFSA Completions Year-over-Year by Selected Characteristics (South Dakota)**

Characteristic	% Change
All Seniors	49.8%
Female	52.1%
Male	47.5%
White	51.2%
Black	48.9%
Hispanic	50.3%
Other	49.1%

5

---

---

---

---

---

---

---

---



## FAFSA Completion Strategies

OBJECTIVES AND TACTICS

6

---

---

---

---

---

---

---

---

**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

7

---

---

---

---

---

---

---

---

7



**Outreach**

---

COMMUNICATIONS  
AND COLLABORATION

8

---

---

---

---

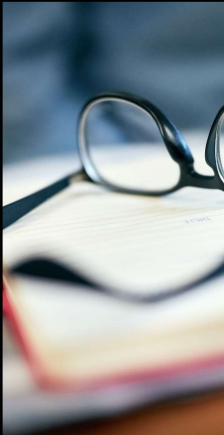
---

---

---

---

8



**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

9

---

---

---

---

---

---

---

---

9

**PREPARE FOR THE 2021-22 FAFSA**

- 1. Create an FSA ID
- 2. Gather documents
- 3. Complete the FAFSA
- 4. Review your FAFSA
- 5. Review your financial aid offer

**TIPS AND REMINDERS**

- 1. FAFSA is available from 12/01/20 to 09/08/21
- 2. FAFSA is available 24/7
- 3. FAFSA is available on a mobile app
- 4. FAFSA is available on a desktop computer
- 5. FAFSA is available on a tablet
- 6. FAFSA is available on a smartphone
- 7. FAFSA is available on a laptop
- 8. FAFSA is available on a desktop computer
- 9. FAFSA is available on a tablet
- 10. FAFSA is available on a smartphone

**GATHER DOCUMENTS**

- 1. Social Security Number
- 2. Federal Tax Return
- 3. State Tax Return
- 4. Unemployment Income
- 5. Child Support
- 6. Divorce Decree
- 7. Bank Statements
- 8. Investment Statements
- 9. 1099s
- 10. Other Income

## Outreach and Communications

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

10

---

---

---

---

---

---

---

---

---

---

## Collaboration

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

Make your future bloom with possibilities

Use the free college planning and financial aid help from Mapping Your Future.

Text #MyFuture to 41411  
or  
Visit SouthDakota.MappingYourFuture.org

**MAPPING YOUR FUTURE**

800.374.4273  
Headline@mappingyourfuture.org

11

---

---

---

---

---

---

---

---

---

---

## Results

MEASURES AND ACCOMPLISHMENTS

12

---

---

---

---

---

---

---

---

---

---

**FAFSA AND FINANCIAL AID EVENT AND OUTREACH**

**65** FAFSA EVENTS    **500+** ATTENDEES    **9** OTHER EVENTS

13

---

---

---

---

---

---

---

---

**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

14

---

---

---

---

---

---

---

---

**Results**

“It would be hard to improve. This was my first time using Mapping Your Future and it was very effortless. The hardest part was to find a night that was open for... us to host it!!”

-Montrose School Counselor

15

---

---

---


---

---

---

---

---



**Results**

“(The presentation) covered everything we needed to know without covering details that were not needed. She did a wonderful job.”

- Milbank High School Counselor

16

---

---

---

---


---

---

---

---

**Results**



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

- Florence High School Counselor

17

---

---

---


---

---

---

---

---



**Results**

“We LOVED having Cathy there to present in person due to our need of having two interpreters present for the language needs of our community.”

-Huron High School Counselor

18

---

---

---

---

---

---

---

---

**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!"*

19

---

---

---

---

---

---


---

---

---

---

19



## Opportunities

COLLABORATION AND SUPPORT

20

---

---

---

---

---

---

---

---

---

---

20



## Opportunities

- Research into the specific issues facing South Dakota
- Expand use of data to assist areas of high need
- Implementation of high school counselor portal
- Expand audience beyond high school seniors and their parents
- Outreach to underserved and minority populations

21

---

---

---

---

---

---

---

---

---

---

21



22

---

---

---

---

---

---

---

---



23

---

---

---

---

---

---

---

---