



## Communication Planning for FAFSA Simplification

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### Outline

- Gaining Familiarity with FAFSA Simplification Act
- Institutional Impact of PELL and SAI Changes
- Updating Processes and Institutional Forms
- Engaging Campus Stakeholders
- Communication/Outreach Messaging
- FAFSA Filing Messaging – Pre/Post Launch



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### Gaining Familiarity with FAFSA Simplification Act

#### FSA Training Center – FAFSA Complication Simplification

- FSA Training Conference – November 28-December 1
- Self Paced Learning Tracks
- Series of 11 webinars
- Knowledge Center – Links to DCL and EA
  - [FSA Financial Aid Toolkit for Counselors](#)



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### Gaining Familiarity with FAFSA Simplification Act

Dear Colleague Letters and Electronic Announcements

- DCL GEN-23-11 – Changes for 2024-25
- EA GEN-23-17 – Roadmap
- EA GEN-23-63 – Key Terms
- DCL ANN-23-01 – Series of Webinars
- EA GEN-22-91 – 2024-25 Draft SAI and Pell Elig Guide





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### Gaining Familiarity with FAFSA Simplification Act

NASFAA - Under Advocacy, Policy & Research - FAFSA Simplification Web Center

- News Articles
- Recorded Conference Sessions, Webinars, and Off the Cuff Podcast Episodes
- AskRegs Questions & Answers
- Analysis
  - [FAFSA Simplification School Implementation Checklist](#)
- Tools and Resources
- Department of Education & Congressional References





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### Institutional Impact of PELL and SAI Changes


**TOOLS**

- NASFAA - [Student Aid Index Modeling Tool](#)
- Iowa College Aid's EFC to SAI Conversion

**IMPACTS**

- SEOG Policy
- Other Programs that use Pell as an indicator
- Shifts in SAI from EFC
  - Reaction to the impact of state grants
  - Institutional Awarding Policy – Budget and Philosophy





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**Institutional Impact of PELL and SAI Changes**

**Make Institutional Decisions**  
 Institutional Methodology can be different than Federal Methodology

- Professional Judgement for # in College
- Farm and Small Business Considerations
- Untaxed Income
- Reaction to loss of federal and/or state grants
- Cost of Attendance considerations



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**Updating Processes and Institutional Forms**

- Update Policies and Procedure Manual
- Create or update forms
  - Professional Judgement for # in College
  - Farm and Small Business Considerations
  - Untaxed Income
  - Cost of Attendance considerations



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**Engaging Campus Stakeholders**

- Have conversations with key campus partners that rely on Pell receipt status, EFC, or other FAFSA data for eligibility for programs they oversee
- Create resource documents for not only financial aid staff but for Admissions staff and for use at key speaking engagements directors may be having



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**Communication/Outreach Messaging**

**Website/Written Materials should be updated ASAP**

- EFC --> SAI
- Year-round Pell information to reflect that students no longer have to be enrolled at least half-time in the term they receive the additional Pell grant
- Pell proration information
- Information on how to determine who is the student's parent on the FAFSA
- Information on how to determine family size



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**FAFSA Filing Messaging – Pre-Launch**

**Who is the audience?**

- **Prospective/Admitted Students & Parents**
  - Visit Day handouts
  - Talking points for financial aid and admissions staff
- **Current Students & Parents**
  - Renewal messaging – timing/prep
  - "FAFSA is delayed" language



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**FAFSA Filing Messaging – Pre-Launch**

**Key messages & proactive communication**

- "Create an FSA ID"
- "Reconfirm your FSA ID"
- FAFSA is delayed
- New priority date, if applicable



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**FAFSA Filing Messaging – Pre–Launch**

**CALENDAR**



- Review constraints you may have with a shortened filing timeframe if using a priority deadline

**PREPARE for post-launch**

- Emails – IE: FAFSA is open; renewal push for priority aid recipients
- Advertising – IE: digital display, flyer, table tents, bookmark, postcard, social media

**RESERVE NOW**

- If planning to do advertising with other campus partners

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**FAFSA Filing Messaging – Post–Launch**

**Coordinated Communication**



- Flesh out your marketing plan
- Social Media Resource:** Iowa College Aid – FAFSA Simplification Social Media Toolkit
- Consistent messaging for financial aid/admissions staff

**Staffing**

- Constraints - # of staff, availability of staff, lack of hours in a day

**Ideas**

- Move-in Day (January 13 for UI)
  - Offer weekend appointment times since many may have parents drop them off?
  - Offer drop-in advising in the halls?
- Evening appointment times throughout January?

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**Questions?**

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