



FAFSA Simplification

WSAC Update - Spring 2024

WAGrant.org/fafsa

Working in partnership

- **Aim Higher advisory group** of WSAC, SBCTC, ICW, COP, campuses, nonprofits, libraries, and more sharing information, aligning messaging, and strategizing approach.
- **Over 30 WSAC-led trainings** informed by work of Aim Higher advisory group.
- **Over 2,000 educators and advocates trained.**
- **Ongoing educator & advocate emails** with key updates and resources for practitioners.
- **Alignment of state aid to federal process** through technical infrastructure and coordination with college financial aid administrators; WASFA modified and released in early January.
- **FAFSA data** to help K-12 schools identify students needing support; phone calls from WSAC offering support to schools with largest gaps.

Student & family outreach

- **12 statewide virtual events** held or planned by WSAC to support students & families navigating the application process.
- **50 local and regional partner events** supported by staff from WSAC.
- **35,000 College Bound seniors and parents supported by OtterBot.**
- **53,000 College Bound seniors and parents receiving direct email communication.**
- **Letter from Governor Inslee** developed by WSAC, mailed to College Bound seniors, and promoted for broader distribution.
- **15,500 counselors and other partners equipped with FAFSA messaging** for students & families via email campaign.

FAFSA marketing campaign

- **Statewide paid digital & social media marketing** to promote application completion, provide encouraging messaging, and point students and families to information and supports on WSAC's FAFSA Updates webpages.
- **Over 60,000 users to WSAC's 2024-25 FAFSA Updates webpages** (English & Spanish) since March 25 campaign launch.
- **Over 665,000 users overall visiting WSAC's website** from Jan. 1 to mid-May 2024, an increase of 89% over the same period in 2023.

