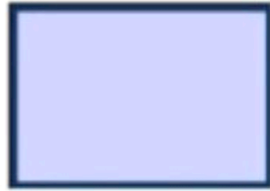
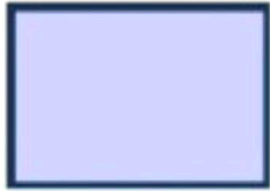




EMPOWERING STUDENTS
IN THE
RACE TO SUBMIT

FEBRUARY 8, 2017

DAVE DEMSKY, BRIDGEEDU CIO
DR. KATIE PRITCHETT, SENIOR EDUCATION STRATEGIST



Dialing...

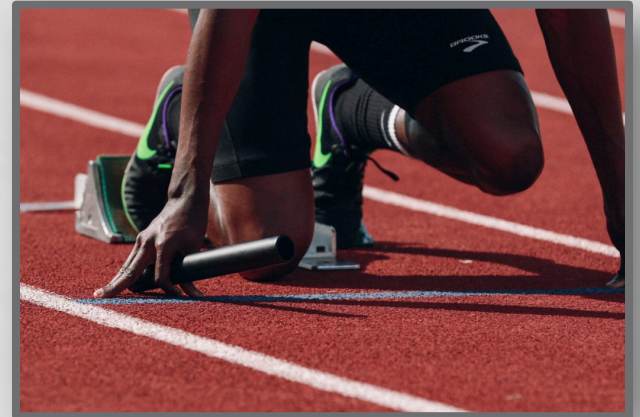


Connected!

Connected!

THE BIRTH OF YESU

- Lack of financial literacy
- Missed state aid deadlines
- Safekeeping for documents
- Scaling financial aid counselor support
- Communicating through mobile platform
- Shared ownership: student, counselor, parent



WHY IS FINANCIAL AID SCALABILITY IMPORTANT?

By the year 2020...

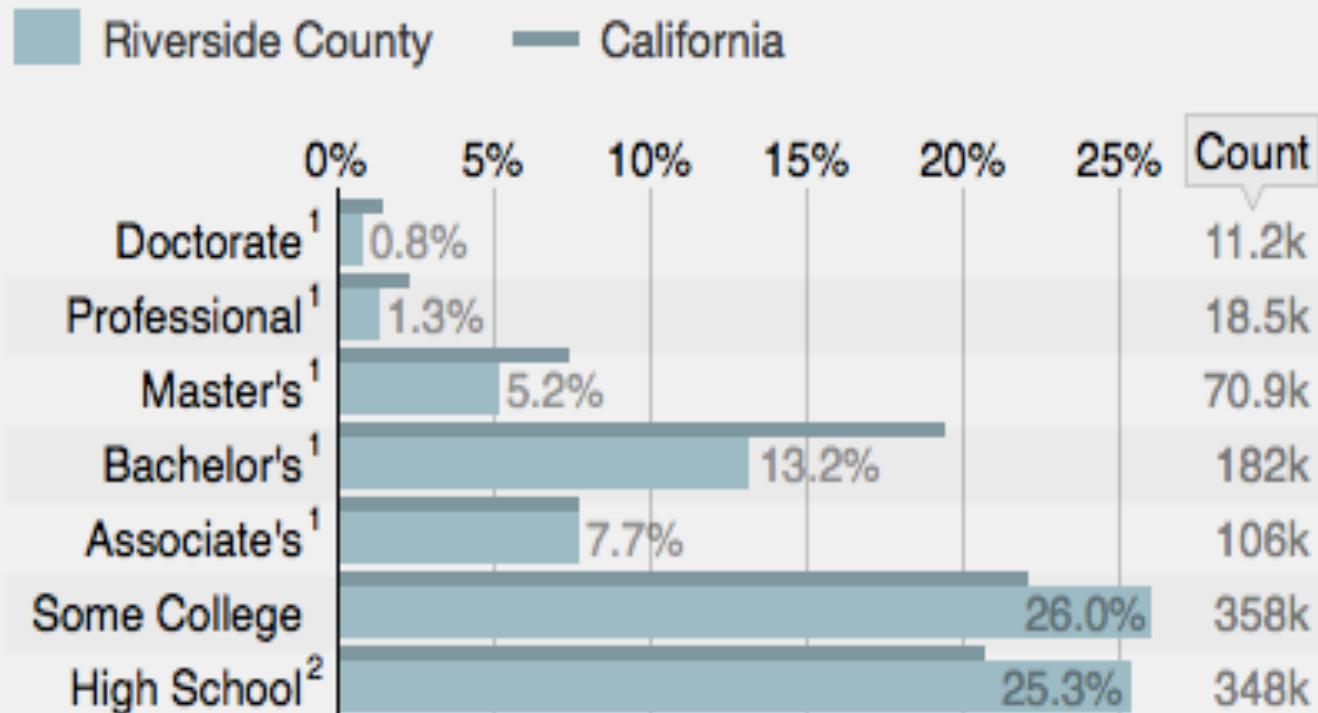
- 5 million shortage of college-educated workers
- 65% of all jobs will require a bachelor's or associate's degree
- 10th most educated young adult population in the world

Yet...

- State budgets are unpredictable
- Federal & state programs frequently change

RIVERSIDE COUNTY EDUCATIONAL ATTAINMENT

Highest level of education among people aged 25 years and older.
Scope: population of California and Riverside County



EDUCATIONAL ATTAINMENT CHANGES LIVES AND COMMUNITIES

\$678

High school grads

\$1,227

College grads

	High school grads	College grads
White	\$736	\$1,255
Black	\$579	\$1,012
Hispanic	\$610	\$1,042
Asian	\$610	\$1,349

Weekly wages

67.8%

High school grads

82.6%

College grads

	High school grads	College grads
White	68.6%	83.5%
Black	60.9%	81.7%
Hispanic	71.3%	81.8%
Asian	79.5%	88.0%

Percent of population that's employed

THE GOOD NEWS THE RACE IS ON!



FAFSA + Dream Act Scorecard - Riverside County High Schools

This data represents results as of February 3, 2017.

Top 10 Performing Schools

California Military Institute

80%

Western Center Academy

88%

Nuview Bridge Early College High

88%

Shadow Hills High

71%

West Shores High

69%

Valley View High

69%

San Jainto High

68%

John F. Kennedy Middle ollege

66%



OPPORTUNITY COSTS



**FAFSA /Dream Act
Submissions**



**State Aid
College Aid
Private Scholarships**



ON-GOING PAIN POINTS

ISSUE

- Students don't understand financial aid jargon
- Students cannot personalize generic information found on multiple sites

SOLUTION

- Over 75 videos that break-down key concepts
- Personalized path based on state, dependency status, and citizenship

“COST OF ATTENDANCE” EXPLAINED



ON-GOING PAIN POINTS

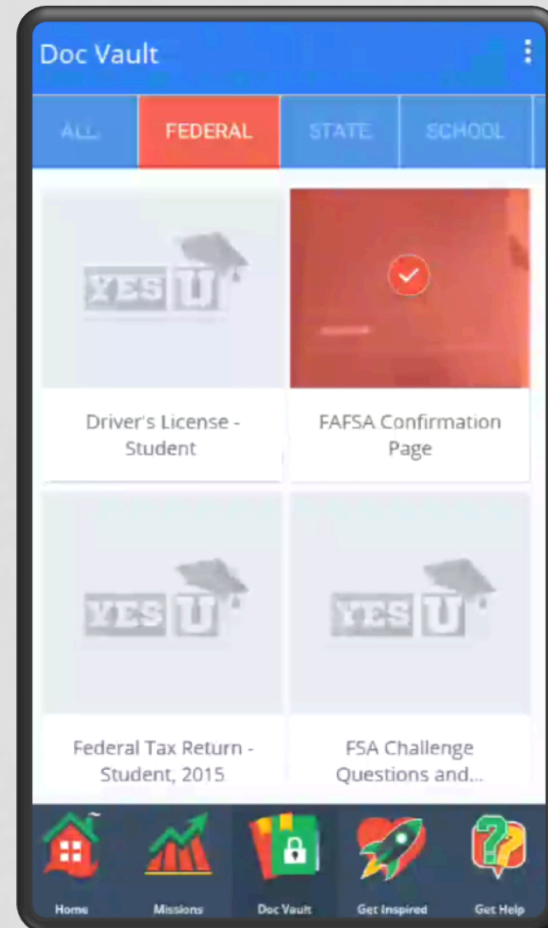
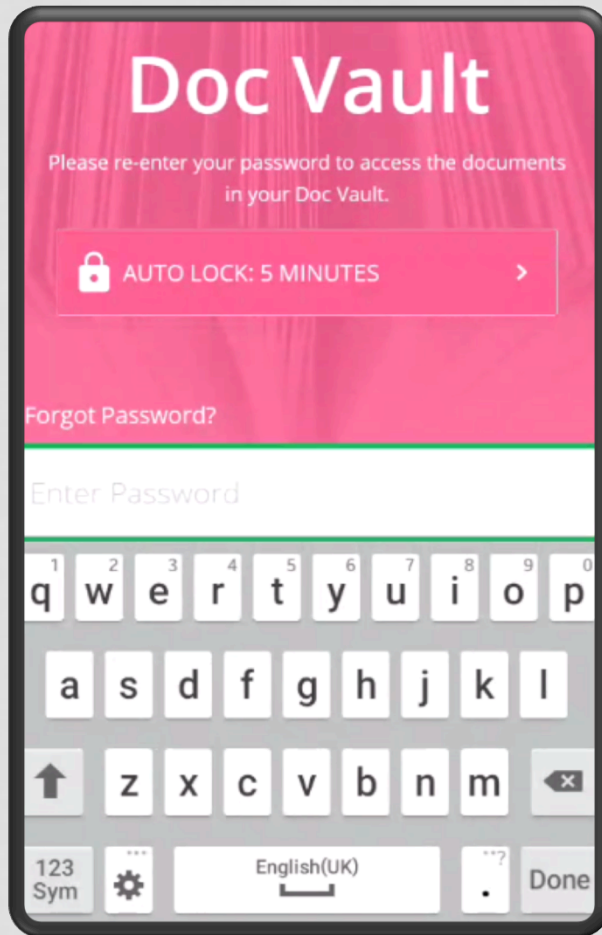
ISSUE

- Students collecting tax & personal info from parents
- Safekeeping of documents for Verification processes

SOLUTION

- One-to-one shared/linking accounts through the cloud
- Encrypted “Document Vault”

ENCRYPTED & SECURE VAULT



ON-GOING PAIN POINTS

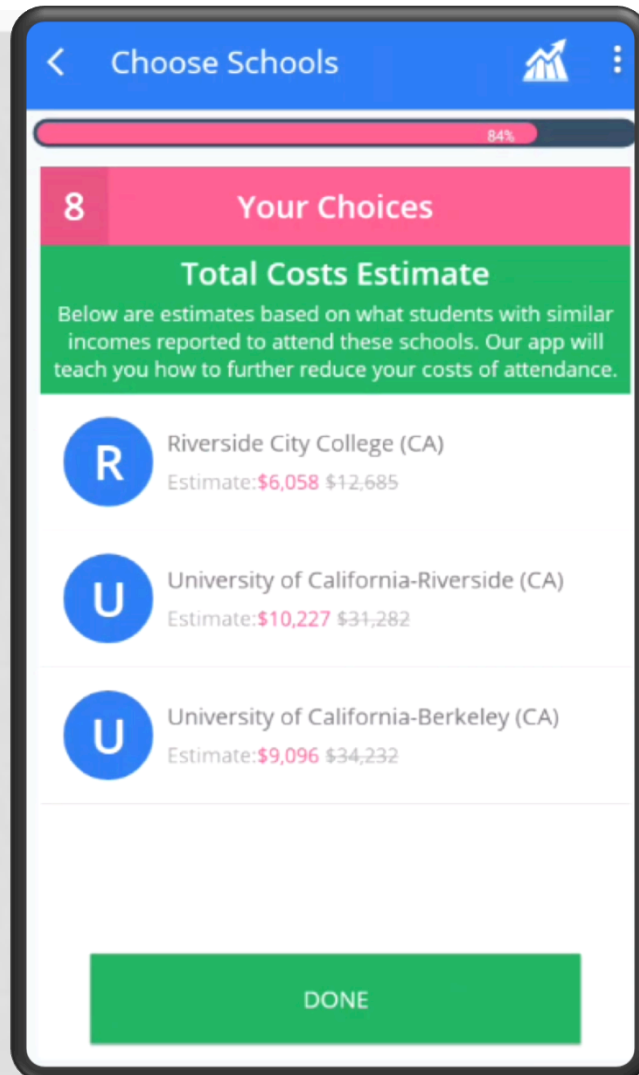
ISSUE

- Students' confusion about multiple levels of aid, overall financial literacy
- Sticker price vs. Out of Pocket

SOLUTION

- Step-by-step tasks, FAQs, dictionary, short videos that resonate
- College Scorecard data applied to student's specific financial situation

COLLEGE SCORECARD DATA



ON-GOING PAIN POINTS

ISSUE

- Sustaining student motivation
- Addressing winter melt or submission plateau after January

SOLUTION

- “Get Inspired” section & social media interaction
- SMS/Push Notifications, including FAFSA renewal reminders for alumni

MOTIVATION



ON-GOING PAIN POINTS

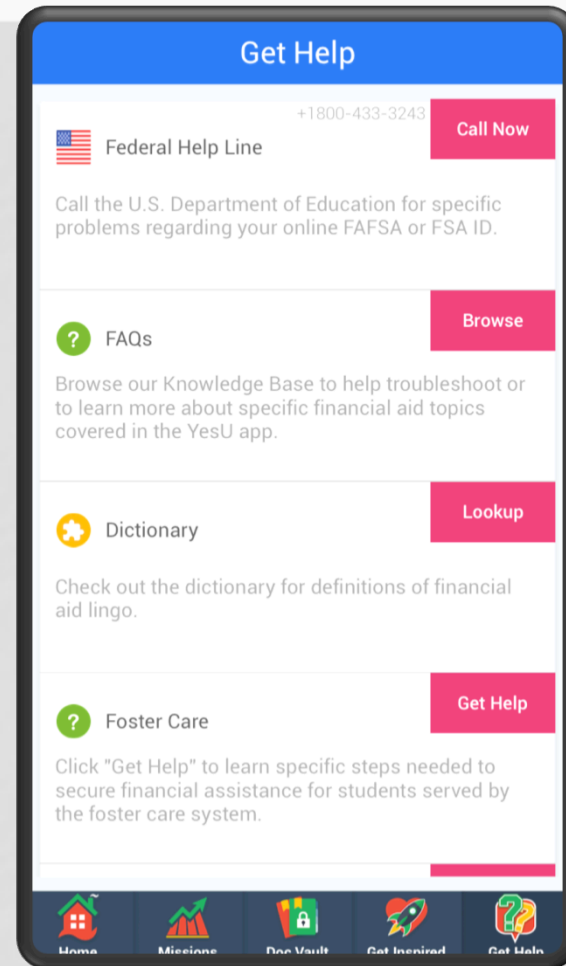
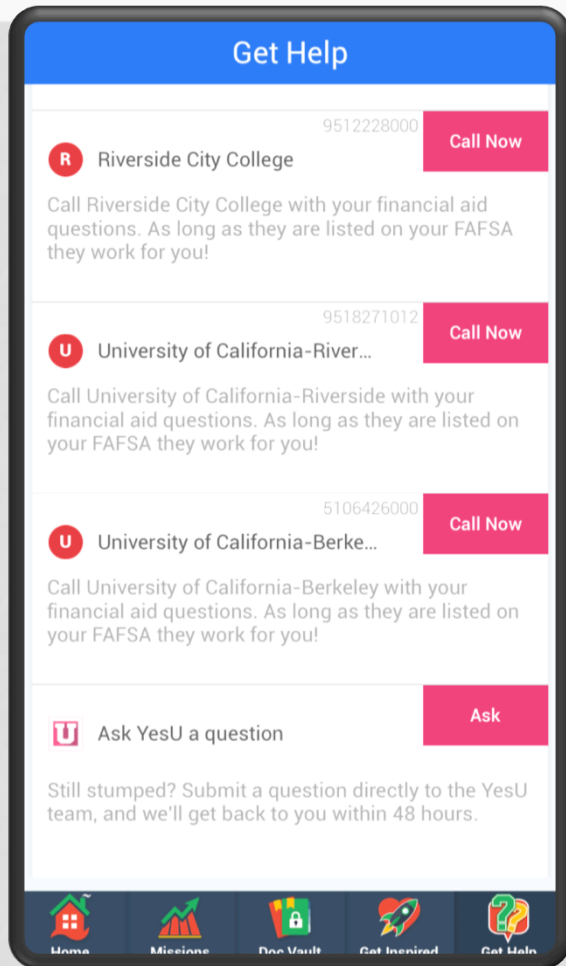
ISSUE

- Additional help for special circumstances
- Questions about YesU

SOLUTION

- One-click calling for Federal, State, & College Financial Aid offices
- Easy question submission

EMPOWER STUDENTS WITH EASY ONE-CLICK SUPPORT



FAFSA + DREAM ACT PROCESS MAP

START
FAFSA + DREAM
ACT PROCESS

District/Site Submit
Cal Grant GPA,
Assign Site Team Leads
and GPA Matching

Application Submission
During The School Day

Review Prior Data
Update Goals & Budget

Financial
Strategy PD for Staff,
New FAFSA/Dream
ACT Plan

Identify Support Staff
(Gov/Econ or English 12)

FAFSA+Dream ACT
Presentation &
Handouts
for Classes

FAFSA+Dream Act
Marketing Campaign

Complete Plan
FAFSA+Dream Act
School Wide Submission

Weekly Data Tracking
Using
Dashboards

Contact
Outside
Financial Aid
Presenters

Schedule Day
And Evening
Workshops

Conduct Workshop and Collect Data
In Regards to Participation
and Effectiveness

1-on-1 Support
& FAFSA+Dream Act
Opt Out Form

COMPLETED
FAFSA+Dream Act
Process
By June 30, 2016

Support
Identified
Completed
by March 2

Weekly
Student & Staff
Recognition for
Completed Applications

FAFSA+ Dream Act
Celebration by
March 2

FAFSA+Dream
Act
Completed

Post FAFSA
Opportunities
&
Annual
Support



EARLY LESSONS LEARNED IN BALTIMORE PILOT

- College-going culture
- Principal and Counselor adoption and understanding
- Preparation before October 1 FAFSA release
- Best integrated through existing class structure
- Advance notification to parents/guardians before FAFSA night
- Low-cost incentives
- Students delete app when done
- Ambassador program for near-peer support



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COPPIN
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DAVED@BRIDGEEDU.COM
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