



**MONTANA**  
UNIVERSITY SYSTEM

# MUS Apply Montana and FAFSA

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Director of Transfer and Special Projects

OCHE

September 2024



# MUS Central Application

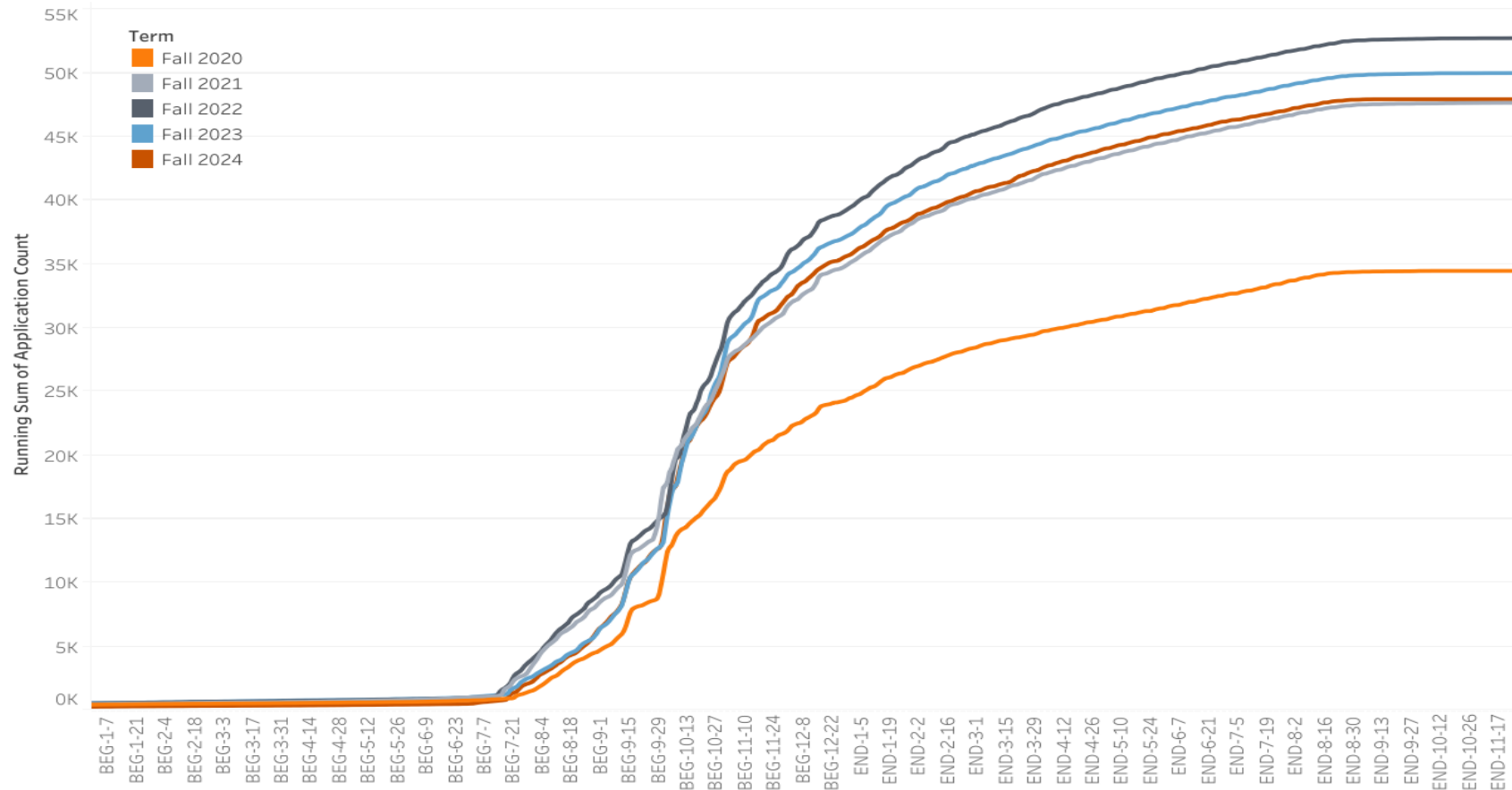


# Application Highlights (Total Applications)

## MUS Applicants by Term/App Cycle

Running total of applications received over application cycles. The BEG- designation indicates applications received in the year prior to the term, while the END- designation indicates the months in the same year as the term.

Measurement Period: Fall  
Term: Multiple va..  
Student Campus: All  
Residency Status: All  
Application Count Type: All Applications  
Final Admission Status: All



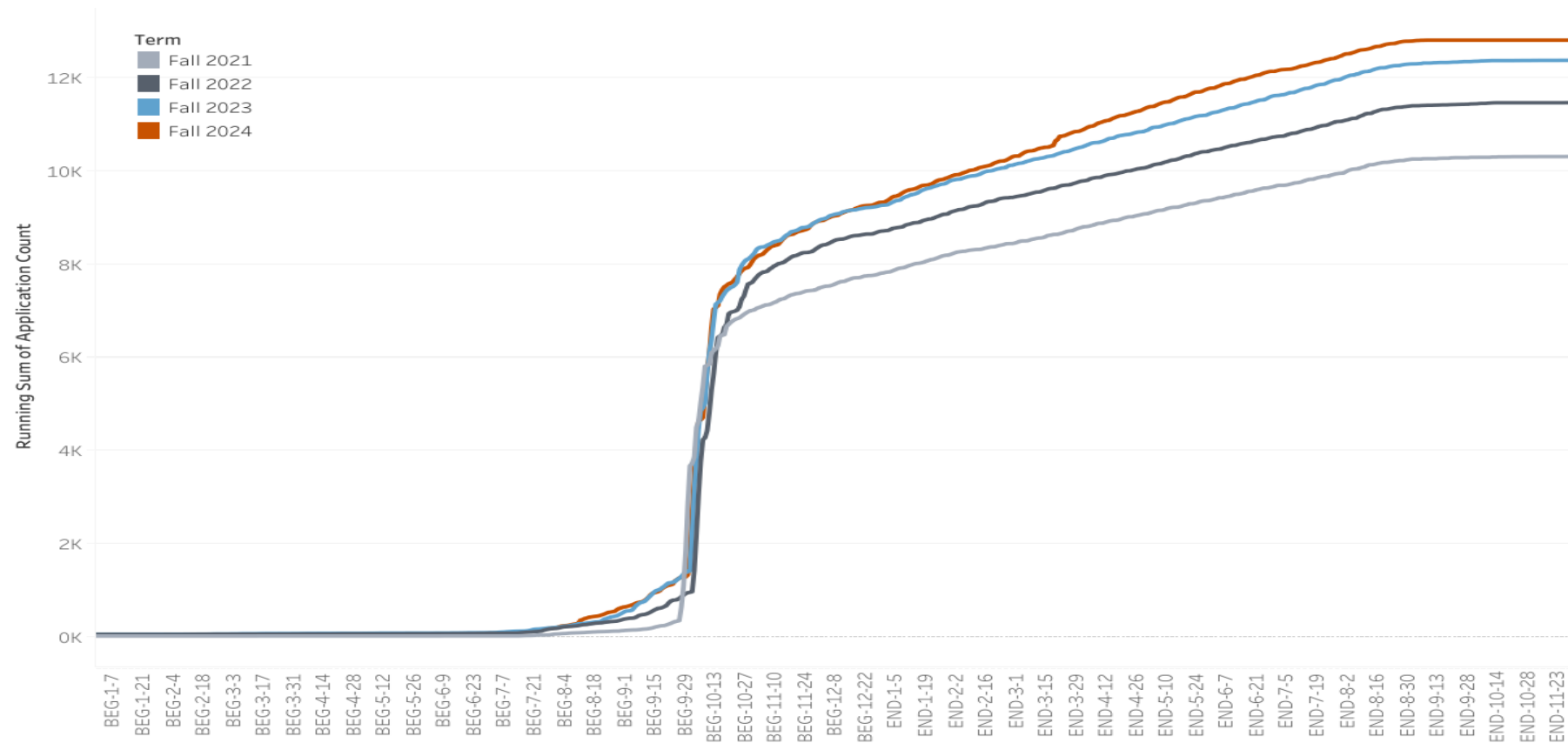


# Application Highlights (All Apply Montana)

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Student Campus: All  
Residency Status: All  
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Final Admission Status: All



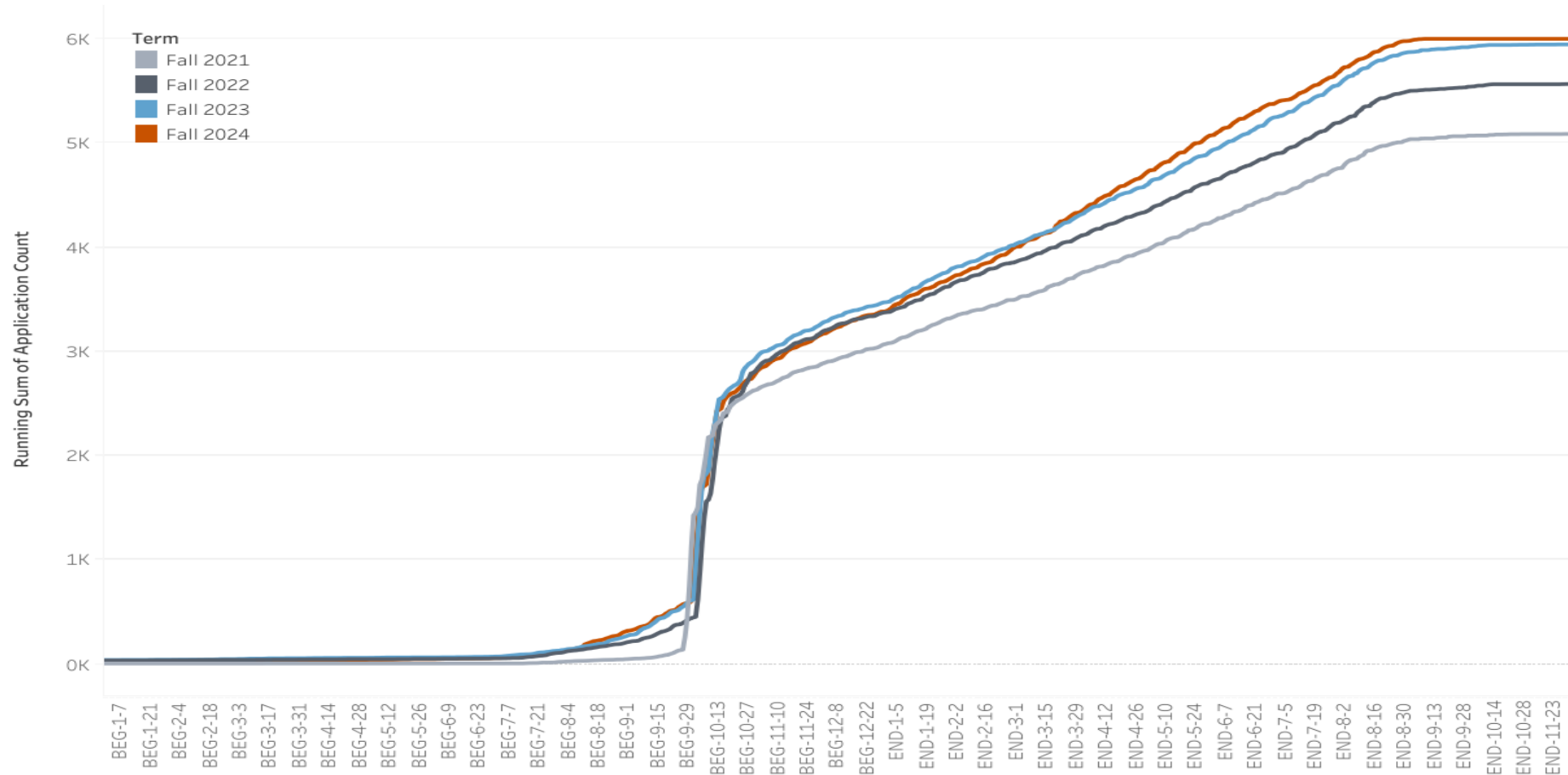


# Application Highlights (Distinct Apps)

## MUS Applicants by Term/App Cycle

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Measurement Period: Fall  
Term: Multiple va..  
Student Campus: All  
Residency Status: All  
Application Count Type: Distinct Apply Montana  
Final Admission Status: All

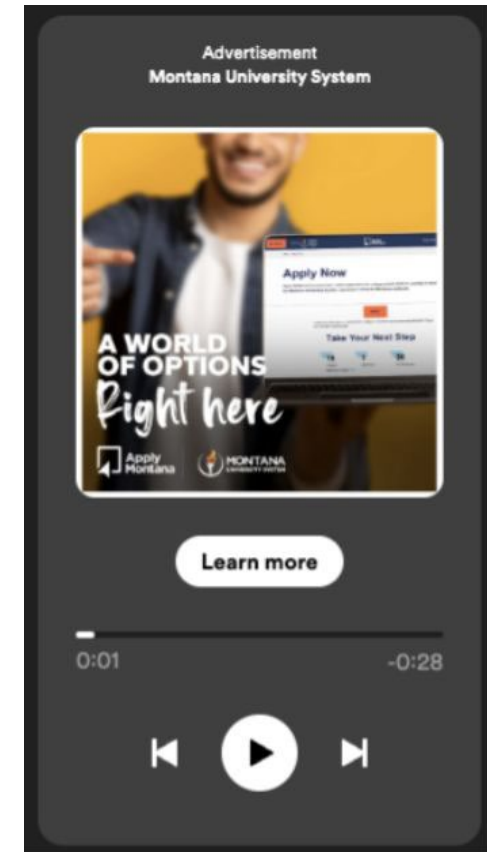
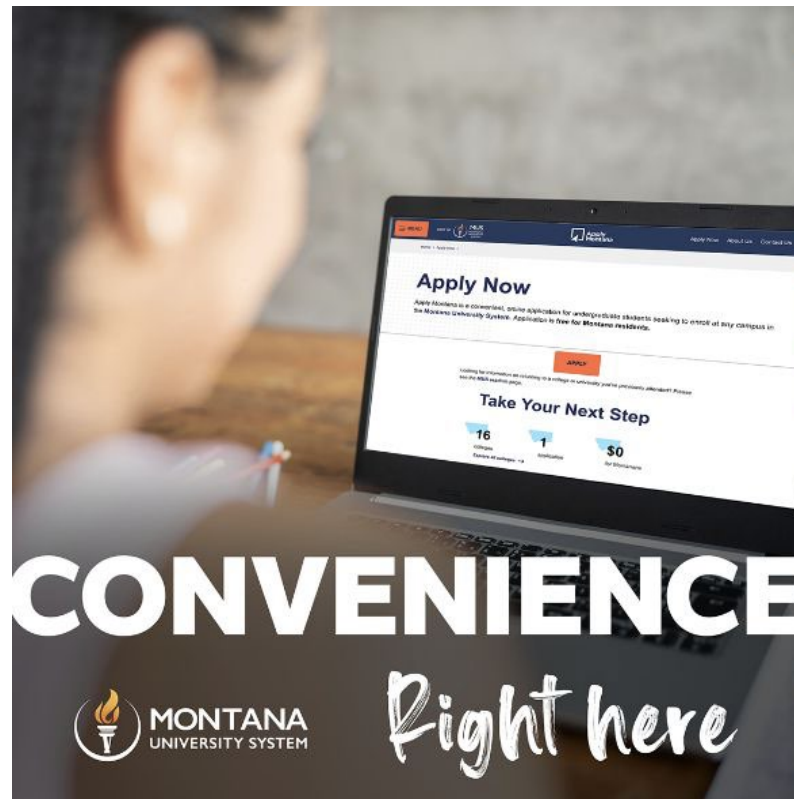
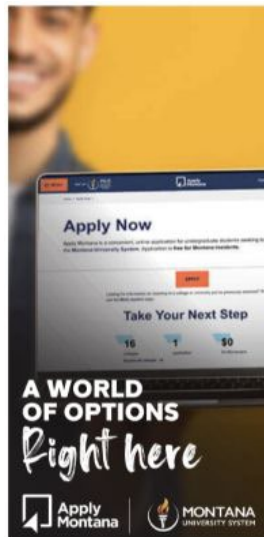




# MUS Marketing



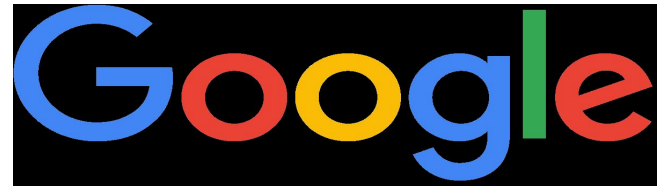
# MUS Creative Assets





# Multi-Channel

- Search



- Social



- Streaming Audio



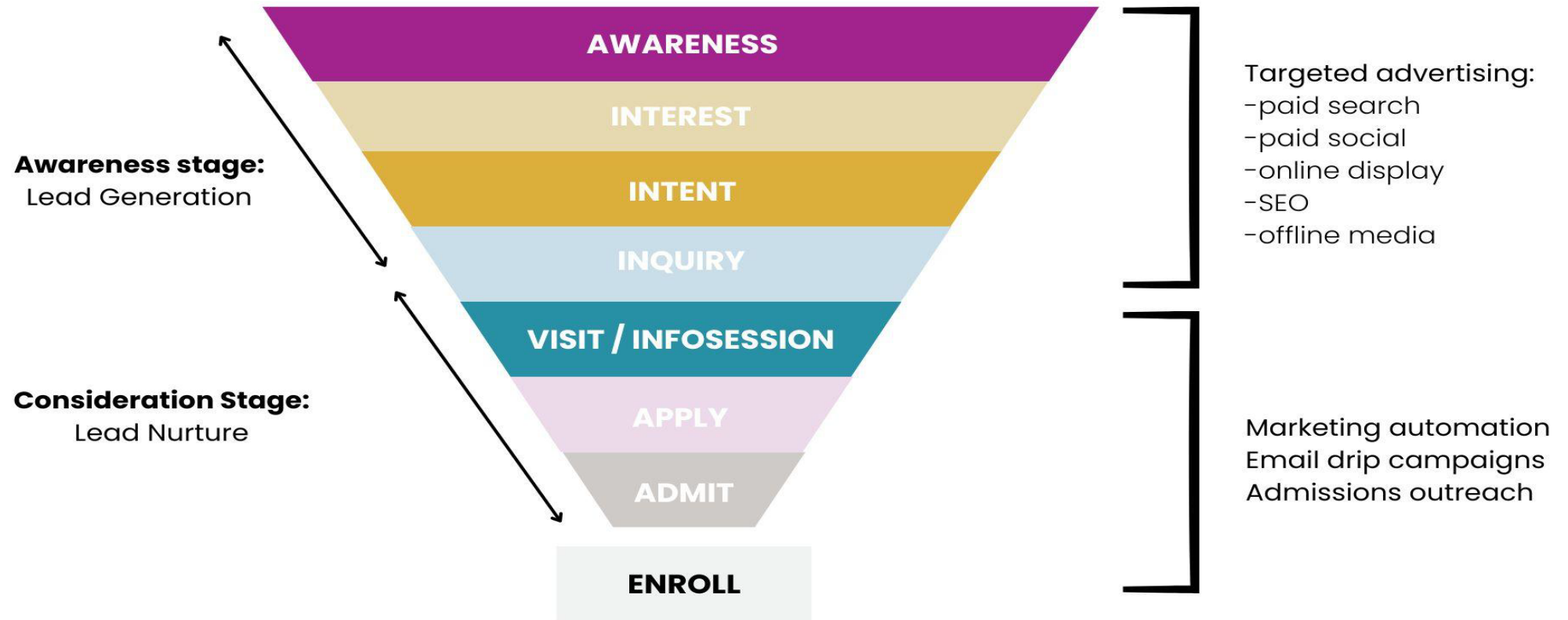
- Display Out of Home







# MUS Enrollment Marketing 2024 and Beyond





# FAFSA Completion Marketing Campaign



# FAFSA Marketing Campaign Summary

- Rapidly conceive and deploy a campaign reaching all Montanans to raise awareness of the new FAFSA form, its streamlined features, and free aid available to help fund higher education for state residents.
- We developed an integrated campaign using highly targeted digital tactics combined with offline awareness raising tactics (billboards) in high density areas.
- **Goals:**
  - **1.** Increase statewide awareness about the financial aid opportunities available through the FAFSA program
  - **2.** Increase site traffic and user engagement on the MUS FAFSA page
- **KPIs:**
  - Increased FAFSA Completion for Montana (DoE)



# FAFSA Completion Assets

 | 

Another reason to apply to college.  
A simpler path to financial aid.

**Submit your FAFSA today.**

[LEARN MORE](#)

 | 

One application.  
16 Campuses.  
100% Free for Montana residents.

**Start your Journey.**

[LEARN MORE](#)

 | 



Free (yes, free) money for college.  
Don't miss out.

**Submit your FAFSA today.**

[LEARN MORE](#)

Free money for college is only a FAFSA application away.

**Now is the time to apply.**

 | 

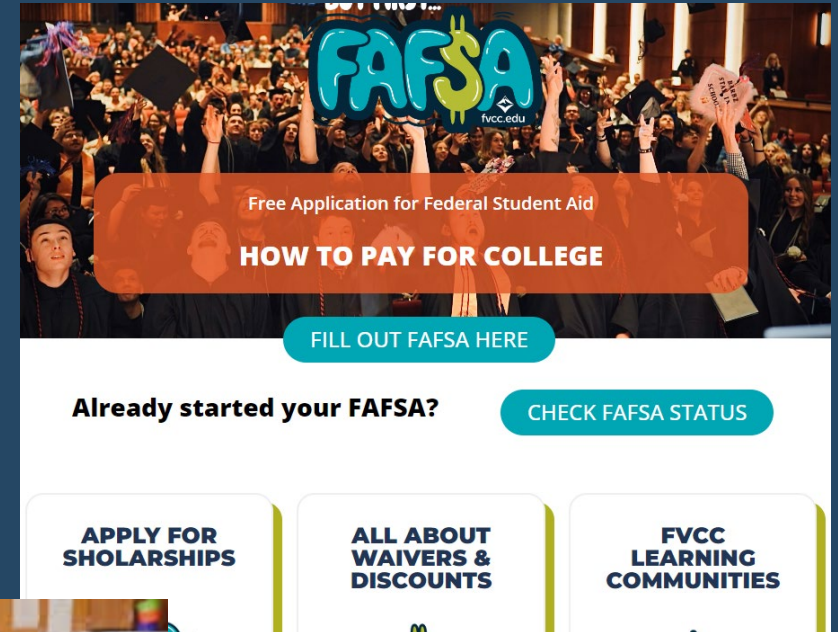
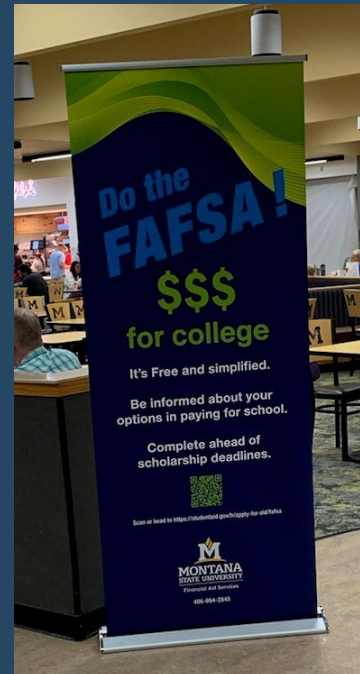


# FAFSA Student Support

# FAFSA Student Support Initiative

- Department of Education felt that families/students needed more support to complete the 2024-25 FAFSA
- Partnered with ECMC Foundation
- \$50 Million available funding
- MUS received \$470,000 in funding
- Funds must be spent:
  - 2024-25 FAFSA completion only
  - By September 30, 2024
  - Activities, personnel, and advertising directly related to increased FAFSA completions

# Creativity and Outreach with FAFSA Completion



# MSUB FAFSA Student Support Initiative



- Marketed FAFSA completion and various events across 19-counties in Montana (as served by the TRIO EOC Program at MSUB)
- Trained seven individuals on how to complete the FAFSA
- Hired two MSUB staff who are adept at the FAFSA to work over the summer (generally off during this time due to budgets)
- Attended 10 events (Fast Pass, Orientations, cultural events) at three 2-year, one 4-year, and two tribal colleges; brought laptops with us so they could complete the FAFSA
- Presented three times to two different pre-release centers; helped individuals complete their FSAID's and FAFSAs
- Set up recurring curriculum for Passages and Alpha House (pre-release centers in Billings)
- Met with and/or presented to 40 different organizations or nonprofits
- Assisted four Financial Aid departments in numerous FAFSA-related events (MSUB, Chief Dull Knife, Little Big Horn College, Dawson Community College)
- Attended 42 community events - shared information about the FAFSA and helped individuals complete their FSAID and/or FAFSAs with laptops and hotspots we brought with us

Helped 207 people submit their FAFSA.

Helped 147 people complete their FAFSA.

**marketing reached over 1 million impressions by the end of August**



# MSUB FAFSA Student Support Initiative



**MSUB Visit Fridays**  
**Get Ready for Fall 2024**  
July 19th at University Campus  
August 16th at City College  
Drop-in from 11-6:30pm | Tours @ 11am, 2pm, & 3:30pm

- Apply for Fall '24
- RSVP for Registration + Orientation
- Meet your Admissions Counselor
- Apply for FAFSA
- Apply for Scholarships
- Tour MSUB

Call - (406) 657-2888  
Text - (406) 412-1349  
Email - admissions@msubillings.edu



Be a Yellowjacket

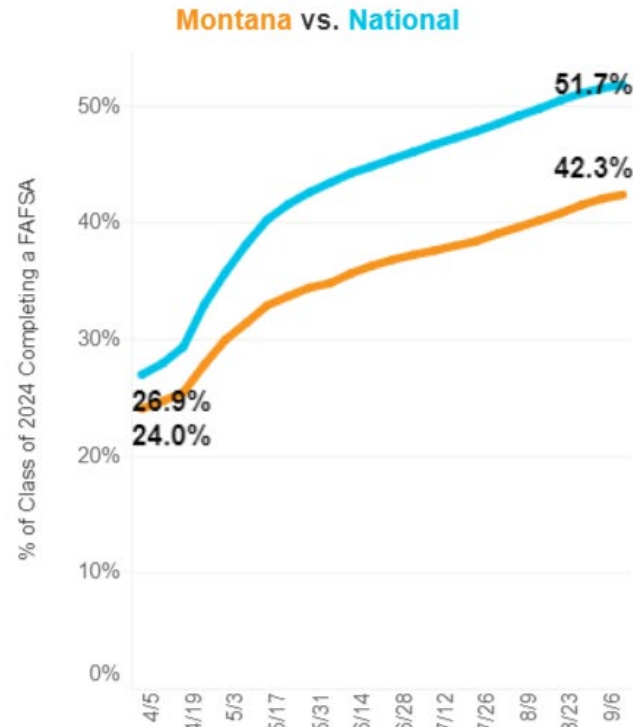


# Montana's 2024-25 FAFSA Completion Rate

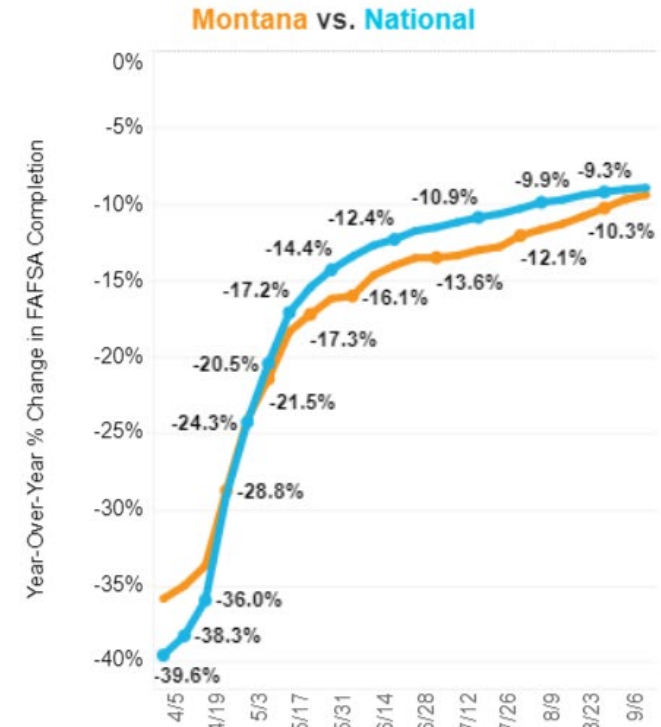


Through September 6, 2024, 42.3% of the high school class of 2024 has completed a FAFSA. There have been 4,731 applications, a -9.5% change compared to last academic year

Estimated Percent of Seniors Completing a FAFSA

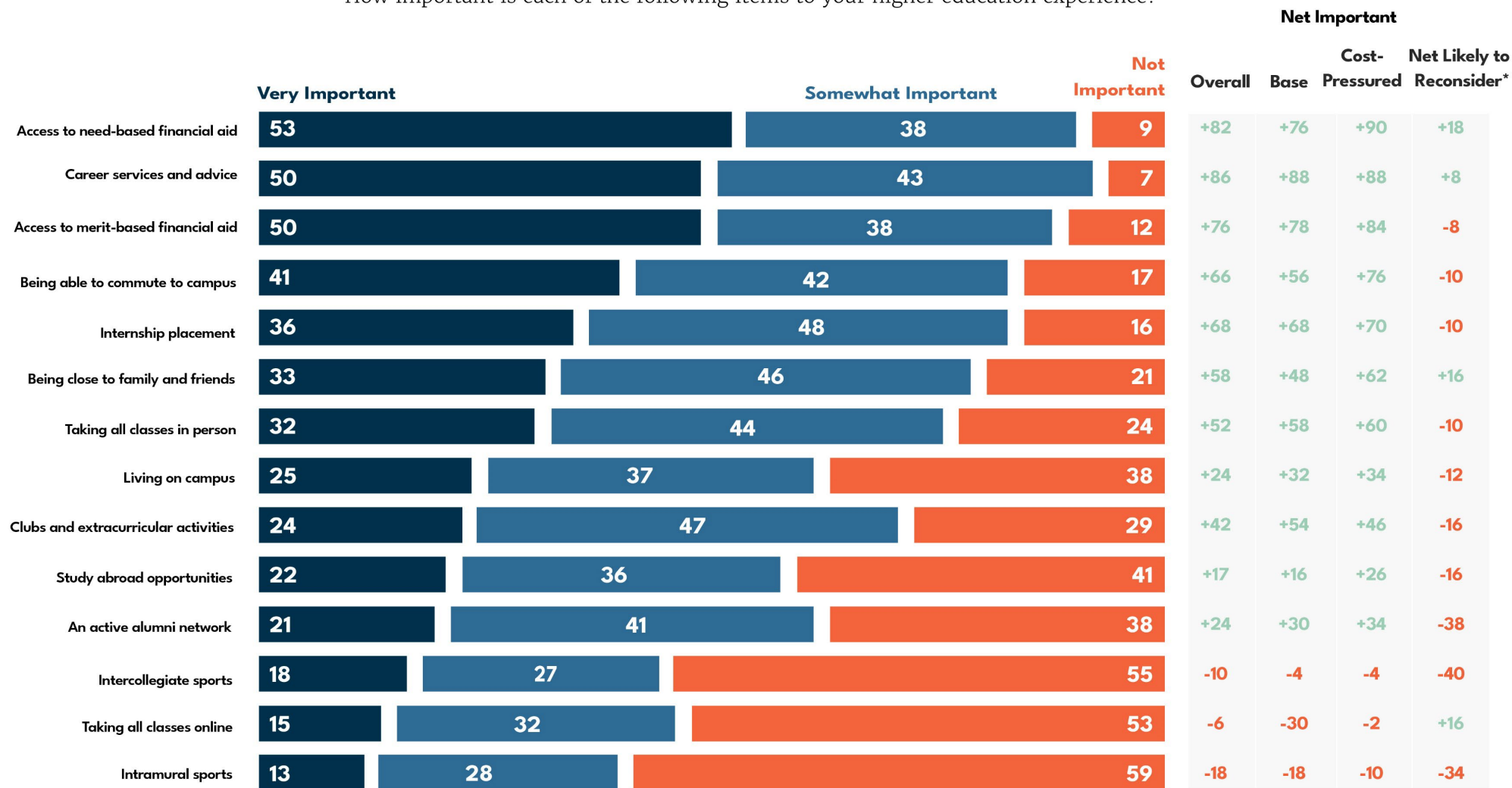


Year-Over-Year % Change in FAFSA Completions



## What Students Want from Institutions

How important is each of the following items to your higher education experience?



\*: We asked students who were not considering continuing their education after high school whether they would be likely or not likely to reconsider attending if each item was a part of the higher education experience.

Note: Totals may not sum to 100 due to rounding.

Source: Source: Third Way/Global Strategy Group poll of 1,002 high school students nationwide from April 3-23, 2024.

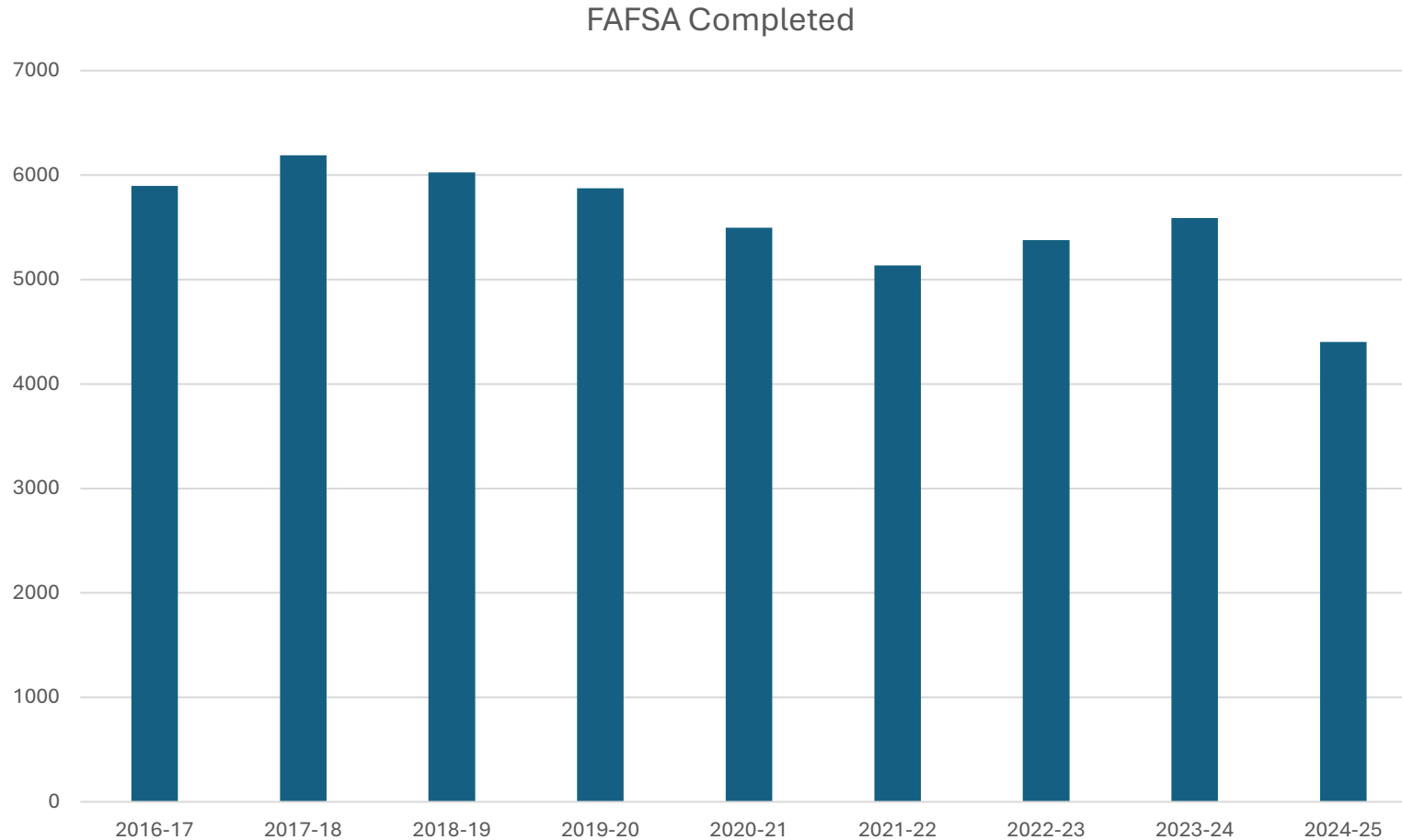
**Translation....**



**Students Want:  
Access to aid : Affordability**

**Access to Career Services: Good Jobs**

# MT FAFSA Completions, First-time Students 2016-25



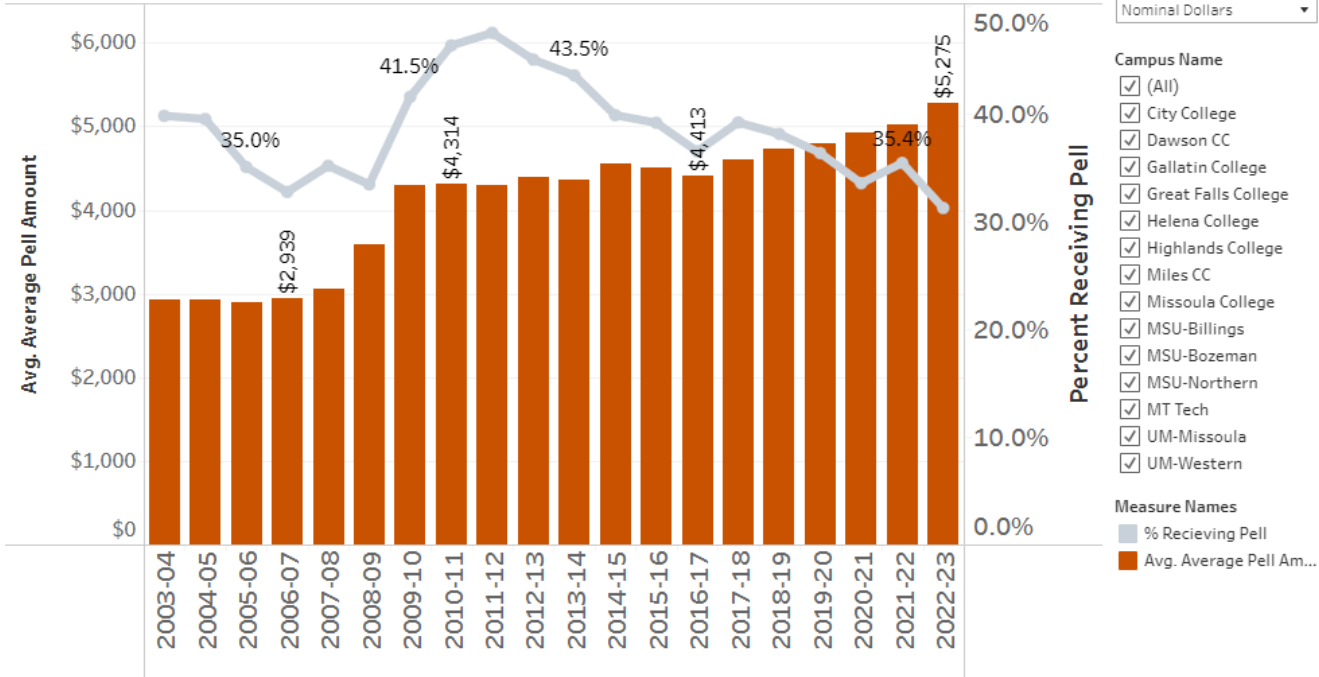
# Financial Aid

Financial Aid By Student | Types of Aid By Student | Loan Amounts | Total Financial Aid | Need Based Financial Aid | Pell Grants Awarded | Stat

## Pell Grants Awarded

### Academic Year Pell Grants Received by First-time, Full-time Students

Total Pell grants awarded in Fall and Spring semesters. Average pell grant is the amount received by students receiving pell grants. Only includes students enrolled in both fall and spring semesters. Constant dollars show dollar amounts in current year dollars while Nominal Dollars are in dollars of that year. Does not include Flathead Valley CC.



School Type  
(All)

Resident  
Yes

Type of Dollars  
Nominal Dollars

- Campus Name
- (All)
  - City College
  - Dawson CC
  - Gallatin College
  - Great Falls College
  - Helena College
  - Highlands College
  - Miles CC
  - Missoula College
  - MSU-Billings
  - MSU-Bozeman
  - MSU-Northern
  - MT Tech
  - UM-Missoula
  - UM-Western

Measure Names

- % Receiving Pell
- Avg. Average Pell Am...

### Number of Pell Recipients

	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-
Percent Receiving Max Pell	28.0%	27.5%	29.1%	31.9%	33.3%	35.5%	46.4%	45.0%	44.4%	42.4%	37.5%	43.1
Total Pell Recipients	1,557	1,491	1,348	1,177	1,285	1,289	1,605	1,902	1,856	1,690	1,565	1,4



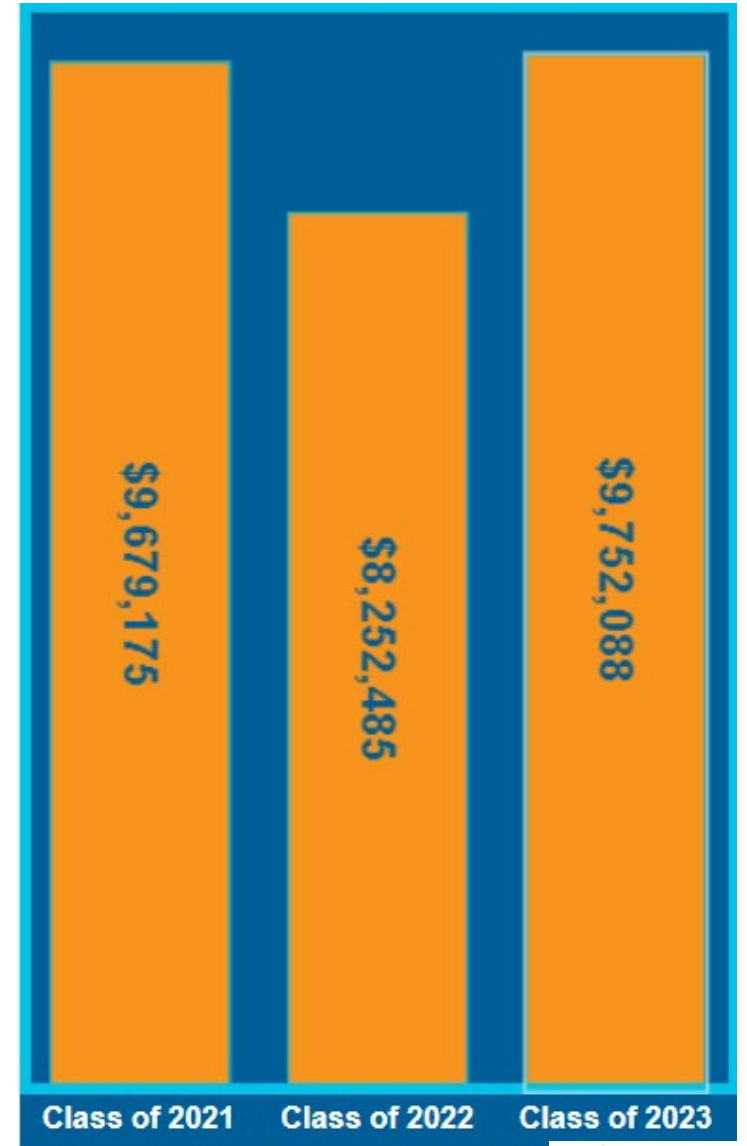
# Montana High School Class of 2023

**\$4,793**

**AVG. PELL GRANT AWARDED  
CLASS OF 2023 GRADUATES**

**50.4%**

**JUNE 30 FAFSA COMPLETION %  
CLASS OF 2023**



Source: National College Attainment Network

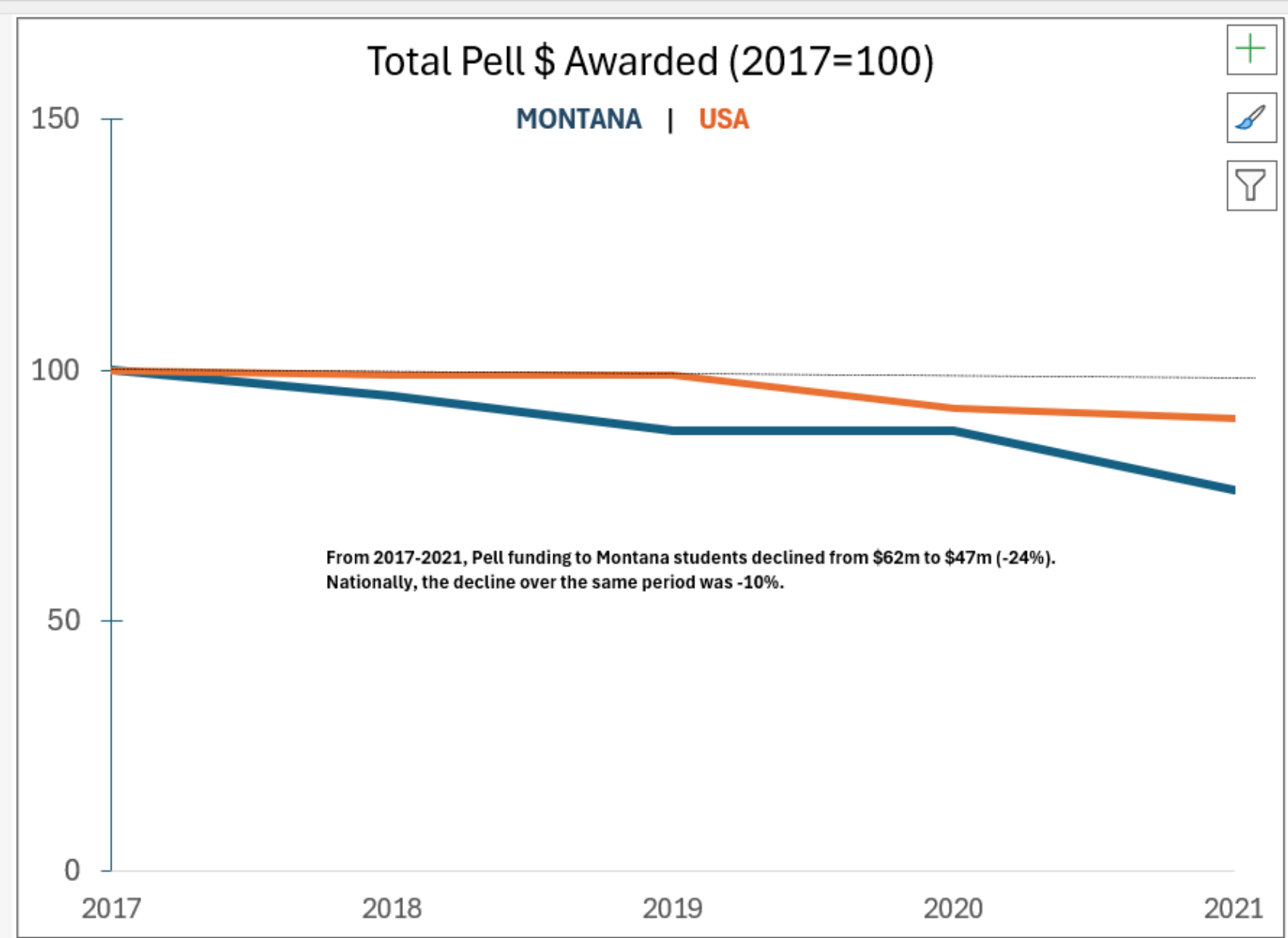
# Distribution of Federal Pell Grants by State

Award Year	Recipients	Expenditures
2021-22	11,169	\$47,403,582
2020-21	11,608	\$48,544,885
2019-20	13,226	\$54,771,046
2018-19	14,306	\$58,991,704
2017-18	15,469	\$62,272,469

Source: US Department of Education







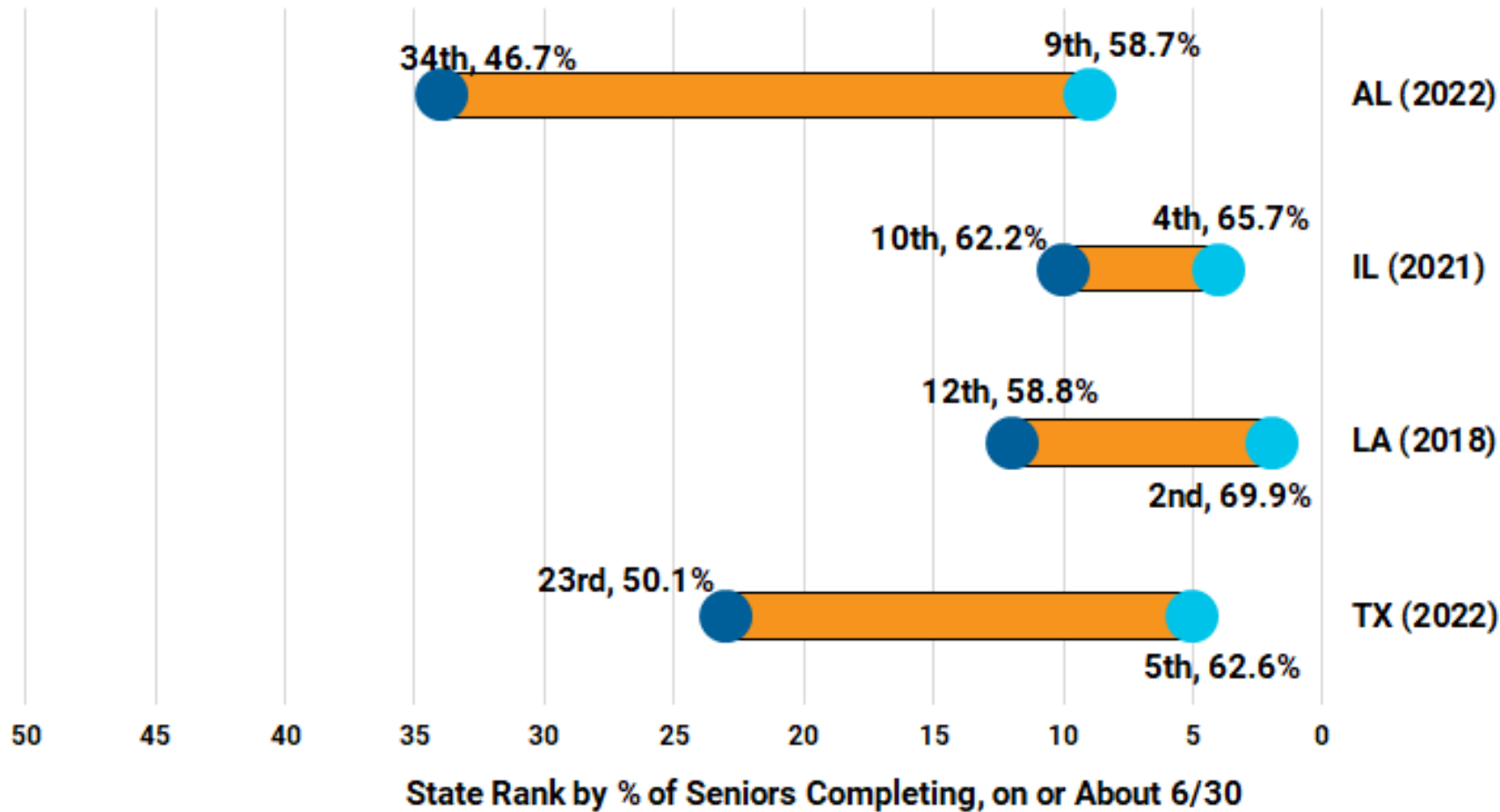
Source: US Department of Education



# Example 1: Universal FAFSA



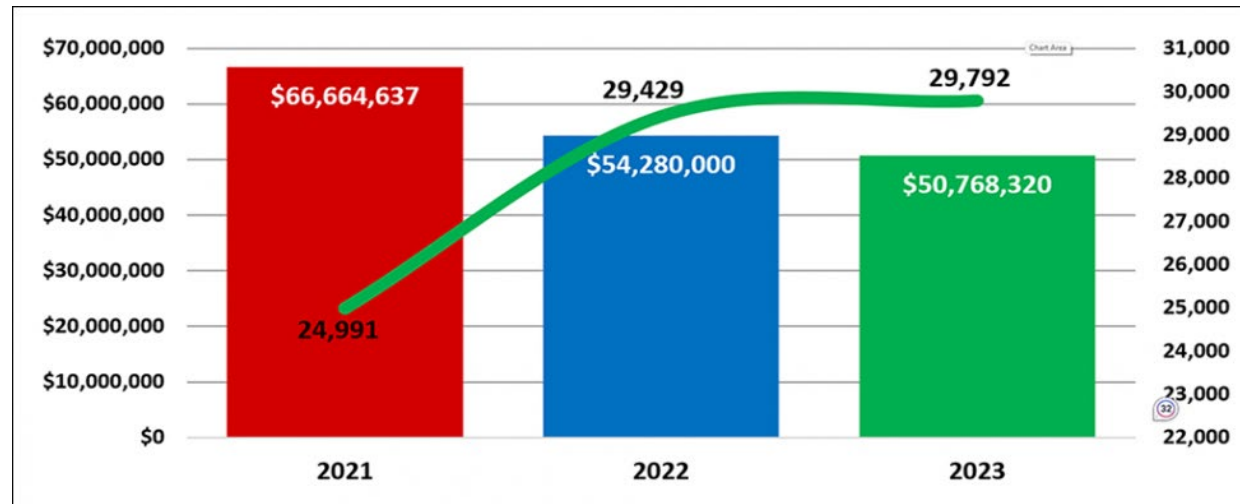
## States' FAFSA Completion Rank and % of Seniors Completing a FAFSA in **Year Before** and **Implementation Year** of Universal FAFSA



Source: National College Attainment Network



## Alabama's Estimated Unclaimed Pell Dollars and Students Completing FAFSA



Source: Southern Regional Education Board



# 15 States have adopted Universal FAFSA policies

State	Effective Date	More Information	Completion Rank in 24-25
Louisiana	2017-18 school year, *repealed 2024-25 school year	Administrative code (See pg. 30), *Repealed code (See pg. 971)	3
Illinois	2020-21 school year	<a href="#">Bill text</a>	7
Alabama	2021-22 school year	Class of 2022 Memorandum, Class of 2023 Memorandum	17
Colorado	2021-22 <i>state fiscal year</i>	Bill summary, Bill text (See Sec. 5, 23-3.3-1007, pg. 13)	46
Texas	2021-22 school year	<a href="#">Administrative code</a>	8
California	2022-23 school year	<a href="#">Bill text (See Sec. 10)</a>	13
Maryland	2022-23 school year	<a href="#">Bill text</a>	30
New Hampshire	2023-24 school year, *repealed 2024-25 school year	Bill text, *Repealed text	27
Indiana	2023-24 school year	<a href="#">Bill text</a>	29*
Connecticut	2024-25 school year	<a href="#">Bill text (See Sec. 13, pg. 15)</a>	9
Nebraska	2024-25 school year	<a href="#">Bill text (See Sec. 79, pg. 71)</a>	na
New Jersey	2024-25 school year	Bill text; Announcement	na
New York	2024-25 school year	Bill text; Announcement	
Oklahoma	2024-25 school year	Bill summary, Bill text	
Kansas	2027-28 school year	<a href="#">Summary</a>	

# What a Universal FAFSA Policy Could do:

- Raises awareness on affordability
- Requires earlier conversations about college financial aid with families
- Brings conversations on how and where financial aid can be applied
- Brings multiple stakeholders to the table
- Raise awareness on other financial supports or benefits students/families may be eligible
- Raises FAFSA completion rates



# What challenges could universal FAFSA have?

- Communication and responsibility breakdown
- Family pushback
- Staff capacity
- Funding support
- Inconsistency in “opt-out” process
- Data tracking

# Example 2 and 2.5: the Michigan Example and “Free College” Promise Programs





# BECOMING A WOLVERINE

**STEP 1**

## PREPARE & RESEARCH

- Need a timeline and planning resource? [bigfuture.collegeboard.org](http://bigfuture.collegeboard.org)
- Are you the first in your family to go to college? Check out [weffirst.org](http://weffirst.org)
- Looking for guidance and advice on the college admissions process? [colleadvise.collegeaccess.org](http://colleadvise.collegeaccess.org)

**ACADEMIC UNITS THAT ADMIT/ENROLL FRESHMEN:**

- College of Literature, Science, and the Arts
- College of Engineering
- School of Music, Theatre & Dance
- Stampa School of Art & Design
- Taubman College of Architecture and Urban Planning
- School of Nursing
- School of Kinesiology
- Ross School of Business

**STEP 2**

At Michigan, you apply to one specific school or college, or apply for dual enrollment in two schools or colleges.

## APPLY

You can apply to Michigan online now by submitting the **Common App** ([commonapp.org](http://commonapp.org)) or the **Coalition App** ([coalitionforcollegeaccess.org](http://coalitionforcollegeaccess.org)).

**YOUR TRANSCRIPTS:** The official document issued by your high school that shows your grades, GPA, class ranking, and **STANDARDIZED TEST SCORES:** Scores you received on your SAT or ACT. When you take the test, you agree to have the scores sent directly to U-M by entering your college number in the bubble. ACT code 3082, SAT code 1638.

**ESSAYS:** These are part of your admissions application; essays are a personal statement where you respond to questions posed by the university and tell a little bit about yourself—to give the admissions team insight into your character and personality.

**LETTERS OF RECOMMENDATION:** Letters from adults you know in a professional capacity, like teachers or counselors, which can endorse in support of your character and qualifications as a college student.

**HOW WE REVIEW:** Yes, we want excellent grades and academic rigor, but we also look for students who seek new experiences and are willing to take on new challenges. So we look at your life outside the classroom—clubs, sports, and after-school jobs.

Questions about applying to U-M? Please contact Dorian Carter in the Office of Undergraduate Admissions at 734-615-4006.

## ATTEND WITH FREE TUITION

If admitted you will be attending U-M with 4 years of free tuition.\*

To determine your eligibility for financial aid beyond free tuition, please submit the following after October 1 of your high school senior year: Complete the CSS Profile through the College Board. If the College Board does not automatically waive the required fee, then U-M will. Complete the Free Application for Federal Student Aid (FAFSA). There is no charge for this.

[cssprofile.collegeboard.org](http://cssprofile.collegeboard.org) [fafsa.gov](http://fafsa.gov)

\*This only applies to students in the Fall 2020 term at Michigan After October 1, admitted as a full-time, degree-seeking freshman.

<h3>FEE WAIVER: COLLEGE APPLICATION</h3> <p>The Common App is available online at: <a href="http://commonapp.org">commonapp.org</a> The Coalition App is available online at: <a href="http://coalitionforcollegeaccess.org">coalitionforcollegeaccess.org</a></p> <p><i>There is a fee for filling out either application. However, by checking the "fee waiver" box, the fee will be waived.</i></p>	<h3>NO FEE: FAFSA (FREE APPLICATION FOR FEDERAL STUDENT AID)</h3> <p>The form can be accessed online at: <a href="http://fafsa.gov">fafsa.gov</a></p> <p>On the FAFSA, there will be a space for U-M's Federal Code which is 002325.</p> <p><i>There is never a fee to fill out the FAFSA.</i></p>	<h3>FEE WAIVER: CSS PROFILE</h3> <p>You can find the CSS Profile at: <a href="http://cssprofile.collegeboard.org">cssprofile.collegeboard.org</a></p> <p>On the CSS Profile, there will be a space for U-M's Code which is 1638.</p> <p><i>You may be offered a fee waiver while completing this application. If you are not, please contact the Office of Financial Aid at 734-763-6600.</i></p>
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## GO BLUE GUARANTEE

You do not have to apply specifically for the Go Blue Guarantee. The Go Blue Guarantee is automatically awarded to qualified Michigan residents who:

- Apply to U-M
- Get admitted
- Apply for financial aid by March 31

It's that simple.

[goblueguarantee.umich.edu](http://goblueguarantee.umich.edu)

<h3>FEE WAIVER: COLLEGE APPLICATION</h3> <p>The Common App is available online at: <a href="http://commonapp.org">commonapp.org</a> The Coalition App is available online at: <a href="http://coalitionforcollegeaccess.org">coalitionforcollegeaccess.org</a></p> <p><i>There is a fee for filling out either application. However, by checking the "fee waiver" box, the fee will be waived.</i></p>	<h3>NO FEE: FAFSA (FREE APPLICATION FOR FEDERAL STUDENT AID)</h3> <p>The form can be accessed online at: <a href="http://fafsa.gov">fafsa.gov</a></p> <p>On the FAFSA, there will be a space for U-M's Federal Code which is 002325.</p> <p><i>There is never a fee to fill out the FAFSA.</i></p>	<h3>FEE WAIVER: CSS PROFILE</h3> <p>You can find the CSS Profile at: <a href="http://cssprofile.collegeboard.org">cssprofile.collegeboard.org</a></p> <p>On the CSS Profile, there will be a space for U-M's Code which is 1638.</p> <p><i>You may be offered a fee waiver while completing this application. If you are not, please contact the Office of Financial Aid at 734-763-6600.</i></p>
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Dear <<First\_Name>>,

As you are thinking about life after your senior year, we hope you are considering and will apply to the University of Michigan. You can put your incredible talents to work here in Ann Arbor – relatively close to home – where you will be surrounded by professors and resources to help you during your journey.

We believe you to be an academically excellent student who has worked hard for your achievements. If you apply to U-M and are admitted for the fall 2020 term, we will reward your hard work with the **HAIL Scholarship**, which covers the full cost of your in-state tuition for four years of study at our Ann Arbor campus. That's an approximate \$66,000 value to you and your family.

Additionally, after a review of your financial aid applications, you will likely be eligible for additional aid to cover costs of housing, meals, textbooks, and other expenses.

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The University of Michigan is an outstanding advantage for families in our state. Among all Michigan colleges, U-M students are the most likely to earn their degree, with 92% graduating in six years. When they do, they join a global base of more than 500,000 alumni who are eager to help them make connections and



# What this example could do:

- Provide students and families with targeted, personalized information
- Provides early intervention
- Provides a guaranteed, no-risk outcome
  - Cost
  - College Readiness

# What challenges this example could have:

- Multiple campuses to communicate
- State policy, state data alignment

FAFSA is just the first  
step





Thank You.  
Questions?