



PRESENTATION HANDOUT



FAFSA Filing 2022 and Beyond:
Intersection of Demographics, Economy,
a Pandemic, and Affordability

Todd White

Assistant Vice President – Consulting Services

FAFSA Filing 2022 and Beyond

1. An Introduction
2. FAFSA Filing
3. Intersection of Demographics, a Pandemic, and Affordability
4. Resources and Strategies

Generalizations



There will be some broad generalizations made this afternoon.



Know the timing and severity of changes vary by region and state.



Perhaps more important – these changes will likely vary by location or regions within states and between rural, suburban and urban communities.

My Goals



Create a sense of urgency.



Come away with a few strategies and initiatives that will help you maximize enrollment, improve retention or better prepare for the next decade.

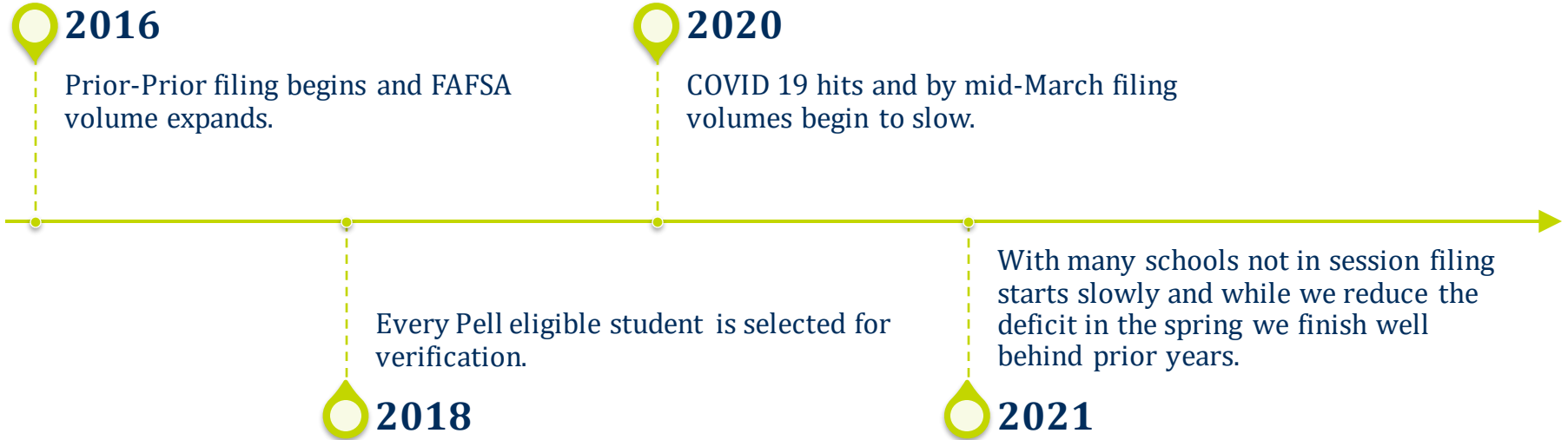


A few resources that will help you identify opportunities and challenges that you may face individually on your campus.

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand near a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text 'FAFSA Filing' is centered in white, sans-serif font.

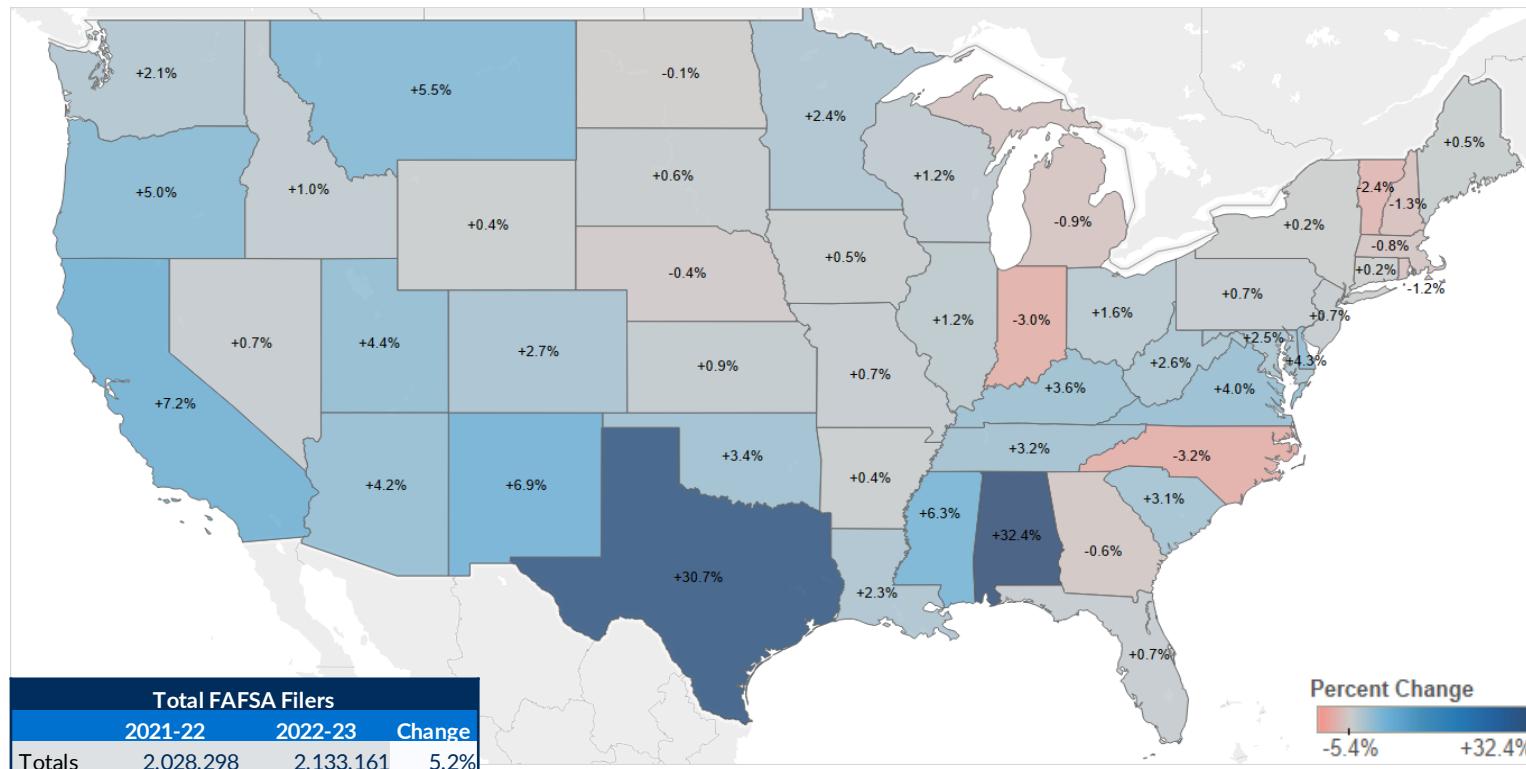
FAFSA Filing

FAFSA Filing – A Review of the Last 5 Years



FAFSA Submission Volume

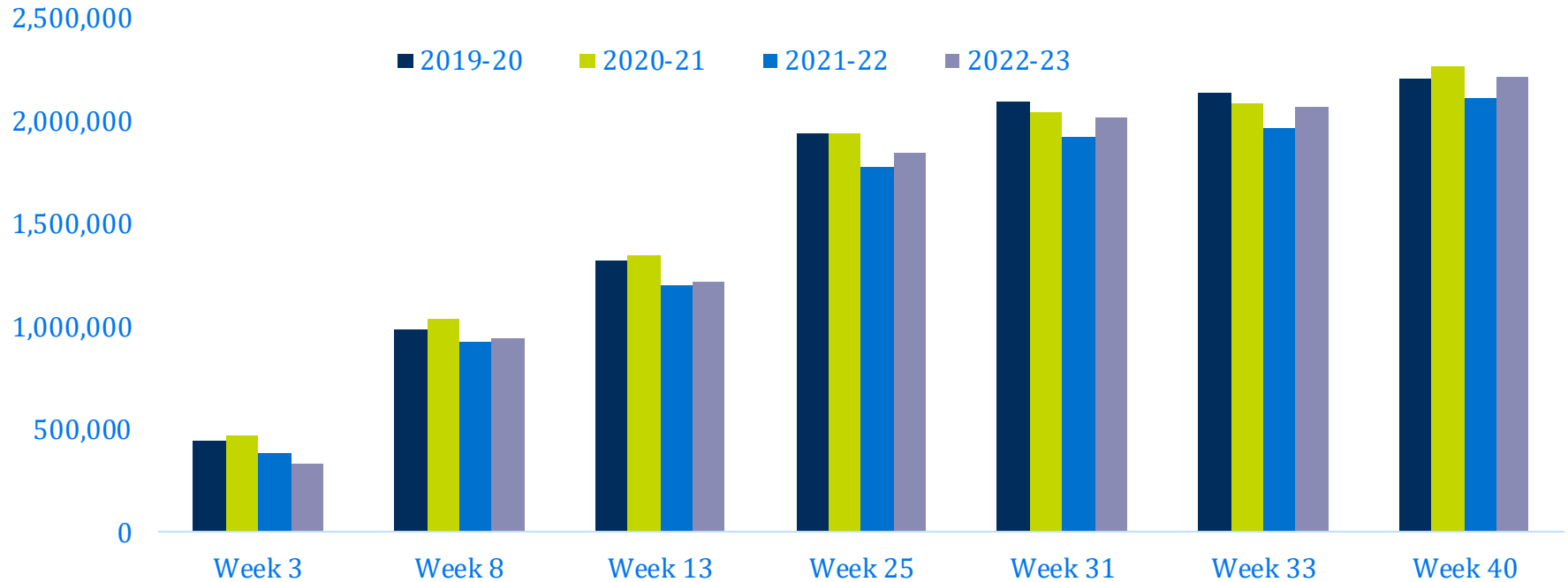
Change in FAFSA Volume – Week 36 – through June 3



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu



FAFSA Filing 2019 to 2022



FAFSA Filing – Fall 2022 Filing

- As of June 3, the Fall 2022 filing volumes were 5.2% ahead of last year with a volume increase of 104,863 submissions
- TX, CA, and AL combined increased 87,967 – representing 83.9% of the increase during this cycle
- There are eight states down in FAFSA filing an average of -605 ISIR's including: NC, IN, MI, GA, MA, HI, AK, and NH
- While Pell eligibility for filers is not available for the current data, many institutions have seen a reduction in the Pell filers.

What has caused the Pell decline?

Family incomes have increased?

Student incomes have increased?

The pandemic and record high inflation have low income families more concerned about affordability

Test optional admission likely resulted in some access opportunities for needy students – this may have changed the buying motives and like improved results for some campuses and caused deficits for others

Students from low-income families may be choosing to work to help support their families

School time has been at a premium the last 2 years which may have limited some of the normal college planning and financial aid support programming that historically was provided to students and families

Is college tuition too high?

A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand, looking at the screen. In the foreground, the keyboard of a laptop is visible. The entire image is overlaid with a semi-transparent blue filter. The text "Changes in Demographics" is centered in white.

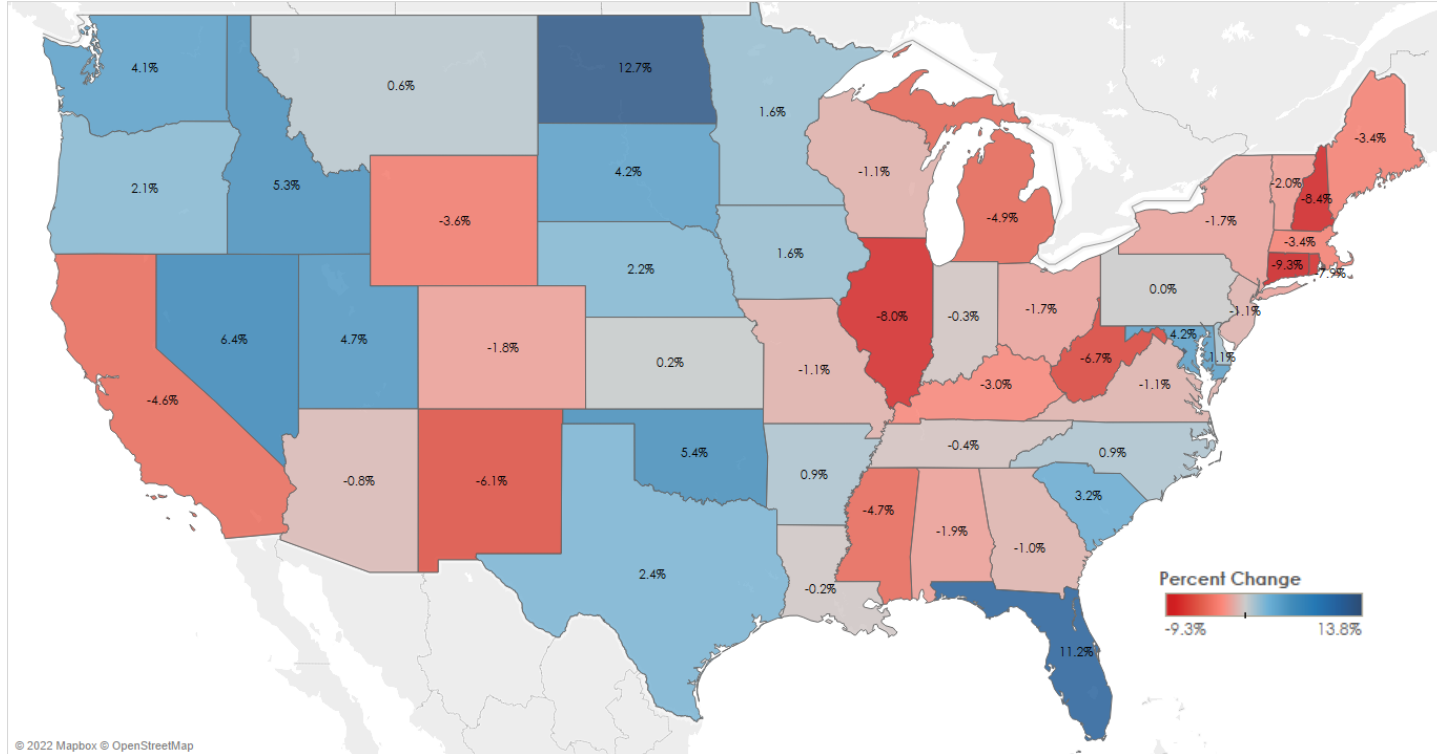
Changes in Demographics

A blue-tinted photograph of three people in a meeting. The text "5-year Change" is overlaid in white. The image shows a woman with curly hair in the center, smiling and looking down. To her left, a man in a suit is partially visible, looking towards her. To her right, another man in a plaid shirt is looking down, possibly at a document or device. The background is slightly blurred, suggesting an office or meeting room setting.

5-year Change

Projected Change in High School Graduates

Public and Non-Public, 2022-23 to 2027-28

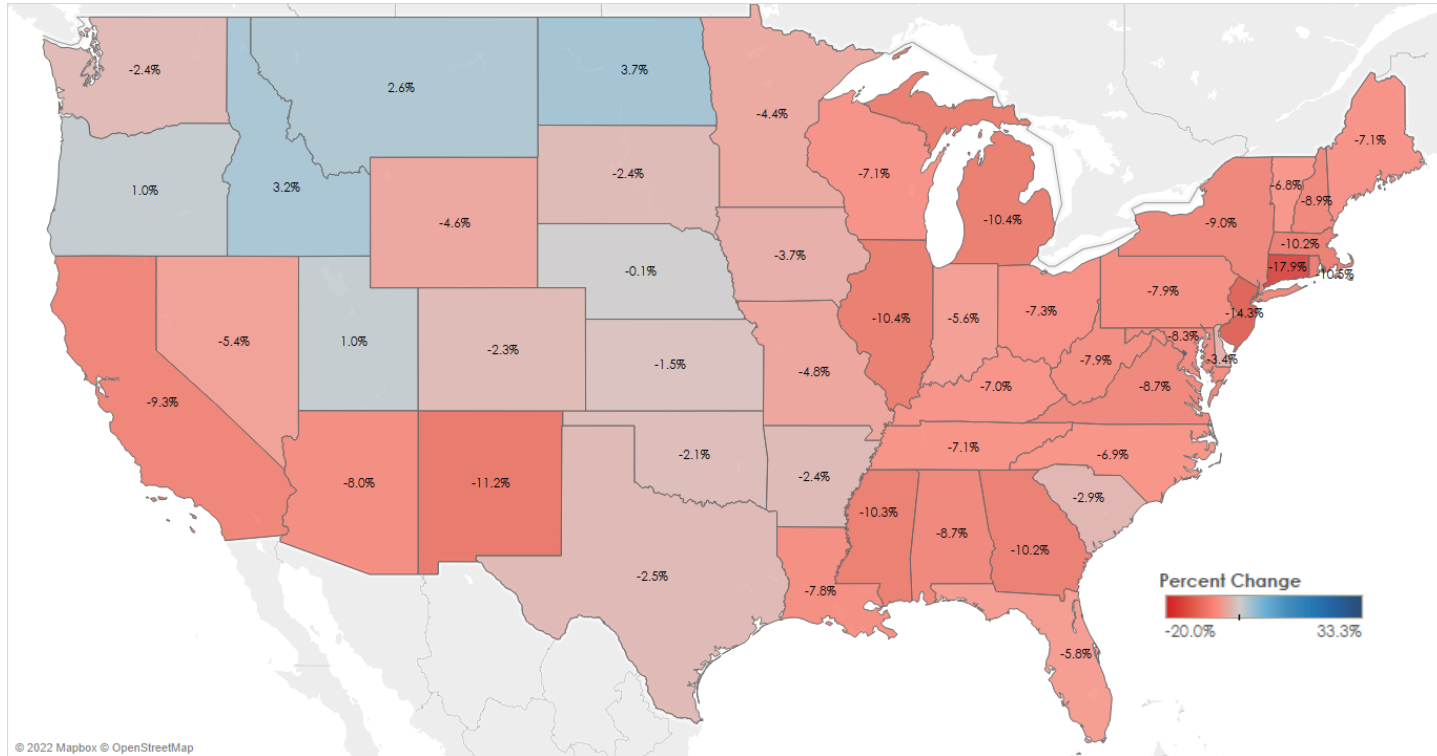


© 2022 Mapbox © OpenStreetMap



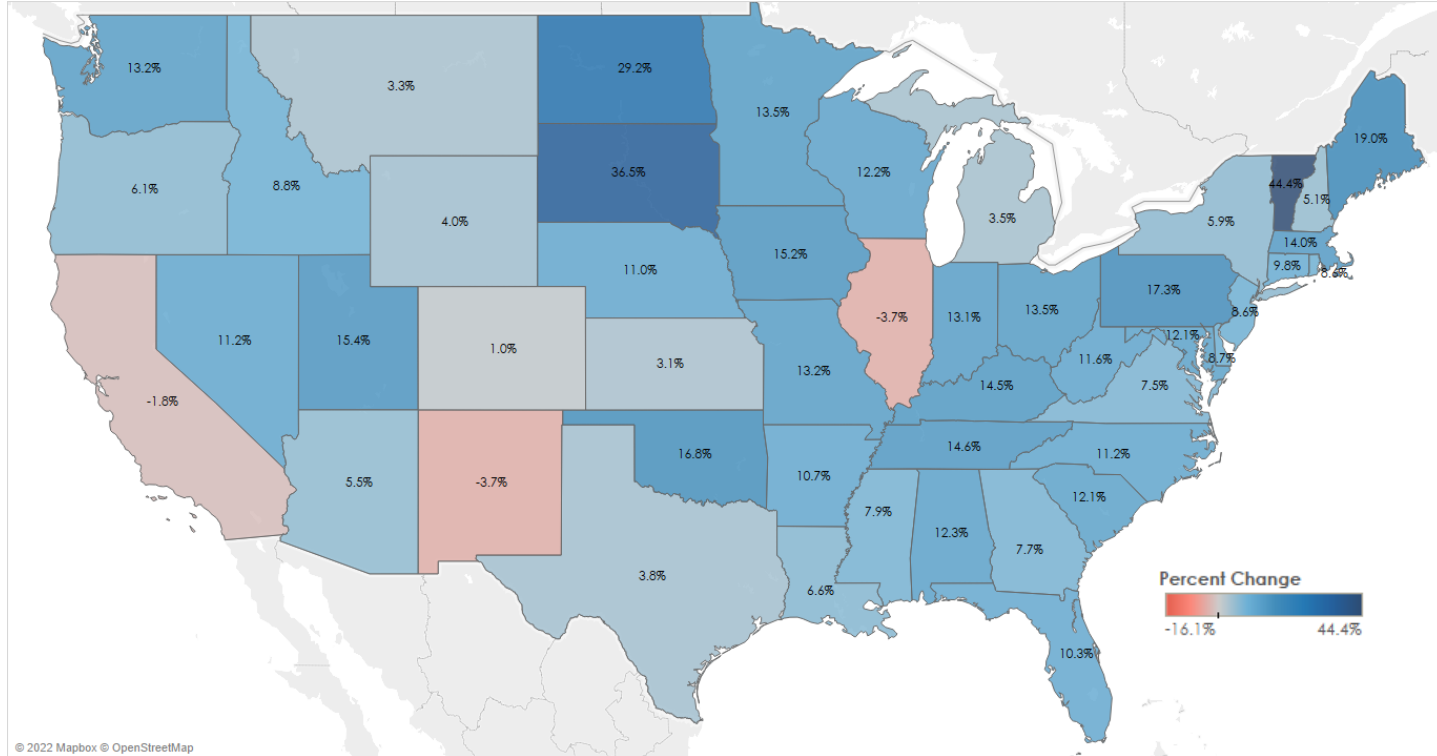
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates *White, Non-Hispanic, 2022-23 to 2027-28*



Projected Change in High School Graduates

Students of Color, 2022-23 to 2027-28



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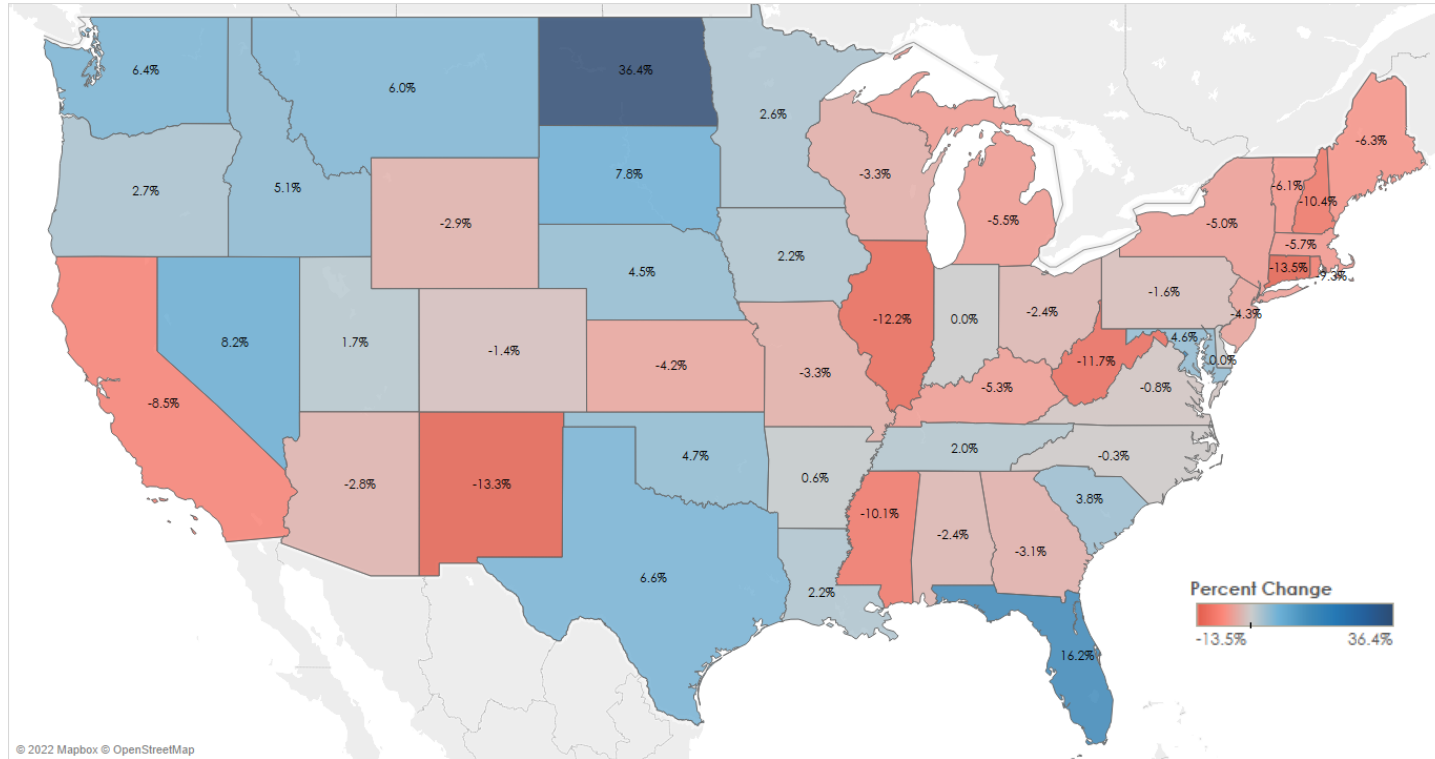
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

A blue-tinted photograph of three people in a meeting. A woman on the left is leaning over a table, pointing at a document. A man in the center is looking at the document. A woman on the right is also looking at the document. There are papers, a laptop, and a cup on the table. The text "10-year Change" is overlaid in white.

10-year Change

Projected Change in High School Graduates

Public and Non-Public, 2022-23 to 2032-33



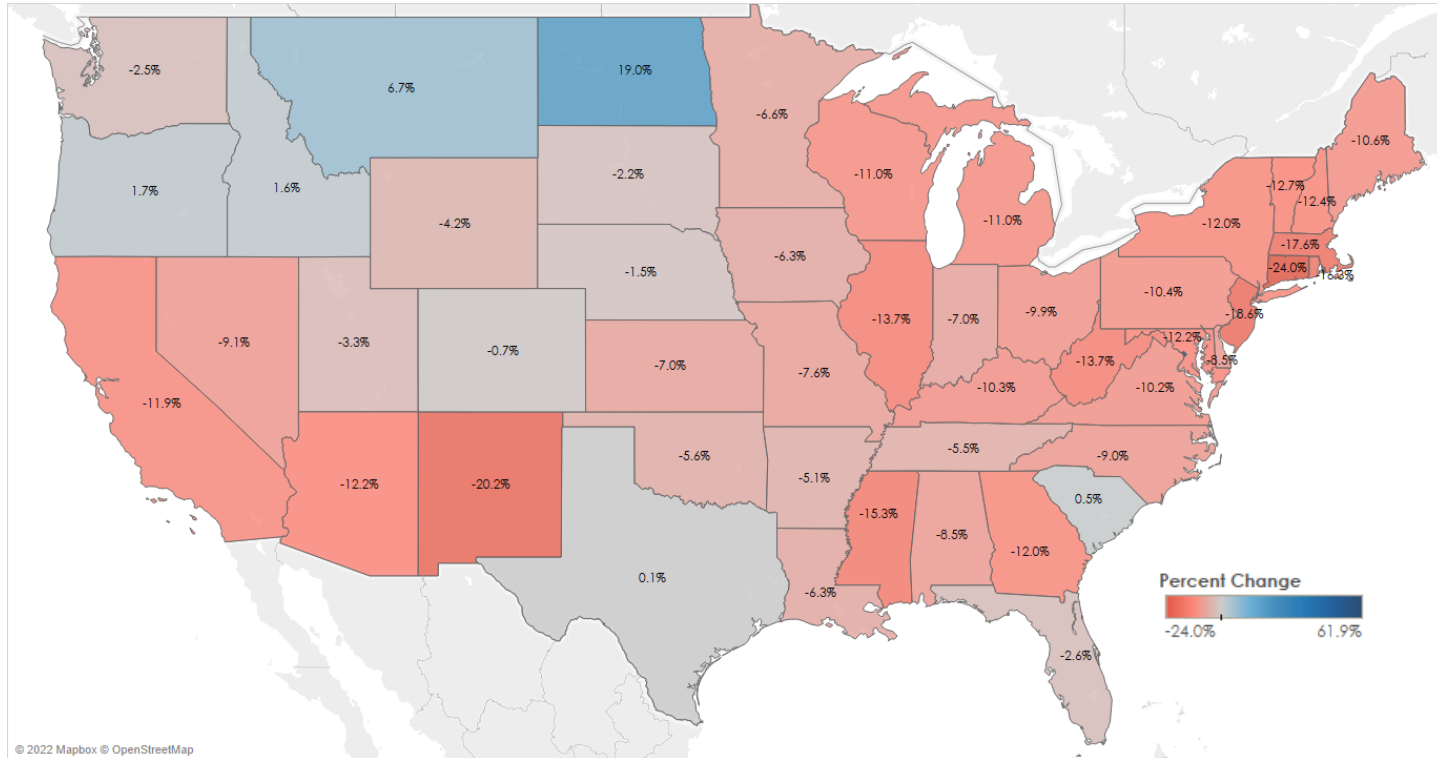
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Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

White, Non-Hispanic, 2022-23 to 2032-33



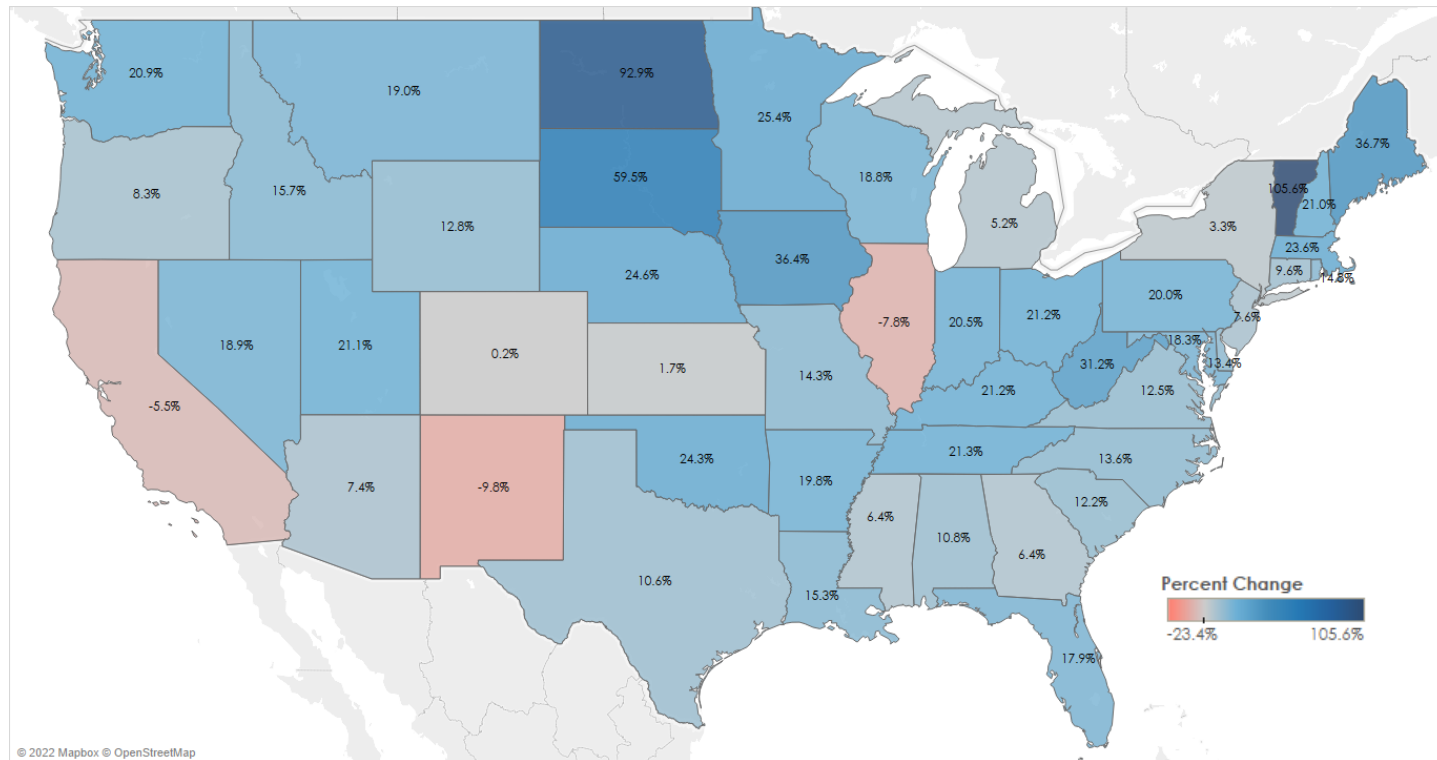
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Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

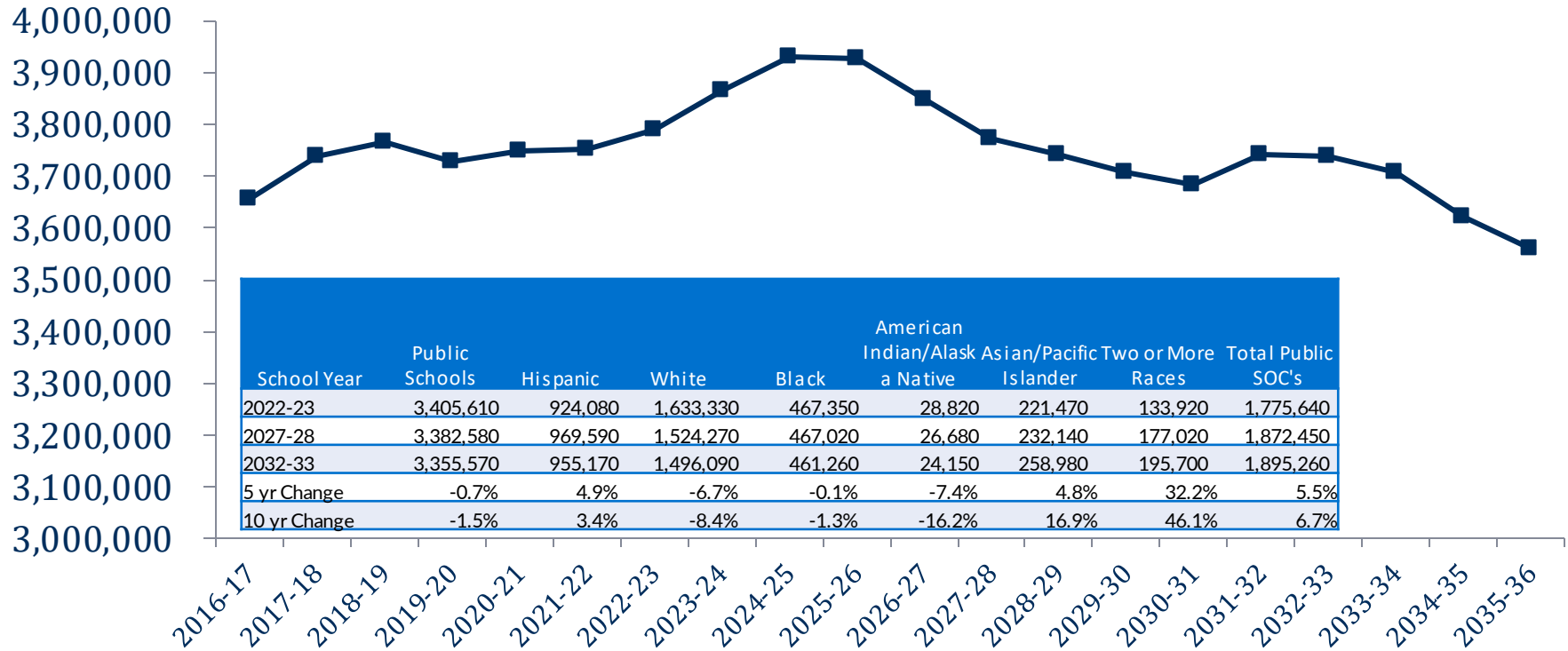
Projected Change in High School Graduates

Students of Color, 2022-23 to 2032-33



Projected Change in High School Graduates

United States 2017-36

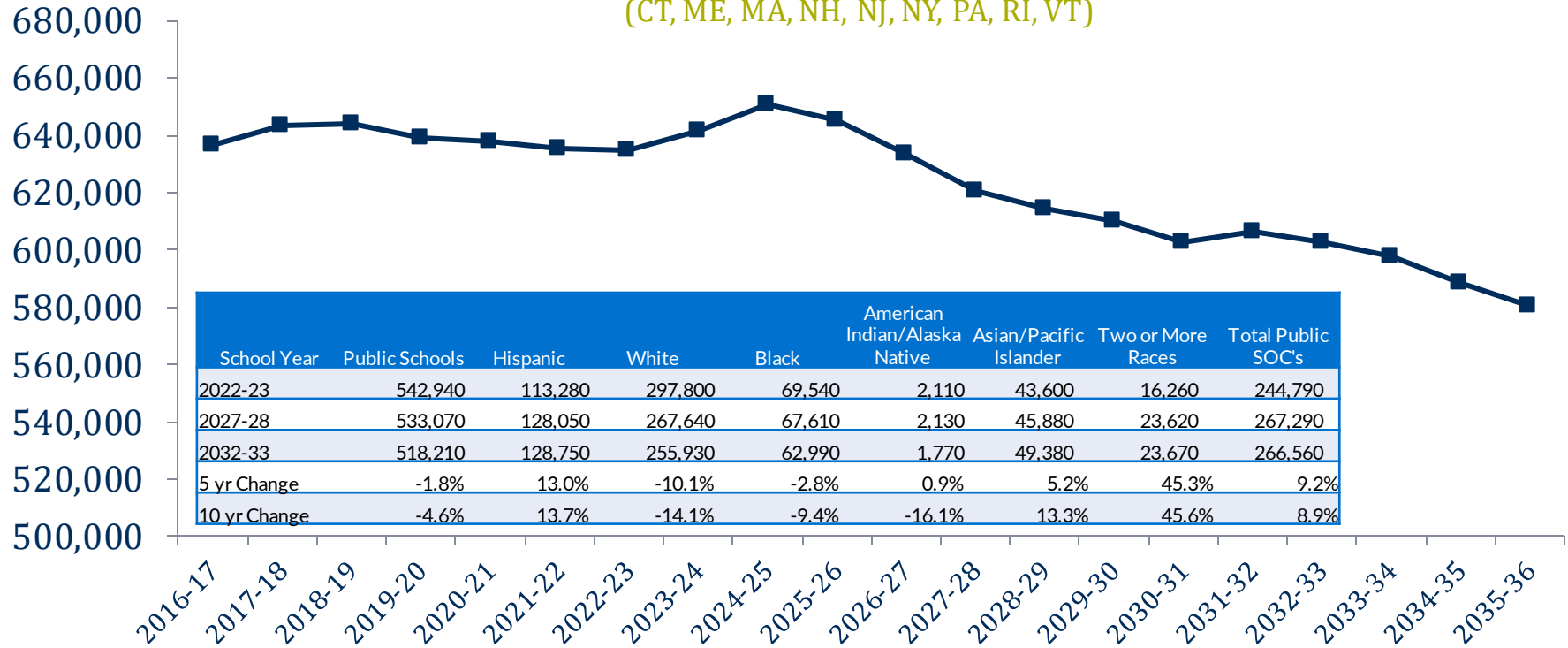


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

Northeast 2017-36

(CT, ME, MA, NH, NJ, NY, PA, RI, VT)

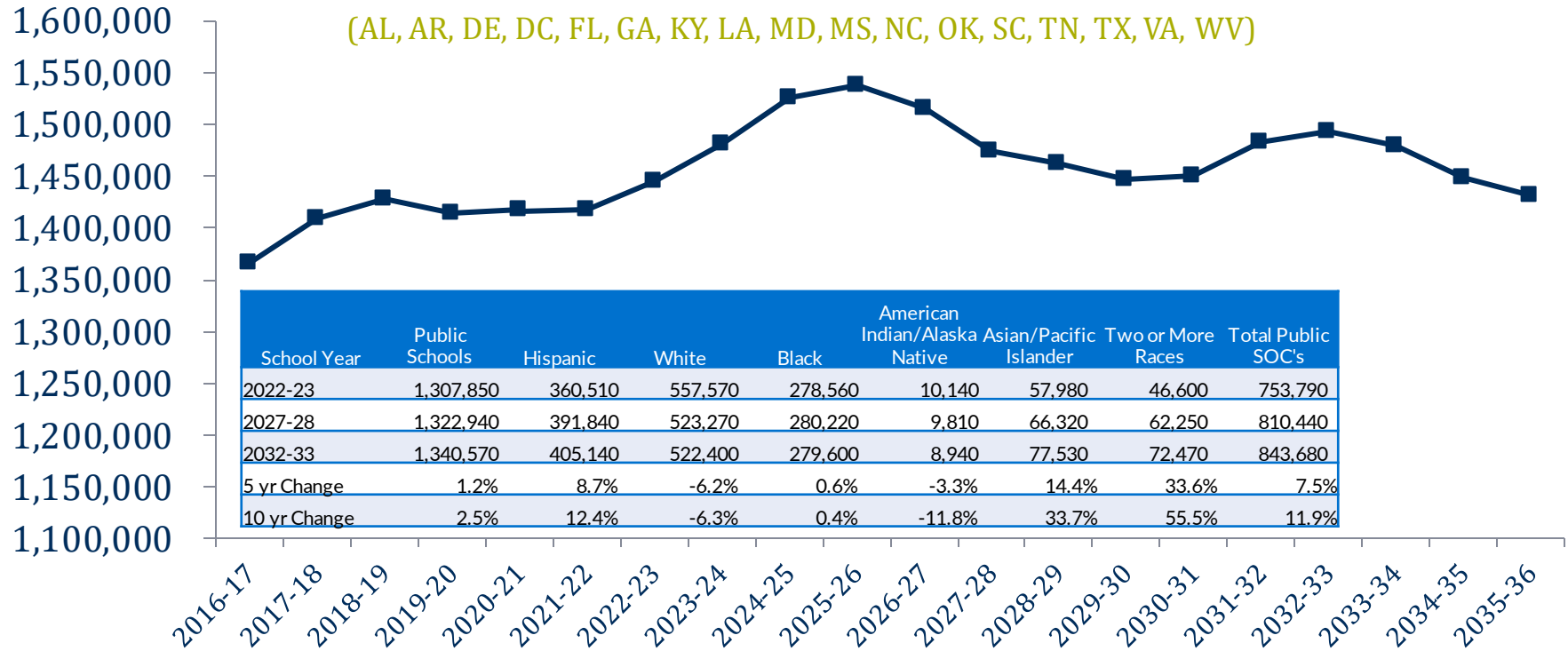


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

South 2017-36

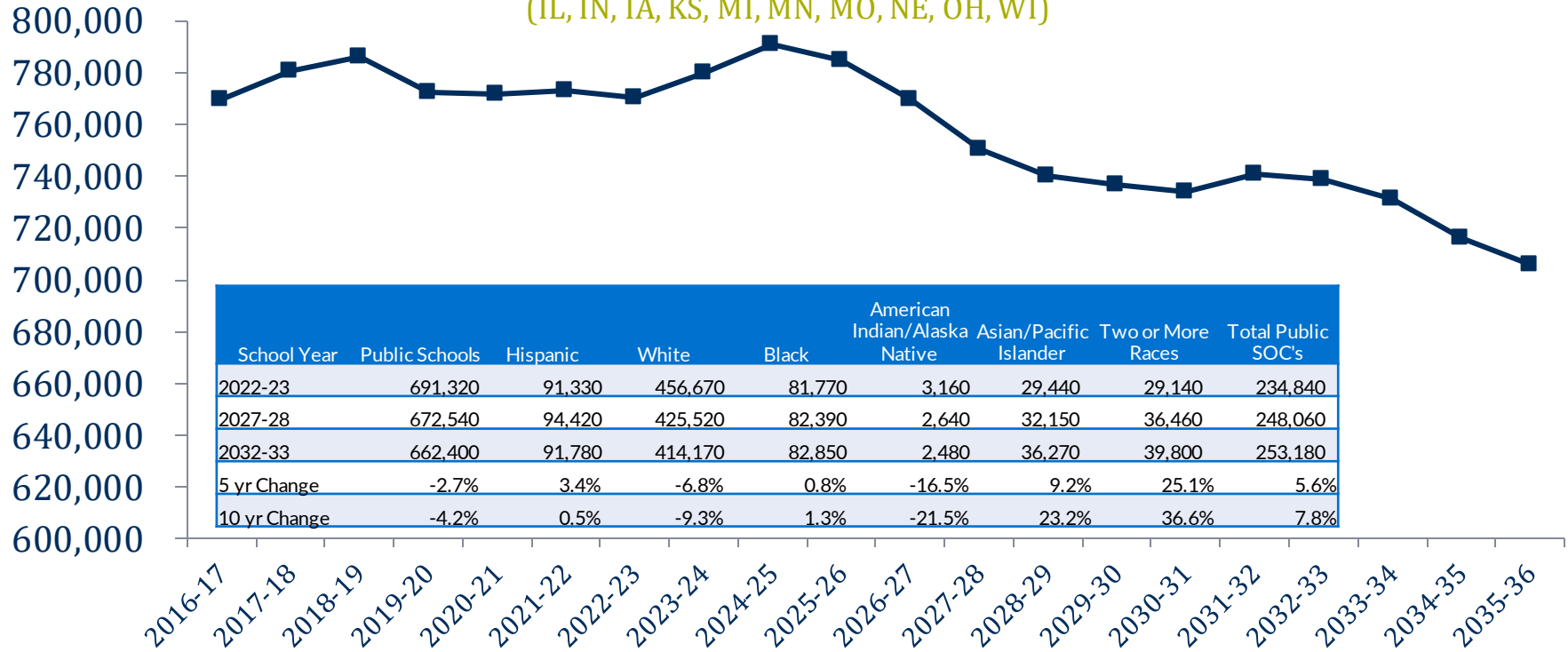
(AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)



Projected Change in High School Graduates

Midwest 2017-36

(IL, IN, IA, KS, MI, MN, MO, NE, OH, WI)

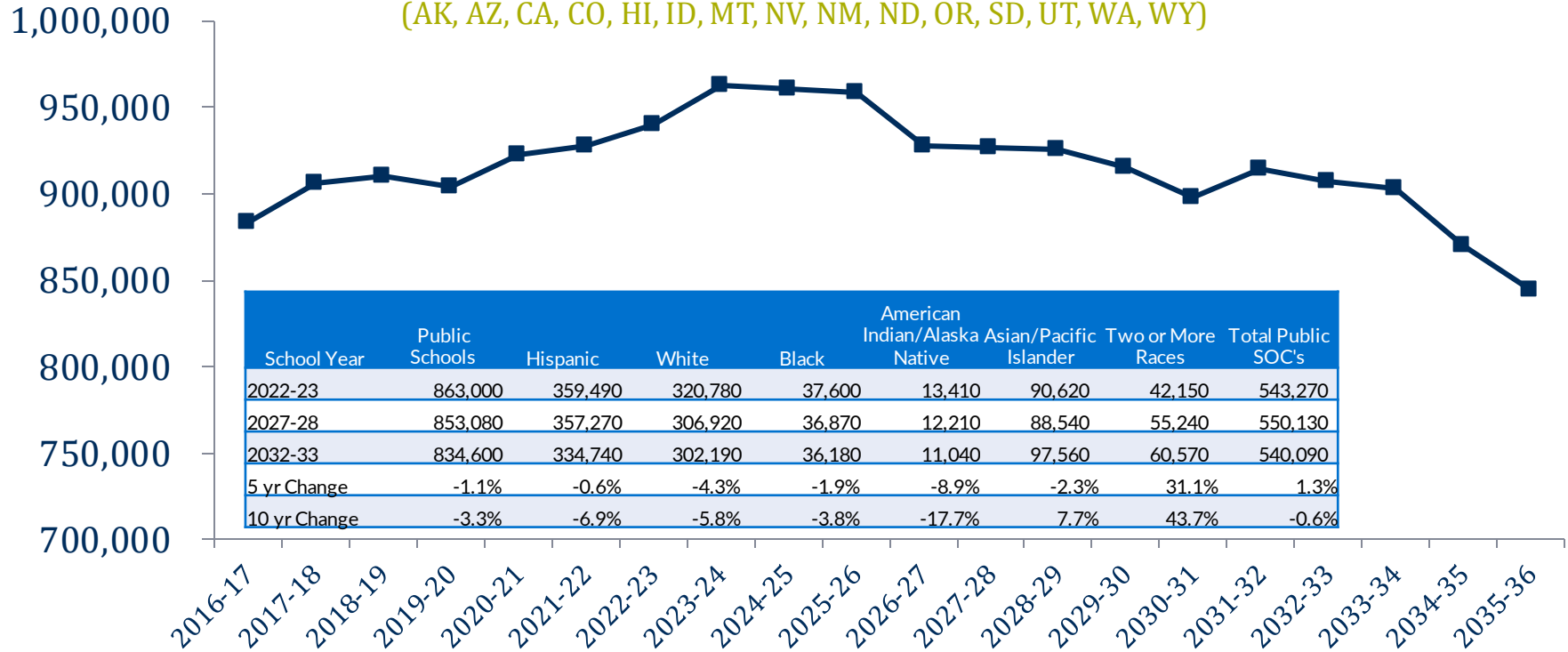


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

West 2017-36

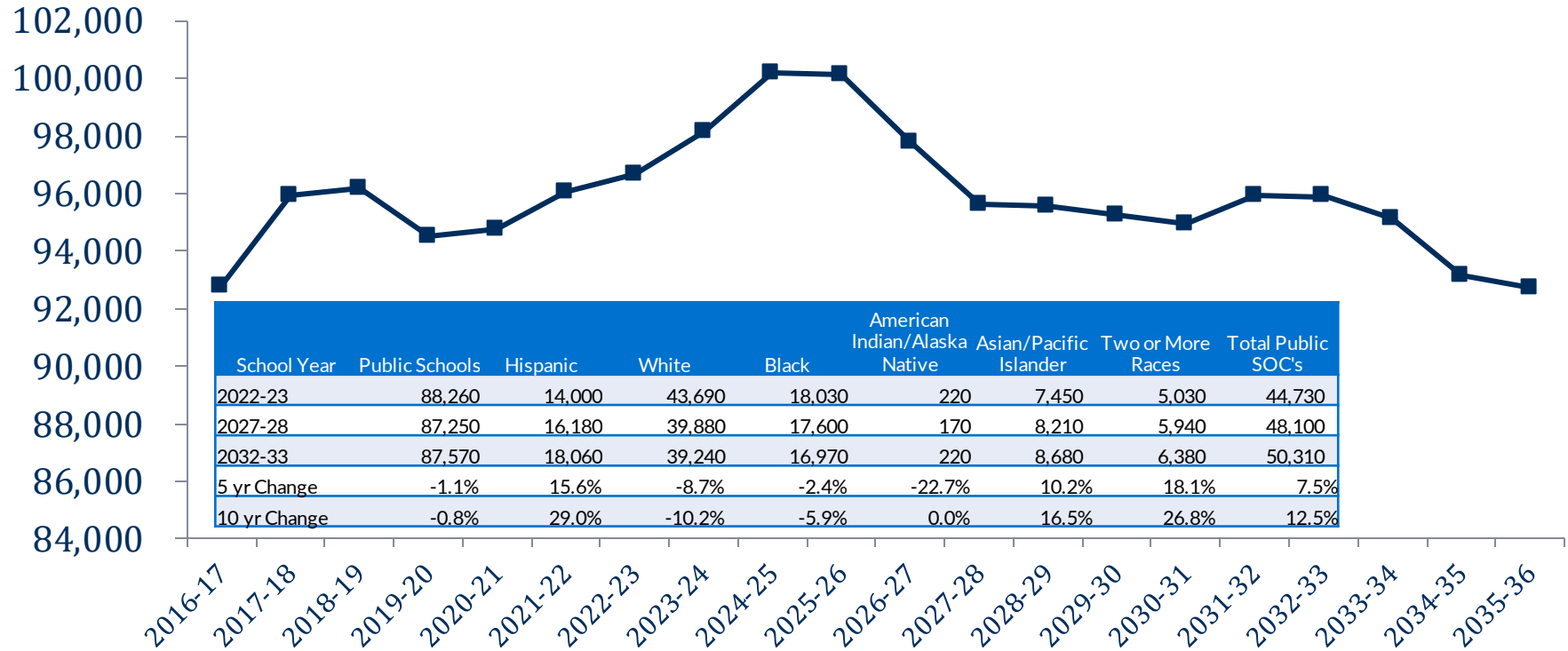
(AK, AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, SD, UT, WA, WY)



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

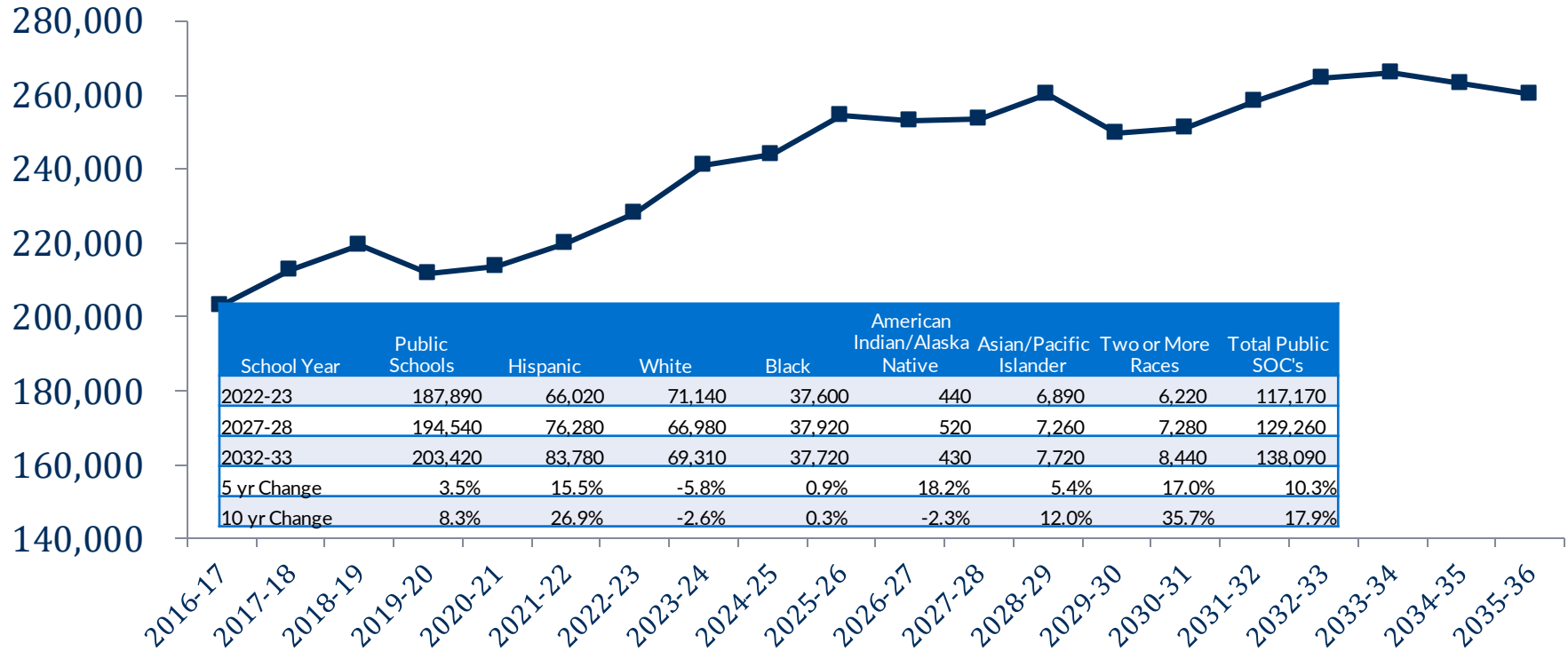
Virginia 2017-36



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

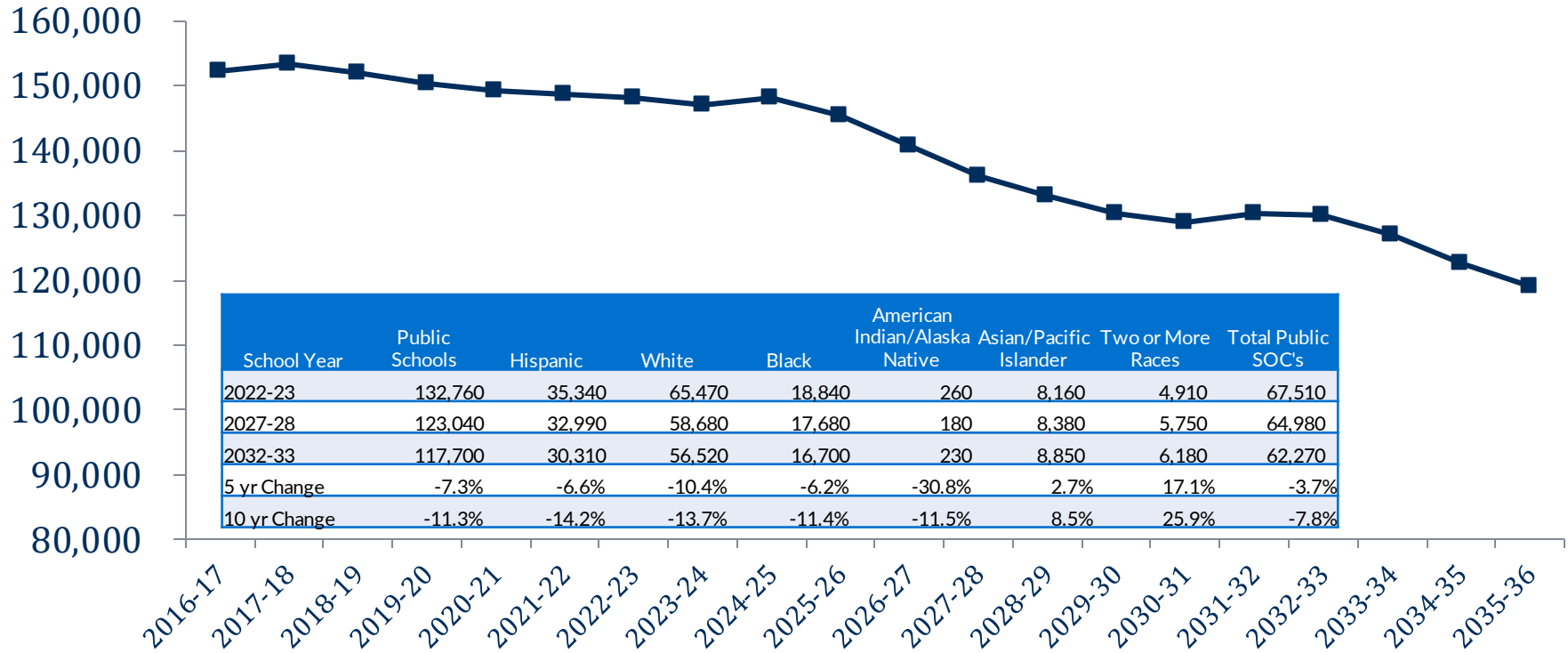
Florida 2017-36



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

Projected Change in High School Graduates

Illinois 2017-36



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2020*, www.knocking.wiche.edu

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand near a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. In the center, the text "State Migration – Short Term Pandemic Changes" is written in a white, sans-serif font.

State Migration – Short Term Pandemic Changes

Illinois-2020

Where do Illinois high school graduates attend college?

102,695 Illinois high school graduates attend college (in any state)			
Rank	Where do they go?	How many?	Share of total enrollment
1	Illinois	69,071	67.3%
2	Wisconsin	4,000	3.9%
3	Indiana	3,943	3.8%
4	Iowa	3,508	3.4%
5	Missouri	3,235	3.2%
6	Ohio	2,218	2.2%
7	Michigan	2,138	2.1%
8	Kentucky	1,042	1.0%
9	California	984	1.0%
10	Arizona	975	0.9%
Sum (of top 10)		91,114	88.7%

Illinois-2018

Where do Illinois high school graduates attend college?

112,962 Illinois high school graduates attend college (in any state)			
Rank	Where do they go?	How many?	Share of total enrollment
1	Illinois	76,346	67.6%
2	Wisconsin	4,476	4.0%
3	Indiana	4,455	3.9%
4	Iowa	4,077	3.6%
5	Missouri	3,547	3.1%
6	Michigan	2,452	2.2%
7	Ohio	2,406	2.1%
8	Florida	1,072	0.9%
9	California	992	0.9%
10	New York	962	0.9%
Sum (of top 10)		100,785	89.2%



Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. Freshman Migration data for 2020-21.

Illinois-2020

Where do college freshmen in Illinois come from?

84,296 Enrolled students in Illinois			
Rank	From Where?	How many?	Share of total enrollment
1	Illinois	69,071	81.9%
2	Foreign countries	2,374	2.8%
3	California	1,383	1.6%
4	Missouri	1,023	1.2%
5	Indiana	989	1.2%
6	Wisconsin	812	1.0%
7	Texas	765	0.9%
8	Michigan	678	0.8%
9	Florida	567	0.7%
10	New York	562	0.7%
Sum (of top 10)		78,224	92.8%

Illinois-2018

Where do college freshmen in Illinois come from?

93,229 Enrolled students in Illinois			
Rank	From Where?	How many?	Share of total enrollment
1	Illinois	76,346	81.9%
2	Foreign Countries	3,018	3.2%
3	California	1,486	1.6%
4	Missouri	1,123	1.2%
5	Indiana	975	1.0%
6	Wisconsin	870	0.9%
7	Michigan	804	0.9%
8	Texas	801	0.9%
9	Florida	635	0.7%
10	Ohio	615	0.7%
Sum (of top 10)		86,673	93.0%



Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics. Freshman Migration data for 2018-19.

Arizona-2020

Where do Arizona high school graduates attend college?

43,510 Arizona high school graduates attend college (in any state)

Rank	Where do they go?	How many?	Share of total enrollment
1	Arizona	36,708	84.4%
2	California	874	2.0%
3	Utah	777	1.8%
4	Colorado	665	1.5%
5	Texas	321	0.7%
6	Idaho	315	0.7%
7	Illinois	262	0.6%
8	New York	242	0.6%
9	Ohio	225	0.5%
10	New Hampshire	225	0.5%
Sum (of top 10)		40,614	93.3%

Arizona-2018

Where do Arizona high school graduates attend college?

50,037 Arizona high school graduates attend college (in any state)			
Rank	Where do they go?	How many?	Share of total enrollment
1	Arizona	43,494	86.9%
2	Utah	910	1.8%
3	California	757	1.5%
4	Colorado	423	0.8%
5	Texas	375	0.7%
6	New Mexico	373	0.7%
7	Illinois	274	0.5%
8	Idaho	268	0.5%
9	New York	230	0.5%
10	Florida	186	0.4%
Sum (of top 10)		47,290	94.5%



Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics. Freshman Migration data for 2018-19.



Arizona-2020

Where do college freshmen in Arizona come from?

60,128 Enrolled students in Arizona			
Rank	From Where?	How many?	Share of total enrollment
1	Arizona	36,708	61.0%
2	California	5,706	9.5%
3	Texas	1,587	2.6%
4	Washington	1,482	2.5%
5	Colorado	1,355	2.3%
6	Foreign countries	1,278	2.1%
7	Illinois	975	1.6%
8	Oregon	596	1.0%
9	Minnesota	553	0.9%
10	New Mexico	535	0.9%
Sum (of top 10)		50,775	84.4%

Arizona-2018

Where do college freshmen in Arizona come from?

61,920 Enrolled students in Arizona			
Rank	From Where?	How many?	Share of total enrollment
1	Arizona	43,494	70.2%
2	California	5,389	8.7%
3	Texas	1,171	1.9%
4	Foreign Countries	1,100	1.8%
5	Washington	898	1.5%
6	Colorado	794	1.3%
7	Illinois	791	1.3%
8	Nevada	491	0.8%
9	New Mexico	487	0.8%
10	Georgia	441	0.7%
Sum (of top 10)		55,056	88.9%



Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics. Freshman Migration data for 2018-19.



A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand and have their left hand near a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered over the image.

Indicators of Higher Education Equity in the United States: 2022 Historical Trend Report

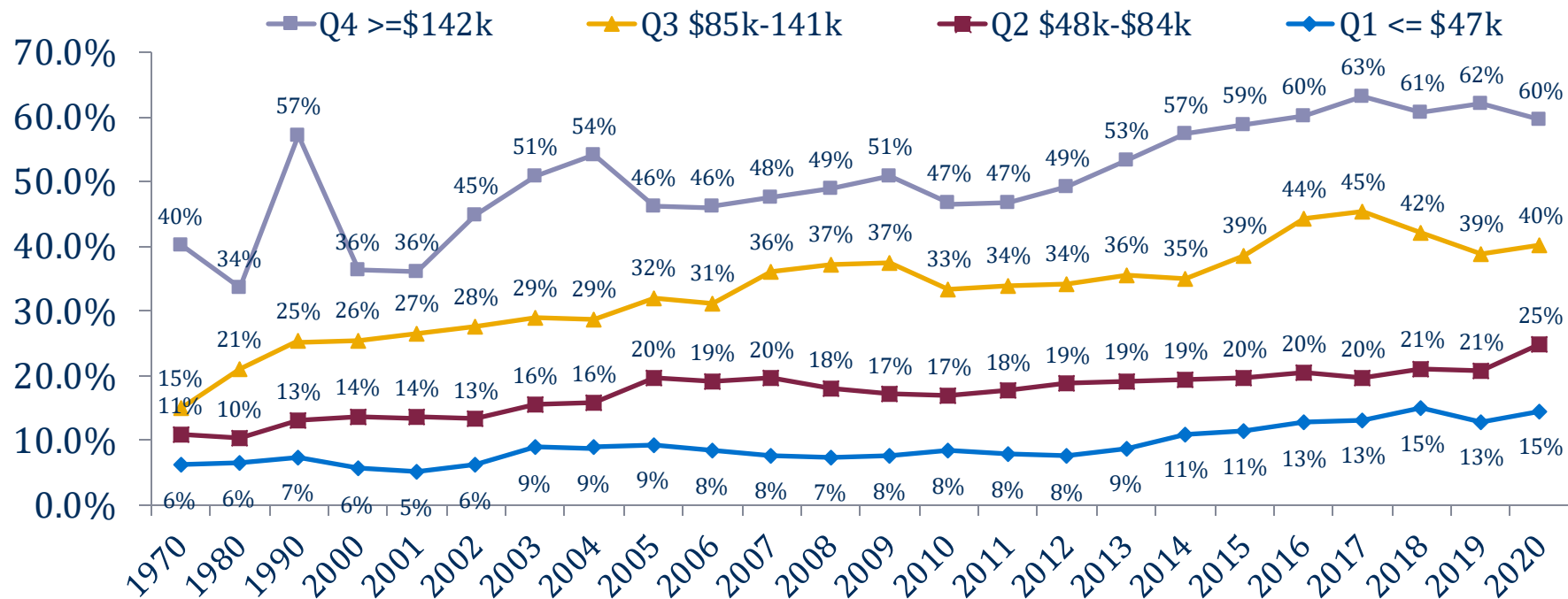
The ability to pay of prospective students plays a significant role in who will earn a bachelor's degree.

Quartile	Family Income*	College Attainment
Q1	\$46,697 or less	1 in 8 will earn a BA degree by age 24 (Approximately 12.9%)
Q2	\$46,698 to \$84,530	1 in 5 will earn a BA degree by age 24 (Approximately 20.7%)
Q3	\$84,531 to \$141,886	2 in 5 will earn a BA degree by age 24 (Approximately 38.8%)
Q4	\$141,887 and above	2 in 3 will earn a BA degree by age 24 (Approximately 62.0%)



Equity Indicator: Bachelor's Degree Attainment by age 24 by Family Income Quartile

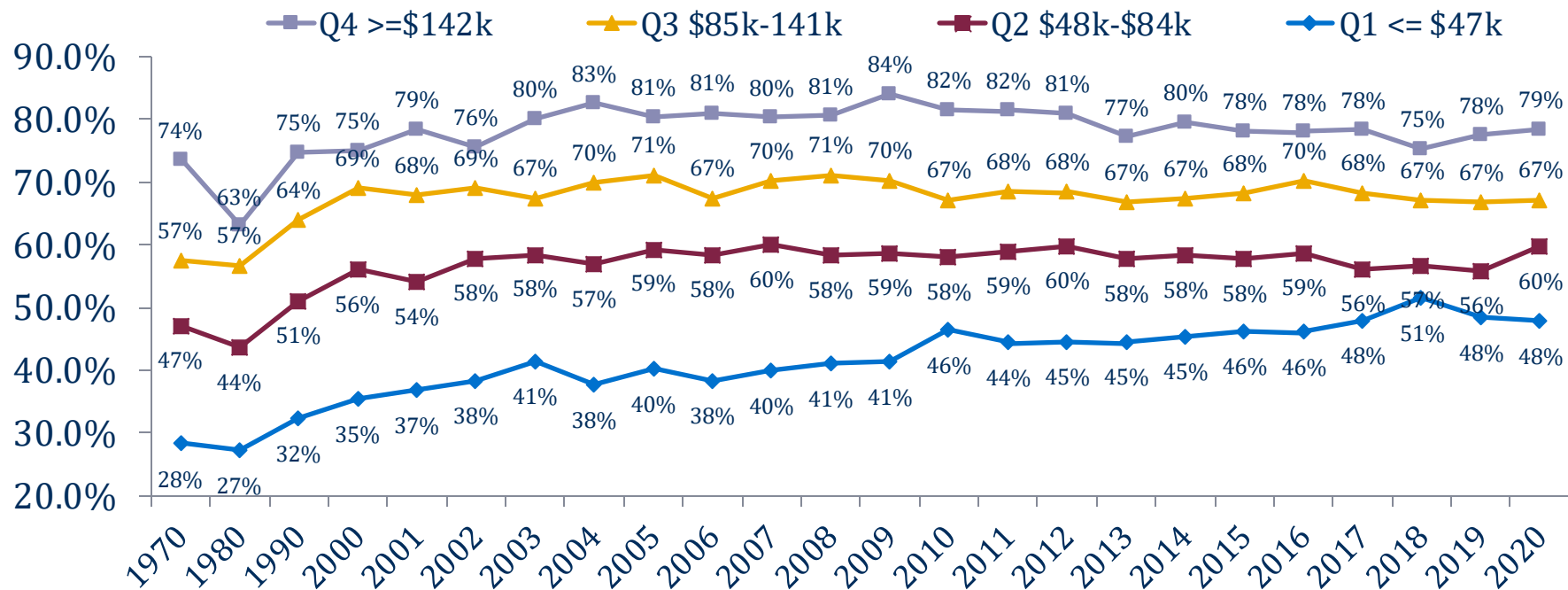
1970, 1980, 1990, 2000-2020



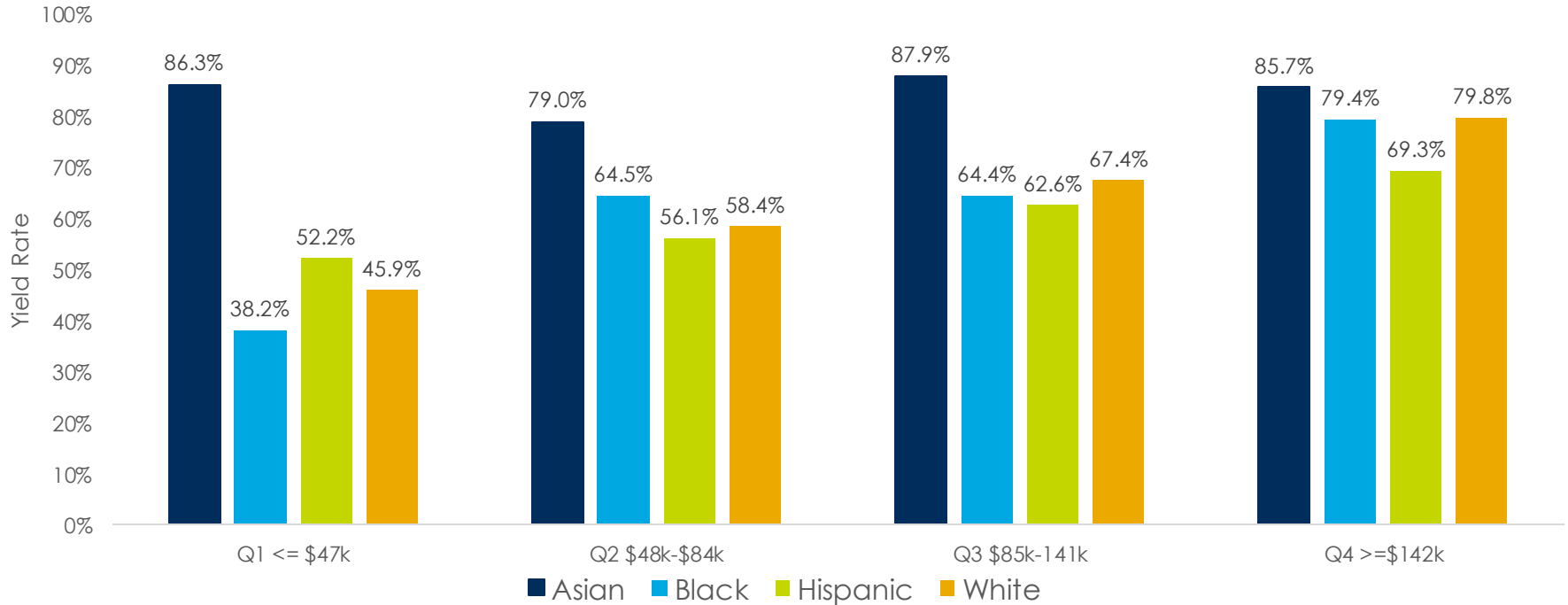
© Copyright 2022, Cahalan, Margaret W., Addison, Marisha, Brunt, Nicole, Patel, Pooja R., Vaughan III, Terry, Genao, Alysia & Perna, Laura W. (2022). Indicators of Higher Education Equity in the United States: 2022 Historical Trend Report. Washington, DC: The Pell Institute for the Study of Opportunity in Higher Education, Council for Opportunity in Education (COE), and Alliance for Higher Education and Democracy of the University of Pennsylvania (PennAHEAD).

Equity Indicator: College Participation Rates by Family Income Quartile

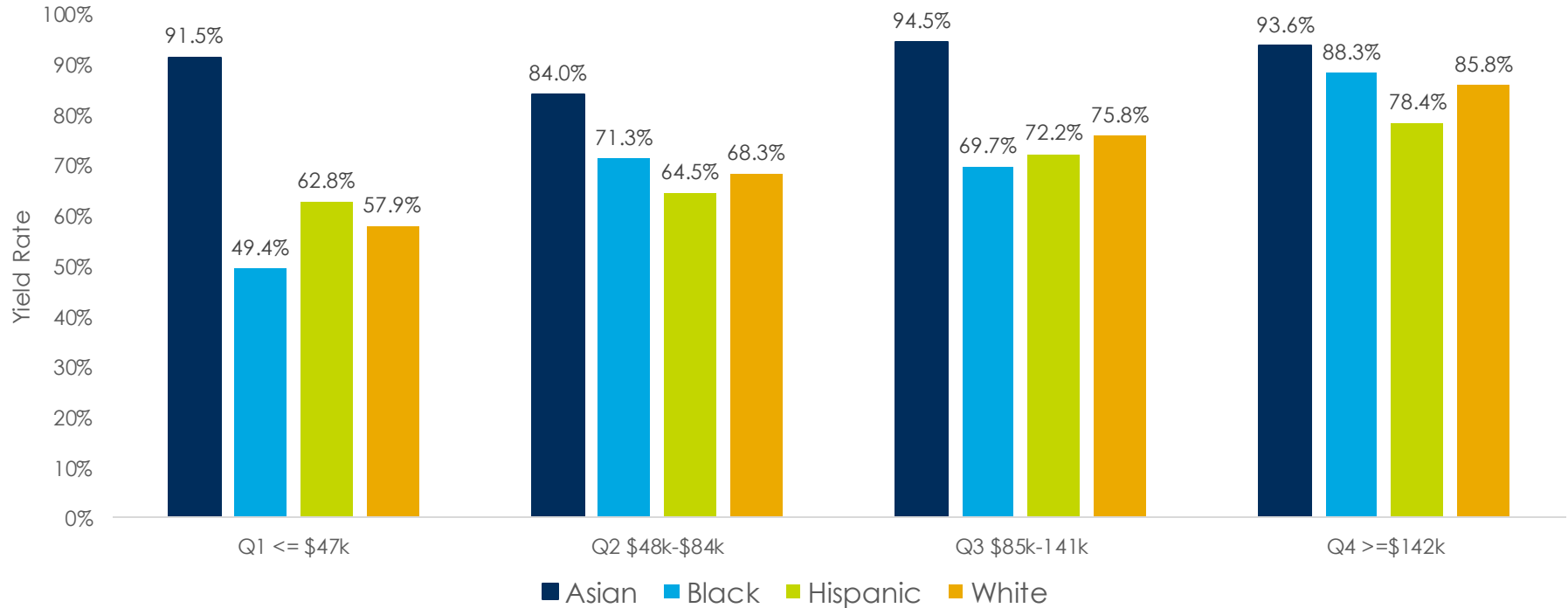
1970, 1980, 1990, 2000-2020



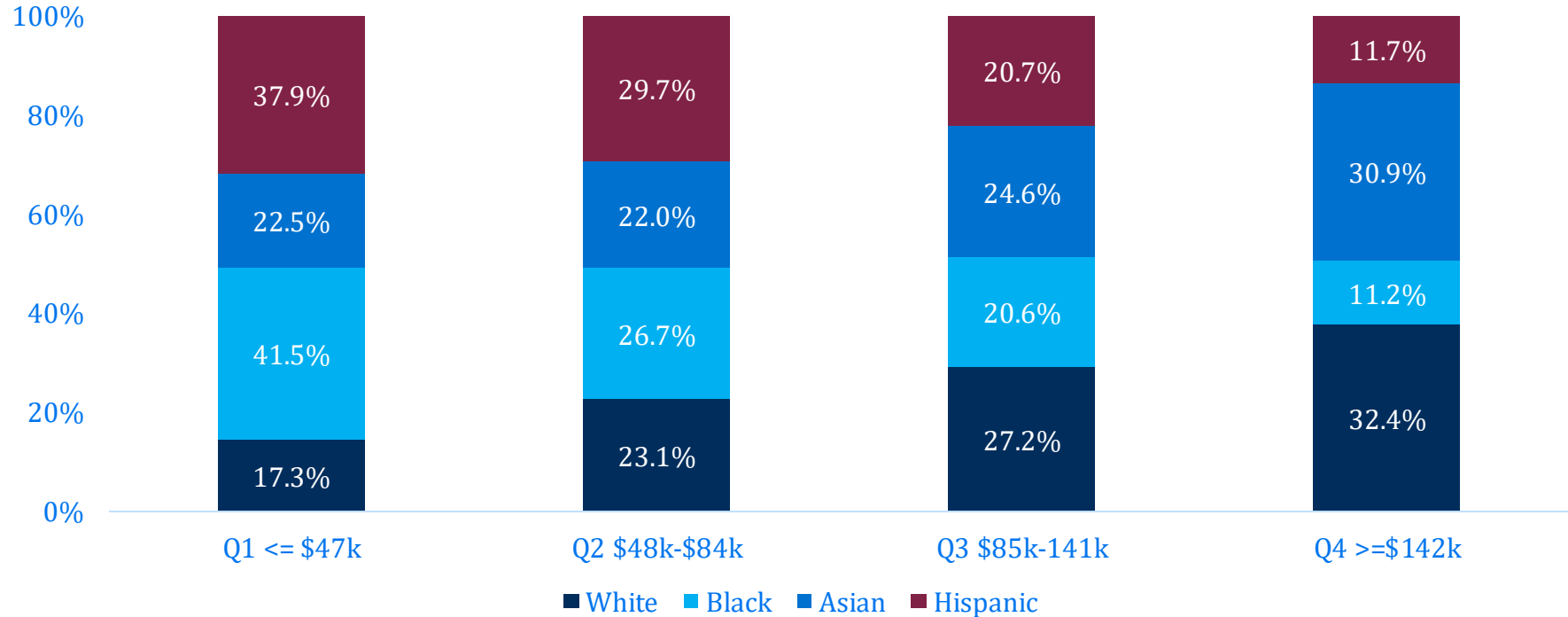
Equity Indicator: College Participation Rates of 18-24-year-olds by race/ethnicity and family income quartile: 2020



Equity Indicator: College Continuation Rates by Race/Ethnicity and Family Income Quartile: 2020



Equity Indicator: College Continuation Rates by Race/Ethnicity and Family Income Quartile: 2020



What does this mean?

- High school students are becoming increasingly diverse and needy.
- During the coming decade we need to:
 - maximize college participation rates
 - provide strategic scholarships and financial aid
 - expand services in academic support and career advancement
 - Implement retention strategies to maximize college attainment rates
- College attainment can be the great equalizer in terms of income and help students and families reshape their futures.

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Resources and Strategies" is centered in white, sans-serif font.

Resources and Strategies

FAFSA Filing

- High school level filing data
 - <https://studentaid.gov/data-center/student/application-volume/fafsa-completion-high-school>
 - Monitor local and feeder school filer rates
- Develop an outreach program to support schools and counselors
 - College search programming to begin in 9th and 10th grades
 - Focus on college participation and completion

Develop a Financial Aid Strategic Plan

- Coordinate with admissions a communications flow for inquiries (seniors, juniors, sophomores), applicants, admits, parents, and high school counselors
- Consider streamlining merit and need-based aid strategies
- Are financial aid nights beneficial? If not, are there other strategies that have been successful.
- Work with high school counselors to develop FAFSA filing days/sessions
- Develop a plan to complete more “aid consultations” with students and families. The goal is to maximize enrollment and increase retention rates.
- Work with CBO’s to help further college attainment – especially around financial aid concerns

Other Sources

- Western Interstate Commission for Higher Education
 - <https://knocking.wiche.edu/data/knocking-10th-data/>
- The Pell Institute for the Study of Opportunity in Higher Education, “Indicators of Higher Education Equity in the United States – 2022 Historical Report”
 - <http://pellinstitute.org/>



Other Strategies

- Campuses need to prepare for the increasing need and diversity and the necessary support for success.
- Prepare administration for increasing discount rates. Focus on net tuition and overall revenue levels. While a few campuses will reduce discount rates in the coming decade – the vast majority will see increasing discount rates.
- Marketing and Communications
 - Develop compelling stories
 - Focus and connect stories of outcomes, value, and affordability
- The pandemic has resulted in several acute challenges including nursing and education which have seen declining interest. We need to find ways to limit further losses in enrollment to these fields and find creative ways to increase interest.
- Understand the impact that test optional admission has had on your enrollment, retention, and market before you decide to require test scores.

“

If your actions inspire others to dream more, learn more, do more, and become more, you are a leader.

- John Adams

Thank you

Todd White – Assistant Vice President, Consulting Services

Todd.White@RuffaloNL.com