

# How to Bring Clarity to Your Financial Aid Award Offers using Personalized Video



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Allied Pixel



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RNL

# The Current Financial Aid Letter

- Filled with **confusing jargon**.
- **70%** of award letters do not explain difference between grants, scholarships, loans, and work- study.
- **More than one-third** do not include cost information for students to calculate cost of attendance.
- **50%** do not provide action steps - specific suggestions for the student and family.


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College bound  
seniors rate video  
among the most  
influential  
resources for  
college search.

-RNL E-Expectations Report

# Connecting with Students

- Difficulty reaching students via phone.
- **Inconsistent** student experience.
- **Not enough staff** to personally connect with all students to explain their FA award package (FA offices not having enough resources to field questions).
- Inability to connect with students in a compelling and individualized way regarding college finances.



Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

-Insivia

**72% of consumers  
would rather watch a  
video than read  
about it.**

# College Cost Transparency Initiative

## Principles

- The primary purpose of student financial aid offers is to **provide clear, accurate, consumer-friendly information about college costs and financial aid eligibility.**
- Financial aid offers should be transparent, ensuring that costs are understandable for students and their families. Financial aid offers should include the most accurate estimate possible of a student's costs.
- All types of aid offered should be described and **explained using standardized, plain language.**
- Colleges and universities should **strive to embrace the use of innovative technologies** to create financial offers in formats that best serve the needs of their unique student populations, **which may include dynamic and interactive components.**

# Communicate Each Piece of FA Offer

(your data drives content of video)

- **Financial Aid Offer Details**

- Total package
- Net cost calculation

- **Custom Award Scenes (Up to 10)**

(i.e. Sibling, Alumni, Military Scholarships etc.)

- **Payment Options**

(Payment Plans, PLUS, etc.)

- **Value Proposition Scenes (up to 4)**

- **Counselor Scene/Contact Scene**

- **Next Steps—Call to Action Buttons**

- **Revised Videos**

**Standard Scenes include:**

- Premiere/Full Tuition scholarship
- Merit scholarship
- Talent scholarship
- Athletic scholarship
- Pell Grant
- FSEOG
- State Grant
- Institutional Grant
- Other scholarships (catch-all scene)
- Sub & Unsub Loan scenes
- PLUS/Alt Loan scene
- Work-Study scene

# **COASTAL CAROLINA CASE STUDY**

# Coastal Carolina University

Conway, SC

- 10,811 Undergraduate Students
- 537 Graduate Students
- Liberal Arts with Professional Programs
- NCAA Division I
- F25 Incoming Class
  - 25% First Generation
  - 25% Students of Color
  - 90% receive financial aid
  - National reach—students enrolled from 50 states and over 50 countries
- Fall 2026 Incoming Class
  - 71% Acceptance Rate (lowered from 75%)
  - Increased GPA and test score averages





## Personalized 2025-26 Financial Aid Offer Video for



[Attend Admitted Student  
Day](#)

[Financial Aid Checklist](#)

[Visit Campus](#)

Was this video helpful?



## Personalized 2025-26 Financial Aid Offer Video for



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[Visit Campus](#)

Was this video helpful?



## Personalized 2025-26 Financial Aid Offer Video for

## Estimated Net Costs for 2025-2026

Tuition and Fees:	\$29,628
Total Gift Aid:	\$19,898
Remaining Balance:	\$10,500
Loan Eligibility:	\$5,500
Balance (After Loans):	\$5,000

Balances provided exclude Work-Study funds.

[Attend Admitted Student  
Day](#)

[Financial Aid Checklist](#)

[Visit Campus](#)

Was this video helpful?



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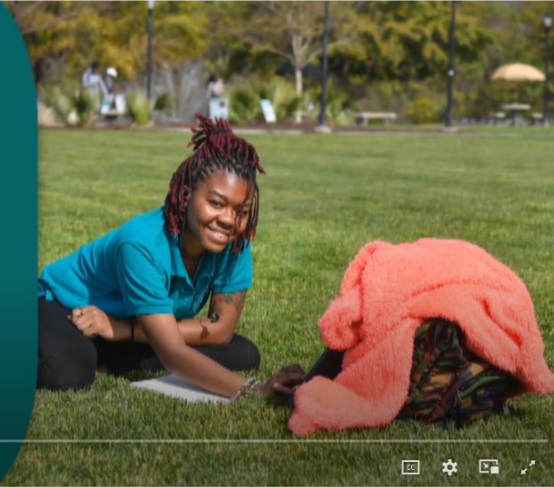


# Customized Scholarship Scenes

Personalized 2025-26 Financial Aid Offer Video for

HTC Honors  
Scholarship -  
Waiver

\$1,000



Attend Admitted Student  
Day

Financial Aid Checklist

Visit Campus



# & Value Proposition Scenes

Personalized 2025-26 Financial Aid Offer Video for

Academic Common  
Market Waiver  
\$17,988

\$17,988



Attend Admitted Student  
Day

Financial Aid Checklist

Visit Campus

# CCU Financial Aid Strategy

## How does a Personalized Financial Aid Video fit in?

- Financial Aid is critical factor in yield and overall enrollment
  - **Over 9,600 admitted students files a FAFSA**
  - **FAFSA filer yield is 29% compared to 3.5% for non-filers**
  - **Fall 2025, 31% of enrolled students wee Pell-eligible**
- First financial aid offers are sent in early-January and then once a week moving through yield season
  - Mailed personalized offer of financial aid with letter
  - In addition to mailed letter, financial aid information is available in the applicant's MyCCU portal
  - Financial aid updates available in the MyCCU portal; in addition, missing information can also be completed in the portal

# CCU Financial Aid Strategy

## How does a Personalized Financial Aid Video fit in?

- Due to limited staff in Financial Aid, we rely on the PFAV video to provide the detailed information regarding the FA package. We don't have the staff in Admissions or Financial Aid to have one-on-one meetings with all applicants about financial aid.
- The PFAV video “does the math” for the student & family. Our SIS and student portal does not do this, which is why the video is beneficial.
- Revised videos go out when package changes. We send up to 3 revised videos



# CCU Communication Strategy

- They receive an initial text from Allied Pixel when their video is ready
- We follow-up a few days later with an email to the student **and** parent/family member(s)
- The video link is in Slate for FA and Admissions counselors to view and follow-up with students and families.

## Financial Aid Video Links

### Financial Aid Viewer Video Link:

<https://finaid.video/?v=01f7d394e444081a1ade5bdb7adc47fc&s=COASTAL&portal=true>

### Financial Aid Challenge Video Link:

<https://finaid.video/?v=3bd829cf8518ffe893720a6b57e8ff23&s=COASTAL>



# Outreach Example

25/FA PFAV Student Email 4.8.25



Sent 8,324



Delivered 8,272  
99.4%



Clicks 24



Unique Clicks 23  
0.3%



Bounces 52  
0.6%



Opt Outs / Spam Complaints 21  
0.3%

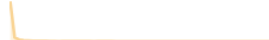


Skipped 126



Open rates are no longer a reliable measure of engagement due to industry-wide privacy protections. Reliable measures of engagement include clicks and conversion events.

Opens 13,106



Unique Opens 5,266  
63.3%



Dear Jayla,

**Congratulations on being accepted to Coastal Carolina University!**

I want to thank you for completing the FAFSA. I am pleased to share with you a personalized video outlining the financial aid opportunities available to you. In addition, this video will provide the estimated costs for the upcoming academic year. You will need your date of birth to access the video. **Here is the direct link your personalized financial aid video:** <https://finaid.video/?v=ae1a4e260eb0d3b95d3698bb82dab106&s=COASTAL>.

**Coastal Carolina University** embraces a teacher-scholar model where the faculty are engaged with students in the classroom through high quality teaching. You can expect this type of interaction with faculty from day one. Our faculty work with students on experiential learning, collaborative research, internships, and other creative learning opportunities. Our goal is for you to graduate well-prepared for a professional career or for graduate study in your chosen field.

This type of classroom experience has led to **Coastal Carolina University** being recognized for excellence in innovation, as well as a great value for the quality of education that students receive. *U.S. News and World Report* ranks Coastal Carolina University 7<sup>th</sup> among Southern Regional universities in the Best Undergraduate Teaching category.

Everyone at Coastal Carolina University is committed to your success. Please contact the Office of Admissions and Merit Awards at [admissions@coastal.edu](mailto:admissions@coastal.edu) or at 843-349-2170, or you can contact Financial Aid and Scholarships at [finaid@coastal.edu](mailto:finaid@coastal.edu) or at 843-349-2313 if you have any questions.

Best wishes,

Amanda E. Craddock, Ed.D.  
Vice President for Enrollment Management

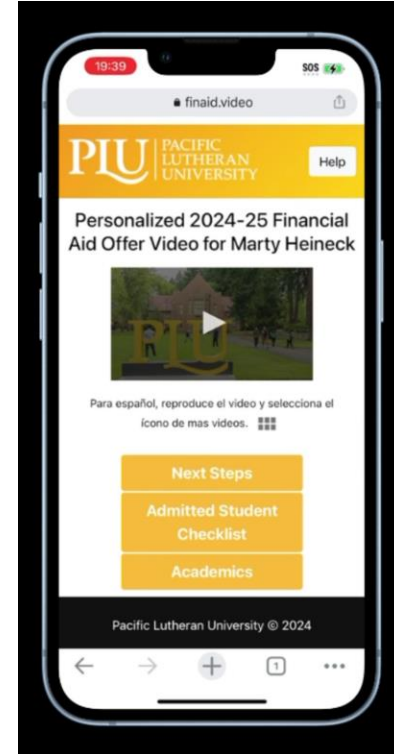
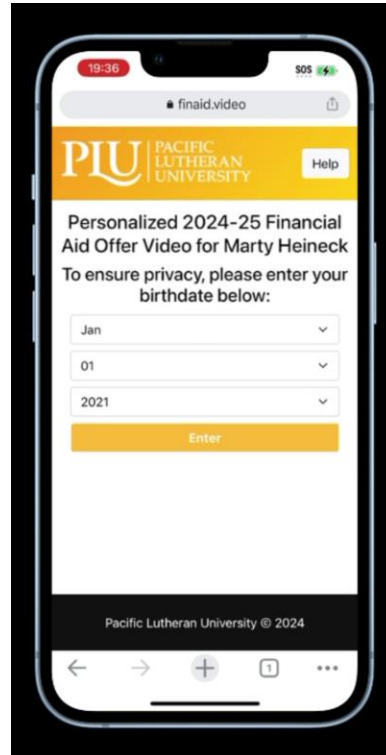
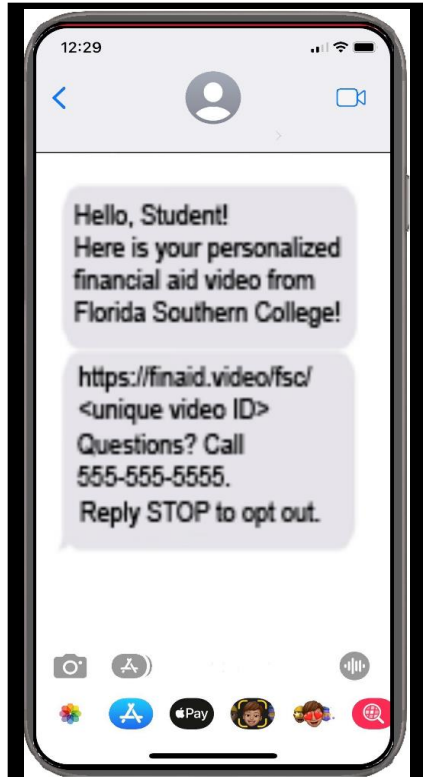
# CCU Value Propositions in Video



If we don't get a chance to talk to the student and/or family we wanted them to hear and understand the following:

- Institutional Awards (merit- and need-based); 75% of students receive
- State aid for South Carolina residents
- Scene-specific information: Honors College, Academic Common Market
- Call to actions (visit, enroll)

# Mobile Experience for Student



# **Coastal Carolina Video**

## **Look for Scenes**

**Intro for students outside of South Carolina**

**Calculation of Gift Aid**

**Payment Plan Calculations**

**\* By Semester**

**\* 4 Month Installments each Semester**

**Closing Value Props**



# **Personalized FinAid Video**

## **Coastal Carolina University**



# CCU Lift Needed

- Student level data
- Creative assets and branding guide
- Complete intake form
- Participant in script development process
- Feedback on video creation (Vimeo)

# Measuring Success

**Quantitative  
&  
Qualitative**



# Coastal Carolina University



## Personalized Video Engagement Analytics

Coastal Carolina University

### Engagement Summary (English)

Project Start Date: April 7, 2025

#### Total Videos

Created  
10,881

Texted  
10,658

#### New Package Videos

# of Students  
9,809

# Unique Views  
5,146

Viewership  
52.45%

Total Views  
9,258

#### Revised Package Videos

# of Students  
959

# Student views  
327

Viewership  
34.10%

Total Views  
327

#### Call To Action Clicks

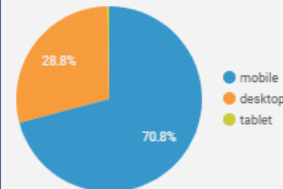
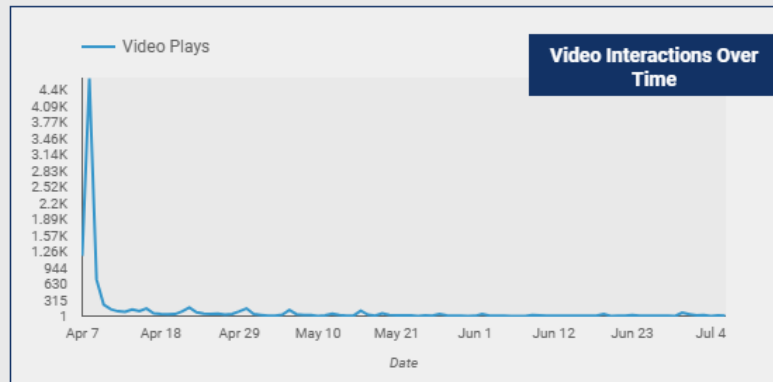
Submit Enrollment Deposit  
395

Attend Admitted Student Day  
798

Financial Aid Checklist  
1,726

Visit Campus  
99

Call to Action Interaction  
58.23%

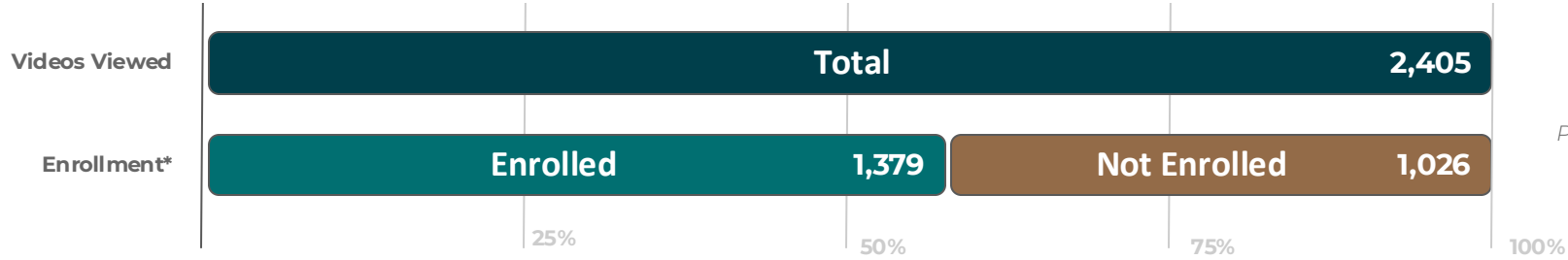


[Survey Results](#)

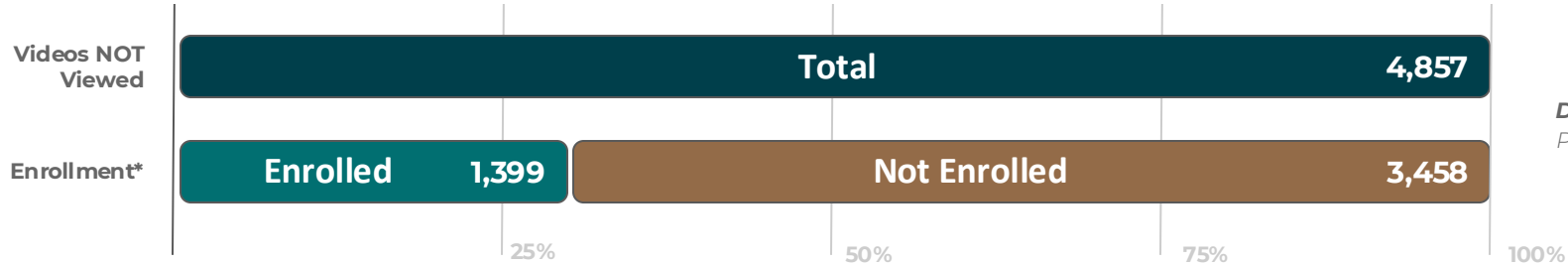


# Coastal Carolina University

PFAV Viewership vs. Enrollment (2024-2025 Academic Year\*\*)



**57.3%**  
of students who  
**DID view** their  
Personalized Video  
enrolled.



**28.8%**  
of students who  
**DID NOT** view their  
Personalized Video  
enrolled.

**Students who viewed their Personalized Video were nearly 2X more likely to enroll.**

# **WHAT DO STUDENTS AND PARENTS SAY?**



**As a parent this was the ABSOLUTE best! Thank you for taking the time to not only get my son excited but plainly explain the finances. Can't wait to see you in the fall.**

*Parent of prospective student, Coastal Carolina University*

# Personalized FinAid Video Comments - Coastal Carolina

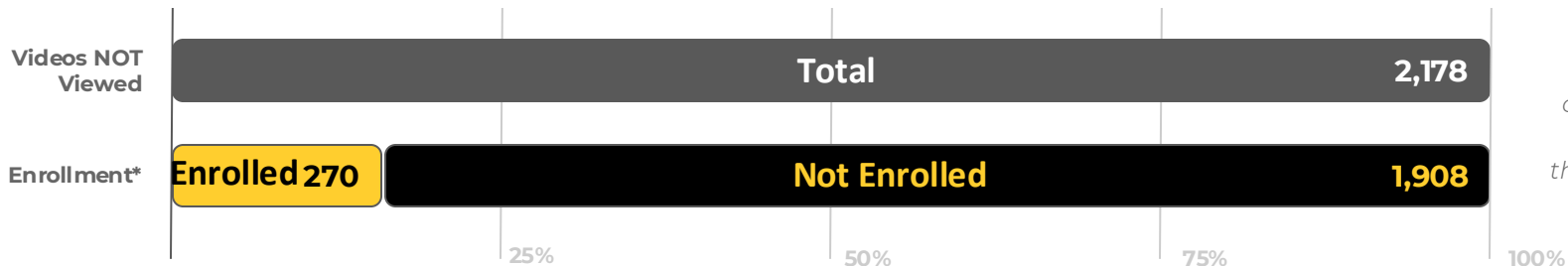
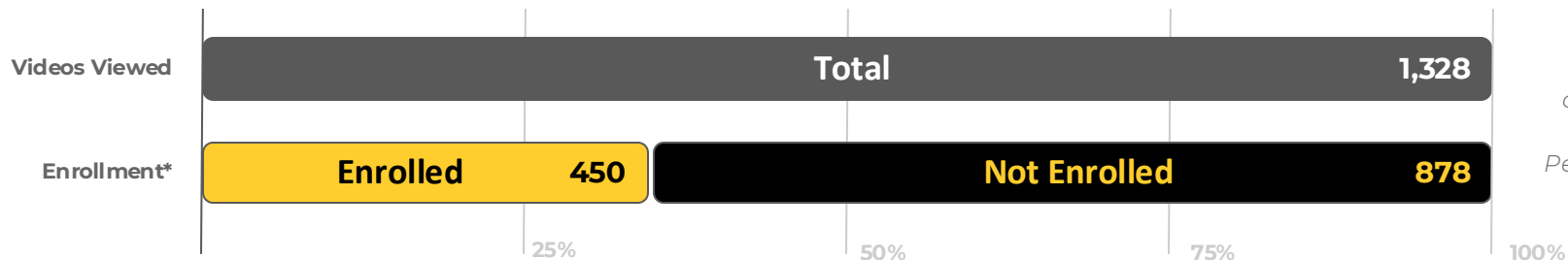
School Campaign	Comment	Date
Coastal Carolina University	This is just fantastic! I'm also a school counselor and I wish all colleges did this.	04/8/2025
Coastal Carolina University	Everything....super informative!! Thanks so much!	04/11/2025
Coastal Carolina University	Personalized	04/8/2025
Coastal Carolina University	Very helpful to understand costs and see all of the things the University has to offer.	04/8/2025
Coastal Carolina University	Very informative and easy to follow	04/25/2025
Coastal Carolina University	Go info, succinct, not too long	04/8/2025
Coastal Carolina University	Specifics and very detailed.	04/8/2025
Coastal Carolina University	It was clear and concise and it explained what each part of the package is. Thank you for the video!	04/8/2025
Coastal Carolina University	Clarity!	04/8/2025
Coastal Carolina University	I appreciated the break down by semester!	04/8/2025
Coastal Carolina University	We loved that it was personal not general	04/8/2025
Coastal Carolina University	Great video!	04/8/2025
Coastal Carolina University	Great video! I really appreciate how you've explained the financial aid offer letter, and student loans!	04/8/2025
Coastal Carolina University	It gave me a better understanding of what my aid package was and what my outstanding balance will be	04/8/2025
Coastal Carolina University	This was personalized, informative, provided resources and laid the cost of attendance out very clearly. thank you.	04/8/2025
Coastal Carolina University	Great idea outlining info via a video!!!!	04/8/2025
Coastal Carolina University	Very informative	04/8/2025
Coastal Carolina University	OUTSTANDING! LOVED THE WHOLE VIDEO!	04/8/2025
Coastal Carolina University	The whole thing and the personalized information!!	04/8/2025
Coastal Carolina University	Very accurate and nice video.	04/8/2025

# **OTHER SUCCESS STORIES**

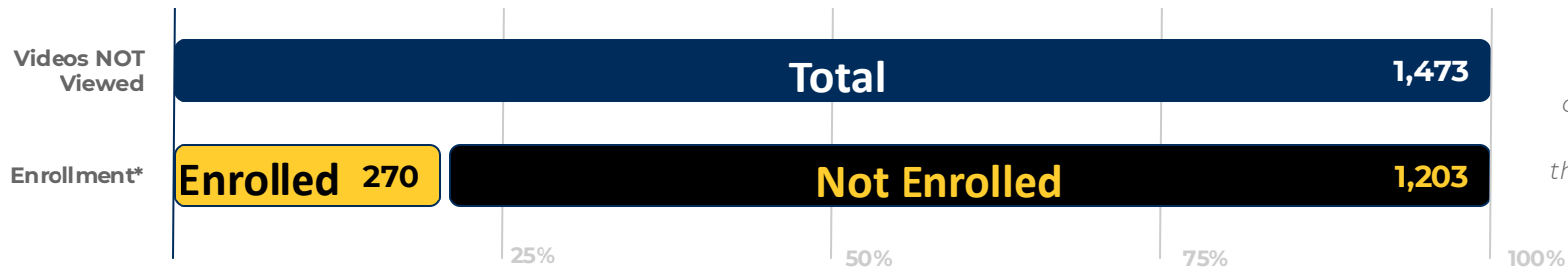
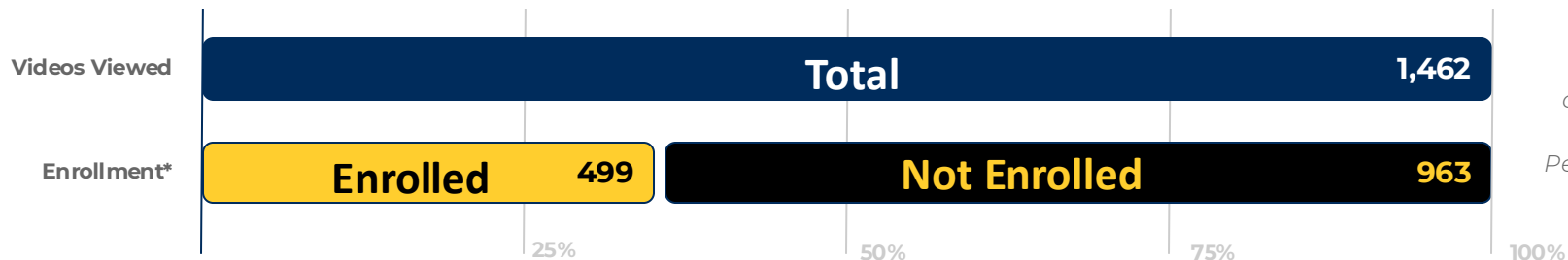


# Pacific Lutheran University

PFAV Viewership & Engagement (2023-2024 Academic Year\*\*)



**Students who viewed their Personalized Video were nearly 2.7X more likely to enroll**



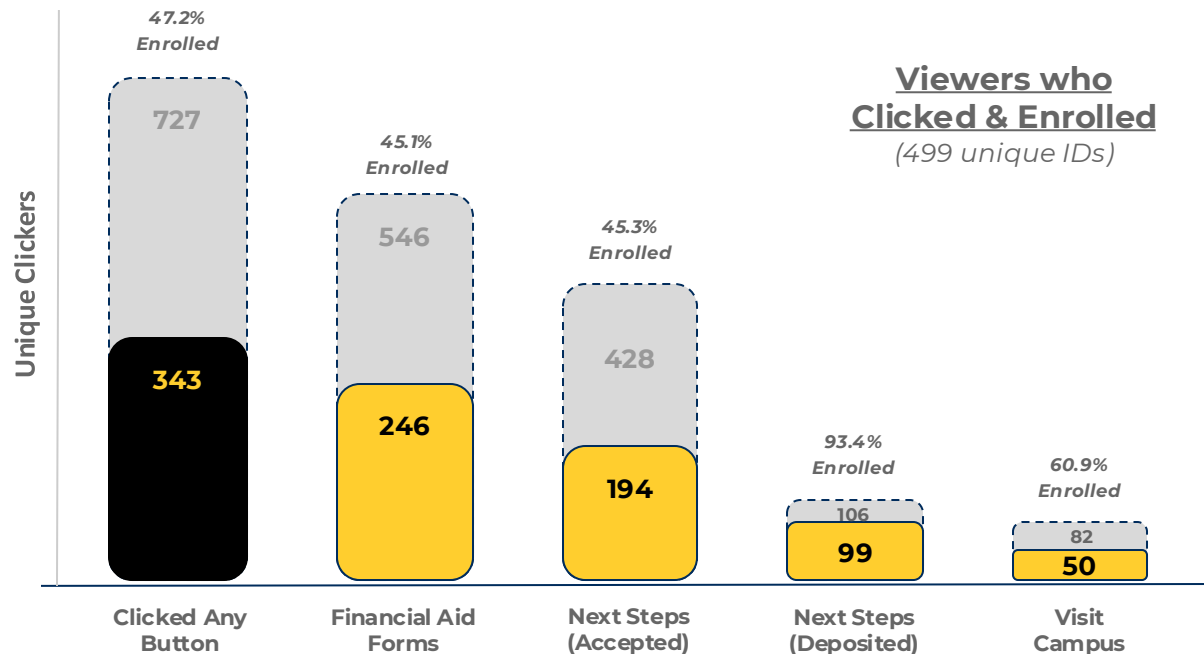
***Students who viewed their Personalized Video were nearly 2X more likely to enroll.***





# Pratt Institute

CTA Button Interactions (2024-2025 Academic Year\*\*)



## Interactions Highlights

**“Next Steps (Deposited)”** was the most effective button, **93%** of viewer clickers enrolled

**Visit Campus** was the next most effective button, **60.9%** of viewer clickers enrolled

**“Financial Aid Forms”** was the most popular button among enrolled viewers with **246** clickers

**Over 47% of clickers who viewed their video enrolled**

Data represents unique student clickers in each category. Numbers do not add up to total unique clickers as students may have clicked on more than one CTA button.

Proprietary and Confidential

# Personalized FinAid Video Comments – Pratt

School Campaign	Comment	Date
Pratt Institute	Clarity , thoroughness and specific financial info!! thanks	02/20/2025
Pratt Institute	I liked how personalized it was. It's very compelling!	03/10/2025
Pratt Institute	It's very clear and personalized. Also shows total amounts and various option for parents to pay for their child's education at Pratt.	03/12/2025
Pratt Institute	Very helpful and clear - much appreciated!	04/17/2025
Pratt Institute	Very informative and great that is personalized	02/18/2025
Pratt Institute	Great intro...	02/28/2025
Pratt Institute	I appreciated the specifics; the variety of issues covered and the financial information.	03/07/2025
Pratt Institute	The simplicity of it! Thank you!	03/07/2025

# Personalized FinAid Video Comments - Pacific Lutheran

School Campaign	Comment	Date	
Pacific Lutheran University	Detailed information, well made video	05/8/2025	
Pacific Lutheran University	The way the information is given and how much information is given. Brings a sense of comfort and security.	03/18/2025	
Pacific Lutheran University	Very informative and clear	03/10/2025	
Pacific Lutheran University	Surprisingly informative	03/11/2025	
Pacific Lutheran University	Thanks For your suport!	03/6/2025	
Pacific Lutheran University	Thank you!	03/5/2025	
Pacific Lutheran University	Awesome	02/21/2025	
Pacific Lutheran University	I loved how it was tailored to me!	02/11/2025	
Pacific Lutheran University	I liked how the breakdown was easy to understand. I'm so excited to be a Lute! Im so very appreciative for all of these scholarships and grants! The video was welcoming and helpful.	04/24/2025	
Pacific Lutheran University	Clear and easy to understand.	04/23/2025	
Pacific Lutheran University	Es muy instructivo y didáctico queda todo claro con este video, muchas gracias a los que lo hicieron!	04/23/2025	It is very informative and educational, everything is clear with this video, thank you vevr much to those who made it!

# Personalized FinAid Video

## Texas A&M University (Undeclared, First Gen Scenes)



## Personalized 2025-26 Financial Aid Offer Video for



Para español, reproduce el video y selecciona el ícono de mas videos. 

# Why personalized financial aid video?

- Video is the number one preferred marketing channel for Gen Z. - *RNL e-Expectations Report*
- Colleges need to connect with students in a compelling and individualized way. **Video can tell your story!**
- Email open rates increase when video is in the subject line. - *RNL e-Expectations Report*
- Videos can be emailed AND texted.
- You need to personally connect with all your filers, but time and staff may be limited.  
**Personalized video can reach them all.**
- **Increase yield and reduce melt.** Get inspired by our partner results below.

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2/3

of students do not understand the cost of their education prior to making enrollment

**Students who view their  
Personalized Video are  
~2x  
more likely to enroll**



# **Consider FA Video Communication Strategy**

**Merit Scholarship  
Promotion  
&  
Push to file FAFSA**



# Personalized FinAid Video: Merit Scholarship

Coastal Carolina University

## Targeted Scenes:

- Personalized Intro
- Merit Award
- Contact Info
- Conclusion  
(Push FAFSA)
- CTA Buttons (File FAFSA, etc.)

## Personalized 2025-26 Scholarship Offer Video



[File Your FAFSA](#)

[Submit your Enrollment  
Deposit](#)

[Visit Campus](#)

# Personalized FinAid Video: FAFSA Push

*Utah State University*

## Targeted Scenes:

Alternate Personalized Intro

Merit/Institutional/Other Award

Total Gift Scene

Value Prop(s)

Contact Info

Alternate Conclusion (Push FAFSA)

CTA Buttons (File FAFSA, etc.)



**Q&A**

# Learn More

