2021 INNOVATIVE STRATEGIES
BOOST FAFSA COMPLETION RATES IN NORTH CAROLINA

PERSON HIGH SCHOOL’S STRATEGY
Provided individual and personalized FAFSA instructions directly to students and families and inspired a generation

1-on-1 Support
Students and families were provided with the opportunity to schedule one-on-one meetings with college advisors.

Students were notified about their FAFSA status, what steps they needed to take, and what the verification processes meant if selected.

Stories to Inspire
Shared “How the FAFSA changed my Life” biographical stories from current staff members to inspire students.

Encouraged more conversations about the FAFSA between staff and students, and reinforced personalized FAFSA completion messages.

Raffle Drawings
Hosted a Raffle for students who completed the FAFSA with enticing prizes such as a Chromebook and Fire TV.

The raffle helped spur students to set up more meetings with their advisor and complete the steps.

HELPFUL RESOURCES

Data sources: Student completion statuses were confirmed via CFNC.org Finish the FAFSA to allow personalized messaging around their status and the next steps.

Autocrat simplified the mail merge process for emails to students and families for personalized reminders and encouragement based on FAFSA completion status.

The community of staff at Person High who shared their stories which were then distributed throughout the school and online via social media.

RESULTS

58.4% FAFSA completion rate
as of August 13, 2021 19.2% increase

Person High School
Person County Schools
Located in Roxboro, Person High School is home to the Rockets. 49% are students of color. 51% of students are low income. The 2021 senior class has 262 students.

pcsnc.org  facebook.com/personhighschool

Learn more about the FAFSA and myFutureNC’s goal of 2 million by 2030
myfuturenc.org  ncfirstinfafsa.com  @ncfirstinfafsa  ncfirstinfafsa@myfuturenc.org