

## STATESVILLE HIGH SCHOOL'S STRATEGY

**Innovated the one size fits all strategy and provided multiple, differentiated ways to reach students and families to complete the FAFSA**

### Hosted 8+ FAFSA Events

Events took place during College Application Week and in February.

Event sites were selected based on previous attendance and spread across the community.

Spanish Translation was available at each event.

### Digital Outreach

FAFSA instructions and event reminders were shared via email and included in newsletters.

Social media was used to engage students and families.

AdmitHub chatbox available 24/7 for students to message with financial aid-related questions.

### Virtual and In-person

Appointments were scheduled for virtual-only students and families to complete the FAFSA virtually with the support of the student services team.

Connected with students in the classroom to jump start the FAFSA and share instructions to take home to their families.

### 1-on-1 Family Outreach

Outreach included phone calls, text messages, emails, personal contacts, and home visits.



## HELPFUL RESOURCES



**Data sources:** CFNC's Finish the FAFSA, the College Adviser's student database (GRACE), and data from counselor surveys and meetings with students and families.



Weekly reports analyzing and compiling data to inform outreach efforts of who needs to complete the FAFSA and to check for FAFSA completions and errors.



Collaboration between the school's counselor, college adviser, GEAR UP graduation coach, district translator, faculty, administration, students, and community partners including Davidson's College Advising Corps, Statesville National Guard, Boys & Girls Club, and Statesville Recreation Center.



## RESULTS

**65.9%**  
FAFSA completion rate

as of August 13, 2021 11.3% increase



### Statesville High School

*Iredell-Statesville Schools*

Located in Iredell County, Statesville High School is home to the Greyhounds. 77% are students of color. 65% of students are low income. The 2021 senior class has 232 students.

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