



SOUTH LENOIR HIGH SCHOOL'S WINNING STRATEGY

Have direct conversations with students and parents to share college access/financial information and dispel FAFSA myths in order to boost FAFSA completion rates.



01 A Variety of Communication Methods

Outreach with students/parents across parent, nights senior 1:1 interviews, workshops, classroom presentations, written letters, phone calls, text messages, and emails.

Provided a FAFSA Quick Guide and worksheet to students and their families as a guide for capturing needed info and places where assistance is needed—speeding up the process of completing the FAFSA.

02 Add FAFSA Completion to College Access Messaging

Messages shifted from applying to college to also applying for financial aid
 Focused on the importance of completing the FAFSA even if students/parents aren't sure if they qualify for federal student aid, they may qualify for institutional scholarships
 Emphasized that college can be free or affordable by completing the FAFSA to be eligible for the Longleaf Commitment Grant and/or Pell Grant

03 Potential of Free College

Addressed students/families' worries about how to pay for college by sharing info about going to community college for low- or no-cost and transferring to a university—potentially saving two years of tuition.

Discussing the possibility of free college helped students/families get excited, listen, and take the steps to complete the FAFSA.

College Advisor shared personal experiences as a first-generation college student to connect to students in a similar situation.

South Lenoir High School

Lenoir County Public Schools

Located in Lenoir County, South Lenoir High School is home of the Blue Devils. 33% are students of color. 90% of students are low income. The 2022 senior class has 151 students.

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DATA



By having 1:1 meetings with students/families to discuss the benefits of completing the FAFSA and how to complete the form, the school's FAFSA completion rate has ranked in the top among schools in the county and state.

PARTNERSHIPS



The school's counseling department, including the College Advisor, partnered with Lenoir Community College to host FAFSA events and provide 1:1 counseling.

PRO TIP!

"A lot of students who had no intentions of going to college are now going because we got their FAFSA submitted and were able to show them they don't have to pay much of anything to go to school. Specifically, a large population of our students are continuing their education at our local community college, Lenoir Community College and with the Longleaf Commitment Grant, almost all of our community college bound students are going to school for free so they are grateful."



62.3%

FAFSA completion rate
as of June 3, 2022