**Awareness Committee Report**

**April 2023**

The goal of the Awareness Committee is to promote student success using financial literacy as a tool to bridge the gap between students and post-secondary education.  We do this by:

1. Encouraging students to attend financial aid nights/workshops offered to them by awarding yearly scholarships to students who attend.
2. Hosting counselor workshops for high school counselors and other associated professionals to provide updates on a wide variety of educational topics such as federal information and guidelines from Department of Education, FAFSA related information, North Dakota State Grant and Scholarship program information, etc.
3. Creating and promoting awareness about the FAFSA, how to complete it, and the benefits associated with completing it.
4. Sharing information related to available resources and/or contacts located in local financial aid offices to create and promote financial literacy within the local region and within the state.

**High School Counselor Workshops**

2022 counselor workshops were hosted both in-person and virtually this year. DSU, LRSC, MSU and UND hosted workshops in-person. NDSU & UMary worked together to host a virtual workshop. There was not a registration fee this year, instead, BND donated $2500 to cover workshops expenses-breakfast, materials, etc. Any remaining funds were left in the NDASFAA account to be used for professional development. There was a total of 126 individuals pre-registered for the workshops.

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Location | Preregistered | Attendees Present |
| 10/25/22 | DSU | 5 | 5 |
| 11/2/22 | UND | 21 | 38 |
| 11/3/22 | NDSU/UMary | 63 | 66 |
| 10/26/22 | MSU | 18 | 19 |
| 11/17/22 | LRSC | 19 | 13 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
| 141 | 189 | 520\* | 141 | 163 | 174 | 199 | 201 | 204 | 2013 | 204 | 193 | 200 | 220 |

\*2020: hosted counselor workshops online via YouTube videos. Offered 7 training videos for counselors to watch had a total of 260 views, 34 total watched hours or an average watch time per video of 7:51 minutes.

**Financial Aid Sessions**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2022-23 | 2021-22 | 2020-21 | 2019-20 | 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 | 2013-14 | 2012-13 | 2011-12 | 2010-11 | 2009-10 |
| FAINs | 212 | 82 | 127 | 389 | 50 | 291 | 386 | 900 | 450 | 625 | 550 | 511 | 700 | 826 |
| College Goal |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 362 | 250 | 356 | 467 |
| FA Saturdays |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  | 40 | 19 | 43 |
| Total | 212\*\*\* | 82\* | 127\*\* | 389\* | 323\* | 229 | 386 | 900 | 450 | 625 | 912 | 801 | 1075 | 1336 |

 Multiple applications used to be allowed for each family member that attended.

Only DSU and Minot continued to provide a FA Saturday after 2008. MSU discontinued after 2010.

\* Counted total number of scholarship applications received to obtain this number.

\*\* Most sessions, if not all, done virtually this year due to COVID-19.

\*\*\*Due to not collecting scholarship applications, number is an estimate of participants provided by institutions

**Awareness Committee Timeline**

|  |  |
| --- | --- |
| Date | Action |
| March | Prepare committee report to be presented at conference in April.  |
| April | Committee meeting and report to NDASFAA at April conference. Determine co-chairs during committee meeting.  |
| April/May | Sending out survey asking if counselor workshops should be in person/virtual |
| June | Schedule Counselor Workshop dates and begin to set agenda. Go over results of counselor workshop survey |
| August | Contact Electronic Initiatives Committee to create registration form on NDASFAA website. Send information to counselors regarding workshop dates.  |
| September | Committee conference call to discuss workshop topics.  |
| October | Counselor Workshops are held.  |
| November | Counselor Workshops are held. Collect attendance numbers from sites.   |