



## Alaska Commission on Postsecondary Education

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### MEMORANDUM

**TO:** Members, Alaska Commission on Postsecondary Education  
**THROUGH:** Diane Barrans, Executive Director  
**FROM:** Rebekah Matrosova, Director of Outreach & Early Awareness  
**DATE:** July 11, 2014  
**SUBJECT:** Outreach Report to the Commission

This quarter, ACPE submitted both the FY13 Annual Performance Report, and the FY14 application for the federal College Access Challenge Grant. We anticipate receiving \$1.392 million which is the final authorized year's funding for the CACG program. As program end nears, two primary initiatives for sustainable and/or legacy elements remain priorities: 1) full realization of the Alaska Postsecondary Access and Completion network; and, 2) completion of the ACAC sustainability workgroup's activities.

Our team's strategic planning efforts also continue to ramp up, with a recent transition in focus from establishing program impact-related KPIs to increasing efficiency and scale. Ongoing initiatives include implementing technology to scan survey data, estimated to save 500 hours of manual work annually, and content standards development for publications and programs. This project is expected to have multiple applications including: 1) increased efficiency through delivery of complete information; 2) increased use of cost-effective technologies (e-mail and social media) by pre-programming communications for delivery at set times, based on standards; and 3) a more robust framework for staff training.

In a staffing change, Esther Esbenshade, formerly a Success Center-based College & Career Specialist, will transfer to a College & Career Advising Corps position at East High. Filling the vacancy left by her transfer will be former College & Career Guide Bryan Rivera, who has just completed his two-year commitment at Kodiak High School. The ACAC program has proven to not only benefit the participating schools but also to be a productive incubation program for ACPE as an employer.

Please don't hesitate to contact me with any questions or comments regarding this brief report or the detailed program activities information that follows.

#### **College Access & Success Partnerships**

The UA-ACPE College Access & Success Group continues to convene on a regular basis, most recently on June 11 in Fairbanks. Joining the group for the first time were UA leaders representing Academic Affairs and Institutional Research & Analysis. A full agenda included financial aid policy, public communications around Alaska's completions crisis, and remediation.

Key takeaways included:

- Compelling evidence exists within Alaska-specific data on the pervasive need for remediation, and its negative impact on completion.
- Shared interest in engaging with EED and further discussion of HB278's high school testing changes, particularly implications for: student attitudes towards, selection process for, and access to options for mandatory testing in context of APS and postsecondary preparation/admission.

Shared followup activities include:

- A joint infographic drawing attention to Alaska's completions crisis
- Outreach to high school students who achieve APS-qualifying ACT/SAT scores in the junior year
- A follow-up meeting to discuss options for UA & ACPE to identify and target non-completing state education loan borrowers within some close proximity of UA degree completion to offer applicable support services.

### Alaska Postsecondary Access and Completion Network

The Alaska Postsecondary Access and Completion Network planning team continues network development. Network goals are to facilitate partnerships and produce collective energy and action focused on increasing postsecondary access and success in Alaska. Planning team members represent secondary and postsecondary education, ACPE, business, rural and urban areas, and community nonprofits. The team convened in March, May, and July, 2014.

*Outcomes from the March and May 2014 Meetings:*

Adopted a Network Name, Goal, & Mission Statement	Researched Network Development Considerations	Called for Statewide Program & Policy Inventory
<ul style="list-style-type: none"> <li>• <b>Name:</b> Alaska Postsecondary Access and Completion Network</li> <li>• <b>Goal:</b> 65 by 2025               <ul style="list-style-type: none"> <li>• Percentage of working-age Alaskans with a postsecondary credential</li> </ul> </li> <li>• <b>Mission Statement:</b> Increase the percentage of all Alaskans who complete postsecondary education, particularly credentials relevant to a robust Alaskan economy.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Governance Models:</b> <ul style="list-style-type: none"> <li>• Coalition &amp; Representational</li> </ul> </li> <li>• <b>Options for Long-Term Organization Home:</b> <ul style="list-style-type: none"> <li>• New backbone organization*</li> <li>• Alternate existing organization</li> <li>• ACPE becomes permanent home</li> </ul> </li> <li>• <b>Structures &amp; Tax Statuses</b> <ul style="list-style-type: none"> <li>• 401(c)3*</li> <li>• 401(c)4</li> <li>• 401(c)6</li> </ul> </li> </ul> <p>• *committee recommendation</p>	<ul style="list-style-type: none"> <li>• <b>Project:</b> Alaska Postsecondary Access &amp; Completion Program &amp; Policy Inventory</li> <li>• <b>RFP:</b> <ul style="list-style-type: none"> <li>• Issued by ACPE</li> <li>• Awarded to McDowell Group</li> </ul> </li> <li>• <b>Funding:</b> Alaska's College Access Challenge Grant</li> <li>• <b>Completion Target:</b> End of 2014</li> <li>• <b>Anticipated Outcomes:</b> Complete picture of Alaska's environment &amp; set of recommendations to inform network strategy refinement</li> </ul>

*Next Steps:*

1. A Collaborative Assessment Tool (developed and provided by the Institute for Coalition Building as a tool to help coalitions strengthen collaboration, align efforts, and create action plans) will be used to survey planning team members. The Collaborative Assessment Subcommittee will review responses and develop recommendations.
2. Members will continue to identify additional policymakers and leaders potentially willing to inform this process. All Alaska Superintendents will be sent renewed invitations to participate and a progress report.

The July 8<sup>th</sup> Anchorage meeting focused on proposed strategies around Alaska's gaps and dissonance in statewide messaging, K-16 communication, and professional development around postsecondary attainment. More information and listserv sign-up are at [acpe.alaska.gov/CollegeAccess](http://acpe.alaska.gov/CollegeAccess).

### **Statewide Community Outreach**

ACPE's Statewide Community Outreach includes college access (e.g. financial aid) presentations and information tailored to specific audiences or communities. It also includes professional development on the Alaska Career Information System (AKCIS), and major outreach program events (Kids2College, I Know I Can, and College Goal Alaska).

#### *Outreach Distribution (Jan – March 2014)*

	<b>Total # Events</b>	<b># Communities</b>	<b>Individuals Reached</b>
Statewide	7	N/A	420 S&P*
Far North	6	6	232 S&P
Interior	3	1	1147 (1119 S&P; 28 Other)
Southcentral	22	6	1948 (1919 S&P; 9 E*; 20 Other)
Southwest	7	4	264 S&P
Southeast	10	4	556 S&P
<i>Compare to same quarter last year (April-June 2013)</i>			
	<b>Total # Events</b>	<b># Communities</b>	<b>Individuals Reached</b>
Statewide	3	N/A	217 (150 S&P*; 67 E*)
Far North	1	1	10 S&P
Interior	2	2	147 (42 S&P; 105 E)
Southcentral	22	5	880 (802 S&P; 72 E)
Southwest	6	2	178 (123 S&P; 55 E)
Southeast	6	3	212 (176 S&P; 36 E)

2014 numbers encompass all outreach events including K2C, IKIC, & CGA.

\*(S&P – Students & Parents; E – Educators)

*Reporting practices changed in early 2014. The 2013 numbers listed here excludes major outreach events including K2C, IKIC, & CGA.*

#### *Outreach Evaluation:*

The following feedback is from presentation attendees. Of note are two increases, compared to last quarter: in the percent reporting that more than half of the information provided was of use to them; and in those who identified new resources to help them achieve college/career training. I attribute the increases in part to rephrasing the questions for clarity and to staff making content changes in response to attendee feedback.

<b>Apr. 1 – Jun 30</b>	<b>Financial Aid Night 98 responses (58% Return Rate)</b>	<b>APS 48 responses (92% Return Rate)</b>
Plan to take specific action towards pursuing college and/or career training	90% (100% same quarter last year)	94% (90% same quarter last year)
Said more than 50% of information provided was useful to them	90% (66% same quarter last year)	92% (62% same quarter last year)
Identified something new to help them achieve college/career training	76% (63% same quarter last year)	67% (58% same quarter last year)
Learned what they hoped to learn from the presentation	96% (93% same quarter last year)	85% (84% same quarter last year)
Said they are more likely to pursue the APS Requirements	N/A	83% (83% same quarter last year)

**Quarter Highlights:**

ACPE annually sets targets for conference participation as well as statewide community outreach, primarily by reviewing past conference and community visit outcomes. Our goals are to maximize audience impact and ensure broad statewide reach.

- ACPE has met over 90% of defined targets for spring 2014 Conferences; exceeding our goal by 10%.
- ACPE has also met over 90% of defined targets for 2013-2014 Statewide Outreach; exceeding our goal by 5%.

**From the Field - Bering Strait Region Career Fair**

“I was invited to participate in the Bering Strait Region Career Fair circuit where we visited five different communities (White Mountain, Shishmaref, Wales, Gambell & St. Michael). Each participating organization was given 10-15 minutes to present to each of the grades (7<sup>th</sup> through 12<sup>th</sup>). Teachers felt our participation was a great opportunity for students to learn more about available programs, and students asked a lot of good questions of the different presenters.”

- Barbara Mongar, Community Liaison

**Kids2College<sup>SM</sup> (K2C<sup>SM</sup>)**

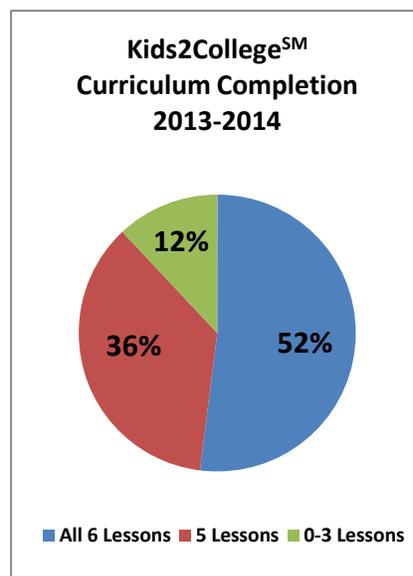
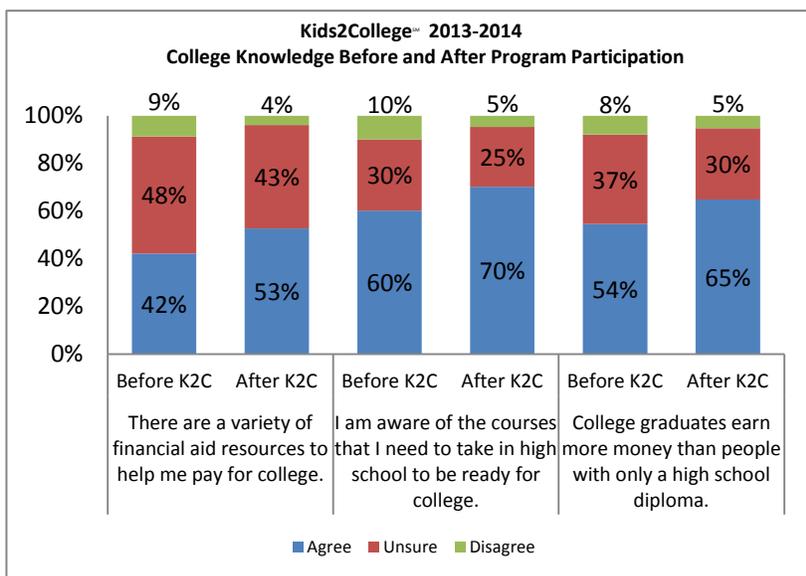
**2013-2014 Curriculum Only Schools:**  
 - Haines Elementary  
 - East Elementary (Kodiak)

This spring, the Kids2College<sup>SM</sup> program helped to increase 1,762 5th/6th grade students’ college knowledge. This year schools and campuses were invited to independently apply to participate. This process effectively: streamlined information sharing; increased efficiency of program rollout; and allowed schools to request a curriculum-only option in communities where campus visits were unavailable. It appears this option may significantly lower cost while resulting in similar or even stronger educational outcomes. However, students in the curriculum-only program

show lower or no increases in aspiration and motivation, compared to students participating in the full program. Given the curriculum-only pilot’s small size, next year’s data will be reviewed to inform potential actions.

Through the application process, staff sought more complete information from schools and campuses on their ability to support program-related meal and transportation costs. As a result, applicants covered 62% of transportation costs and 85% of lunch costs, with more than half of participating schools and campuses contributing. These combined contributions resulted in a reduction of nearly \$13,000 in direct program costs to ACPE and the UA College Savings Plan, the two statewide funding partners for the initiative.

Curriculum training was provided to all participating educators this year. As a result: teachers better understood requirements; students received a more complete program; and both pre- and post-survey completion rates increased.



*Quarter Highlights:*

- Kids2College<sup>SM</sup> served 1,762 students from 33 schools in 19 communities, with 88% of students completing pre-surveys, and 67% completing post-surveys.
- 92% of educator survey respondents found the curriculum training helpful, and 88% of classes completed five or more of the six lessons.
- According to student survey results, 13% of previously undecided students, or students uninterested in pursuing college, now plan to attend.
- Educator surveys indicated that most first learned of AKCIS Junior, ACPE's learning and career plan tool for middle school, during curriculum training, and 21% of participating schools used it in their Kids2College<sup>SM</sup> program.

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***From the Field:***  
*Teachers pleased  
 with Kids2College  
 curriculum*

"The student handbooks are very kid friendly and make it easy for 6th graders!"

"Thank you for the opportunity to help my students understand that they can go to college even if their family is not financially able to send them. I enjoyed teaching the curriculum."

"We learned a lot from this course and it appears that most students had a positive impact. Many talk about going to college as a sure thing."

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### **Alaska College & Career Advising Corps**

The Alaska College & Career Advising Corps places recent college graduates into Alaska High Schools as "near-peer" mentors to assist students in preparing for postsecondary education and training.

#### *Transition & Sustainability Workgroup:*

The ACAC Transition & Sustainability Work Group continues to explore program sustainability opportunities for a post-federal funding (ending in 2016) operation. Recent meetings have focused on the review of sustainability models with potential of working in Alaska. Currently, a partnership-based model with individual school sites interested in having a College & Career Guide, is gaining traction.

Local partners, such as school districts, postsecondary institutions, or community organizations, would serve as the hiring authority for the Guide and contribute to the cost of that Guide, while ACPE would provide program management, day-to-day supervision, training, and program resources (national College Advising Corps membership, ACAC Postsecondary Toolkit, publications, tracking database, and outcomes reporting).

#### *Quarter Highlights:*

- Guides helped facilitate Decision Day 2014 in all ACAC schools this May. These events (including luncheons, all-school assemblies, and/or visits by graduates to classrooms) honor graduating seniors who have taken steps to enroll in postsecondary education or training programs. In addition, Decision Day calls upon these graduating students to be role models for students in lower grades through 'legacy profiles' highlighting postsecondary plans and tips for the next year's graduates.



*Legacy profiles are posted throughout the school and remain for future years.*

- The Seniors' transition and completions program kicked off at Decision Day with distribution of the College and Career Transition Handbook. ACAC College & Career Guides and the Success Center's College & Career Specialists are reaching out telephonically, via direct mail, and through social media to students and parents. They offer assistance with enrollment and financial aid and connect them with resources available through their postsecondary program, to combat "summer melt" and help achieve successful transitions.



- Recruitment for six new College & Career Guides is complete, with pre-service training underway. Guides will report to their schools to begin work with students starting the week of August 4.

RETURNING COLLEGE & CAREER GUIDES	SCHOOL(S)
Emily (Cotton) Knight	Soldotna High School
Jesse Manchester	North Pole High School
Aneliese Palmer	Bartlett High School
Kurt Simonsen	Distance Guide (Seward High School)
NEW COLLEGE & CAREER GUIDES	SCHOOL(S)
Jordan Brown	Kenai High School & Nikiski Middle/High School
Esther Esbenshade	East High School
Charles Herman	Bethel Regional High School
Corrisa Heyes	Kodiak High School & Village Schools of Akhiok, Chiniak, Karluk, Larsen Bay, Old Harbor, Uzinkie, and Port Lions
Cierra Mickens	Service High School
Kendra Tibbs	Lathrop High School

#### From the Field - A College & Career Guide

"A student came to my office panicked about financial aid, and questioning if going to college was the right decision. I had helped her submit the FAFSA earlier this year. She had recently received her financial aid offer from her school. Realizing that she required additional funding, we spoke about scholarships and loans. Together we researched potential scholarship opportunities. She calmed down, and developed a plan to apply for these scholarships. When she left she said, "Man, it makes so much more sense when you explain it. You're like our senior class Guardian Angel!!" It made me feel great to hear her describe our program like that!"

#### ACAC Interactions (through June 25, 2014):

INTERACTION	Apr - June 2014	Compare to: Apr - June 2013	DESCRIPTION
Individual Sessions	1,348	992	Develop education and career plans, assist with postsecondary admissions and financial aid application, explain Financial Aid Award Letters, Test Registrations
Students served in Individual Advising Sessions	824	606	
Group Advising Sessions and Classroom Presentations/Workshops	33	97	AKCIS introduction, portfolio development and activity facilitation. College 101, Financial Aid and FAFSA presentations, Alaska Performance Scholarship information sessions, Postsecondary transition events
Students served in Group Advising and Classroom Presentations/Workshops	279	1,442	
Value of Scholarships Offered	<u>This Quarter</u> \$2,762,110.00	<u>Program Year to Date</u> \$5,521,728.00	Total scholarship awards (institutional and non-institutional) offered to students working with College & Career Guides in ACAC schools.
Total Students w/Program-Related Contacts (Program Year to Date)	6,155	5,599	

## Success Center

The Success Center, ACPE's walk-in assistance center, has locations at the Dimond Mall and at the UAA One Stop in Anchorage. Center staff assist walk-in customers with postsecondary planning and facilitate workshops and financial aid events in the greater Anchorage and Mat-Su Valley areas.

This quarter, the Success Center has engaged in new community outreach and will continue to develop partnerships. New connections include the Polynesian Association of Alaska, Inc., Alaska Chinese Association, Hispanic Affairs Council of Alaska, and the Alaska Federation of Natives. Staff: provide workshops both on- and off-site; distribute materials and information at community events; and, offer services to these populations through partner referrals.

### Success Center Interactions:

INTERACTION	Apr - June 2014	Compare to: Apr - June 2013	DESCRIPTION
In Person Interactions at Success Center*	160	229	
Phone Interactions at Success Center*	127	82	
In Person Interactions at UAA One Stop Site	93	31	Services began at UAA One Stop on May 20, 2013
<b>Total:</b>	380	342	
<b>Top 5 reasons customers visited</b>			1: FAFSA Assistance/Completion 2: General Financial Aid Assistance 3: Referral to Customer Service 4: Research Postsecondary Options 5: ASEL Questions or Application
Workshops presented/Outreach Fairs attended**	17	14	
<b>Total attendance at workshops**</b>	1,163	472	Financial Aid Information Workshops, Alaska Performance Scholarship Information, Postsecondary Planning Events

\* Separate tracking of in-person and phone interactions began in mid-2013

\*\* Also included in Community Outreach statistics provided above

## Alaska Career Information System (AKCIS)



In the 2013-2014 program year, AKCIS underwent a major redesign that improved user access, content readability, and system navigation. This created an opportunity for staff to initiate a long-needed update to AKCIS promotional materials: The AKCIS brochure and wallet card, two promotional items available to schools upon request for the last few years, were redesigned to match the new system design. They were also updated to provide more relevant content highlighting AKCIS' key features for the development of Personal Learning and Career Plans (PLCPs).

AKCIS usage in 2013-2014 was consistent with prior year. Overall logins increased 2.1%



compared to 2012-2013. Staff provided training to more than 2,000 Alaskan educators and students through in-person and distance presentations. This included “What’s New” sessions highlighting the new system design. Training is expected to ramp up over the upcoming months following the 2014 Fall release.

	2012-2013	2013-2014	Change
<b>Total Logins</b>	172,717	176,370	<b>+ 2.1%</b>
<b>Portfolios</b>	105,065	98,175	<b>- 6.6%</b>
<b>Zip Codes</b>	7,143	21,347	<b>+ 199%</b>
<b>Site Admins</b>	3,260	4,351	<b>+ 33.5%</b>
<b>Staff Accounts</b>	1,717	1,568	<b>- 8.7%</b>
<b>Active Sites</b>	<b>284</b>	<b>288</b>	<b>+ 1.4%</b>

Training Type:	# Sessions:	# Reached:
<b>Presentations to Students</b>	18	485
<b>9 Conferences and Major Events</b>	13	1,247
<b>In-Person Requests</b>	19	231
<b>Distance Training Modules</b>	14	70
<b>TOTAL</b>	<b>64</b>	<b>2,097</b>

### Alaska Education Loan Awareness

The marketing team engaged with Operations and Executive Leadership throughout the past year to strengthen value proposition messaging to students regarding Alaska supplemental education loans. This month the team was pleased to begin an awareness campaign highlighting key features for ACPE’s primary supplemental loan products this year:

- lower interest rates
- a 0% origination fee
- #1 borrower satisfaction rate (obtained from the 2013 Student Loan Survey)

The multimodal campaign reinforces ACPE as a trusted expert providing financial literacy education relative to pursuing a postsecondary education/training. The public will learn about ACPE’s education loan options for Alaskans when federal student loan options, grants and scholarships do not fully cover their education cost. The awareness campaign includes:

- publication of brochures and a federal-state-private loan comparison card
- personal outreach and direct mail of materials to financial aid administrators, admissions staff, academic colleges and student leaders
- Facebook and Google online ads
- Incorporation of information into higher education e-mail awareness campaign
- Pandora radio ads

Recognizing that a number of out-of-state institutions are frequent destinations of Alaska students, the campaign includes those institutions in campaign materials distribution as well as personal outreach through exhibitorship. After a six-year hiatus, ACPE at the Western Association of Student Financial Aid



**Maureen, with ACPE for 15 years**  
 Best way to start the day: 2 cups of coffee and a hug from my son  
 Transportation of choice: 2010 Dodge Ram pickup  
 Volunteer: cook & serve at Glory Hole homeless shelter

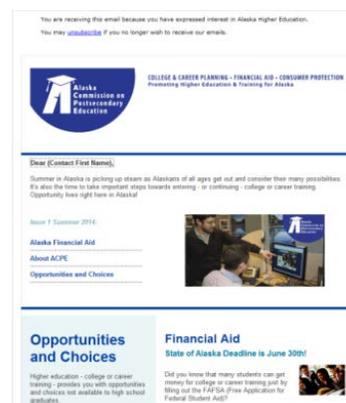
**Tip**  
 Sometimes, rather than taking out a loan in your name, you can help your student access funds by cosigning on a student loan.  
 If you’re considering cosigning, make sure you understand what it means: If the borrower does not repay the loan, you will have to. Be sure you can afford to repay the loan and that you are willing to accept this responsibility.

LOAN TYPE	INTEREST RATE	APR*	FEES	BORROWER BENEFITS	REPAYMENT STARTS	TERMS
FEDERAL Direct Loan – Undergraduate†	6.61%	Fixed	NA	1.077% origination fee	-0.25% for recurring online payment	10-25 years (based on repayment plan)
	6.21%	Fixed	NA	1.077% origination fee	-0.25% for recurring online payment	Six-month grace period after leaving school
	6.21%	Fixed	NA	1.077% origination fee	-0.25% for recurring online payment	Student Borrower Options include: Income-Based Repayment, Pay As You Earn, and Public Service Loan Forgiveness
FEDERAL Direct PLUS	7.21%	Fixed	NA	4.288% origination fee	-0.25% for recurring online payment	1 <sup>st</sup> payment due after full disbursement of federal loans and some parent borrowers
						Options for parent borrowers limited
STATE Alaska Supplemental Education Loan (ASEL)‡	6.70%	Fixed	6.40%	0% origination fee	-0.25% for recurring online payment§	Six-month grace period after leaving school
STATE Family Education Loan (FEL)‡	6.70%	Fixed	6.82%	0% origination fee	-0.25% for recurring online payment§	1 <sup>st</sup> payment due after full disbursement
PRIVATE Other	Fixed or Variable	Credit based	Varies	0% origination fee, may have other fees	Varies	May require immediate repayment or six-month grace period after leaving school

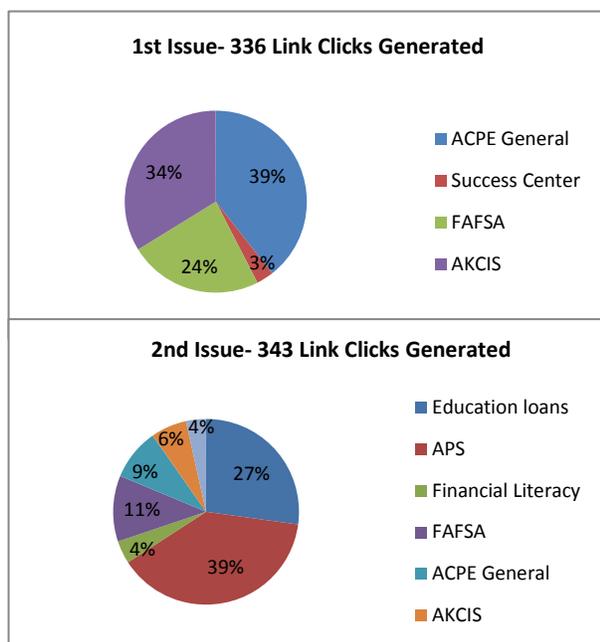
Administrators (WASFAA) conference in Reno, and was greeted with applause during the 2014 opening ceremonies. ACPE's goal was to reestablish connections with financial aid administrators from institutions that serve many Alaskans. Staff contacted an estimated 250 people, out of approximately 300 attendees representing seven states and one territory.

### Higher Education E-mail Awareness Campaign

Recognizing the need for more cost-effective higher education information delivery modes, the marketing team has initiated a new awareness e-mail campaign. The campaign serves Alaska residents who have expressed interest in postsecondary education (by filing a FAFSA, or by previously engaging in postsecondary education), as well as non-residents with interest in attending an Alaska institution. In its pilot stage, this e-mail campaign will feature monthly messages providing information about key higher education and financial aid topics:



Timeline	Message Topics
Late May	AK Higher Education Opportunities (AKCIS)/Financial Aid
Late June	FAFSA Deadline for APS/Alaska Supplemental Loans/Financial Literacy
Late July	AEG (ASAP) - Finalizing Admissions/Choosing a Major & Talking to an Advisor
Late Aug	APS (using ASAP) – Alaska Supplemental Loans/Financial Literacy
Late Sept	Campus Resources to support Completions/Connecting w/Faculty
Late Oct	Need a Change? Exchange Programs/Alaska Institutions/AK Fin Aid Overview
Late Nov	Connecting with an Advisor/Registering for Spring
Late Dec	APS Continuing Eligibility/AK Supplemental Loans/Scholarship Searches in AKCIS



While it remains to be seen how effective these mass e-mails will be long-term, initial results do show promise as a cost-effective method of reaching a large group of customers.

The first and second emails have been distributed; the first introduced recipients to ACPE, highlighted postsecondary opportunities and choices, and the FAFSA. In total, 64,688 emails were sent. The message achieved a 32% open rate, exceeding typical rates (12-20%). Less than 1% of recipients unsubscribed upon receipt of this first communication.

The second email was sent in late June, with a 17% open rate (at the time of this report). Topics included education loan options, financial literacy tips, and the state FAFSA filing deadline.

### Alaska Student Focus Group Results

In April, the marketing team held small focus groups (6-8) in Alaska high and middle schools, including students from diverse backgrounds, grade levels, and regions. The goal of the focus groups was two-

fold: 1) evaluate the effectiveness of current ACPE print and video resources at inciting action towards college or career training; and 2) collect feedback to inform future resource development. Seven groups have met to date. Student responses indicated approximately 80% would take college/career preparatory action after viewing ACPE resources. The resources included: ASEL/FEL brochures, the APS checklist, *Going to College in Alaska* magazine, Get Smart About Student Loans posters, and the FAFSA folder.

Focus group initial results show something of a shift in influencers among high school students, with more weight placed on advice by perceived experts, and less trust in peers. This feedback, if confirmed, will prove valuable to the development and deployment of resources moving forward.

Results will be finalized after completion of the final focus groups at Bethel Regional High School in fall.

BARTLETT Spring 2014	BETHEL Fall 2014	NIKISKI Spring 2014
Jr/Sr Focus Group – Female	Jr/Sr Focus Group – Female	Jr/Sr Focus Group – Female
Jr/Sr Focus Group – Male	Jr/Sr Focus Group – Male	Jr/Sr Focus Group – Male
Fresh/Soph Focus Group – Female	Middle School Focus Group – Female/Male combined	Middle School Focus Group – Female/Male combined
Fresh/Soph Focus Group – Male		

## **Marketing and Publications**

ACPE leverages electronic and print media to broadly distribute key college access messages, including about ACPE financial aid. This quarter focused on the APS application deadline (June 30).

### **Quarterly Marketing Report:**

<b>Advertising April-June 2014</b>						
	Topic*	Freq/Number	Market Reach	Freq seen/heard	CPM**	Clicks/CPC**
<b>Print</b>						
UAA Northern Light Ad	Success Center, Graduation, ACAC Recruitment	7	Not Available	Not Available	Not Available	
Sun Star	ACAC Recruitment	2	Not Available	Not Available	Not Available	
<b>Web</b>						
Facebook Posts	APS, Loans, CGA, IKIC, ACAC, General, Scholarship, ACAC Recruitment	21 posts	13,382	Not Available	0	0
Facebook Ads	APS FAFSA Deadline	2,414,409 Impressions	183,894	13.13	\$28.46 (\$2.17 per impression)	3,504/\$1.49

Media Mentions April-June 2014					
Topics*	Press Release?	Topic Detail:	News Outlets	% mentioning ACPE	% neutral or positive
APS	Yes	APS webinars	AK Dept of EED online (4x)	100%	100%
APS	No	APS Recipient	KTUU-TV Social Media	100%	100%
CGA	Yes	CGA Anch/Mat-Su	KFAT-FM Radio	100%	100%
AKCIS	Yes	AKCIS Careers	Librables	100%	100%
K2C	Yes	K2C	Fairbanks Daily News Minor, Juneau Empire	100%	100%
Legislation	No	SB 195, SJR 23	Alaska Business Monthly, Fairbanks Daily News Miner, Lyman Hoffman Legislative Update	0%	N/A
Student Loans	No	Federal Student Loans, Student Loan Debt	Juneau Empire, KTVA TV	100%	50%
<b>Total- 14</b>					

\* Topics: APS – Alaska Performance Scholarship, CGA – College Goal Alaska (FAFSA), IKIC – *I Know I Can*, ACAC – Alaska College & Career Advising Corps, K2C – Kids2College

\*\* CPM – cost per 1,000 reached; CPC – cost per click

Loan Competitor Review April-June 2014					
Lender/Loan	Fixed Rates (APR)*	Loan Limits	O-Fee	Current Promotions	Notes
Federal Direct (Undergrad)	4.66%	\$5,500 to \$7,500	1.072%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options. In-school interest subsidized for qualifying students based on need.
Federal Direct (Graduate)	6.21%	Up to \$20,500	1.072%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options.
Federal Direct PLUS	7.21%	Up to COA	4.288%		-0.25% for auto-pay. Offers IBR, PAYE, and other attractive repayment options to students (not to parent borrowers).
Wells Fargo	6.39% to 10.93%	Up to \$25,000 annually	0%	15 years to repay	Credit-based pricing; fixed or variable offered; in-school deferment; -0.25% for borrowers already having a WF student loan; -0.25% auto-pay; -0.50% WF PMA package
Sallie Mae	5.74% to 11.85%	Up to COA	0%		Credit-based pricing; fixed or variable offered; in-school deferment, creative repayment options; -0.25% auto-pay
Discover	5.99% to 10.99%	Up to COA	0%	1% cash reward for grades	Credit-based pricing; fixed or variable offered; in-school deferment; -0.25% auto-pay
ASEL	6.70%	\$8,500	0%		Single interest rate, no credit-based pricing; in-school deferment; -0.25% for auto-pay & -0.50% for AK presence
FEL	6.70%	\$8,500	0%		Single interest rate, no credit-based pricing; -0.25% for auto-pay
<i>*Federal loans display interest rates (Calculation of APRs are not required under federal laws)</i>					

**ON THE HORIZON**

- The 2014-15 financial literacy campaign will launch in late July. It is a cross-unit effort to increase Alaskans' financial literacy on key postsecondary education financing topics, in particular among ACPE borrowers and/or potential borrowers. The campaign will feature:
  - an enhanced web presence for the Get Smart About Student Loans video series, featuring additional worksheets and activities to accompany the videos
  - the Student Loan Game Plan software, a web-based interactive tool to help students understand the short- and long-term impacts of borrowing
  - a new video on the costs of not completing a postsecondary education
  - a series of webinars and in-person financial literacy workshops
- Staff will complete the annual Alaska Career Information System (AKCIS) software release of enhancements this fall. This involves a complete review of content, new features, user training and support materials, and development of the AKCIS *What's New* Newsletter.
- ACAC College & Career Guides will complete Pre-Service Training on August 1 and start working in their assigned school(s) the week of August 4.