

College Goal Alaska (CGA)

New CGA Site Coordinator Orientation



What is College Goal Alaska?



- College Goal Alaska is one of the outreach initiatives of the Alaska Commission on Postsecondary Education (ACPE) to increase the completion of the **Free Application for Federal Student Aid (FAFSA)**.
 - The FAFSA is students' first step in the financial aid process. It provides access to numerous forms of aid, including federal, state, school-specific and private grants, scholarships, and/or low-cost student loans.
 - Although low-income families will be eligible for more aid, the FAFSA is for everyone regardless of income! For example, it is the required application for the merit-based **Alaska Performance Scholarship (APS)**.
- College Goal Alaska provides expert assistance with FAFSA completion through events at various sites across Alaska. By serving as a Site Coordinator, you bring the benefits of increased FAFSA completion to residents of your community.

Starting to Plan your CGA Event



Core Requirements

- Host at least one, in-person free FAFSA assistance event between October 1, 2018 and April 30, 2019
- Use CGA Sign-in Sheets and online CGA Evaluations
- Recruit your own Volunteers and FAFSA Expert(s)/Presenter(s)
- Advertise the event in your local community using CGA marketing materials (and anything else you want to add!)
- Utilize Site Coordinator Resources on CGA Website

Starting to Plan your CGA Event



College Goal Alaska Guidelines

- Events may not:
 - Include organizations that wish to recruit students/families
 - Include organizations that wish to promote a service or product – especially those that charge a fee
 - Promote any one college, university, or career training school
- Events may:
 - Acknowledge funders/supporters by displaying a “thank you” and using their name and logo
 - Provide information on college and career training access services such GEAR Up, TRIO and other that do not charge a fee
 - Provide campus tours if site is on a campus
 - Provide scholarships/prizes from outside agencies



What ACPE will Provide

- Training, support, and a vast array of resources to help Site Coordinators host a successful CGA event and assist as many high school students as possible.
- *Required CGA materials*
 - Official CGA Sign-in Sheets
 - Official online CGA Evaluations



What ACPE will Provide

- Statewide advertising:
 - Direct mail a CGA Postcard to every Alaska high school senior
 - Publicize CGA on social media
 - Issue a statewide press release
- Advertising materials for you to use locally:
 - FAFSA Folders to distribute prior to CGA event(s)
 - Printable 'Save the Date!' CGA Flyers to hang around community (schools, malls, grocery stores, salons, movie theatres, community or recreation centers, job centers, non-profit organization, religious institutions, local businesses such as tax businesses)
 - Additional CGA Postcards to hand out

Remember: Local Advertising is Extremely Important



What ACPE will Provide

- 2019-2020 FAFSA Line-by-Line Presentation
 - Can be used in a computer lab or classroom setting
 - Will be broken into multiple segments for custom viewing and include info relevant for non-traditional and independent students
 - Will cover in detail the IRS Data Retrieval Tool (IRS DRT)

Provided by our Sponsors/Supporters

- SCHOLARSHIPS and/or PRIZES for students who attend, as an incentive for them to complete the online CGA Evaluation

Get Creative!



- Think about what YOU want to do to make CGA work best for your community, and come up with a plan for your event(s):
 - A line-by-line walkthrough presentation (in a conference room or computer lab) on a weekend or evening day
 - A lunch hour with a FAFSA presentation at a major local employer
 - An evening workshop at a local tax preparation center
 - A FAFSA “quick question” express table
 - A computer lab setting in which a volunteer briefly introduces the FAFSA; after which experts and volunteers walk around providing one-on-one assistance
 - evening hours at a community center or a library
 - in a school classroom during school hours
- And/or.....?

Get Creative!



- What is your event plan?
 - How do you want to arrange your event? What rooms/space will you use?
 - Do you need to reserve the space? Pay a fee for it?
 - What technology will you need and where will you get it?
 - Microphones
 - Laptop and projector
 - Screen
 - Computer lab – keys, passwords, access to printers
 - Where will you need to place signage table?

Getting Started



- Register your event on CGA Website – CollegeGoalAK.Org and, if you have them available, provide your event details – DATE, TIME, and VENUE.
 - Request FAFSA Folders while registering your event
- Review Site Coordinator Resources available on CGA Website:
 - Planning and Implementation materials
 - Marketing materials
 - Volunteer Management materials
 - Assessment and Data Collection materials



What are the Next Steps?

- Confirm your event details – DATE, TIME, and VENUE – as soon as possible, and notify CGA Statewide Coordinator once confirmed.
- Reach out to postsecondary institutions in your area and recruit at least one FAFSA Expert to present and/or answer questions at the event. Based on how many attendees you expect, you may need more than one FAFSA Expert.
- Recruit Other Volunteers to help with set-up, crowd management, and take-down.



What are the Next Steps?

- Advertise Locally!
 - The most effective way of reaching attendees is a word of mouth – especially through high school counselors or other high school staff (60%+).
- Available in Site Coordinator Resources on CGA Website:
 - A printable and editable 'Save the Date!' CGA Flyer
 - CGA Advertising Tips
 - CGA Public Service Announcements (PSAs)
 - Marketing your CGA Event Presentation



The Day of the Event

- Arrive early for set-up. Greet your Volunteers and provide a quick orientation. (Sample Volunteer Orientation is available in the Volunteer Management section of Site Coordinator Resources).
- Make sure you have someone who will:
 - Arrange tables and set up technology before attendees start arriving.
 - Greet attendees and ensure they are signing in. This is how you get credit for your advertising efforts – the more names, the better!
 - Direct attendees where to go.
 - Remind and encourage attendees to complete the online CGA Evaluation after the event.
 - Stick around to help you clean up after the event.

The Day of the Event



- Introduce your FAFSA Experts. If you have a presenter, this may be more formal – if you are focusing on one-on-one assistance, you still want to make sure your attendees know who they should go to with questions.
- Ensure site take-down is complete. Your volunteers should help you return your event venue to its original condition after the event is over.

After the Event



- Thank your Volunteers and all the others who supported your local CGA event.
- Mail or scan and e-mail your completed Sign-in Forms to CGA Statewide Coordinator so that we can keep track of successful CGA events across Alaska.
- Share your experience at the CGA Wrap-Up meeting in April. Everyone likes to hear about best practices and lessons learned!

Questions?

E-mail CGA Statewide Coordinator at eed.acpe-cga@alaska.gov

