



**PCACAC**

POTOMAC & CHESAPEAKE ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING

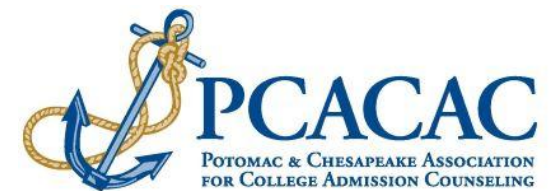
*LEADERSHIP EDUCATION WEBINAR CERTIFICATE PROGRAM  
ETHICAL NAVIGATIONS*



# *Financial Aid*

**LEADERSHIP EDUCATION WEBINAR**

December 2024



# *Financial Aid HOST: Kathleen Voss*

- **Who are we?**: Admissions Practice (AP) Committee
- **What are we doing today?**: Financial Aid
- **Why is it important?**
  - [NACAC's Guide to Ethical Practices in College Admissions \(GEPCA\)](#)
  - Section I.B.: To provide college admission counseling in the best interest of students, members should:
    - a) Provide guidance, information, and exposure to help students determine their best academic, personal, and ***financial*** college match.



# PRESENTERS

- **Anthony Ambrogi, St. Catherine's School (VA)**
  - Director of College Counseling
  - [aambrogi@st.catherines.org](mailto:aambrogi@st.catherines.org)
- **Jill Semmens, Collegiate Directions (MD)**
  - Program Manager, School Support
  - [jsemmens@collegiatedirections.org](mailto:jsemmens@collegiatedirections.org)
- **Kathleen Voss, Georgia Tech**
  - Regional Director
  - [kathleen.voss@admission.gatech.edu](mailto:kathleen.voss@admission.gatech.edu)

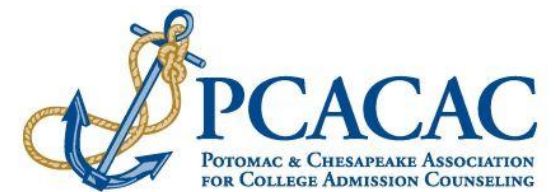


# *LEARNING OBJECTIVES*

1. Understand the different types and uses of financial aid
2. How colleges use financial aid in the admissions process
3. How counselors can help students and families understand financial aid packages

# *How's This Year Going?*

- How is financial aid working for you and your institution so far?
- What's working well?
- What's not?



# *Financial Aid 101*

## **Types of Financial Aid:**

- Need-based aid - grant, loan, work-study; reapply every year
- Merit-based aid ("scholarship") - usually grant, renewable or non-renewable

## **Terminology**

- FAFSA and CSS/Profile
- Student Aid Index
- Demonstrated Need
- Subsidized vs. Unsubsidized loans ("student loans")
- Parent PLUS loans
- Gap
- Discounting
- Net Revenue



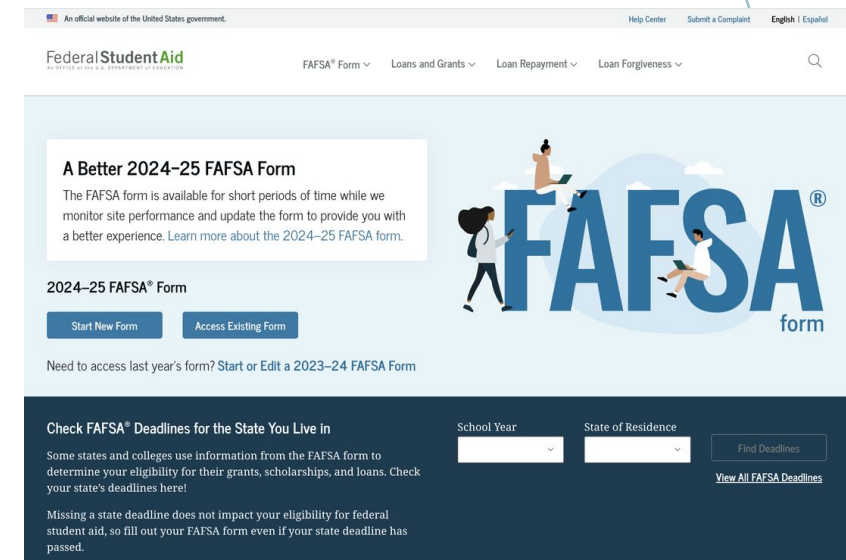
# FAFSA vs. CSS/Profile

## Free Application for Federal Student Aid (FAFSA):

- Now open! Normally opens Oct. 1
- Free
- Designed for federal aid - required by (nearly) all colleges
- Focused primarily on income
- Split parents - who provides majority of financial support

## CSS/Profile (College Board):

- Opens Oct. 1
- Requires a fee (can be waived)
- Designed for institutional aid - required of ~200 colleges for undergraduate studies
- Digs deeper into family assets
- Split parents - college can consider non-custodial parent info



The screenshot shows the FAFSA website homepage. At the top, there is a navigation bar with links for 'Help Center', 'Submit a Complaint', and 'English | Español'. Below this, the 'Federal Student Aid' logo is visible, along with dropdown menus for 'FAFSA® Form', 'Loans and Grants', 'Loan Repayment', and 'Loan Forgiveness'. The main content area features a large blue banner with the text 'A Better 2024-25 FAFSA Form' and a sub-headline: 'The FAFSA form is available for short periods of time while we monitor site performance and update the form to provide you with a better experience. Learn more about the 2024-25 FAFSA form.' Below this, there are two buttons: 'Start New Form' and 'Access Existing Form'. To the right of the text is a large graphic of the word 'FAFSA' in blue, with a person sitting on top of the letters and another person walking in front of them. Below the banner, there is a section titled '2024-25 FAFSA® Form' with the same two buttons. Further down, there is a section titled 'Check FAFSA® Deadlines for the State You Live In' with a form that includes 'School Year' and 'State of Residence' dropdown menus, a 'Find Deadlines' button, and a link to 'View All FAFSA Deadlines'. A small note at the bottom of this section states: 'Missing a state deadline does not impact your eligibility for federal student aid, so fill out your FAFSA form even if your state deadline has passed.'



# *Differing Approaches to Financial Aid*

## **Meeting 100% of demonstrated need**

- Small percentage of colleges can afford this - mostly highly selective

## **Maximizing need-based aid**

- Financial aid leveraging - particularly private colleges
- Public colleges often focus on in-state students

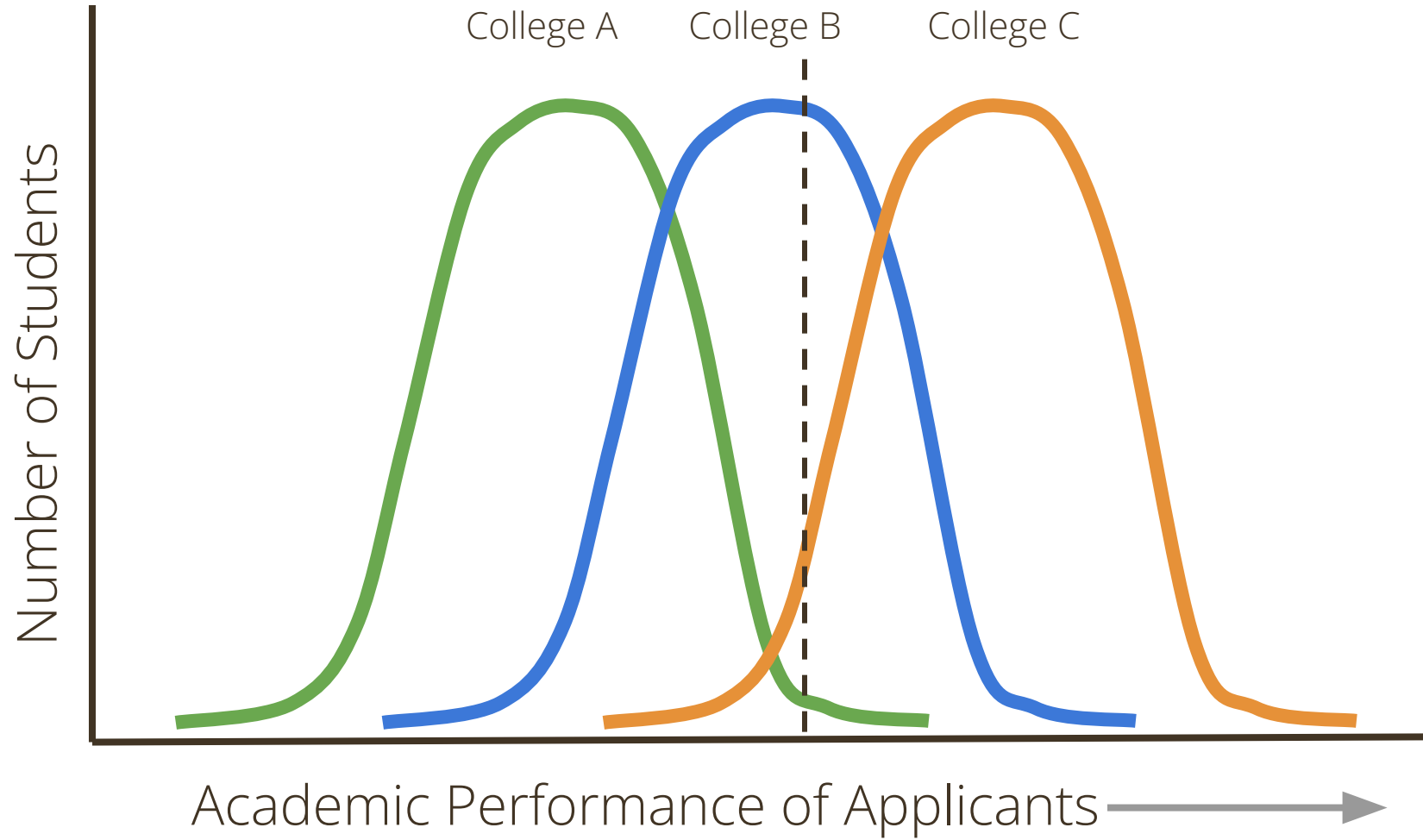
## **Strategic use of merit scholarships**

- Student with low or no need may receive significant awards as enticement
- May limit ability to meet other students' need

# *Financial Aid Leveraging - Private Institution*

|                    |                     |                                     |                                     |
|--------------------|---------------------|-------------------------------------|-------------------------------------|
| <b>High Need</b>   | 70% Need            | 80% Need<br>Min. \$15K Scholarship  | 90% Need<br>Min. \$25K Scholarship  |
| <b>Medium Need</b> | 75% Need            | 90% Need<br>Min. \$15K Scholarship  | 100% Need<br>Min. \$25K Scholarship |
| <b>Low Need</b>    | 80% Need            | 100% Need<br>Min. \$15K Scholarship | 100% Need<br>Min. \$25K Scholarship |
|                    | <b>Low Academic</b> | <b>Medium Academic</b>              | <b>High Academic</b>                |

# *Academic Scholarships*



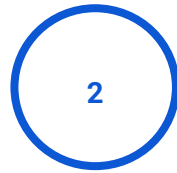
# *Supporting Students and Families*

## **Provide resources and support throughout the financial aid process**

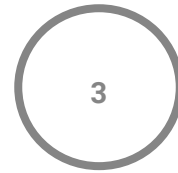
- Begin talking to students and families about financial aid early as part of the college research and application processes
- Consider a phased approach for support.



**Financial Aid Overview**



**Completing Applications**



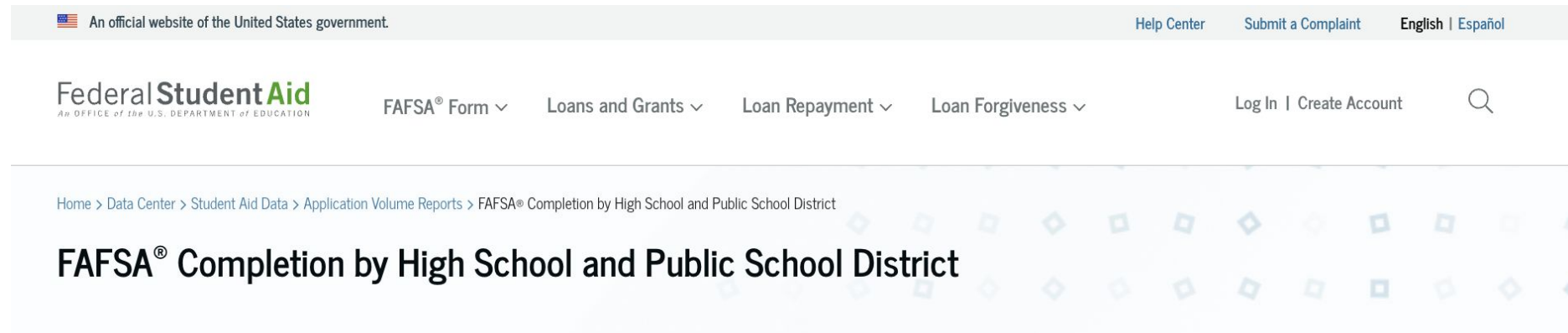
**Navigating Processes**



**Accepting and Using Aid**

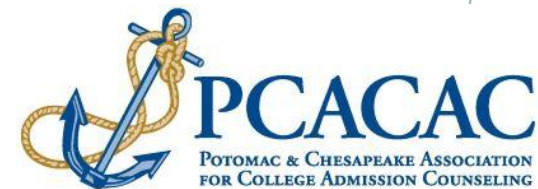
## Assess/ask what students and families need

- Don't assume prior knowledge
- Use data to inform strategy and programming



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As the cost of college continues to increase, financial aid becomes ever more important. While many factors are involved in the decision to attend college, a strong correlation exists between FAFSA completion and college enrollment.

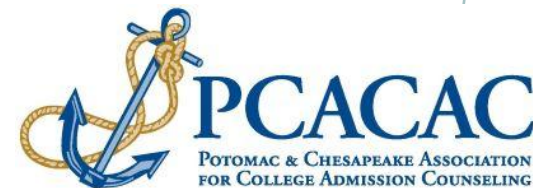


## **Provide support that is comfortable and accessible**

- All students and families should feel safe asking questions and receiving support
- Consider students and families who may need
  - Support outside of school hours
  - Materials in a language other than English
  - Help navigating complex family situations

## **Partner internally and externally**

- To the extent it's possible, work with administration, academic departments, coaches and club sponsors, and student and parent groups
- Connect with professional organizations, CBOs, colleges, and peers to serve students



# Resources

NACAC - Paying for College

Financial Aid Toolkit

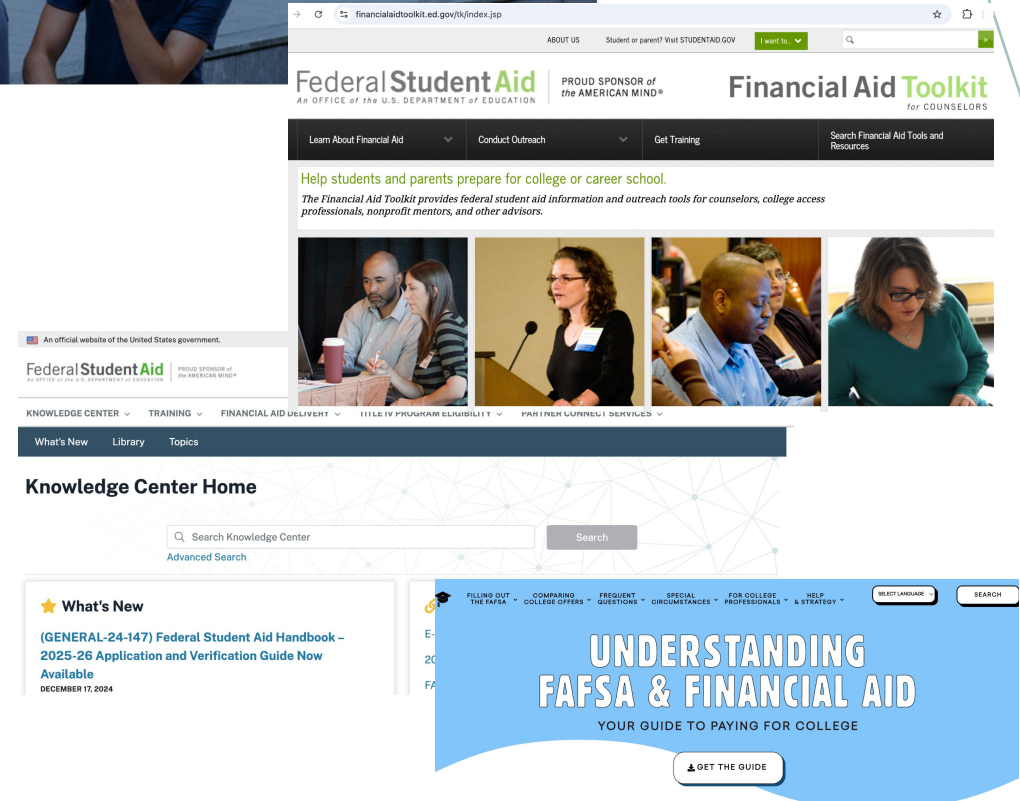
Federal Student Aid Knowledge Center

Data Protections for FAFSA Information

Understanding FAFSA and Financial Aid



Who We Are | Membership | Events | Resources | Education | Advocacy | Get Involved | Search



# *Using the Guide to Ethical Practices in College Admission for Financial Aid*

- **What is The Guide also called GEPCA?**  
It is the **Guide to Ethical Practices in College Admission**. It is a document that “reflects NACAC’s commitment to principled conduct among professionals that support students in the college transition process.”
- **CORE VALUES** of the Guide include; **commitment to education, access and equity, professionalism, collegiality, collaboration, trust and social responsibility**
- **Use the Guide** when considering how best to communicate financial aid information and offers to students and parents



# *QUESTIONS?*



**YOU MAY ENTER YOUR  
QUESTIONS INTO THE Q&A  
BOX IN ZOOM**



**THANK YOU!**



**Please complete the Webinar Exit Survey!**