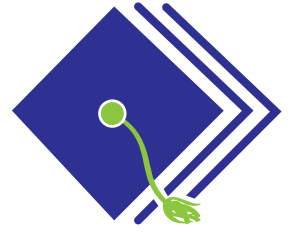


ALABAMA
Goes to
College



EDUCATORS HANDBOOK



What is Alabama Goes to College?



Alabama Goes to College equips Alabamians with tools and connects them to relationships so that every student can plan for, pursue, and complete valuable postsecondary credentials.

Most career pathways require postsecondary credentials, including technical certificates and academic degrees. Alabama Goes to College provides resources for students and families to explore college and career options, find financial aid opportunities, and successfully transition from high school to college.

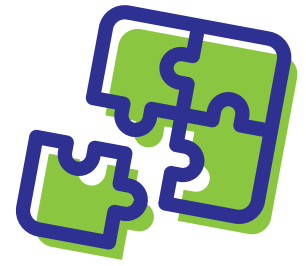
College is education after high school that results in the attainment of valuable postsecondary credentials, including professional/technical certificates and academic degrees.



Sign Up for the Campaign

One representative from each high school should complete the registration form at alabamapossible.org/register2022-23.

Campaign Components



▶ Cash for College

Cash for College's goal is for every graduating senior to complete their FAFSA (Free Application for Federal Student Aid) before they graduate from high school so that they can access federal, state, and institutional aid to pay for their education after high school.

[LEARN MORE](#)

▶ Alabama College Application Week

Alabama College Application Week is part of a national effort to increase the number of first-generation college students and students from low-income families pursuing a college degree or other higher education credential.

The American College Application Campaign helps high school seniors navigate the college application and admissions processes and ensure they apply to at least one postsecondary institution. College Application Week activities should occur during the school day and focus on students who might not otherwise apply to college.

[LEARN MORE](#)



▶ Alabama College and Career Decision Day

College and Career Decision Day celebrates students committing to pursue their education past high school: whether to obtain a two-year degree, a four-year degree, a certificate or industry-recognized credential; enter the military; or pursue a skilled trade.

[LEARN MORE](#)





2022-2023 Timeline

Planning

Gather your team, set a goal, review resources, create a plan, and attend virtual professional development trainings

< AUG. & SEPT. >



Assist students with creating FSA IDs and gathering FAFSA documents before October

REGISTER NOW >



SEPTEMBER

16 >

#WhyApply Day

Wear college gear and share why you believe students should apply to college

Alabama Goes to College Deadline

Registration deadline to be eligible for grant prizes

OCTOBER

< 01 >



FAFSA Kickoff

Students and families begin submitting 2023-24 FAFSAs

PRO TIP: CHECK FOR FINANCIAL AID PRIORITY DEADLINES WHEREVER YOU APPLY



< OCTOBER 17-21 >

Fall College Application Week

Colleges and universities waive application fees

DECEMBER

01 >



Best Hustle Award Deadline

High schools with at least 10% year-over-year improvement in FAFSA completion recognized



< FEB. - MAR. >

Spring College Application Week

Colleges and universities waive application fees



Cash for College Award Deadline

Deadline for schools to win monetary grant prizes for the Most Improved & MVP Awards



< MAY 01 >

College and Career Decision Day

Celebrate students' college and career decisions with an event on or around May 1

JUNE 07 >



Celebration Day

Celebrate educators for successfully creating a college-going culture at their high schools



Campaign Ends < JUNE 30 >

Why This Work Is Important



- In 2018, only **45 percent of Alabamians** had postsecondary credentials. Our state aims to raise the postsecondary educational attainment rate to 60 percent by 2025. Wide gaps exist between outcomes for white people and people of color. According to the Success Plus Dashboard, 47 percent of white working-age adults have valuable postsecondary credentials, while only 33 percent of African Americans and 24 percent of Latinos do.
- Governor Kay Ivey’s Success Plus goal is to have an additional **500,000 Alabamians** prepared for careers for the future by obtaining credentials, certificates, or degrees in addition to a high school diploma by 2025.
- The **Free Application for Federal Student Aid** (FAFSA) is a free tool for applying for many forms of financial aid including grants, scholarships, loans, and work-study jobs. Many colleges and universities also use the FAFSA to award institutional financial aid.
- Approximately **57.4 percent** of Alabama’s students qualify for Pell Grant aid. For the 2022-23 school year, the maximum Pell Grant is \$6,895. Pell Grants are “gift aid” meaning they do not need to be paid back. They can be used for both academic and technical education at two- and four-year colleges and universities.
- Each year, students and families leave millions of dollars in free grant aid on the table because they do not complete their FAFSA. The **National College Attainment Network** estimates that Alabama’s 2021 high school graduates lost out on \$6,798,814 in Pell Grant aid by not completing the FAFSA.
- **92 percent** of high school seniors who complete the FAFSA attend college directly from high school.
- FAFSA completion narrows the full-time postsecondary enrollment gap between students of a lower socioeconomic status and students of higher socioeconomic status by about **25 percentage points**.
- Each additional \$1,000 in grant aid that students receive increases their postsecondary persistence rates by **4 percentage points**.



45% of Alabamians had postsecondary credentials in 2018



+500,000
Alabamians with postsecondary credentials by 2025

2022-2023
PELL GRANT MAX

\$6,895



Alabama’s 2021 high school graduates lost out on more than

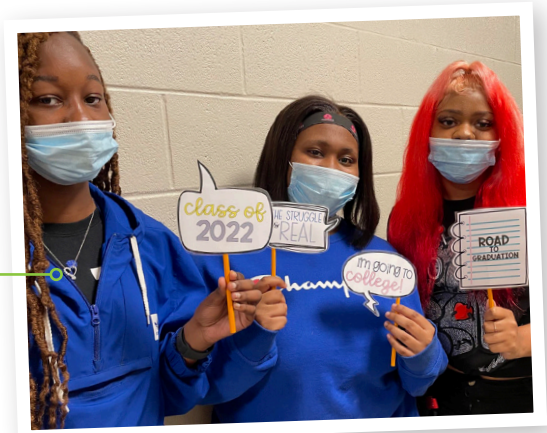
\$67 million dollars
in Pell Grants

Success Plus Goal



Alabama’s economy is changing, and it’s changing for the better. Many companies are either expanding here or relocating here. It says a lot about our state and our people. Along with Alabama’s economic growth, there is increasing demand for members of the workforce with education, skills, and training in addition to a high school diploma.

The **Success Plus** goal is to have an additional 500,000 Alabamians prepared for careers for the future by obtaining credentials, certificates or degrees in addition to a high school diploma by 2025.



Alabama Achieves: Alabama State Department of Education Strategic Plan

Alabama Achieves: A New Plan for a New Decade is the Alabama State Department of Education’s comprehensive strategic plan that is the result of information, input, and feedback provided by an engaged group of state-wide stakeholders.

Alabama Achieves addresses five overarching priorities:

1. Academic Growth and Achievement
2. College, Career, and Workforce Ready
3. Safe and Supportive Learning Environments
4. Highly Effective Educators
5. Customer-Friendly Services

One of the metrics to measure the success of the *College, Career, and Workforce Ready* priority is the percentage of cohort graduates who completed a Free Application for Federal Student Aid (FAFSA).

Educators Toolkit



The Educators Toolkit is a resource for high school educators to plan and facilitate workshops, events, and outreach efforts at the local level. Educators can access the Toolkit using the Alabama Goes to College Google Drive. Each Alabama Goes to College Campaign Component is assigned a folder in which you will find subfolders with assets in different categories: general, planning, digital, print, and press.

Before you access the Toolkit, watch the Toolkit Demo video here: [Alabama Goes to College - Educators Toolkit Demo](#)



In the toolkit, you will find assets that you can use with multiple partners including:



Parents

- Email templates
- Flyers and one-pagers
- Students and Families Guidebook



Students

- Social media guides
- Social media posts
- Worksheets



Community Members

- Press releases
- Planning calendar
- Event ideas

Click on any of the links below to navigate the Alabama Goes to College Toolkit:

General:

https://drive.google.com/drive/folders/1u17_loikxCold6ppzYBGAUZovdV-YbMm?usp=sharing

Cash for College:

https://drive.google.com/drive/folders/10Qp_JazCv3vZPDZ7xL2u2xkreO_WThnv?usp=sharing

Alabama College Application Week:

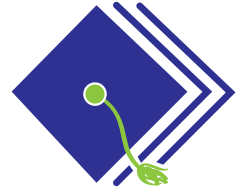
<https://drive.google.com/drive/folders/18henshEMWfdPE0LYSKOV2GkGCRA-uJVb?usp=sharing>

College and Career Decision Day:

<https://drive.google.com/drive/folders/1KOyBiQ2ypQvCGIxSthP3dHQRETSnTaUv?usp=sharing>

Connect with Alabama Goes to College

ALABAMA
Goes to
College



► Use Hashtags

#ALGoes2College	#IApplied
#Cash4College	#ReachHigher
#PellYes	#CollegeSigningDay
#FAFSA	#BetterMakeRoom

Follow us on social media



@algoes2college

[Access the Educators Toolkit on Google Drive](#)

CLICK HERE

► Alabama Resources

- Alabama College Attainment Network alabamapossible.org/alabamacan/
- Alabama State Department of Education (ALSDE) alabamaachieves.org/
- Alabama Commission on Higher Education (ACHE) ache.edu
- Alabama Community College System (ACCS) accs.edu

► National Resources

- American College Application Campaign (ACAC) ACT Center for Equity in Learning equityinlearning.act.org/acac
- Federal Student Aid studentaid.gov
- Federal Student Aid Financial Aid Toolkit financialaidtoolkit.ed.gov/tk/resources.jsp
- Better Make Room bettermakeroom.org
- Reach Higher studentsatthecenterhub.org/resource/reach-higher
- National College Attainment Network ncan.org/FAFSA_Resource_Library

► Contact us

Alabama Goes to College Help Desk

algoestocollege@alabamapossible.org

334-316-6155

alabamagoes2college.org

History

In 1993, a group of concerned citizens, including Auburn University President Wilford Bailey, Auburn History Professor Emeritus Wayne Flynt, Social Work Pioneer Eulene Hawkins, and Alabama Baptist Convention President Earl Potts, came together to form Alabama Possible, then known as the Alabama Poverty Project. They joined with others across the South to study poverty, publicize their findings, teach undergraduates what they had learned, and mobilize public policy to bring about systems change.

Vision

To ensure all Alabamians have the opportunity to lead prosperous lives.

Mission

To break down barriers to prosperity in Alabama through education, collaboration, and advocacy.

Values

- Equity: All people have the right to prosperous and meaningful lives.
- Resiliency: Communities inherently are strong, capable, and in charge of their own futures.
- Partnerships: We work together to maximize limited resources.
- The Golden Rule: We build relationships based on reciprocity, respect, and compassion.

Strategies for Change

Advocating for Prosperity. We promote equitable educational attainment to ensure Alabamians can pursue their education without sacrificing their economic futures.

Educating for a Better Future. We build awareness and support for postsecondary attainment, equipping students with tools and relationships to pursue and complete valuable postsecondary credentials.

Breaking Down Barriers. We break down silos, convene partners across the state, and collaborate with stakeholders to foster equitable, inclusive economic opportunity.

Alabama College Attainment Network

The Alabama College Attainment Network (AlabamaCAN) breaks down barriers to increase college readiness, access, and completion in Alabama, particularly among under-resourced students, first-generation college-going students, and students of color. Educators and workforce agencies convened the Alabama College Attainment Network to coordinate community initiatives and accelerate impact. The founding members of AlabamaCAN are Alabama Community College System (ACCS), Alabama Commission on Higher Education (ACHE) and Alabama State Department of Education (ALSDE) while Alabama Possible serves as the backbone agency for the Network.