



College Access &
Success Ecosystem

CASE is a collective
impact forum focused
on strengthening high
school and postsecondary
graduation rates for all
Philadelphia students.



Our Citywide FAFSA Collective Effort

AGENDA

- Introductions
- Evaluation: Membership Survey
- Action Team Report: FAFSA Renewal Campaign
- Current Work
- Action Team Meetings
- Next Steps & Announcements



College Access &
Success Ecosystem

Welcome & Introductions

**Please share with the group
today - your...**

- **Name**
- **Organization**
- **Pronouns**
- **What brings you to CASE**

College Access &
Success Ecosystem
(CASE)



Membership Survey

Thank you Shaquinah Wright and Sonia Syzmanski from Future-Focused Strategies, who are evaluating the ecosystem.

Please complete this quick membership survey - your feedback is so important to CASE's success!



CASE-FAFSA CITYWIDE COLLECTIVE EFFORT

DECEMBER 11, 2024

CASE IS A COLLECTIVE IMPACT FORUM
FOCUSED ON STRENGTHENING
HIGH SCHOOL & POST-SECONDARY
GRADUATION RATES for all
PHILADELPHIA STUDENTS.



THERE ARE 3 CASE ACTION TEAMS:



WHAT HAVE WE DONE SO FAR?



FOR the
LOWEST INCOME,
FAFSA
COMPLETION
RESULTS IN A
127%
INCREASE in
COLLEGE ENROLLMENT

US DEPT OF EDUCATION
—UPDATES—

25-26 FAFSA has been
IMPROVED through
BETA TESTING

with
MORE RESOURCES
for STUDENTS & FAMILIES

WHAT OTHER SUPPORT DO WE NEED?



Meeting hosted at The Greater Philadelphia Chamber of Commerce - December 11, 2024

Live Graphic Recording by C. Bonner of Illustrating Progress

Action Teams

These teams are hard at work designing and implementing ecosystem strategies. Team members represent a diverse network of the region's education stakeholders and serve as agents of information, access and opportunity.



**On-time
High School Graduation**



**On Track to
College Graduation**



**Data and
Evaluation**

Philadelphia Students



Graduate High School



Matriculate to College

Data Inclusive of Public, Charter & Alternative Schools as Reported by the School District of Philadelphia's Office of Research and Evaluation for 2022–2023.

Through March 7, Class of 2025 high school seniors' FAFSA submissions continue to outpace the classes of 2023 and 2024 through the first 13 weeks of each of these cycles.

This data comes from the [National College Attainment Network \(NCAN\)](#)'s FAFSA Tracker, which is updated each week on Friday.

Nationally, 36.9% of the high school class of 2025 has completed a FAFSA.

In PA, 37.1% of the high school class of 2025 has completed a FAFSA.

In the Philadelphia City School District, there is an estimated 36.3% of of seniors in the class of 2025 completing FAFSA.



ncan.org/page/FAFSATracker

2022-23 Cycle FAFS... 2023 Collective Imp... 2023 Spring Confer... About Us | Network... Adobe Acrobat ADP Advancing Economi... Af

NATIONAL COLLEGE ATTAINMENT NETWORK

ABOUT MEMBERSHIP RESOURCES FAFSA POLIC

Select cities (All) Select districts Philadelphia City SD Select schools (All)

Cities	School Districts	Schools
% Change Year-Over-Year (Submissions)	% Change Year-Over-Year (Submissions)	% Change Year-Over-Year (Submissions)
Estimated % of Seniors Completing	Estimated % of Seniors Completing	Estimated % of Seniors Completing
Philadelphia 25.5% 37.4%	Philadelphia City SD 25.7% 36.3%	ACADEMY AT PALUMBC 36.3% 86.9%
Philadephia 2.0%	Grand Total 25.7% 36.3%	ARTS ACADEMY AT BENJAMIN RUSH 5.0% 56.9%
		BARTRAM JOHN - MAIN -4.3% 17.7%
		BODINE WILLIAM W HS -7.8% 48.9%
		BUILDING 21 60.0% 31.5%
		CENTRAL HS 9.7% 78.4%

On-Track to College Graduation Action Team

Spring FAFSA Renewal Campaign

FAFSA Completion Workshops

- 2/19 @ Chestnut Hill College
- 2/27 @ Arcadia University
- 3/26 @ Gwynedd-Mercy College

Complex Financial Aid Situations event

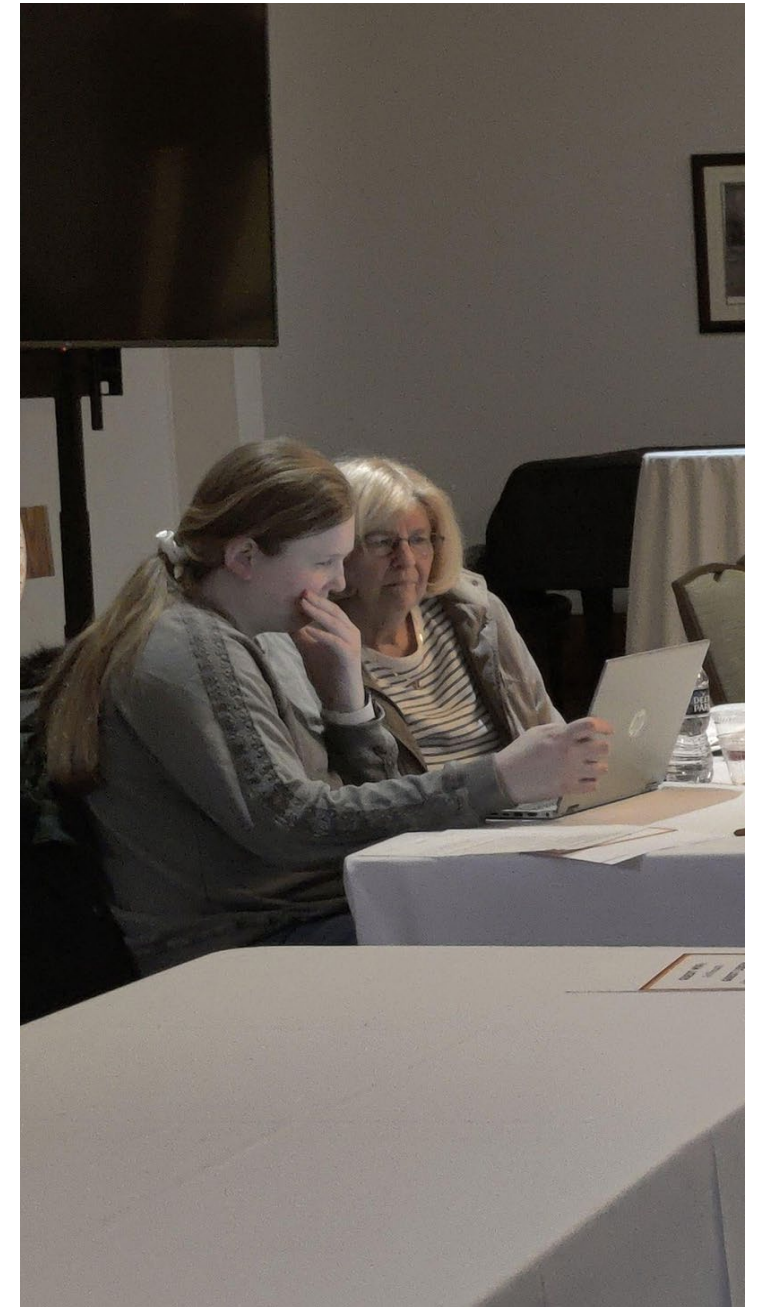
- 2/20 in Center City Philadelphia

Collaborative Social Media Campaign

- Campus Philly



CHC FAFSA Renewal Night



Complex Fin Aid Situations

Navigating Complex Financial Aid Situations

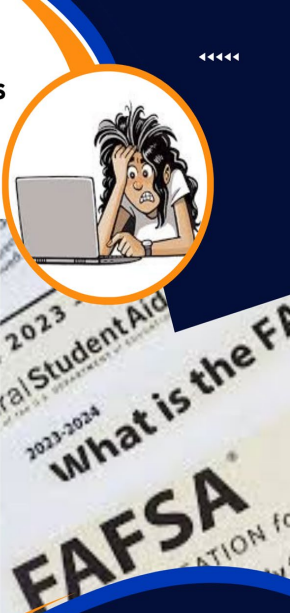
A workshop for practitioners

February 20, 2025 at
St. Luke & the Epiphany Church
330 S. 13th Street, Philadelphia

Join content experts, financial aid administrators and your colleagues for a day of networking, resource sharing and learning. For more information and to register, scan the QR code.

Find out more about financial aid impacts on:

- STUDENTS GRANTED ASYLUM
- UNHOUSED YOUTH
- YOUTH IN FOSTER CARE
- PHEAA STATE GRANT UPDATES



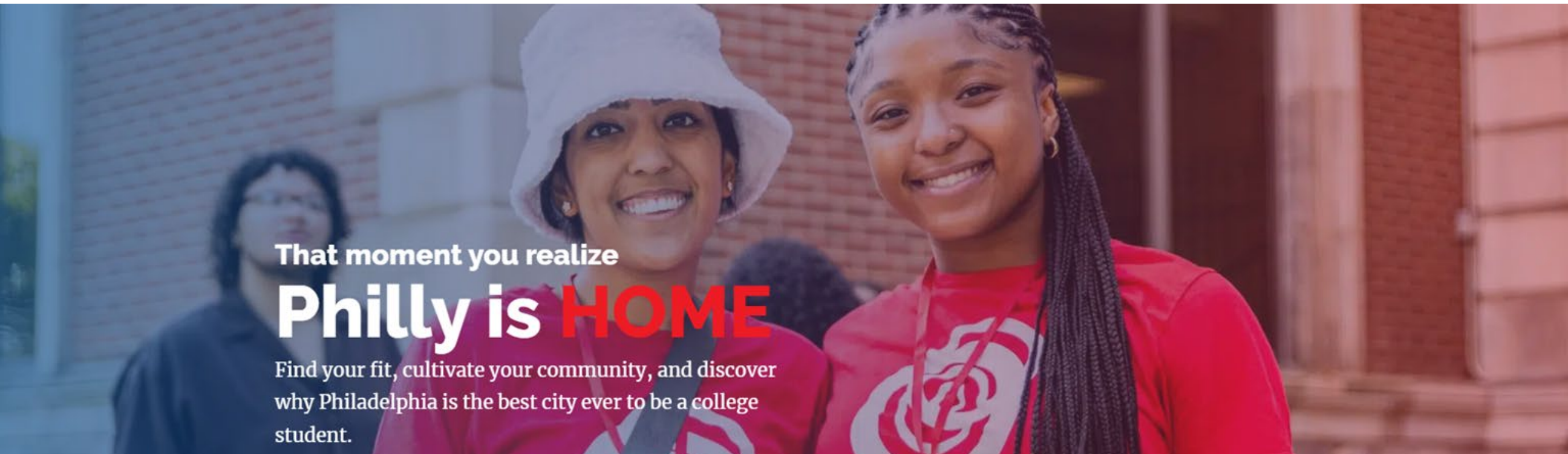
THIS EVENT IS CO-SPONSORED BY PHENND, THE PHILADELPHIA COLLEGE PREP ROUNDTABLE (PCPR) AND THE COLLEGE ACCESS & SUCCESS ECOSYSTEM (CASE).



Campus Philly

Our reach:

- 40,000+ students and recent grads subscribed to student newsletter
- 25,000 + IG followers
- 20+ higher ed partners with 700+ staff and faculty subscriber to Campus Connector newsletter



FAFSA Marketing Campaign

We utilized dedicated email blasts for events and resources, inclusion in our student and higher ed newsletters and created boosted social media posts on Instagram and Facebook.

Website/Webpage:

Views: The number of app screens or web pages viewed page. Repeated views of a single screen or page are counted.

Email:

Open rate: Percentage of contacts who open a specific email out of your total number of contacts

Click rate: The percentage of how many people clicked on link or image within a particular email out of total received emails

Social Media:

Views: the total number of times your content was played or displayed

Reach: the number of unique users who have seen your content at least once

Boosted: Paid posts to increase reach based on location and age demographics

FAFSA Resource Guide

January 24 - March 10

Total Views: 930

FAFSA Fast Facts: Here's How Financial Aid Works

By Ashley Barber

Latest Posts

Protected: Mission to Success: Launching Your Career at Vanguard

March 10, 2025

Your Guide to Celebrating Women's History Month in Philadelphia

February 28, 2025

A Journey of Growth: How Two Young Professionals Launched Their Careers at Intealth

February 24, 2025

The Art of Letting Go & Having Fun: An Inside Look at a Career at Five Below

February 5, 2025

Share This

[addtoany]



OK, let's be real. Last year's FAFSA process was *not* great—from delays to issues with the new system, students and families all over the country struggled to complete their applications.

The good news? FAFSA, or the [Free Application for Federal Aid](#), has been enhanced, updated, and tested for the new year, ensuring students and families are on track for FAFSA completion in 2025. And despite news last month about a freeze of federal funds, student aid is *not* frozen, and the government will continue to award and disburse federal student aid.

Read on for tips on navigating the process, along with important deadlines, resources, and more to know about securing financial aid.

About FAFSA

FAFSA Dedicate Emails and Newsletter Banners

Dedicated Email Blast Feb. 3

Sent to 41,731 subscribers

Open Rate of 31.4% (13157 subscribers)

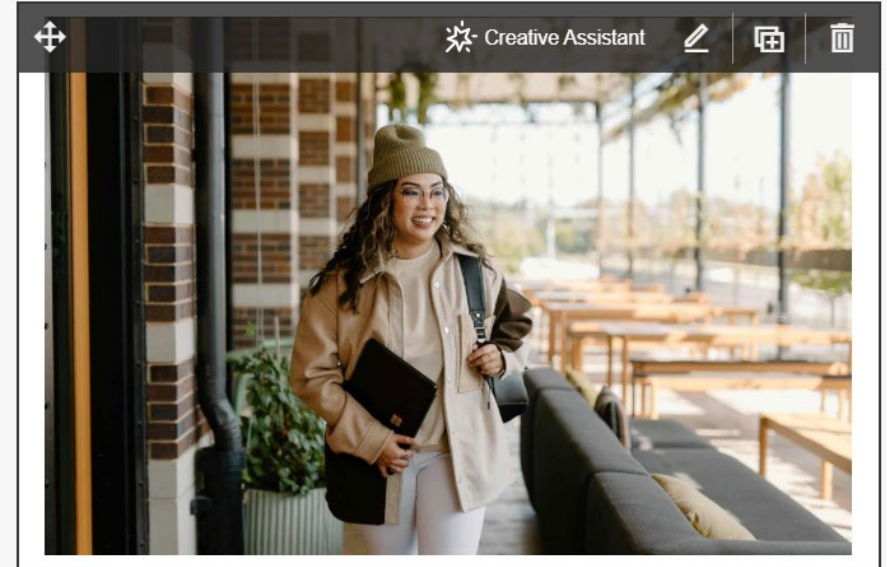
Click Rate of 0.6% (250 subscribers)

Dedicated Email Blast Feb. 17

Sent to 41,367 subscribers

Open Rate of 31.1% (12,899 subscribers)

Click Rate of 0.7% (272 subscribers)



Let's talk FAFSA Fast Facts you **need** to know.

Real talk: Last year's FAFSA process was *not* great—from delays to issues with the new system, students and families all over the country struggled to complete their applications.



BTW: Looking for tips on navigating the financial aid process? Read our latest guide, **FAFSA Fast Facts: Here's How Financial Aid Works.** created in partnership with PHENND.

Facebook Post

Boosted FB stats Feb. 3

Total Views: 26,068

Total reach: 53,567

**Campus Philly** is in Philadelphia, PA.
February 17 at 11:09 AM · 🌐

PHILLY! ✨ Let's talk [#FAFSA](#) Fast Facts you **need** to know.

FAFSA, or the Free Application for Federal Aid, has been enhanced, updated, and tested for the new year—ensuring students and families are on track for FAFSA completion this year.

Need some support breaking down common misconceptions, or want access to essential resources & useful info?

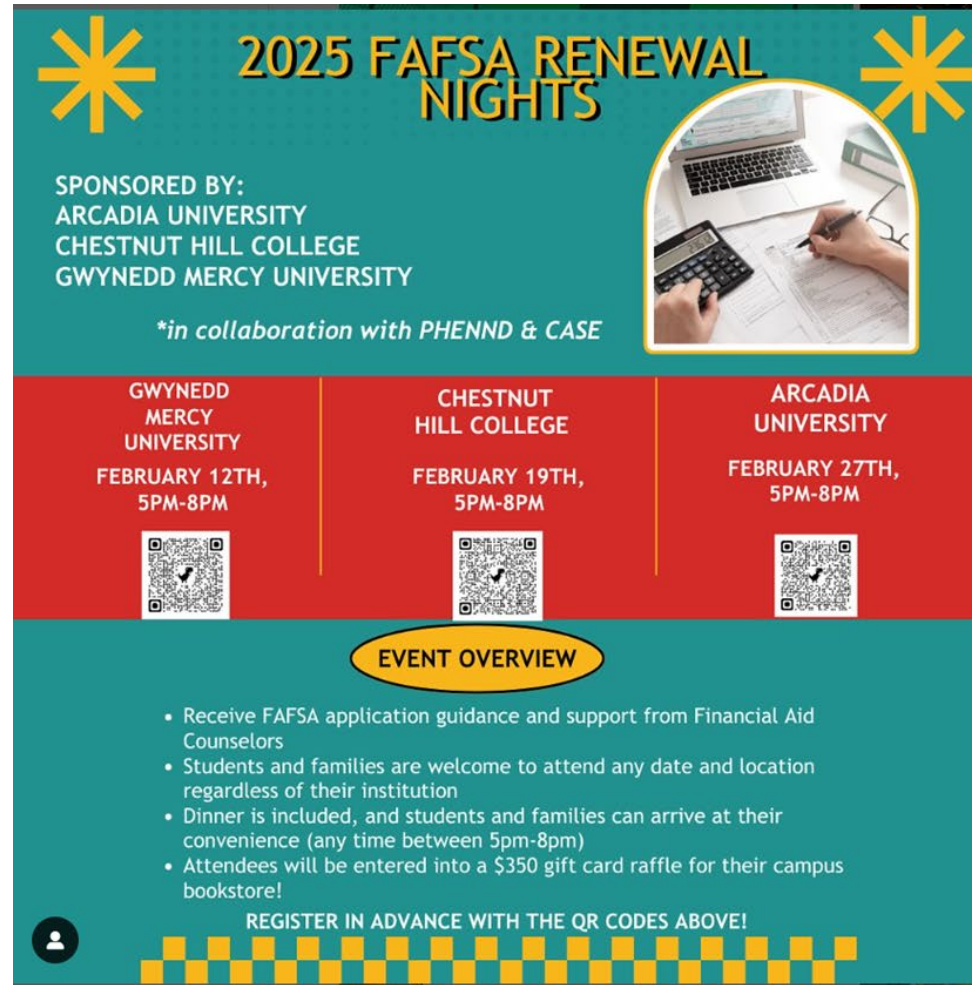
Our new guide, developed in partnership with PHENND, covers tips on navigating the process, along with important deadlines, resources, and more to know about securing financial aid. Click the link below to check out the guide today, and complete your FAFSA as soon as you can—like right now!

More info: <https://campusphilly.org/.../fafsa-fast-facts-heres-how.../>



Instagram Post

**Boosted
Instagram Post
Feb. 3**
Total Views:
43,159
Total reach:
18,302



The poster is for '2025 FAFSA RENEWAL NIGHTS'. It features a teal background with yellow starburst graphics in the top corners. The title '2025 FAFSA RENEWAL NIGHTS' is in large, bold, yellow and white text. Below the title, it says 'SPONSORED BY: ARCADIA UNIVERSITY, CHESTNUT HILL COLLEGE, GWYNEDD MERCY UNIVERSITY' and '*in collaboration with PHENND & CASE'. A circular inset image shows a person's hands using a calculator and a pen on a document, with a laptop in the background. The bottom section is red and divided into three columns, each for a different event location: Gwynedd Mercy University (Feb 12th, 5PM-8PM), Chestnut Hill College (Feb 19th, 5PM-8PM), and Arcadia University (Feb 27th, 5PM-8PM). Each column has a QR code. Below this is a teal section titled 'EVENT OVERVIEW' in a yellow oval, containing a bulleted list of details. At the bottom, it says 'REGISTER IN ADVANCE WITH THE QR CODES ABOVE!' and has a yellow and black checkered border.

2025 FAFSA RENEWAL NIGHTS

SPONSORED BY:
ARCADIA UNIVERSITY
CHESTNUT HILL COLLEGE
GWYNEDD MERCY UNIVERSITY

**in collaboration with PHENND & CASE*

GWYNEDD MERCY UNIVERSITY
FEBRUARY 12TH, 5PM-8PM

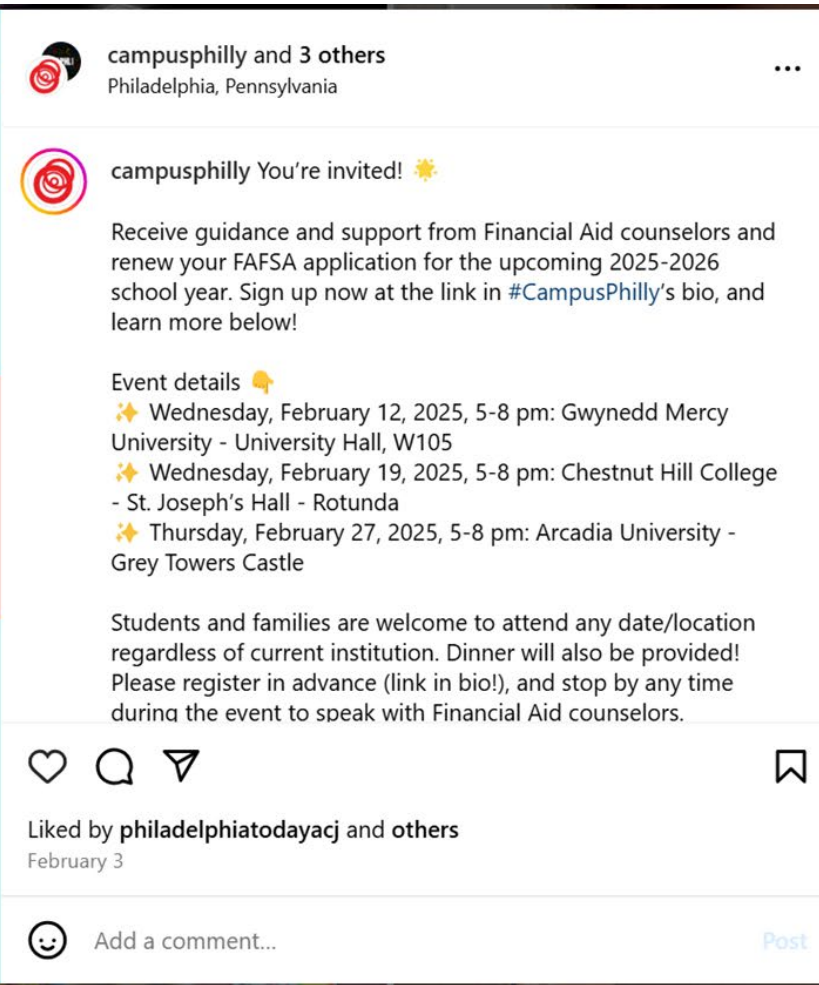
CHESTNUT HILL COLLEGE
FEBRUARY 19TH, 5PM-8PM

ARCADIA UNIVERSITY
FEBRUARY 27TH, 5PM-8PM

EVENT OVERVIEW

- Receive FAFSA application guidance and support from Financial Aid Counselors
- Students and families are welcome to attend any date and location regardless of their institution
- Dinner is included, and students and families can arrive at their convenience (any time between 5pm-8pm)
- Attendees will be entered into a \$350 gift card raffle for their campus bookstore!

REGISTER IN ADVANCE WITH THE QR CODES ABOVE!



The image shows the Instagram post interface. At the top, it says 'campusphilly and 3 others' and 'Philadelphia, Pennsylvania'. Below that, it says 'campusphilly You're invited!' with a yellow starburst icon. The main text of the post is: 'Receive guidance and support from Financial Aid counselors and renew your FAFSA application for the upcoming 2025-2026 school year. Sign up now at the link in #CampusPhilly's bio, and learn more below!'. Below this is the 'Event details' section, which lists three events: 'Wednesday, February 12, 2025, 5-8 pm: Gwynedd Mercy University - University Hall, W105', 'Wednesday, February 19, 2025, 5-8 pm: Chestnut Hill College - St. Joseph's Hall - Rotunda', and 'Thursday, February 27, 2025, 5-8 pm: Arcadia University - Grey Towers Castle'. Below the event details is a paragraph: 'Students and families are welcome to attend any date/location regardless of current institution. Dinner will also be provided! Please register in advance (link in bio!), and stop by any time during the event to speak with Financial Aid counselors.' At the bottom, there are icons for heart, comment, and share, followed by 'Liked by philadelphiatodayacj and others' and 'February 3'. There is also a text input field for 'Add a comment...' and a 'Post' button.

campusphilly and 3 others
Philadelphia, Pennsylvania

campusphilly You're invited! ✨

Receive guidance and support from Financial Aid counselors and renew your FAFSA application for the upcoming 2025-2026 school year. Sign up now at the link in #CampusPhilly's bio, and learn more below!

Event details 📌

- 💎 Wednesday, February 12, 2025, 5-8 pm: Gwynedd Mercy University - University Hall, W105
- 💎 Wednesday, February 19, 2025, 5-8 pm: Chestnut Hill College - St. Joseph's Hall - Rotunda
- 💎 Thursday, February 27, 2025, 5-8 pm: Arcadia University - Grey Towers Castle

Students and families are welcome to attend any date/location regardless of current institution. Dinner will also be provided! Please register in advance (link in bio!), and stop by any time during the event to speak with Financial Aid counselors.

Liked by philadelphiatodayacj and others
February 3

Add a comment...

Post

Instagram Reel and Stories

Instagram Reel Feb. 26

Total Views: 2,524

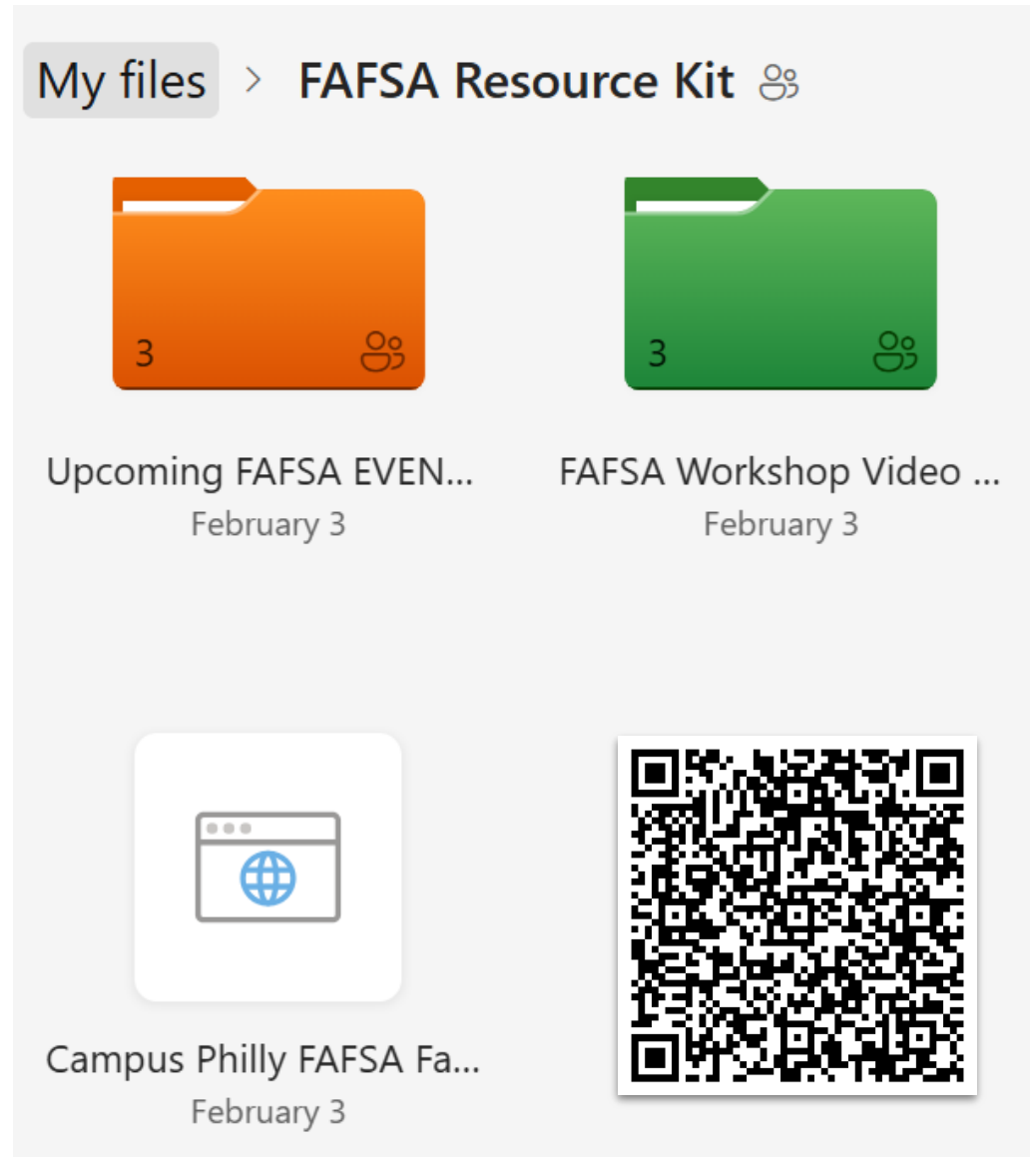
Total reach: 1,483

This reel was share a few times on our story as well as shared on Street Team members stories on Instagram which means it may have been viewed more that recorded here as it was shared out.



FAFSA Resource Kit

We created a FAFSA resource kit to share with our higher ed partners to utilize resources and marketing materials for upcoming FAFSA events. We also included links to our social media posts for them to be able to find and share on their channels.



Current Work: What work are you doing right now to respond to current education policy and higher education legislative developments?

<u>Shifts:</u> How are you shifting practices to meet the federal education/higher education policy landscape?	<u>Resources:</u> Where are you finding resources and key, accurate, timely information?	<u>Updates:</u> What updates and resources do you still urgently need?
AmeriCorps VISTA position may shift We discussed how some of us had to scrub websites, remove pronouns from email signatures, etc.	Sources I trust for info: NCAN, ACE, EdTrust, Laura Keane's wisdom, NPR & PBS NCAN Rapid Response Newsletter Louise Woodhouse	Support & connection opportunities for practitioners and students Supports for all of us in how we prop each other up mentally and emotionally; and our students and staff Peer to peer student leader connections to support More information from higher ed partners about their plans if they have them We don't know because it seems to change by the day (sometimes literally by the hour)



Action Team Meetings

In action teams, please discuss:

- **1-2 deliverables** by end of 2025
- What **supports** do you need to be successful? How can we support each other?
- Any anticipated **gaps, challenges, barriers?**
- **Context** - shifts, resources, updates

CASE MOU: Become a member!



Key Resources

- [NCAN FAFSA Tracker](#) & [#DoTheFAFSA](#)
- [Federal Student Aid](#)
- [PhillyGoes2College](#)
- [CASE](#)
- [PA FAFSA Go!](#)
- SDP: 4/9 4-7pm in-person FAFSA

workshop @ SDP Office

CASE Membership Survey



Thank You

Learn more at CASEPhilly.org

