

Wyoming FAFSA Completion Campaign

Since the 2021-22 FAFSA form became available on October 1, 2020, the completion rate among high school seniors is down 12% compared to the same time last year. Students, educators, counselors, and parents can access resources at [StudentAid.gov](https://studentaid.gov) and via the myStudentAid app. FAFSA completion is the key to meeting the financial needs of students graduating from high school and the starting point for planning their future.

The COVID 19 pandemic has caused students to face the challenge of determining what the future looks like and what options would even be available to them upon graduation. It is reasonable to assume that uncertainty is contributing to the lack of completion. It is also likely that this is affecting at risk-groups such as low-income students, English learners, students experiencing homelessness, and youth in foster care to an even greater degree. The Wyoming Department of Education took this opportunity to provide additional tools and information to stakeholders and communities to assist these students and their parents in completing this critical task.

Campaign Launch

In August 2021, the Wyoming Department of Education launched a campaign to encourage and support the completion of the Free Application for Federal Student Aid (FAFSA). The statewide campaign includes digital media, a [website](#), and support tools for schools and communities.



Campaign Messaging

Late Summer / Early Fall

- One hour.
- One form.
- Thousands of opportunities for grants, loans, and work-study funds to pay for college.
- It's time to get the facts about FAFSA.



Late Fall / Early Winter

- It's here.
- You're ready.
- Thousands of dollars in grants, loans, and work-study funds for college are waiting.
- It's time to fill out the FAFSA.



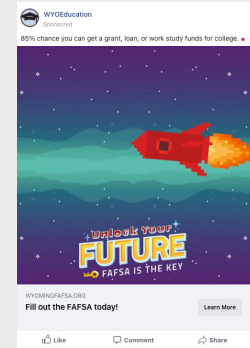
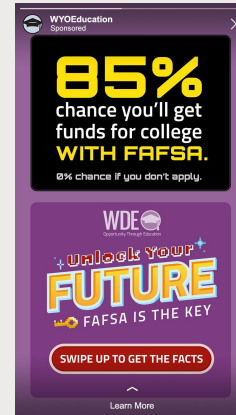
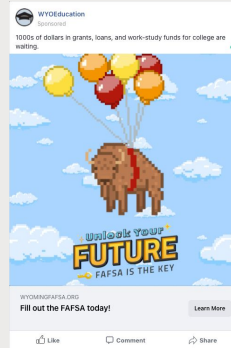
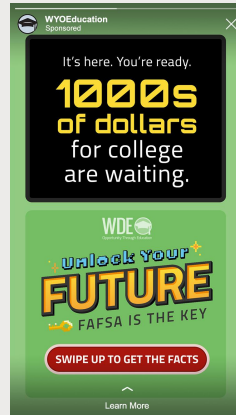
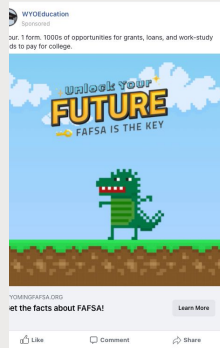
Early Winter / Early Spring

- 85% chance you can get a grant, loan, or work study funds for college.
- 0% chance if you don't apply.
- The odds are in your favor.
- Fill out your FAFSA today!



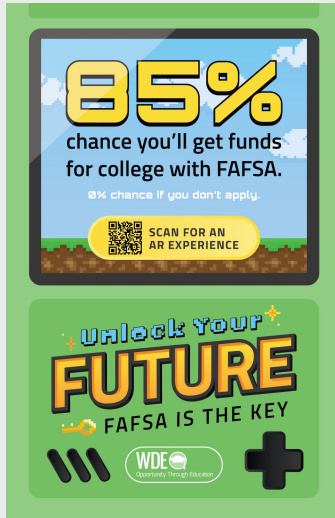
Campaign Creative & Digital Channels

UNLOCK YOUR FUTURE...FAFSA IS THE KEY encourages students to unlock the possibilities, which lead to the throwback gaming theme and the idea of unlocking the next level in life. The campaign's primary audience is high school juniors and seniors, with secondary audiences of parents and young adult students. To avoid 'message fatigue', the campaign includes three fully unique phases. Messages are delivered using paid (and leveraging free) digital channels including, but not limited to, TikTok, Snapchat, Instagram, Twitter, Facebook, Reddit, Google, and Programmatic Networks.

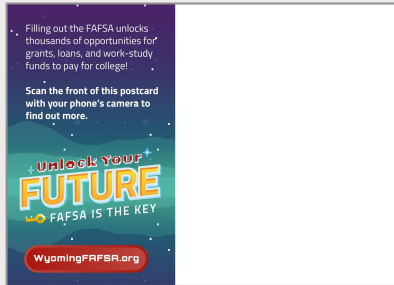
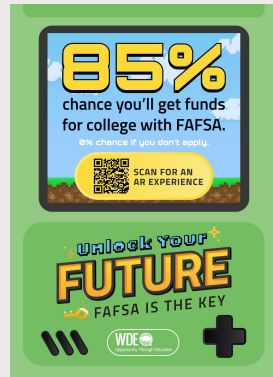


Campaign Supporting Material

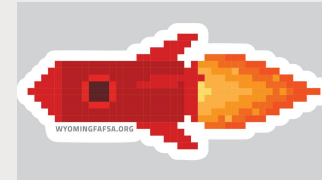
Support tools are provided to high schools including an augmented reality poster/postcard, stickers, notepads and scripts for email communications with parents and students. Support tools are provided to community colleges and the University of Wyoming to reach the young adult students as well.



Poster



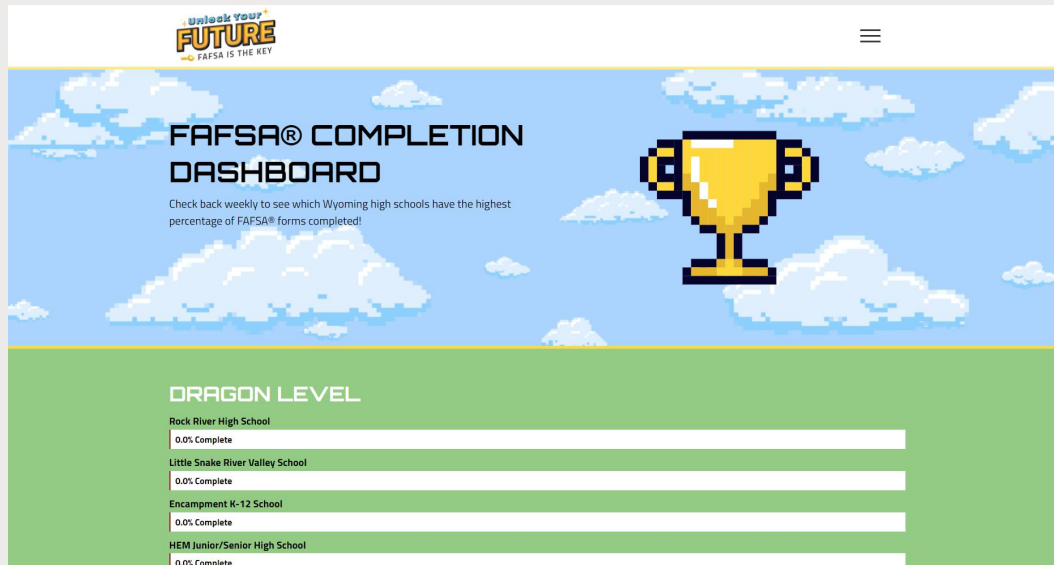
Postcard



Stickers

FAFSA Completion Challenge

Finally, a FAFSA Completion Challenge launched on October 1, tracking FAFSA completion percentage rate by high school, in four size categories. A cash prize will be awarded to the winning schools' counseling departments. Schools are able to track their progress on the FAFSA website [dashboard](#).




unlock your
FUTURE
FAFSA IS THE KEY

☰

FAFSA® COMPLETION DASHBOARD

Check back weekly to see which Wyoming high schools have the highest percentage of FAFSA® forms completed!



DRAGON LEVEL

| | |
|----------------------------------|---------------|
| Rock River High School | 0.0% Complete |
| Little Snake River Valley School | 0.0% Complete |
| Encampment K-12 School | 0.0% Complete |
| HEM Junior/Senior High School | 0.0% Complete |

Campaign Data & Reporting

Data drives all. The primary conversion point for the campaign is FAFSA completion and is being tracked through the [dashboard](#). However, in executing a nearly fully digital campaign, there is an upside of large amounts of engagement data. This data is collected and reviewed in real time, which allows for informed pivots in creative, messaging or placement strategy.

Data being tracked includes website and augmented reality engagement, Google search, Google Ad Network (and other supporting ad networks), a statewide heat map of programmatic ad engagement, social media ads, organic social content, and Facebook page metrics.

Thank you for checking out the Wyoming FAFSA Completion Campaign. For more information, contact Linda Finnerty, WDE Communications Director at 307-777-2053 or linda.finnerty@wyo.gov.