Agenda – October 10, 2018
1. CFNC Overview
2. Outreach Touchpoints
3. Intermediaries
4. Looking Ahead

Note: underlined text in these slides indicates that there is an additional slide with an example or details on this topic

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1. CFNC Overview
College Foundation of North Carolina (CFNC) is a free service of the State of North Carolina provided through the collaboration of six organizations.

Plan
- Career Exploration and Assessments – Elementary through Adult
- College Planning – Admissions Information, College Profiles

Apply
- Online Applications and HS Transcripts for NC Two and Four-Year Colleges

Pay
- Financial Aid – Scholarships, Grants, FAFSA Completion, NC 529 Savings Plan, Financial Literacy

College
CFNC Overview

CFNC promotes access to North Carolina higher education and assists students with education planning, career planning, and applying and paying for college.

**Information**
- Website
- Emails
- Campaigns/events
- CFNC Regional Representatives
- Social media
- Educator list serves

**Tools**
- Scholarship search
- Applications & transcripts
- Career assessments
- NC 529 Savings Plan
- Online Professional Center for educators and college access professionals

**Support**
- Contact centers
- Educator professional development
- College staff support

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**CFNC Overview**

**Main CFNC Site**
Last year 496,000 students created a free CFNC account, submitted 390,000 applications, and sent 373,000 HS transcripts. Account can begin in middle school and follow to adulthood.

**CFNC Professional Center**
More than 2,600 educators and professionals use this to track their student’s activities including FAFSA completion, applications, transcripts, RDS completion. Accessed by counselors, career development coordinators, NCCCS career coaches, College Advising Corps, etc.

**CFNC CrossConnect**
Over 1,000 college staff have backend access to perform tasks such as editing their admission applications and college profile information, and downloading applications, transcripts, and prospects.
The CFNC Professional Center allows educators to track student progress through important tasks such as FAFSA, applications, transcripts, and RDS.

2. CFNC Outreach Touchpoints
CFNC Touchpoints

**Elementary**
- Website (Paws in Jobland online career tool)
- CFNC Regional Representatives

**Middle**
- Website (career tools, college profiles)
- CFNC Regional Representatives

**High School**
- Website (financial aid, applications, transcripts, career tools)
- Contact centers
- Events like NC Countdown to College
  - Email campaigns
  - Social media
  - CFNC Regional Representatives

**College**
- Website (transfer applications, transcripts, financial aid, career tools)
- Contact centers

**Adult**
- Website (applications, financial aid, transcripts, career tools, 529 Savings)
- Contact centers

CFNC.org
Seven CFNC Regional Representatives are based throughout the state by area code. One additional representative serves Hispanic families statewide.

Last year, this team made 2,439 college access presentations to nearly 96,000 people (schools, colleges, libraries, civic organizations, churches, businesses, community events, etc.)

**CFNC Regional Representatives**

- Website (career tools, college profiles)
- CFNC Regional Representatives

**CFNC Touchpoints**

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- **High School**
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  - Contact centers
  - Events like NC Countdown to College
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  - Social media
  - CFNC Regional Representatives

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  - Contact centers
Age of Users Creating Account

This chart shows the self-declared age of users when they created a CFNC.org Account (2010 – 2018).

Only includes ages where number greater than 50,000

Suggested Video

See how this young woman and her mother engaged with CFNC at multiple touchpoints that led to Randolph Community College and UNC Charlotte.

https://www.youtube.com/watch?v=EJdzmoV9Ew
CFNC Touchpoints

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CFNC Scholarship Search

List of Scholarships
• General Scholarships
• Scholarships for Students with Special Needs
• Scholarships for Veterans
• Scholarships for Students in Need
• Scholarships for High School Seniors

Search Scholarships

General Scholarships
• Financial Aid for Military Students
• Scholarships for High School Seniors
• Scholarships for Students with Special Needs

Search Scholarships

CFNC Scholarship Search
CFNC Social Media Samples

CFNC Touchpoints

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3. CFNC Intermediaries
CFNC Intermediaries

Intermediary Role | Elementary | Middle | High School | College | Adult
---|---|---|---|---|---
School Counselors | ✔ | ✔ | ✔ | ✔ | ✔
Career Development Professionals | ✔ | ✔ | ✔ | ✔ | ✔
Teachers | ✔ | ✔ | ✔ | ✔ | ✔
College Advising Corps | ✔ | ✔ | ✔ | ✔ | ✔
Parents | ✔ | ✔ | ✔ | | ✔
College - Financial Aid, Admissions, Registrar, Student Development | | | | ✔ | ✔
Businesses | | | | | ✔
Community/Youth-Serving Orgs | ✔ | ✔ | ✔ | | 

What does our work with intermediaries look like?

1. **Professional development**
   a) Drive-in regional workshops for K-12 and college staff (over 600 participants this fall)
   b) SREB online courses for K-12 counselors and administrators
   c) Summer intensive workshops for school counselors

2. **Collaboration on committees, conferences, campaigns** (e.g. CFNC Communications Committee, NC School Counselor Leadership Team, NCASFA, NC Countdown to College, FAFSA Day)
SREB Go Alliance Academy Courses

We work through the NC School Counselor Leadership Team (led by DPI) to offer online PD courses for counselors, career development professionals, and college access professionals.

New in 2018-19:
- Courses for school administrators
- Access to colleges for use in pre-service graduate programs

https://www.sreb.org/overview-modules

CFNC Intermediaries

What does our work with intermediaries look like? (continued)

3. Collaboration on projects (e.g. new NCCCS Career and College Promise Application, Co-Admission Application for CC to UNC)

4. Email list serves (e.g. K-12 counselors/educators, Professional Center account holders, campus contacts in admissions/IT, College Advising Corps, etc.)

5. Contact centers (questions, issues, requests)

6. In-person meetings (e.g. CFNC Regional Representatives, site consults)
FAFSA Completion Initiatives

FINISH the FAFSA - Database that shows FAFSA completion status (submission/completion/signed/chosen for verification); 315 high schools participating.

FAFSA Day - October 27, 2018. Participating campuses offer FAFSA completion by professional FA admins 9-noon. Events held at community organizations and high schools.

Be A Friend campaign connects financial aid offices on NC campuses with local high schools to set up FAFSA completion events at high schools.

School counselor trainings in financial aid and FAFSA completion. 9 in the fall around the state; 3 two-day intensive trainings - creating a college-going culture in schools.

FINISH the FAFSA! Sample Report

The CFNC Professional Center FINISH the FAFSA report allows educators to view the FAFSA status and any issues for their students.

The information is updated nightly with data from the US Department of Education.
Looking Ahead

CFNC Site Redesign
Since we began CFNC.org and started statistical tracking in 2001 . . .

- Over 7 million people have created free CFNC.org accounts, and
- Students have used CFNC.org to send over 8 million applications and transcripts.

In 2016 CFNC.org made significant improvements to some areas (e.g. App Hub, College Search, backend systems), however much of the site did not go through renovation at that time.
Looking Ahead

CFNC Site Redesign

Work has begun on a much broader site redesign! For over a year, a planning committee from across the CFNC collaboration has been meeting to set the stage for an outside firm to begin work with us this winter. A few goals are to:

- Improve site organization and ease of use,
- Provide user more guidance from one step to the next,
- Change tone – less convincing about value of college and more guiding,
- Modernize user interface and responsiveness across devices,
- Collaborate with NC Commerce to better connect educational options and career opportunities.

Looking Ahead

Concept: Virtual Advising Campaigns

Background

In his 2013 paper “Prompts, personalization, and pay-offs: Strategies to improve the design and delivery of college and financial aid information”, Ben Castleman suggests to researchers and policymakers the approach of reaching disadvantaged high school juniors with messaging that:

a) gives them a fuller sense of their range of college options,

b) provides students and parents with simplified information in “sequenced increments”, and

c) “minimizes barriers to help-seeking”.

Looking Ahead

**Concept: Virtual Advising Campaigns (continued)**

- Short-term – maybe 2-6 months
- Targeted audience - e.g. low-income, rural
- Simple outcomes - e.g. help participant learn/do 2 things
- Leverage UNCG graduate students at existing CFNC contact center to answer questions and assist
- Multi-channel communication – email, text, phone, chat, chatbot
- Simplified messaging that includes parents
- Value derived not only from what participants learn, but that they know where to go with future questions.
- Learn from similar national programs, but keep our CFNC offering NC-centric and more responsive to NC priorities.

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**Looking Ahead**

**Better Leveraging our Shared Application/Transcript Platform**

Explore ways we can better serve students by leveraging the fact that our NCCCS and UNC campuses all have access to the same backend system for application and transcript data (CFNC CrossConnect).

For example, we just released a new co-admission feature on the CFNC platform at the request of UNCG in collaboration with three community colleges: Alamance, Rockingham, and Randolph. It allows a community college applicant to check a box indicating they want to be co-admitted to UNCG, and then UNCG has immediate access to download their contact information.
Questions/Suggestions?

Thank you!