

**WHITE HOUSE INITIATIVE
ON EDUCATIONAL EXCELLENCE FOR HISPANICS
STUDENT FINANCIAL ASSISTANCE
WEBINAR
JANUARY 15, 2014**



Financial Aid Toolkit

- Consolidates and organizes FSA resources and content into a searchable online toolkit
- For organizations and individuals that interact with, support, or counsel students and families on funding a postsecondary education
- Replaces FSA4counselors.ed.gov

FSA4counselors Website



Home Page

Site structured around four main content areas:

- Learn About Financial Aid
- Conduct Outreach
- Get Training
- Search Tools and Resources

The screenshot shows the homepage of the Federal Student Aid Financial Aid Toolkit. At the top, there is a navigation bar with 'ABOUT US' and 'STUDENTAID.GOV' on the left, a search bar with a magnifying glass icon and the text 'Search' in the center, and a right-pointing arrow on the right. Below this is the main header area. On the left, the 'Federal Student Aid' logo is displayed in green and black, with the tagline 'An OFFICE of the U.S. DEPARTMENT of EDUCATION' underneath. To the right of the logo, it says 'PROUD SPONSOR of the AMERICAN MIND®'. Further right, the words 'Financial Aid Toolkit' are prominently displayed in large green and black font. Below the header is a dark navigation bar with four menu items: 'Learn About Financial Aid', 'Conduct Outreach', 'Get Training', and 'Search Financial Aid Tools and Resources', each with a downward-pointing chevron. The main content area features a green banner with the text 'Help students and parents prepare for college and career school.' followed by a sub-headline: 'The online source of federal student aid information and outreach tools for counselors, college access professionals, nonprofit mentors, and others.' Below the banner are four content cards. Each card has a photograph at the top, a title in green, and a short description. 1. 'LEARN ABOUT FINANCIAL AID' with a photo of two people looking at a laptop. 2. 'CONDUCT OUTREACH' with a photo of a woman speaking at a podium. 3. 'GET TRAINING' with a photo of a man in a blue shirt looking at a screen. 4. 'SEARCH TOOLS AND RESOURCES' with a photo of a woman looking at a laptop. At the bottom of the page, there is a green bar with 'ANNOUNCEMENTS' and 'LEARN ABOUT FINANCIAL AID' in white text. The footer contains links for 'FOIA | Privacy | Notices | usa.gov | ed.gov | whitehouse.gov | Contact Us | Leave Us Feedback' and social media icons for Facebook, Twitter, and YouTube.

Search Tools and Resources

- Searchable database of resources
- Filter your search by:
 - Resource Type (e.g., videos, presentations, how to guides)
 - Audience Type
 - Topic (e.g., FAFSA completion, loan repayment)
 - Time of Year

The screenshot shows the Federal Student Aid Financial Aid Toolkit search page. At the top, there is a navigation bar with 'ABOUT US' and 'STUDENTAID.GOV' on the left, a search bar on the right, and the 'Federal Student Aid' logo in the center. Below the logo is the text 'An OFFICE of the U.S. DEPARTMENT of EDUCATION'. To the right of the logo is the text 'PROUD SPONSOR of the AMERICAN MIND®'. The main header area contains the title 'Financial Aid Toolkit' and a navigation menu with four items: 'Learn About Financial Aid', 'Conduct Outreach', 'Get Training', and 'Search Financial Aid Tools and Resources'. Below the navigation menu is a breadcrumb trail: 'Home » Search Financial Aid Tools and Resources'. A search instruction box says: 'Search for tools and resources to help you or your students learn about financial aid for college. Filter resources by file type, audience, topic, and the time of year the resource is most relevant.' Below this is a paragraph explaining the search tool: 'Use the search tool below to filter our Financial Aid Toolkit resources to find just what you need. You can select one or more options in each dropdown box. If you don't select any options from a dropdown box, that box will default to all options being selected.' There is also a link to subscribe to the RSS feed. The search interface consists of four dropdown menus: 'I AM LOOKING FOR' (Resource Type), 'TO HELP' (Audience Type), 'LEARN ABOUT' (Topic), and 'DURING' (Time of Year). The 'Resource Type' dropdown is open, showing a list of options: All, Handouts, How-To Guides (checked), Infographics, Presentations (checked), Public Service Announcements, Social Media Content (checked), Templates, Videos, and Webinars. A 'DONE SELECTING' button is at the bottom of the dropdown. To the right of the dropdowns is a 'GET RESOURCES' button and a link to 'Clear Selection'. At the bottom of the page, there is a footer with 'FOIA', 'ed.gov', 'whitehouse.gov', 'Contact Us', 'Leave Us Feedback', and social media icons for Facebook, Twitter, and YouTube.

Search Tools and Resources

- Results display in the search page
- Results include:
 - Link to open/download the resource
 - Short description
 - Links to related resources
- You can refine your search criteria
- You can subscribe to RSS feed to be notified when a resource is added or updated

Search for tools and resources to help you or your students learn about financial aid for college.
Filter resources by file type, audience, topic, and the time of year the resource is most relevant.

Use the search tool below to filter our Financial Aid Toolkit resources to find just what you need. You can select one or more options in each dropdown box. If you don't select any options from a dropdown box, that box will default to all options being selected.

You may need certain [plug-ins or viewers](#), such as Adobe Reader, to view some resources.

Would you like to know each time we add a resource to the site? Subscribe to our RSS feed. 

I AM LOOKING FOR	TO HELP	LEARN ABOUT	DURING	
<input type="text" value="Resource Type"/>	<input type="text" value="Audience Type"/>	<input type="text" value="Topic"/>	<input type="text" value="Time of Year"/>	GET RESOURCES or Clear Selection
Selected Options: Handouts Presentations	Selected Options: High School Students	Selected Options: All	Selected Options: All	

Your Search Results

Your search resulted in 12 results. If you'd like to get more results, try broadening your search by selecting more criteria in the dropdown filter boxes.

The resources below are, by default, listed in alphabetical order. To change the order to sort the resources by Resource Type, please select the "Resource Type" radio button below.

Please note that a resource could be classified as more than one Resource Type but will appear just once in the list below.

Sort results by:
 Resource Title Resource Type



[2013-14 Completing the FAFSA Presentation](#)
Description: Presentation that provides step-by-step instructions for completing the FAFSA online.
Resource Type: Presentations
Related: [2013-14 Completing the FAFSA](#)



[2013-14 Do You Need Money For College? Federal Student Aid at a Glance](#)
Description: Fact sheet that provides a quick overview of the types of federal financial aid, eligibility, and how to apply for aid.
Resource Type: Handouts
Related: [Federal Student Grant Programs](#), [Federal Student Loan Programs](#), [Overview of the Financial Aid Process Graphic](#)



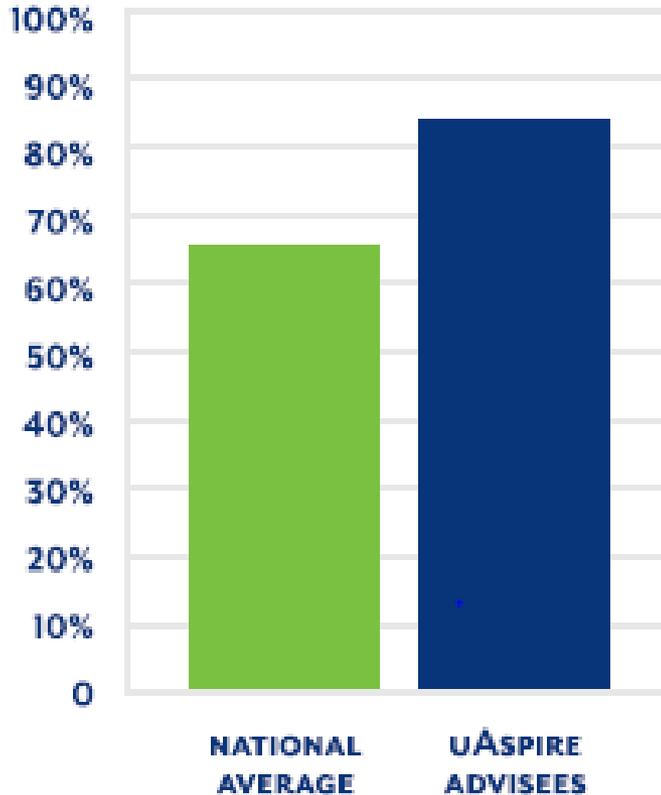
PREPARE ★ AFFORD ★ SUCCEED

Student Financial Assistance

White House Initiative on Educational Excellence for Hispanics

Wednesday, January 15th, 2014

COLLEGE RE-ENROLLMENT RATE



uAspire

works to ensure that all young people have the **financial information and resources** necessary to find an *affordable path* to – and through – a postsecondary education



uAspire Program Model

SUCCEED

Support students throughout their postsecondary career, helping them reach their goal of college graduation

College

AFFORD

Guide students through the financial aid process, securing financial aid and enabling good decision-making

12th
Grade

PREPARE

Fight the misperceptions of college costs that derail students early in their high school careers

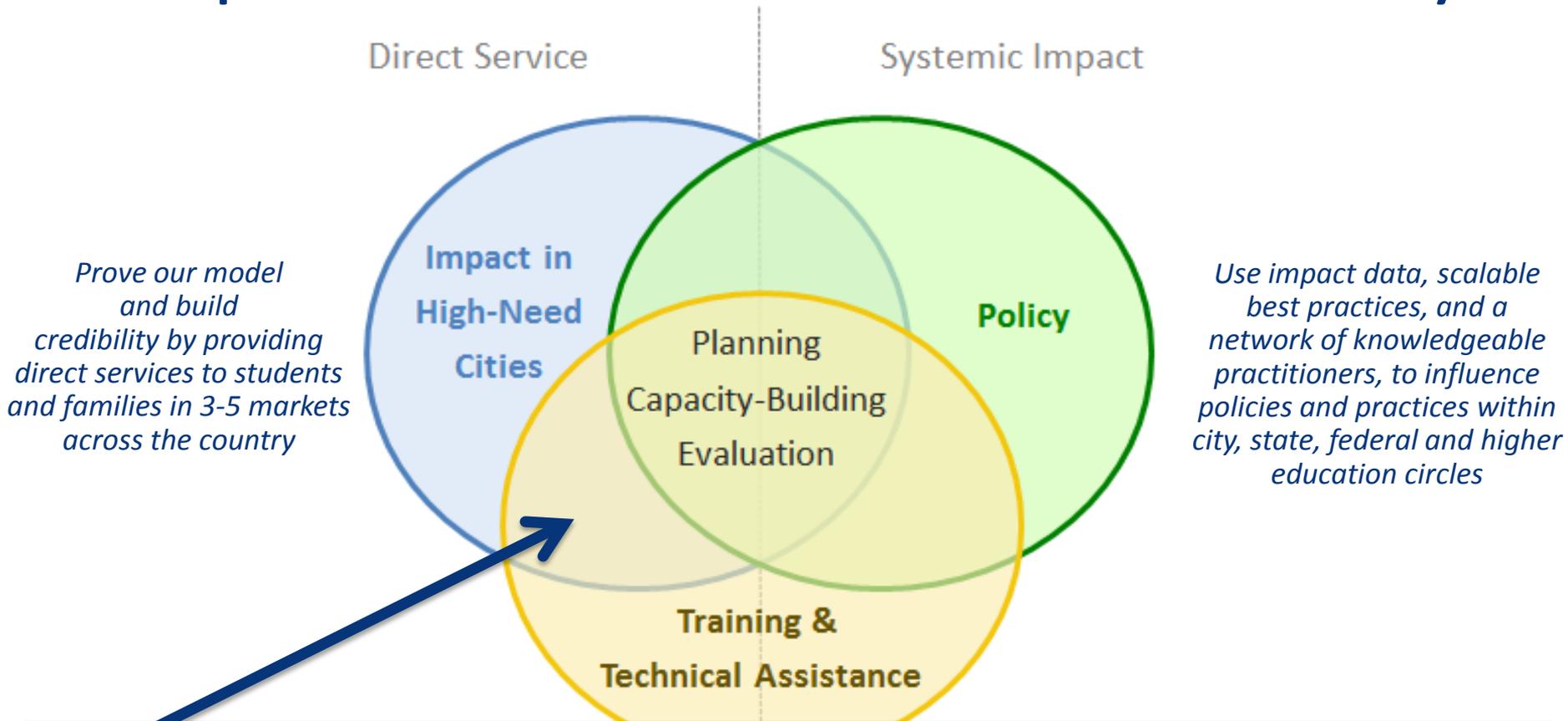
7th-11th
Grade

u·aspire



PREPARE ★ AFFORD ★ SUCCEED

uAspire's Plan for Growth with Quality



uAspire serves 15,000+ students a year through its direct service model.

50% of our advisees are Hispanic.



Working with Hispanic Students

What is a 'free ride?'

Introduce concept of scholarships vs borrowing

Lack of awareness of necessary steps to unlock aid and admission

Translation of financial aid materials is critical





Working with Hispanic Students

Students are often adults in the home, making complex financial decisions

Family/Community integral to Hispanic students, affecting college decision making and behavior

Pressure amongst community to pursue specific pathways





Working with Hispanic Students

Greater impact from counselors/advisors who can relate culturally and linguistically

Aspirations high even when support appears low

Pressure to support family drives decision making and impacts finances greatly



Contact Information

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