



Inside SFA

How YOU Help Put America Through School

SFA GOES BACK TO HIGH SCHOOL

The Student Aid Awareness team does a great job informing students about financial aid. Now, they are using innovative tools to get the word out to even more students.

Next week more than 27,000 care packages will be mailed nationwide in an effort to increase financial aid awareness among high school students.

Each care package gives high school counselors the tools they need to help students learn about postsecondary education and student aid. About 1,900 of these mailings will go to TRIO programs to encourage students from low-income families to continue their education after high school.

“We want to empower high school counselors by giving them the tools they can use,” said Bill Ryan, acting director for Student Aid Awareness.

Each packet contains a “college night” slide presentation to introduce federal student aid to students and parents. The packets also provide counselors with brochures highlighting “FAFSA on the Web” and the Federal Student Aid Information Center.

A new edition of the “High School Counselor’s Handbook” will also be included, according to Cindy Forbes Cameron, writer/editor for Student Aid Awareness. Cindy developed the handbook’s latest edition, which includes the various sources of student aid and an outline of the application process. The handbook walks you through the FAFSA, question-by-question.

In the past, outreach programs for high schools were limited to training sessions focused on distributing information. Bill believes the shift toward greater empowerment will transform SFA’s relationship with high school counselors and help students even more.

“We’ve changed the way we think about the high school community,” Bill said. “We are now thinking of the counselor and student interacting together.”

Using electronic list-serves for high school counselors, Cindy used feedback from her customers to develop and test market the new materials.

“[The counselors] loved that someone in government cares,” Cindy said in response to the quality of comments received from the counselors.

From this feedback, Bill and Cindy hope that these resources will make it easier for counselors to reach out and help students.

Everyone at SFA enjoys hearing positive comments from our customers, and we look forward to hearing schools praise the work of Bill and Cindy. Congratulations to the Student Aid Awareness office for their work to help put America through school!