

**CCPS**  
**Financial Aid and FAFSA Outreach Plan**



***Serving Learners, Families, and the Community***  
**2022-2023**

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## Cecil County Public Schools Financial Aid and FAFSA Outreach Plan

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### Overview

In an effort to meet the needs of students, CCPS has created a Financial Aid and FAFSA Outreach Plan to improve Financial Aid and FAFSA awareness among students and families. The Financial Aid and FAFSA Outreach plan is divided into sections with a detailed description of the partnerships, events, and supports that will bring the plan to fruition. There also is a brief summary towards the end of this plan which explains how CCPS accounted for gaps in the data and the remedy moving forward. Additionally, each CCPS high school has created an individual plan to host several evening events to support students and families, as noted in the chart provided at the end of this plan.

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### CCPS Community Partnerships

- Higher Education Institutions
  - CCPS Annual College and Career Fair is scheduled for October 5, 2022.

This event hosts approximately 60 college representatives from schools in Maryland and the surrounding states in the region. At this event, students and families are provided critical information through a FAFSA/Financial Aid workshop, College Applications workshop, NCAA Clearinghouse workshop, and Naviance workshop.
  - Each CCPS high school invites college representatives to visit their school and meet with students to discuss college and its benefits.
  - Cecil College Dean of Financial Aid and/or Advisors provides information and expertise on filling out the FAFSA and financial aid opportunities.
  
- Non-Profit Organizations
  - Cecil County Libraries provide a community outreach that allows us to have community FAFSA and financial aid nights.
  - American Legion and Auxiliary contribute to local school scholarship funds.

- Business and Education Partnership Advisory Counsel contributes to scholarship funds.
  - Local VFWs contribute to local school scholarship funds.
  - PTO/PTA may provide support for the Financial Aid events and FAFSA completion events.
  - CCPS currently has a partnership with Equal Opportunities Schools (EOS) at EHS, PVHS, and NEHS to increase the number of minority and low-income students taking Advanced Placement courses. By partnering with EOS, students are now exploring attending college due to their experience.
  - Alumni Associations at the high schools provide to schools for events.
  - Advancement via Individual Determination (AVID) is currently in the Elkton feeder pattern, and students are provided with learning strategies and structures to assist them in being college and career ready.
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## **CCPS Student Awareness Campaign/High School Plans**

- Outreach Plan to Support Underserved Students

CCPS' approach to reaching traditionally underserved students encompasses collaboration with school personnel, community partnerships, and families to ensure attendance and support at events. The following strategies will be implemented to target underserved students specifically; however, these services and supports will be available to all groups.

### Traditional Underserved Students

- Pupil Personnel Workers and Student Services Resource Teachers will visit homes of students who are underrepresented to provide information and offer transportation support.

### Minority Students

- High Schools will provide information to families in a variety of spaces, including but not limited to schools, community centers, and churches.

### Low-Income Students

- High Schools will provide food and meals for families at the planned events.

- High Schools will provide childcare, entertainment, and enrichment programs for younger siblings to increase attendance at planned events. High Schools will use local/school-based playgrounds, school groups such as Honor Societies for childcare, movies, school tutoring, games, open gym, etc.
- Transportation will be offered for members of the community who are in need - Cecil County Public Schools will provide support via school bus transportation, local taxi services, and district/school staff as needed.

#### Nonnative English Speakers

- CCPS Coordinator for World Languages and ESOL will support Marketing and outreach efforts to reach nonnative English speakers by translating advertisement materials. ESOL teachers will assist schools during planned events to support families.
- High school outreach teams will partner with school organizations and clubs to be visible at their events in order to reach students and families outside of school.
- High schools will utilize Spanish speaking faculty, staff, and outside partners who are able to translate and assist families with English language learners during planned events.

#### Unaccompanied and Homeless Youth

- Youth Empowerment Source (YES), provides case management for at-risk youth to encourage high school completion and post high school goals. Our partnership with YES will help students and families receive assistance and information on financial aid/scholarships to further their education.
- Judy Centers provide services for children in the community from birth to age five and their families. We will provide financial aid information to this organization, so parents/guardians who use their services are made aware of FAFSA resources for their older children.
- School Based Mental Health Providers (Upper Bay Counseling and Support Services, Keypoint, and Advantage Psychiatric Services) will assist in sharing information with families.
- Pupil Personnel Workers (PPW) and Student Services Resource Teachers (SSRT) monitor unaccompanied youth and homeless students. PPWs and SSRTs will assist with supporting and encouraging these students to attend planned events and provide transportation as needed.

## Foster Children

- Schools will work with the Department of Social Services Liaison to share information with foster caseworkers and foster families.
  - Transportation will be coordinated with caseworker as needed.
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## Communication and Marketing Plan

- Counselors and school administration will be provided professional development on CCPS outreach plan to increase student participation and completion of the FAFSA.
- Each CCPS high school will create an Outreach Plan to increase FAFSA completion by addressing barriers and providing resources and supports to help families.
- Each CCPS high school will facilitate FAFSA/MDCAPS/Scholarship completion days for students throughout the school year. Students will receive one on one assistance from a staff member.
- CCPS will rebrand the stigma traditionally associated with Financial Aid. Communication and marketing will focus on “How To Pay For College!” as our slogan. During workshops information about scholarships, grants, work studies, and student loans will be included.
- CCPS and High School Websites will include a College and Career page for families on Financial Aid and FAFSA awareness, where students and parents can view FAFSA information, “How to videos”, and a frequent questions and answers.
- County Billboards may be purchased by schools in high traffic areas to display FAFSA information and workshop dates.
- High School Newsletters will share Financial Aid and FAFSA information
- Cecil County Public Schools will create and show commercials through a local television station. The commercials will include Financial Aid/FAFSA workshop dates/times and student tutorials encouraging seniors to complete the FAFSA.
- CCPS and each high school will utilize various social media platforms to post up-to-date information on Financial Aid and FAFSA events, tips for how to pay for college
- Each high school will communicate and promote events via email and text message using the mass messaging device BlackBoard Connect.

- Inform school system committees of the FAFSA Completion Initiative and local school events.
  - Each high school will share FAFSA information with their student population using daily school announcements.
  - Personalized phone calls home during 1:1 meetings with students and trusted adults (counselors, administrators, teachers, etc.) to discuss FAFSA and student options.
  - CCPS Pupil Personnel Workers and Student Services Resource Teachers will assist schools with reaching out to families of underserved students to provide financial aid information.
  - Schools will offer incentives for FAFSA completion - raffles, school competitions, discounted school events, etc.
  - How-to videos will be created at the district level to include tutorials and step-by-step visual guides that include FAFSA information and steps to complete the application. These videos will be shared with school based staff and parents/students via social media, school website, Youtube channel, etc.
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## **Summary**

Based on the FAFSA Submission data collected for the 2021-2022 school year, CCPS estimated high school graduates completing the FAFSA were between 35-39%. A close inspection of this data reveals that CCPS is ranked 23 out of the 24 LEAs. The completion percentages between schools varied and ranged in FAFSA completion. As such, we plan to address the schools with low completion using the above mentioned Financial Aid and FAFSA Outreach Plan with intentional progress monitoring of those schools. CCPS will use data to support the Financial Aid and FAFSA Outreach Plan by continuing data collection efforts as follows:

### Data Analysis

- To ensure equity in data collection, CCPS will track the number of students who attend the events by using QR code and/or sign in with Google Form.
- Based on the data collected, CCPS will disaggregate data by subgroups and make adjustments as necessary to reach underrepresented students.
- Monthly review of progress on the number of students and subgroups who have completed FAFSA.

- Bi-annual review of data to adjust strategies to reach underserved groups.
  - Data shared at school based faculty meetings and county based meetings.
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### **Financial Aid/FAFSA Nights**

- High schools will offer four or more evening/weekend Financial Aid and FAFSA events in the academic year.
  - CCPS College and Career Fair Workshops  
Families may attend FAFSA/Financial Aid workshop, College Applications workshop, NCAA Clearinghouse workshop, and Naviance workshop.
  - Local library FAFSA Workshop  
CCPS high schools will partner with local libraries to host evening or weekend workshops for students and families.
  - FAFSA Workshop  
Each CCPS high school will host an evening or weekend workshop for students and families.
  - Cecil College FAFSA Workshop  
Students and families are invited to attend a Financial Aid/FAFSA workshop at Cecil College.
  - Junior Financial Aid Information Night  
Each CCPS high school will partner with Cecil College to host an evening or weekend Financial Aid Workshop for eleventh grade students and families.
  - Virtual Financial Aid Workshop  
Schools will offer a Virtual Financial Aid Workshop to students and families.

**Evening and Weekend Events for the 2022-2023 School Year (Fall)**

	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
<b>Bohemia Manor High School</b>	9/19 & 9/26 FAFSA Financial Aid Night	10/5 CCPS College Fair  10/17 FAFSA Completion Night		
<b>Elkton High School</b>	9/13 FAFSA Financial Aid Night	10/5 CCPS College Fair  10/25 FAFSA Workshop Night	11/21 Community Based FAFSA night at Elkton Library	
<b>North East High School</b>		10/5 CCPS College Fair  10/6, 10/12 & 10/19 FAFSA Completion Night		
<b>Perryville High School</b>		10/5 CCPS College Fair  10/20 FAFSA Completion Night	11/17 Community Based FAFSA Night at Perryville Library	
<b>Rising Sun High School</b>	9/22 FAFSA Financial Aid Night	10/5 CCPS College Fair  10/13 FAFSA Completion Night	11/15 Community Based FAFSA Night at the Library	

**Evening and Weekend Events for the 2022-2023 School Year (Winter/Spring)**

	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>
<b>Bohemia Manor High School</b>	1/10 FAFSA Completion Night	2/15 College Night for Juniors			
<b>Elkton High School</b>	1/26 FAFSA Scholarship Night				5/4 Senior Information and FAFSA Night for Juniors
<b>North East High School</b>	1/5 FAFSA Completion Night	2/16 FAFSA Information Night	3/8 Scholarship Application Night		
<b>Perryville High School</b>			3/30 FAFSA and College night for Juniors		
<b>Rising Sun High School</b>			3/22 Scholarship Application Night	4/26 The College Application Process Night for Juniors	