WEST VIRGINIA FAFSA DAY
1 FEB 2024
TOOLKIT

CfWV.com
College for West Virginia

WEST VIRGINIA FAFSA DAY

West Virginia FAFSA Day, scheduled for February 1, 2024, stands as a collaborative effort spearheaded by the West Virginia Higher Education Policy Commission, the West Virginia Community and Technical College System, College for West Virginia (CFWV), West Virginia GEAR UP, and West Virginia TRIO Association. This initiative aims to heighten awareness surrounding the Free Application for Federal Student Aid (FAFSA), underscoring its significance for both high school seniors and returning college students. Given the essential nature of FAFSA completion, the West Virginia FAFSA Day seeks to emphasize the FAFSA's significance for accessing federal, state-sponsored, and collegiate financial aid programs. West Virginia FAFSA Day serves as a pivotal occasion to stress the urgency of filing—offering high school and institutions of higher education the opportunity to host activities aimed at helping students and their families navigate the application process. Through this campaign, West Virginia FAFSA Day endeavors to ensure that students seize the opportunity for postsecondary success by securing the financial assistance they need.

TOOLKIT CONTENTS

To help you put together a successful event, we've created several templates and guides to assist you in promoting your West Virginia FAFSA Day workshop or awareness campaign. The following materials are included in this guide:

Financial Aid Resources: A list of online and social media resources to help you receive financial aid guidance and updates.

Planning timeline: The planning timeline can help you manage the work involved in preparing for your West Virginia FAFSA Day workshop.

Flyers: Copies are included in this guide so that you can write in details and make copies, or you can download a pdf version and type your information within the PDF's form fields.

Community announcement template and news release template: These are available within this kit, or you can download copies for editing in Microsoft Word. The community announcement template is shorter than the news release template, and is designed for use as a school PA announcement or for school all-call systems. The news release can be sent to local media outlets, such as newspapers or radio stations.

Social media tools and scripts: This kit includes social media posts you can share in your newsfeed to help draw attention to your West Virginia FAFSA Day workshop. It also includes sample posts to help you promote your event and financial aid awareness.

Website banner ads: These are available in two sizes so that you can include an advertisment for your event on your school's website. Ask your IT staff to create a webpge with details about your workshop. Then, place the images we've provided as ads on the homepage, and link to your new event page. You can use the community announcement template to create content for the event information page.

Quick Facts: Print out copies for students and parents.

PLANNING, PROMOTING, AND HOSTING A WEST VIRGINIA FAFSA DAY EVENT AT YOUR SCHOOL

On behalf of the College for West Virginia, thank you for participating in West Virginia FAFSA Day at your school!

Most workforce and education leaders use the word "college" to include any type of postsecondary education, or education and training beyond high school. That means you have many options when it comes to attending college.

Developing a plan to pay for college is a huge step for students and families. Navigating the financial aid process can be unfamiliar territory — particularly for first-generation students. The first step is filing the FAFSA.

It can be helpful to share the following resources with families:

• **CFWV.com and CollegeforWV.com**: CFWV.com, the state's college- and career-planning web portal and its sister site, CollegeforWV.com, which is focused on state-sponsored financial aid programs, are home to the state's free resources for planning, applying, and paying for college.

• **StudentAid.gov:** The Office of Federal Student Aid's website, studentaid.gov, is a great resource for families to learn about federal financial aid programs, including the Pell Grant and Federal Direct Student Loans.

We sincerely appreciate all of the effort and time that you have committed to make this event a success. Your involvement will help West Virginia's students and families learn more about their options for college and pursue the dream of completing postsecondary education. Please do not hesitate to contact our office if you have any questions!

All materials in this kit may be downloaded at cfwvconnect.com/request-resources.

FINANCIAL AID RESOURCES

Get Resources

cfwvconnect.com/request-resources
Download and request outreach materials and financial aid brochures for West Virginia's financial aid programs, including editable components of this toolkit.

studentaid.gov/resources
View and download resources from the office of Federal Student Aid.

financialaidtoolkit.ed.gov/tk/
Download promotional and outreach materials to promote greater awareness of financial aid programs and increase FAFSA completion.

cfwvconnect.com/financial-aid-outreach/fafsa-completion-rates/
View your school's FAFSA completion rate. This data is updated as information is made available.

Stay Connected

facebook.com/collegeforwv
CFWV on Facebook

facebook.com/federalstudentaid
Federal Student Aid on Facebook

twitter.com/cfwv
CFWV on X

instagram.com/collegeforwv
CFWV on Instagram

twitter.com/FAFSA
Federal Student Aid on X

cfwvconnect.com/signup
Join CFWV's email list.

WV FAFSA Day Questions and Inquiries

Emily Hammond, Assistant Director of Communications and Outreach
West Virginia Higher Education Policy Commission
emily.hammond@wvhepc.edu
304-558-0655 ext. 56071

PLANNING TIMELINE

Write in your own due dates and use the blank spaces for additional tasks necessary for planning your workshop. Remember, you don't have to do all this work alone! Recruit some volunteers and co-workers to assist you!

Three Weeks Before

Status	Due Date	Task
◯		Reserve space for your event and confirm staffing.
◯		Print copies of the save the date flyers and distribute them to students.
◯		Place copies of the community announcement in teachers' mailboxes or email the announcement to professors and institutional staff. Ask them to remind students about the workshop.
◯		Work with your student media classes/clubs to place articles in the school newspaper or to create broadcast stories about the workshop and the availability of financial aid for college.

One Week Before

Status	Due Date	Task
◯		Schedule a telephone call or text announcement for students.
◯		Send a second reminder of the event to students, parents, faculty and staff.
◯		Send a copy of the news release to local media outlets.
◯		Make announcements on the school intercom system, on social media, or in the institutional publications.
◯		Confirm the participation of staff and guest speakers.
◯		Make any necessary copies of financial aid materials if your guest speaker is not bringing copies.

WEST VIRGINIA
FAFSA DAY

Only by filing the FAFSA can you receive federal and state financial aid. Do not miss your chance for thousands of dollars towards your degree!

THURSDAY
FEB. 1
FREE FAFSA HELP

WEST VIRGINIA
FAFSA DAY

cfwv.com
College for West Virginia

Announcement

<Date>

Contact: <Name>, <Title>
<Organization>
(304) <###-####>
<insert email>

Need money for college? We can help with that! Our school is participating in West Virginia FAFSA Day on February 1, 2024 at <insert time>. This event will be held in <insert building/room>. At this event, assistance completing the FAFSA will be provided. Any student planning to pursue a certificate program, a two-year college degree, or a four-year college degree should attend.

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News Release

\<School Name\> to Participate in West Virginia FAFSA Day

\<School or Institution Name\> will be participating in West Virginia FAFSA Day. This event will be held \<insert date\> from \<insert time\> to \<insert time\> at \<insert place\>.
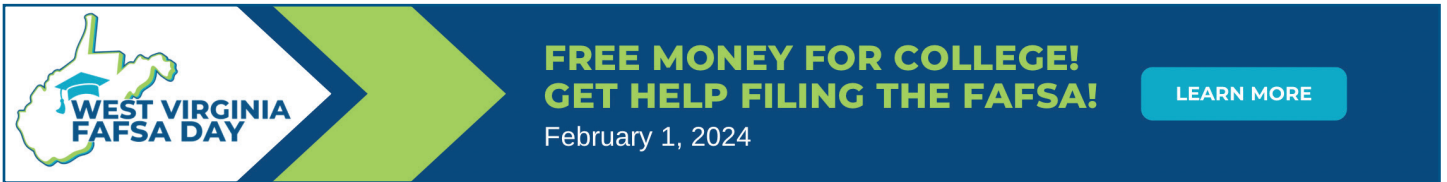
During this event, assistance will be provided for students and families filing the Free Application for Federal Student Aid (FAFSA). Any student wanting to receive federal, state and institutional financial aid towards their degree should attend this free workshop.

Students planning to pursue a postsecondary education in the fall of \<insert year\> should try to complete the FAFSA before May 1 to be considered for the West Virginia Higher Education Grant. To be considered for the Promise Scholarship, students must submit the FAFSA and the Promise application before May 1.

Students and parents can learn more about financial aid by visiting the state's free college and career-planning website at CFWV.com.

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WEB ADVERTISEMENT

SOCIAL MEDIA POSTS

FREE FAFSA HELP
FEBRUARY 1

WEST VIRGINIA FAFSA DAY
GET FREE FAFSA HELP ON FEB. 1

SAVE THE DATE
WEST VIRGINIA FAFSA DAY 1 FEB 2024
GET FREE FAFSA HELP

SOCIAL MEDIA TOOLS AND SCRIPTS:

Use the sample posts below to promote your workshop and financial aid awareness. If you have room to mention CFWV's handle (@CFWV), please do. That way, we can repost your message.

Plus, CFWV posts financial aid information —including scholarships and grants — several times each week. If students learn about us and follow us, we'll be able to deliver that information straight to their feeds!

High Schools

Seniors: We're participating in WV FAFSA Day on <date> at <time> in <location>. Get money for college! @CFWV

Seniors: It's time to start working on the #FAFSA — it's the most important step in finding money for college. studentaid.gov

Filing the #FAFSA is super important for anyone attending college in 2024-25. Get free help during WV FAFSA Day on <date> at <time>.

Many WV students qualify for fin aid, but don't apply! Don't miss out. Come to our WV FAFSA Day workshop on <date> at <time>. @CFWV

Find financial aid for college... 2-year, 4-year & certificate programs. File the FAFSA on <date> at <time>. @CFWV

Confused about the #FAFSA? Watch this short video: http://bit.ly/Hof4T6 and come to our WV FAFSA Day workshop on <date>.

Filing the #FAFSA is the most important step in finding financial aid for college. Get free help on <date>.

Follow @CFWV for updates about financial aid, including scholarships and grants!

Create an account (FSA ID) at StudentAid.gov three to five days prior to the WV FAFSA Day workshop, so you'll be ready!

Higher Education Institutions

We're participating in WV FAFSA Day on <date> at <time> in <location>. Get money for college! @CFWV

It's time to start working on the #FAFSA — it's the most important step in finding money for college. studentaid.gov

Don't miss out on money for college! Get free help during WV FAFSA Day on <date> at <time>.

Filing the #FAFSA is the most important step in finding financial aid for college. Get free help on <date>.

Did you know you must file the FAFSA each year to qualify for money for college? Get free help on <date>.

When West Virginia students file the FAFSA, they may qualify for up to $15,500 to pay for college! Don't miss out. Come to our WV FAFSA Day workshop on <date>.

WEST VIRGINIA HIGHER EDUCATION GRANT

The WV Higher Education Grant Program is a need-based financial aid program for WV students. Awards are based on demonstrated financial need (as determined by the information students provide on the FAFSA).

Program requirements: Students must:

✓ Be a citizen of the United States;
✓ Be a WV resident for at least 12 months prior to applying;
✓ Be a high school graduate or the equivalent thereof;
✓ Complete the FAFSA and demonstrate a certain level of financial need;
✓ Demonstrate academic promise;
✓ Enroll as a full-time undergraduate student at a participating institution;
✓ Have not previously earned a bachelor's degree.

To apply: You must complete and submit the FAFSA by May 1, 2024.

Award amount: The award amount varies each year. Maximum annual awards for the 2023-24 academic year were $3,300.

Eligible Institutions: The award can be used at participating institutions within WV and PA. To view a complete list of participating institutions, visit **collegeforwv.com/wvgrant**.

PROMISE SCHOLARSHIP

The WV Promise Scholarship Program is a merit-based financial aid program available to WV residents who meet certain academic standards.

Program requirements: Students must:

✓ Have both a core and cumulative grade point average (GPA) of 3.0 or higher*
✓ Meet the minimum test score requirements on either the ACT

Minimum test score requirements for Promise	
ACT	**SAT**
Composite: 21	**Total score: 1080**
English: 19	EBRW: 510
Math: 19	**Math: 510**
Science: 19	
Reading: 19	
Last test date: July 2024 (ACT)	*Last test date: June 2024 (SAT)*

* Must achieve a cumulative grade point average of at least 3.0 on a 4.0 scale or whatever is considered a "B" average, based on county grading policies in both the core courses and overall coursework (weighted grades may be used). The core GPA includes all core courses, but does not include electives. For a complete list of courses, visit **collegeforwv.com/promise**.

Award amount: Eligible applicants will receive annual awards up to $5,200 to cover the cost of tuition and mandatory fees at eligible institutions in WV.

To apply: Beginning October 1, 2023, file the Promise application at **collegeforwv.com/promise** by May 1, 2024. The 2024-2025 FAFSA will open in December 2023 must also be completed by May 1, 2024.

ENGINEERING, SCIENCE AND TECHNOLOGY SCHOLARSHIP

Scholarships are awarded on the basis of academic qualifications and interest in the science, engineering, and technology fields. Priority is given to WV residents.

Program requirements: Students must:

✓ Be a United States citizen or resident alien;
✓ Visit **collegeforwv.com/wvstem** and complete the application by March 1, 2024;
✓ Agree to work full-time in a qualifying engineering, science, or technology field in WV for one year for each year the scholarship was received.*

To apply: Submit an application by March 1, 2024. The application will be available at **collegeforwv.com/wvstem**.

Award amount: Not to exceed $3,000 per academic year.

* Students who fail to meet the work requirements are required to repay the scholarship received plus interest and any required collection fees.

WEST VIRGINIA INVESTS GRANT

The West Virginia Invests Grant is a "last-dollar-in" financial aid program designed to cover tuition, mandatory fees, and approved academic fees not covered by other scholarships and grants for eligible academic programs at participating public colleges.

Program requirements:

✓ Complete the application and FAFSA available at **collegeforwv.com/wvinvests**;
✓ Agree to live in West Virginia for 2 years after no longer being enrolled at least half-time.*

Eligibility: Must complete an approved drug screening within 60 days prior to the beginning of the first term in which they are eligible for the academic year (summer, fall, spring) and enroll at least part time. Must also complete 2 hours of community service every term an award is received. Visit **collegeforwv.com/wvinvests** for full list of eligibility criteria.

Award amount: Varies depending on the remaining tuition and approved fees not covered by other scholarships, grants and waivers.

To apply: Submit an application at **collegeforwv.com/wvinvests** and a FAFSA by the April 15 priority deadline.

* Students who fail to meet the residency requirement are required to repay the grant received plus interest and required collection fees.

MEDICAL STUDENT LOAN PROGRAM

The Medical Student Loan Program enables medical students with financial need to apply for loans to pursue a degree of Medical Doctor or Doctor of Osteopathic Medicine. Loans may be forgiven if students meet certain work requirements after graduation.

Program requirements: Students must:

✓ Be accepted for enrollment or be enrolled full-time at an eligible WV school of medicine. Priority is given to residents of WV;
✓ Loan indebtedness (principal and accumulated interest) may be forgiven at the rate of up to $10,000 for every 12 consecutive months of full-time practice in WV in a qualifying medically underserved area and medical specialty.

To apply: Contact your institution's financial aid office.

Eligible institutions: Marshall University School of Medicine, West Virginia School of Osteopathic Medicine, and West Virginia University School of Medicine.

Award amount: Not to exceed $10,000 per academic year.*

* The first payment is due one year following the date the borrower ceases to be a full-time student. Students are not required to make payments during periods of authorized deferments, such as required military service or approved additional medical training, including internships, residencies, and fellowships for a period not to exceed five years.

HEALTH SCIENCES SERVICE PROGRAM

The Health Sciences Service Program is a loan repayment program for health professions students interested in primary care and rural health in West Virginia.

Program requirements: Students must fulfill certain education and licensing requirements. Visit **collegeforwv.com** to learn more.

Eligibility: Students in their final year of a graduate program in eligible disciplines in allopathic or osteopathic medicine, pharmacy, dentistry, nursing (midwives, nurse practitioners, nurse educators), physician assisting, physical therapy, social work, public health , occupational therapy, or clinical psychology in West Virginia can apply.

Service obligation: All recipients must agree to practice at least two years full-time or four years part-time in an underserved area of West Virginia immediately following completion of training. Visit **collegeforwv.com** to learn more.

To apply: Submit an application by December 15, 2023, at **collegeforwv.com**.

Award amount: $15,000 - $30,000, depending on the program of study.

NURSING SCHOLARSHIP PROGRAM

The Nursing Scholarship Program is a recruitment incentive program to assist nurses in paying for their education.

Program requirements: Students must fulfill certain education and licensing requirements. Visit **collegeforwv.com/nursing** to learn more.

Eligibility: Students who are enrolled in an accredited West Virginia nursing or education program (licensed practical, registered, masters and doctoral nursing students) can apply.

Service obligation: All recipients must agree to fulfill a service obligation to work in West Virginia following graduation. Service requirements vary by program of study and number of years awarded. Visit **collegeforwv.com/nursing** to learn more.

Award amount: Award amounts vary each year.

To apply: Submit an application at **collegeforwv.com/nursing** starting on April 15, 2024. Deadline is June 1, 2024.

FEDERAL PELL GRANT

The Federal Pell Grant is a need-based grant awarded to students who demonstrate financial need. Award amounts are based on your family's financial situation and your enrollment status.

Students must:

✓ Complete and submit the FAFSA;
✓ Demonstrate financial need.

To apply: File the 2024-2025 FAFSA at **studentaid.gov/fafsa**. For a complete list of requirements, visit **studentaid.gov**.

Award amount: $750 to $7,395 for the 2023-24 academic year.

HIGHER EDUCATION ADULT PART-TIME STUDENT GRANT (HEAPS)

The HEAPS grant has two separate components referred to as HEAPS Part-Time and HEAPS Workforce Development.

Program requirements: Students must:

✓ Be a WV resident for at least 12 months prior to applying;
✓ Be a citizen or permanent resident of the United States;
✓ Submit the FAFSA;
✓ Demonstrate financial need;
✓ Not be in default on higher education loans;

✓ Not be incarcerated in a correctional facility;
✓ Have a high school diploma or equivalent thereof;
✓ Be enrolled part-time pursuing a certificate or four-year degree for the part-time component.
✓ Be enrolled or accepted for enrollment in an industry credential, postsecondary certificate, or other skill development program at an eligible institution for the workforce component.

THE WV HIGHER EDUCATION ADULT PART-TIME STUDENT GRANT (HEAPS) enables students who demonstrate a financial need to pursue postsecondary education on a part-time basis.

To apply: Submit a FAFSA and contact the institution you plan to attend for further requirements.

Eligible institutions: WV's career and technical education facilities, community colleges, public colleges and independent colleges.

Award amount: The award amount varies, depending on the program of study and the student's financial need.

The WV Higher Education Adult Part-Time Student (HEAPS) Program Workforce Development Component is awarded to students who demonstrate a financial need and enroll in a postsecondary certificate, industry-recognized credential, or other skill development program in demand in WV.

To apply: Applicants must submit the HEAPS Workforce Development Application, which is available through each institution's financial aid office, and complete a current FAFSA. Applications are accepted on a rolling basis beginning July 1. Funding is limited and awards are made on a first-come, first-served basis.

Award amount: The cost of the program, not to exceed $2,000, for a single academic year for all programs.

Eligible institutions: Participating career and technical education facilities, community colleges, and proprietary institutions in WV. To see if an institution participates in the HEAPS Workforce Component, contact the institution's financial aid office.

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