



Free College Webinar



"College Funding Strategies I Wish Someone Had Told Me"
Helping Students Graduate College Debt-free



Date: Tuesday, June 7, 2022
Time: 6:30 pm - 8:00 pm ET



Featured Speaker:
Dr. Christie Murray
Author, National Speaker



Register at:

<https://westcaldwellcollegefundingwebinar.eventbrite.com>

Welcome

- ❖ Welcome West Caldwell students and parents.
- ❖ Thank you for joining the College Funding Strategies webinar.

Webinar Objectives



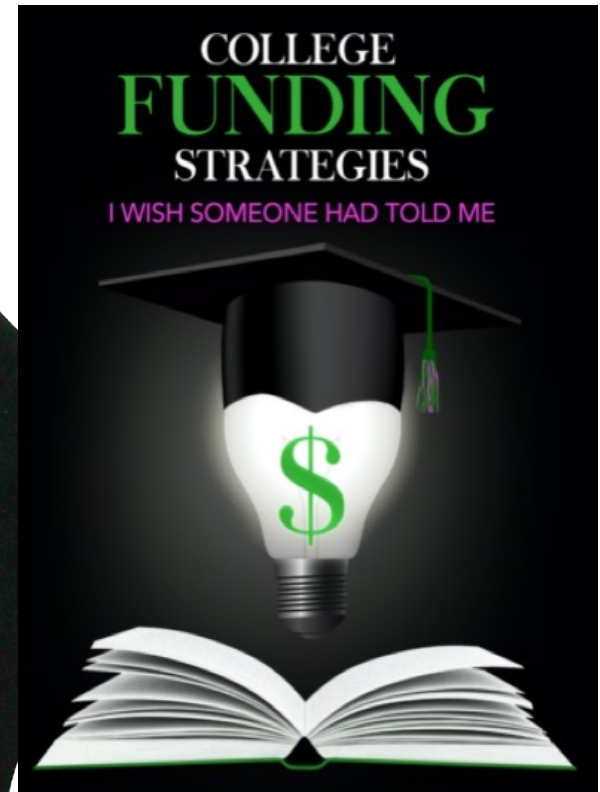
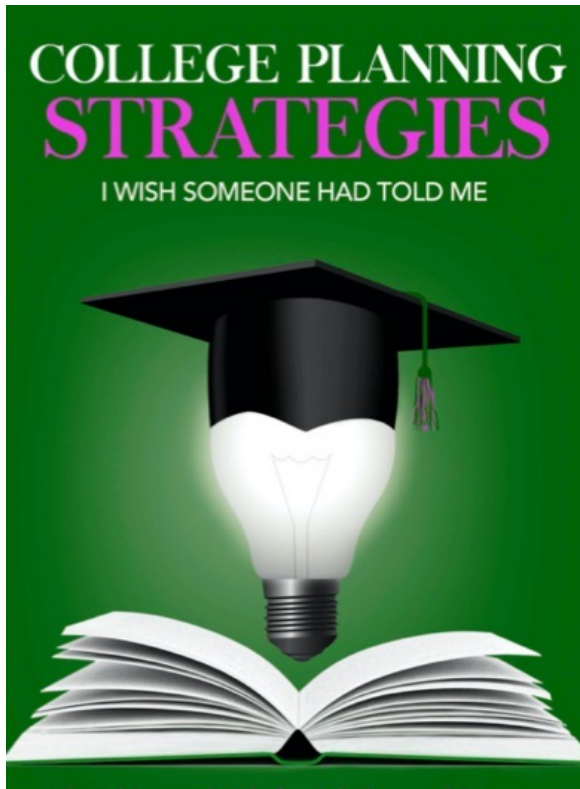
The main objectives are to:

- ❖ Equip students with practical strategies to college funding process.
- ❖ Provide useful strategies to search and apply for scholarships.
- ❖ Discuss relevant information as a result of COVID-19.

Let's Make this an Interactive Discussion!



Speaker Introduction



Ten College Funding Strategies To Graduating Debt-free!



These College Strategies Work!!!



Junior

Old Dominion University

Mass Communications

Entrepreneur, Prolific Streetwear



Sophomore – Div 1 Football Player

Norfolk State University

Computer Science

Entrepreneur, Vivid KameraShots

College Funding Roadmap



1. Assess Your Current Funding Situation



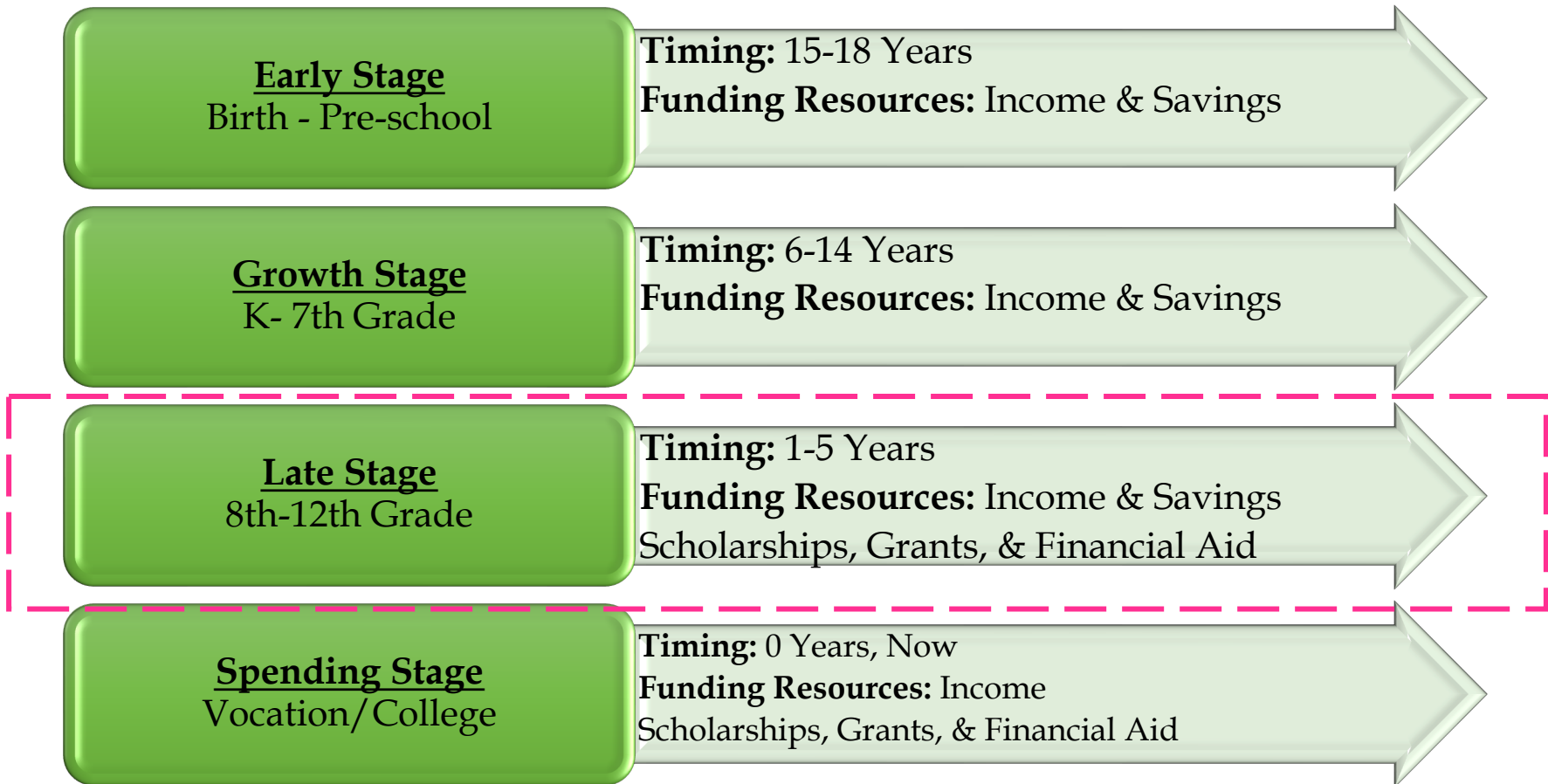
Template 1: Funding Situation Assessment



1. What is your (or your child's) GPA?
2. What do you (or your child) plan to major in?
3. What type of college are you considering (public or private)?
4. Do you plan to live on campus or off campus?
5. How much does it cost to attend college for one-year?
6. What is your parent(s) household income?
7. How much have you (or your parents) saved money for college?
8. Have you had conversations about how to pay for college?
9. How much have you budgeted for senior year expenses?

Assess Your Current Funding Situation

College Funding Stages



2. Know the Cost of Attendance (COA)

- ❖ Cost of attendance is how much college will cost.
- ❖ Consider the cost of attendance when selecting a college.
- ❖ Direct costs (paid to college):
 - ❖ Tuition and fees (price colleges charge for tuition instruction)
 - ❖ Room and board (campus housing and food)
- ❖ Indirect costs (incurred during the academic year):
 - ❖ Books, course materials, supplies
 - ❖ Personal expenses (laundry, clothes, cell phone, medical, etc.)
 - ❖ Transportation (commute, travel, etc.)

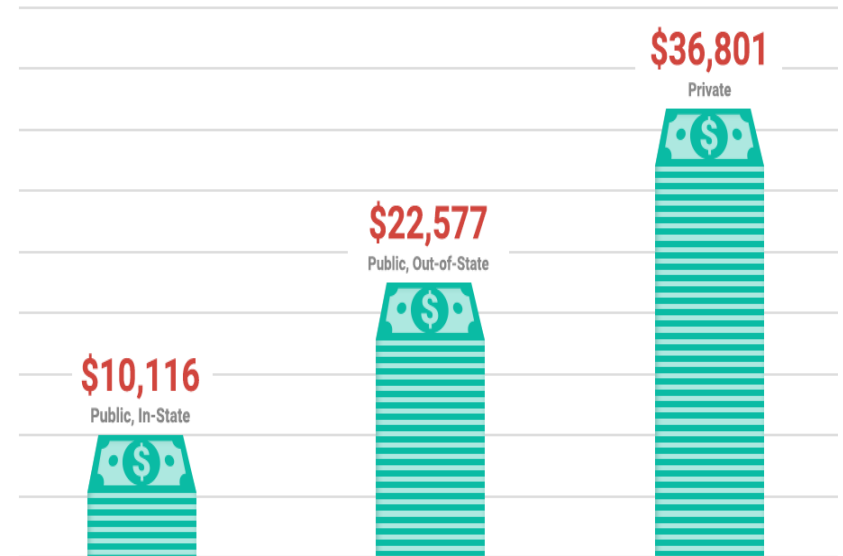


Know the Cost of Attendance

- ❖ The cost of attendance:
 - ❖ Increases each year (inflation)
 - ❖ May vary due to COVID-19 impacts and distance learning
- ❖ Some colleges are more expensive than others.
- ❖ Go where you can **afford!!**

Average Tuition & Fees

2019-2020



“TIME” is Money!

Percentage of students completing 4-year degree in:

	4 Years	5 Years	6 Years
Public	35%	54%	59%
Private	53%	63%	66%

Source: US Department of Education, Published 2019 * (Excludes Transfers)

3. Customize Your Funding Plan or Approach



**What Is Your
Plan To Pay
For College?**

Develop and Execute a College Funding Plan

Simple but Effective

Template 11: College Funding Plan

Name: _____ Enrollment Date: _____ College Funding Stage: _____ EFC: _____ Need: _____ College Funding Approach: _____							
No.	My Goals	Type	Cost	Start Date	Due Date	% Complete	Notes
1	Develop a Scholar Profile	Profile	N/A	Summer before 10 th grade	Summer before 10 th grade	100%	Scholar Profile Template
2	Apply for the FAFSA	Financial Aid	N/A	October 1 st of Senior year	December of Senior Year	75%	
3	Search & apply for scholarships	High School	N/A	Summer of Senior Year	Throughout College	25%	Scholarship Tracking Sheet Template
4	Order your transcript	High School	N/A	9/20/XX	10/1/XX	50%	
5	Take the SAT/ACT	Test	\$65.00	2/01/XX	4/01/XX	30%	
6	Create a college planning budget	Money	\$2,000	08/01/XX	End of Senior year	10%	

Ways to Pay for College

Household Sources

(parents, guardians, and/or the scholar)



- ❖ Out of pocket expenses
- ❖ College savings plan
- ❖ Permanent life insurance
- ❖ Retirement plan (*not recommended*)

Ways to Pay for College

Outside Sources

(colleges, employers, organizations, or Individuals not related to the scholar)



- ❖ Financial aid
- ❖ Scholarships
- ❖ Grants
- ❖ Employer education reimbursements

Ways to Pay for College

Financial Aid

- ❖ Financial aid = Money to help pay for college
- ❖ Federal government awards over \$120 billion to 13 million students annually
- ❖ Types of financial aid:
 - ❖ Work study
 - ❖ Grants
 - ❖ Scholarships
 - ❖ Student Loans



Ways to Pay for College

Student Loans

According to the U.S. Department of Education:

- ❖ \$1.6 trillion in U.S Student Loan Debt
- ❖ 45 million borrowers
- ❖ Average student loan debt \$32,731 (in 2020)
- ❖ Avoid or minimize student loans, if possible!



Avoid or minimize student loans, if possible!

Top 10 States – Student Loan Debt

Rank	State	Balance (\$ in billions)	Borrowers (millions)
1	California	\$135.0	3.8
2	Texas	\$107.3	3.4
3	Florida	\$90.8	2.5
4	New York	\$87.3	2.4
5	Georgia	\$62.4	1.6
6	Pennsylvania	\$60.2	1.8
7	Ohio	\$58.9	1.8
8	Illinois	\$57.9	1.6
9	Michigan	\$48.4	1.4
10	North Carolina	\$44.4	1.2

4. Apply for Financial Aid

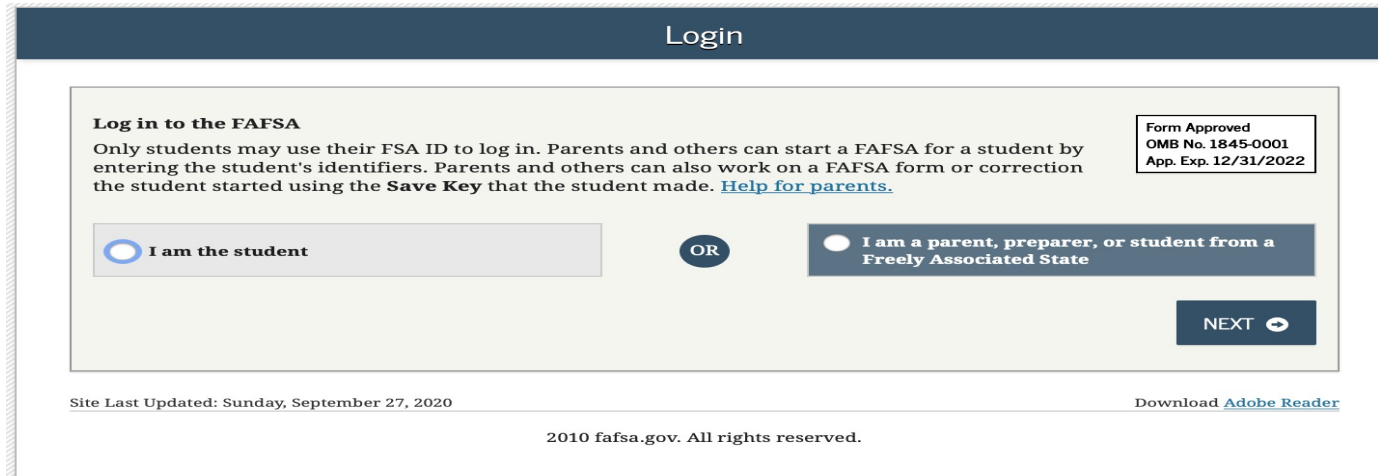
Free Application for Federal Student Aid (FAFSA)

- ❖ FAFSA is required to receive federal financial aid.
- ❖ Used by colleges to determine student financial aid eligibility.
- ❖ Released on October 1st each academic year.
- ❖ **FREE** – no cost to apply.
- ❖ Seniors – Apply as soon as possible before the college's deadline.
- ❖ College students - Apply every year you will return to college the following academic year. (Even if you have scholarships!)

Apply for Financial Aid

Free Application for Federal Student Aid (FAFSA)

- ❖ Apply online - <https://fafsa.ed.gov>
- ❖ Reference documents: tax forms, W-2, bank statements, etc.
- ❖ Can sign documents electronically.
- ❖ Students and parents must create an account (FSA ID)
- ❖ **Add your colleges to your FAFSA!!!**
- ❖ Receive a report with your calculated Expected Family Contribution (EFC).



The screenshot shows the FAFSA login interface. At the top is a dark blue header with the word "Login" in white. Below this is a light gray box containing the login instructions. The text reads: "Log in to the FAFSA. Only students may use their FSA ID to log in. Parents and others can start a FAFSA for a student by entering the student's identifiers. Parents and others can also work on a FAFSA form or correction the student started using the **Save Key** that the student made. [Help for parents.](#)". To the right of this text is a small box stating "Form Approved OMB No. 1845-0001 App. Exp. 12/31/2022". Below the instructions are two radio button options: "I am the student" (which is selected) and "I am a parent, preparer, or student from a Freely Associated State". Between these options is a dark blue circle with the word "OR" in white. To the right of the second option is a dark blue button with the word "NEXT" and a right-pointing arrow. At the bottom of the page, there is a footer with the text "Site Last Updated: Sunday, September 27, 2020" on the left, "2010 fafsa.gov. All rights reserved." in the center, and "Download [Adobe Reader](#)" on the right.

Calculating Your Expected Family Contribution (EFC)



- ❖ EFC – The amount of money a family will have to pay out of pocket per academic year before they can be considered for need-based financial aid.
- ❖ Colleges use your EFC to determine institutional need-based aid eligibility.
- ❖ Not the total out-of-pocket costs!

Calculating Your Expected Family Contribution (EFC)

Seven EFC Calculation Factors

1. Parent income:
 - a. Taxable income from your 1040 IRS tax filing
 - b. Untaxable income
2. Number of people in the scholar's household
3. Number of scholars in college
4. Scholar income:
 - a. Taxable income (exclude work-study income)
 - b. Untaxable income
5. Parent assets
6. Age of oldest parent
7. Scholar assets



Calculating Your Expected Family Contribution (EFC)

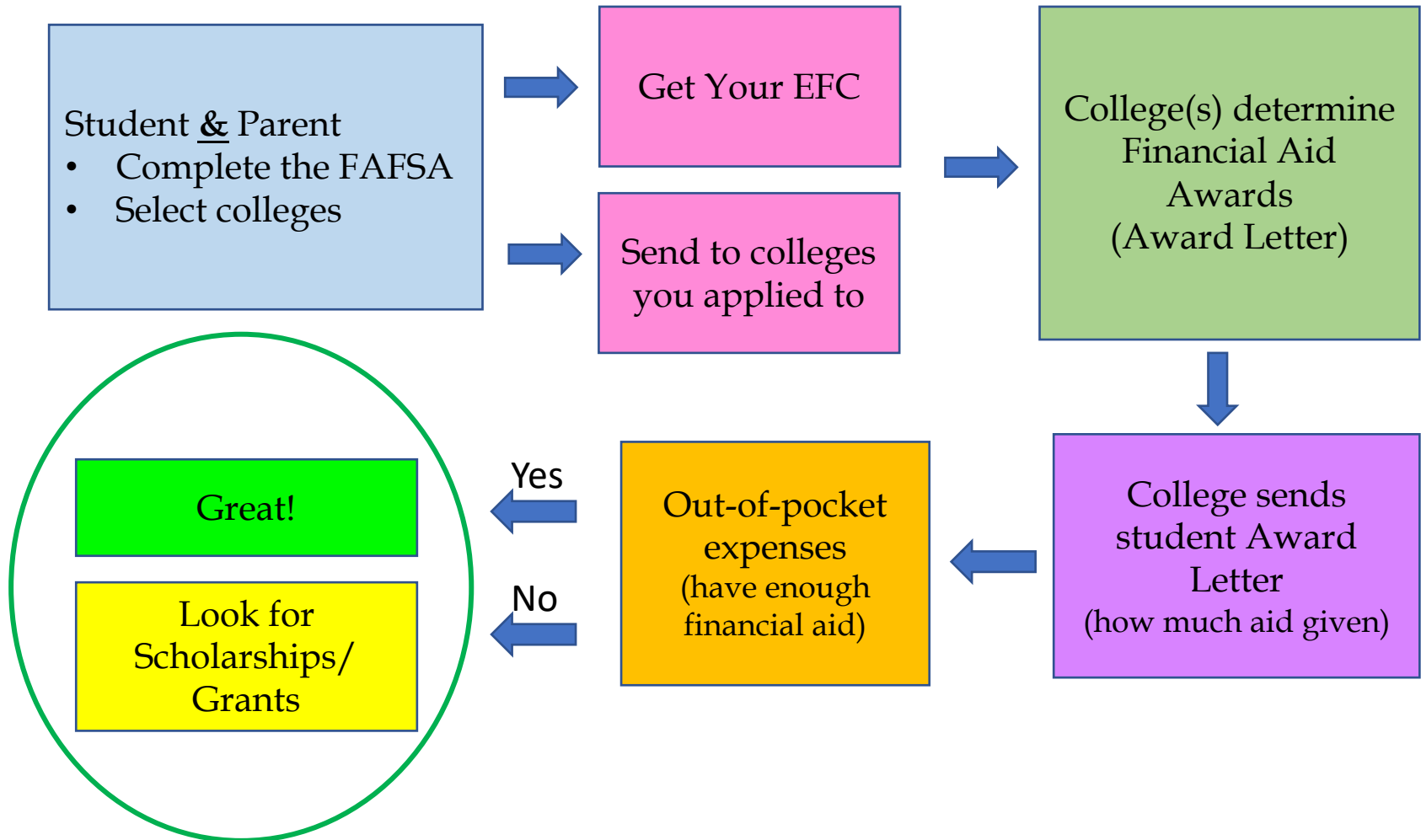
Seven EFC Calculation Factors

Use one of these tools to calculate an estimate of your EFC:

- ❖ Student Aid: <https://studentaid.gov/understand-aid/estimate>
- ❖ College Board: https://bigfuture.collegeboard.org/pay-for-college/paying-yourshare/expected-family-contribution-calculator#efc_status

Apply for Financial Aid

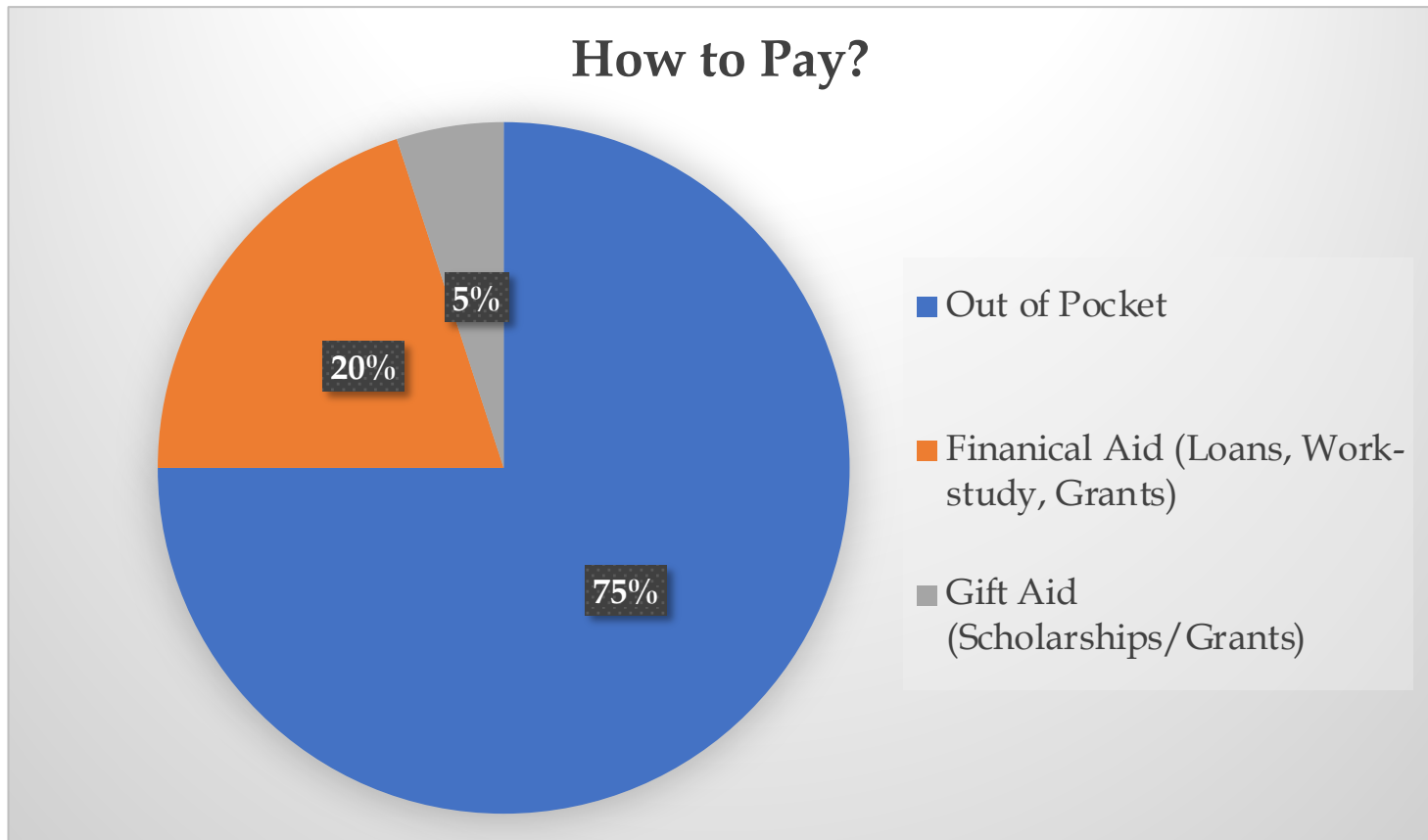
Free Application for Federal Student Aid (FAFSA)



Navigate the Funding Process

Ways to Pay for College

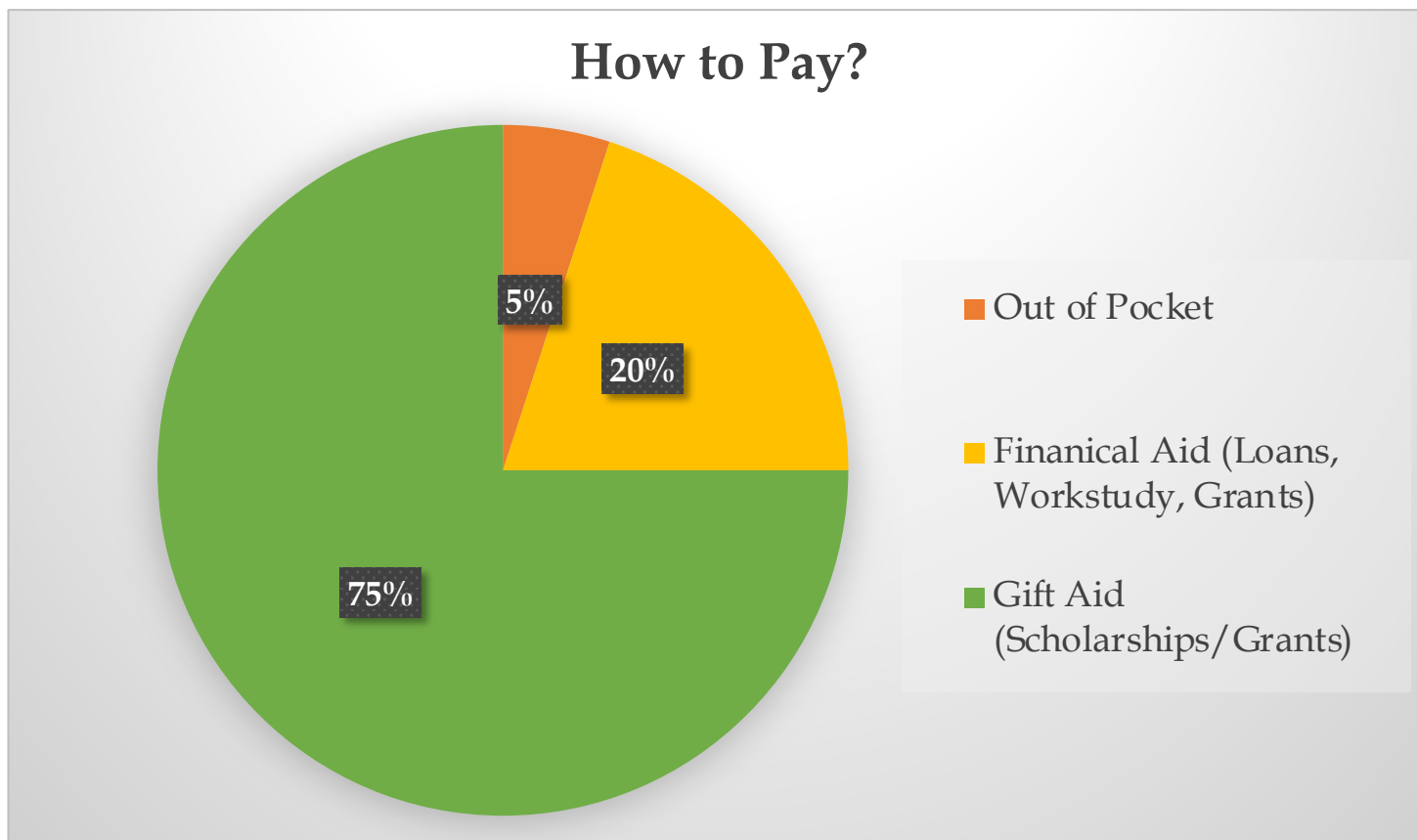
Not Ideal – You Pay or Owe the Most



Navigate the Funding Process

Ways to Pay for College

Ideal – You Pay or Owe the Least



4. Look for Scholarships (Gift Aid)

- ❖ Develop a plan to search for scholarships
- ❖ Target a variety of scholarships (large/small \$\$)
- ❖ Don't limit where you apply:
 - ❖ **Local and national**
 - ❖ Organizations/non-profits
 - ❖ Greek organizations
 - ❖ Religious organizations
 - ❖ Employers
- ❖ Find a scholarship mentor
- ❖ Don't run from essays, get help proofreading and recycle responses
- ❖ Provide all requested documentation
- ❖ Track your scholarship progress



Search for Scholarships

Types of Scholarships

Need-based

Merit-based

Interest-based

Military

Athletic

Where to Find Scholarships?

EVERYWHERE!

Google

STEM

MILITARY

SPORTS

ARTS

RELIGIOUS
ORGS

SOCIAL OR
CIVIC
CLUBS

NON-PROFITS



BUSINESSES

Where to Find Scholarships?

- ❖ High School Counseling Offices
- ❖ Online
 - ❖ Scholarship America Hub: <https://scholarshipamerica.org>
 - ❖ Cappex: www.cappex.com/
 - ❖ College Board: www.bigfuture.collegeboard.org
 - ❖ EducationUSA: <https://educationusa.state.gov>
 - ❖ Fastweb: www.fastweb.com
 - ❖ Niche: www.niche.com/colleges/scholarships/?niche=niche-scholarships
 - ❖ College Scholarships: www.collegescholarships.com
 - ❖ Scholarship.com: www.Scholarships.com
 - ❖ Scholly: www.scholly.com
- ❖ Organization/company websites

<https://www.investNothers.com/scholarship-list>

Join My Exclusive Group
"Scholarships for Scholars"



Scholarships for Scholars



Scholarships for Scholars

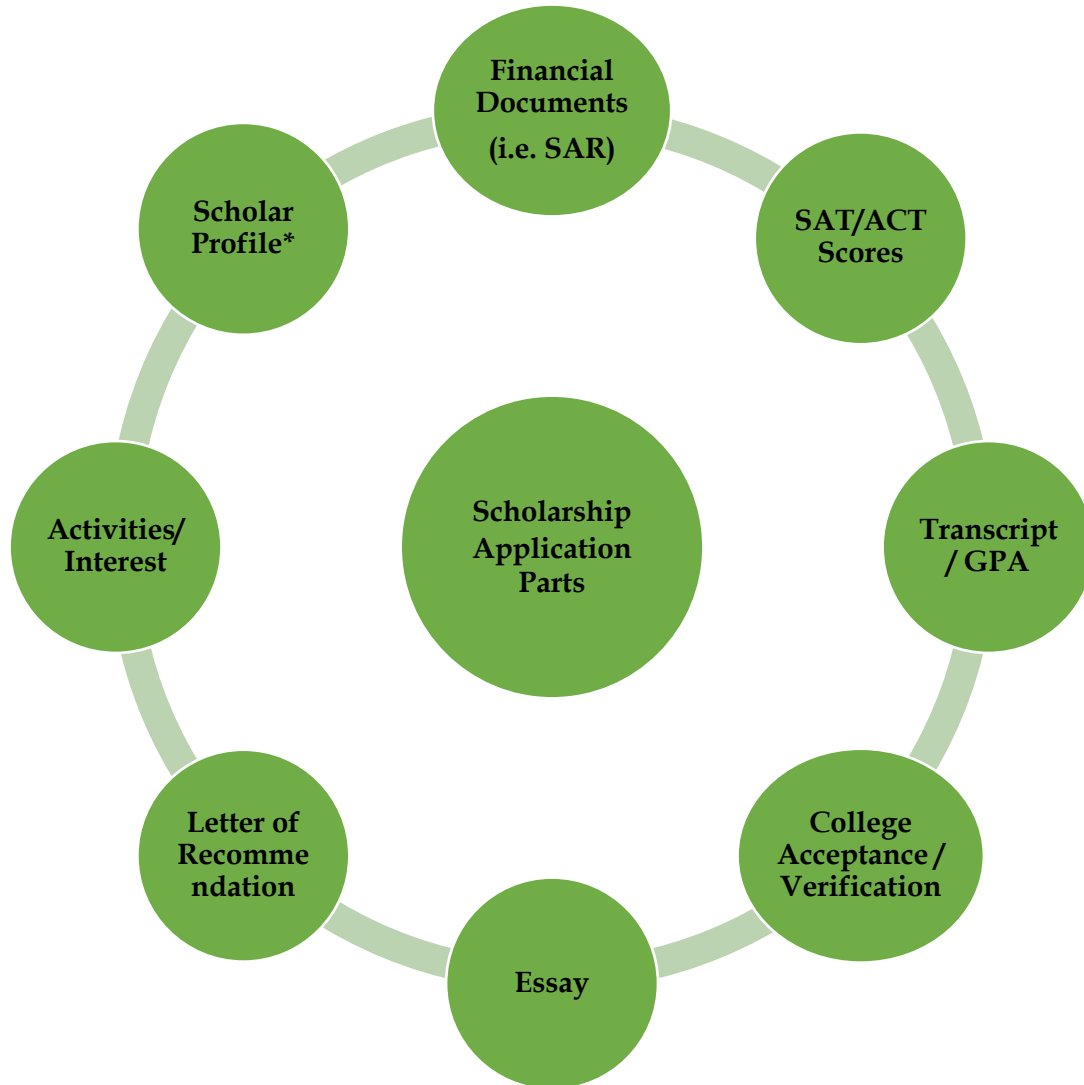
Track Your Progress & Requirements

Template 9: Funding/Scholarship Tracking Spreadsheet

Name: _____		Date: _____		EFC: _____		Need: _____						
No	FUNDING/ SCHOLARSHIP NAME	APPLICATION LINK	ELIGIBILITY CRITERIA	AWARD AMOUNT	DEADLINE	ESSAY(S) (Y/N)	LETTER(S) OF RECOMMENDATION (Y/N)	TEST SCORES (Y/N)	DATE APPLICATION SUBMITTED	SELECTION DECISION	AMOUNT AWARDED	NOTES
1												
2												
3												
4												
5												

Apply for Scholarships

Scholarship Application Parts



Develop a Scholar Profile

Market and Differentiate Yourself

Template 6: Scholar Profile

- Professional picture
- Name, address, contact no., email
- Objective (college/major)
- Educational summary
- Honors and awards
- Employment experience
- Extra-curricular activities
- Community service activities
- Relevant coursework
- Interests/hobbies



Use it for:

- ✓ **Letters of recommendations**
- ✓ **College applications**
- ✓ **Scholarship apps**
- ✓ **Essay writing**

Close the gaps while you still have time

Sample Scholar Profile

Template 6: Scholar Profile



John Doe
12345 College Bound Drive
City, State Zip Code
Home: (123) 456-789; Mobile: (123) 911-4111
Email: john.doe@yahoo.com

Objective: To attend XX university and obtain a degree in XX.

Education: **High School:** XX High School, City, State (Graduation: 06/13/20XX)
Current GPA: 3.6; Rank: 29/283
ACT Scores: Composite: 24; English (24); Math (30); Reading (21); Science (20)
College Plan: Hampton University (Accepted on 1/20/20XX)
Enrollment Date: Fall 2018
Intended Degree/Major: Bachelor of XX in XX

Honors and Awards:

- Honor Roll, (20XX - Present)
- National Honor Society Induction, 20XX
- Top Alternate Current/Direct Current Student, (20XX-20XX)

Employment Experience:

- Cashier, McDonalds, City, VA (20XX-20XX)
- Walmart Cashier, City, VA (20XX)

Student Organizations/Extracurricular Activities:

- Student Government Association Class Representative, (20XX-Present)
- National Honor Society, (20XX-Present)
- Future Business Leaders of America Member, (20XX-20XX)

Community Service Activities:

- Alpha Kappa Alpha Sorority, Incorporated, Adopt a Highway Project, (20XX)
- Volunteered at Galleria Mall on Summer Family Nights, (20XX)
- Volunteered at the XX Community Center, (20XX)

Relevant Courses:

- Algebra II
- Graphics Design I
- Oceanography

Interests/Hobbies:

- Cooking
- Reading

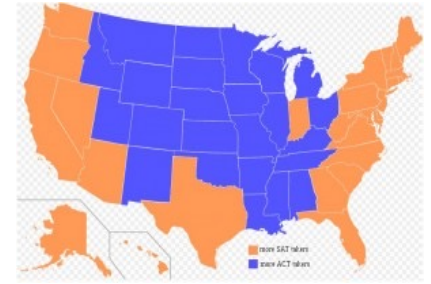
Scholarship Application

Transcripts/College Verification

- ❖ Some entities require transcripts or proof of college acceptance or verification.
- ❖ Follow their directions on how to send these documents.
- ❖ Know the process to obtain:
 - ❖ High school(s) and/or college transcripts (official or unofficial)
 - ❖ College acceptance/verification
- ❖ Order these documents well in advance of your deadlines!
- ❖ Follow-up to make sure your documents are sent on time.

Scholarship Application

SAT/ACT Scores



- ❖ Many colleges are making the SAT/ACT “test optional” for admissions.
- ❖ Colleges and scholarship entities may use test scores for merit-based scholarships.
- ❖ Find out upcoming dates and register!

Register for the SAT: <https://www.collegeboard.org/>

Register for the ACT: <http://www.act.org/>

Upcoming SAT Dates

Register: <https://www.collegeboard.org/>

SAT Test Date	Registration Deadline	Deadline for Changes, Regular Cancellation, and Late Registration
June 4, 2022	May 5, 2022	May 25, 2022
Aug 27, 2022	Jul 29, 2022	Aug 16, 2022
Oct 1, 2022	Sept 2, 2022	Sept 20, 2022
Nov 5, 2022	Oct 7, 2022	Oct 25, 2022
Dec 3, 2022	Nov 3, 2022	Nov 22, 2022
Mar 11, 2023	Feb 10, 2023	Feb 28, 2023
May 6, 2023	Apr 7, 2023	Apr 25, 2023
June 3, 2023	May 4, 2023	May 23, 2023

Upcoming ACT Dates

Register: <http://www.act.org/>

ACT Test Date	Regular Registration Deadline	Late Registration Deadline Late Fee Applies
June 11, 2022	May 6	May 20
July 16, 2022	June 17	June 24
September 10, 2022	August 5	August 19
October 22, 2022	September 16	September 30
December 10, 2022	November 4	November 11
February 11, 2023	January 6	January 20
April 15, 2023	March 10	March 24
June 10, 2023	May 5	May 19
July 15, 2023*	June 16	June 23

Scholarship Application

Types of Essays and Letters of Recommendations

College
Admissions

- Why are you a good candidate for admissions?

Scholarships

- Why should you be awarded a scholarship?

Scholarship Application Essay Tips

- ❖ Some colleges and scholarship entities require essays.
- ❖ Follow directions (type it/handwrite or specific word count).
- ❖ Draft essays early.
- ❖ Proofread it and get someone else to critique them.
- ❖ Write on various topics and save them all.
- ❖ Re-use content from them for multiple applications.



Scholarship Application Letters of Recommendations

- Make a list of recommenders that you trust.
- Request letters:
 - Early
 - General
 - Refrain from adding the college or entity's specific information.
- Set recommenders deadlines 1-2 weeks before your deadline.
- Provide your Scholar Profile with your request.
- Re-use letters for multiple applications.
- Offer a pre-drafted letter of recommendation for them to tailor.



Template 7: Sample Letter of Recommendation

_____ [Month Day, Year]

To _____ [Scholarship Entity Selection Committee]:

I, _____ [First Name and Last Name], with _____ [Organization], I am writing this letter to express my support for _____ [Scholar First and Last Name] and _____ [his or her] application for the _____ [Name of Scholarship]. _____ [He or She] plans to attend _____ [College or University] to major in _____ [College major]. _____ [He or She] demonstrated exceptional _____ [academic achievement]. _____ [Scholar Name] currently has a _____ [grade point average] at _____ [XX High School]. _____ [He or she] pursues academic excellence and welcomes challenges.

I have known _____ [Scholar First Name], for _____ [no. of years] (or since 20XX). _____ [He or She] _____ [studied, worked or volunteered] with _____ [Organization Name] from _____ to _____ [Month 20XX to Month 20XX]. _____ [Scholar First Name] is extremely hard working and displays sound judgement required for a leader. _____ [He or she] an individual who strong character and carries _____ [himself or herself] in a polite, respectable, and professional manner.

_____ [He or she] impressed me with _____ [his or her] ability to _____, _____, and _____ [solve problems, communicate effectively, and think critically]. _____'s [Scholar First Name] creativity and innovative mindset exceeded my expectations. _____ [He or she] was extremely _____ [proactive], _____ [professional] and _____ [results-driven].

Without reservation, I strongly recommend _____ [Scholar First Name] as a candidate for your scholarship. Please afford _____ [him or her] the opportunity to continue to excel academically in college. If you have questions, please do not hesitate to contact me at: _____ [Phone Number] or _____ [email address].

Best Regards,

[Your Signature}
Name
Title

College Funding General Checklist

- ☐ Select a major(s)
- ☐ Apply to colleges
- ☐ Complete and submit the FAFSA (enter the college code)
- ☐ Apply for scholarships (throughout senior year & beyond)
- ☐ Review or appeal college Financial Aid Award Letter(s)
- ☐ Select a college to attend
- ☐ Accept your financial aid awards
- ☐ Pay enrollment and housing deposits
- ☐ Continue to look for scholarships

Conclusion

Key Takeaways

- ❖ College funding should not be an after thought.
- ❖ Discuss how you (parent/ guardians) will pay for college.
- ❖ Put together a system or plan that works for YOU! (include a budget)
- ❖ Look for scholarships until you graduate from college!
- ❖ Track your progress.
- ❖ Get organized:
 - ❖ Create folders for college planning & funding documents.
 - ❖ Save account/login information in a central place.
 - ❖ Create a separate email address for college efforts.
- ❖ Don't waste people's time!!!!
- ❖ Say thank you.

Closing Remarks

Complete the Survey

We Want Your Feedback

SurveyMonkey Link:

<https://www.surveymonkey.com/r/DPF935R>





Upcoming Events

Sunday, July 31, 2022

#CAPSM Alpha Kappa Alpha Sorority, Incorporated ®

Essay Writing and Letters of Recommendation Webinar



Sunday, July 31, 2022 | 4:00 pm - 6:00 pm (ET)
(For High School Students & Parents)



Register Here:
<https://akaessaywriting.eventbrite.com>

Sponsoring Chapters

Psi Psi Omega | Alpha Phi Omega
Gamma Delta Omega | Lambda Omega Omega
Nu Rho Omega | Delta Omicron Omega
Phi Nu Omega | Lambda Omega
Nu Zeta Omega | Beta Nu Omega | Psi Theta Omega



Register at:

<https://akaessaywriting.eventbrite.com>

Upcoming Events

Virtual Youth College Excellence Summit – Aug 13 - 14th

**On-the-spot
Scholarships
Awarded!**

Educate, Equip, & Empower

**2022
(FREE) VIRTUAL
YOUTH COLLEGE
EXCELLENCE SUMMIT (2-
DAYS)**

AUGUST 13, 2022 (10 AM - 2 :30 PM ET)

AUGUST 14, 2022 (3 PM - 6 PM ET)

Finish your summer by getting the top college admissions and funding strategies to get accepted into college and graduate debt-free. Students attending both days will have opportunities to win on-the-spot scholarships and other give-a-ways.

HOSTED BY:

**Dr. Christie Murray, CEO
National Speaker, Author
College Admissions & Funding Expert**

REGISTER AT:

<https://www.edexinc.com/event-details/2022-yces>

Register at: <https://www.edexinc.com/event-details/2022-yces>

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Webinar Recordings and Videos



- ❖ Top Strategies for Taking the SAT/ ACT: <https://youtu.be/U2x9hIJngao>
- ❖ Writing Essays & Letters of Recommendation: <https://youtu.be/KlJ9SvbMVyo>
- ❖ General College Information & HBCUs: <https://youtu.be/EzR-Vk9pRKI>
- ❖ College Planning Made Easy: <https://youtu.be/RTfeZNL-BvA>
- ❖ College Funding and Financial Literacy: <https://youtu.be/FFavH7H5m88>
- ❖ College Admissions Panel: <https://youtu.be/-VWJZw6eBVU>
- ❖ Essay Writing and Letters of Recommendation: <https://youtu.be/UvWmgmbYWMs>
- ❖ SAT Prep Webinar: <https://youtu.be/u-Y2L58YZ50>
- ❖ ACT Prep Webinar: <https://youtu.be/hllxrEqU0gw>

Questions



www.investNothers.com