

# 3 Strategies to Support Your Future Workforce

## Your Engagement Matters

To remain competitive, businesses must attract and retain a talented workforce. Today, **more than 68% of current Arizona jobs require at least some postsecondary education, but only 46% of Arizona's population holds an associate degree or higher.** Increasing the postsecondary enrollment and attainment rate of Arizona students is imperative to the economic vitality of our state and your organization.

**The Free Application for Federal Student Aid (FAFSA) is one of the strongest predictors of postsecondary enrollment,** which is why it is such an important lever in our efforts to get more students to continue their education after high school. Prior research out of the National Center for Education Statistics shows that roughly 90% of high school seniors who complete the FAFSA attend college directly after high school, compared with 55% of non-completers. Because of this strong association between FAFSA completion and college-going, many organizations and states have implemented FAFSA challenges or completion campaigns to increase the number of students going to college directly after high school.

Last year, Arizona's high school seniors lost over \$70 million in Pell Grants because 56% of them didn't fill out a FAFSA. **Now more than ever, we must come together to support our students** and their future success. Join us in our effort to increase postsecondary attainment from 46% to 60% by 2030.



56%



\$70  
Million



49<sup>th</sup>

The FAFSA Cycle opens on October 1 each year and runs for 21 months. Because grant money and scholarships are limited, most universities and colleges have a FAFSA priority date so that students can take full advantage of available aid.

### Key FAFSA Dates for Class of 2022

Opens: Oct. 1, 2021 | Closes: June 30, 2022

Northern Arizona  
University  
Nov. 15, 2021

Arizona State  
University  
Jan. 15, 2022

University  
of Arizona  
March 1, 2022

## How You Can Help

You can help increase FAFSA completion among Arizona high school seniors by:

### 1. Promoting FAFSA Resources to Families

A collective of local organizations provide free resources for students and families completing the FAFSA. Consider promoting these resources through your organization's social media, newsletters, intranet sites and other forms of communication – especially during the month of October.

### 2. Host a Companywide FAFSA Event

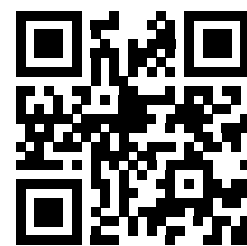
Provide a location, information and professional assistance to employees and their families with high school students seeking college financial aid and promote the event internally.

### 3. Give to a Statewide FAFSA Awareness Campaign

Provide financial support for public service announcements and paid media to support raising awareness about FAFSA completion.

**Ready to get started? Tell us and an Impact Maker Team Member will be there to discuss opportunities for your organization and set you up for success** as you add FAFSA completion as a tool to engage your team and your community.

## Get Started



Join Arizona organizations committed to FAFSA completion:



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