



COLLEGE GOAL WISCONSIN

FALL 2021

**PLANNING YOUR
COLLEGE GOAL WISCONSIN EVENT**



**WELCOME TO COLLEGE GOAL WISCONSIN
THANKS FOR BEING A PART OF
THE 16th CGWI ANNUAL EVENT**

Dear Site Coordinators,

Thank you for your willingness to be part of College Goal Wisconsin this year. The purpose of this manual is to help you prepare for the day of the event. There are two key elements to a successful College Goal Wisconsin. One is promotion and the second is preparing for the day of the event.

As part of the promotional efforts, it is important to get the word out about College Goal Wisconsin. This means promoting the event to the area high schools and agencies that work with our target population. It is important to contact anyone who can help promote the event.

In addition, it is important to be ready for the day of the event. This includes reserving the site and securing enough volunteers. Volunteers will be recruited through our CGWI Volunteer Coordinator. We appreciate your help in recruiting volunteers too. Anyone interested in volunteering should register at <https://collegetgoalwi.org> so we have an accurate count of volunteers. We appreciate your help in recruiting volunteers. A presenter will be recruited for your location and the presentation will be provided to you for the day of the event.

In an effort to be sure everyone is aware of the roles and responsibilities of the CGWI Board, the Board has developed a College Goal Wisconsin Handbook which is available upon request.

Thank you for your efforts on behalf of College Goal Wisconsin. Together we can make our 2021 fall event even bigger and better!

2021 COLLEGE GOAL WISCONSIN BOARD MEMBERS

Stephanie Cascio, CGWI Treasurer Gateway Technical College	John McGreal, WACAC Rep Bellin College	Eugene Shawano Tribal Contact
Jessie Dick WXPR	Mai Yia Moua UW HELP	Karin Smith, WI Department of Public Instruction
Stacy Eslick, Wisconsin School Counselor Association	Kim Pick, CGWI Secretary Chippewa Valley Technical College	Vicky Somers WASFAA Liaison Alverno College
Eric Giordano, Wisconsin Institute of Public Policy & Service	AJ MacDonald Milwaukee Public Schools	Katie Sprunger, CGWI Member at Large, Edgewood College
Jill Gosse Sallie Mae	Cheryl Rapp, WI Department of Financial Institutions	Carrie Stahl, Wisconsin Association of Independent Colleges & Universities
Sharon Hunter, CGWI President Retired Educator	Craig Schultz Blackhawk Technical College	Lynn Warning, CGWI Vice President Forward Service Corporation

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COLLEGE GOAL WISCONSIN TOTALS

	Sites	Number attended	Number families	Family surveys	Volunteers
TOTAL 2020-21*	9	570	1,530	449	210
*Virtual events					
TOTALS 2019	44	2,311	1,332	997	441
TOTALS 2018	43	2,269	1,258	1,032	415
TOTALS 2017	41	2,128	1,304	783	443
TOTALS 2016-17	35	1,295	783	651	415
TOTALS 2016	33	1,635	903	877	448
TOTALS 2015	34	1,951	1,202	1087	418
TOTALS 2014	29	2,221	1,201	960	469
TOTALS 2013	31	2,145	1,145	845	401
TOTALS 2012	29	2,415	1,247	1,131	449
TOTALS 2011	30	2,148	1,094	818	438
TOTALS 2010	25	2,725	1,383	1,153	399
TOTALS 2009	20	2,329	1,132	761	320

There were 9 virtual events due to the pandemic. Six in the fall of 2020 and three in the spring of 2021. There were 47 events scheduled but all were cancelled. Fifteen \$1,000 scholarship winners will be awarded in the fall of 2021.

FAMILY SURVEY RESULTS-87.5percent completed the survey

- 449 families completed the survey
- 97.1 percent felt there were enough volunteers
- 90 percent said the help that they received was worth the effort of participating
- 87.3 percent accomplished what they needed
- 86.5 percent of the attendees heard about the program from their high school and/or college
- 48.6 percent of the attendees submitted their FAFSA
- 11.6 percent completed the FAFSA but did not submit it that night

TARGET POPULATION

- 69.7 percent of the attendees were families with high school seniors
- 53.2 percent were first generation (neither parent graduated with a bachelor's degree)
- 30.1 percent of the attendees had household incomes under \$59,999
- 23.7 percent were students of color

VOLUNTEER SURVEY RESULTS-47.3 percent completed the survey

- 184 volunteers, 51 percent were WASFAA members
- 20 percent volunteered at more than one event
- 97.1 percent of the volunteers would recommend volunteering at a future event
- 99 percent of the volunteers felt that volunteering at CGWI was a rewarding experience
- 99 percent of the volunteers felt the families were satisfied with the event
- 71.4 percent of the volunteers have volunteered at CGWI 3 or more times
- 20 percent of the volunteers volunteered 2 times
- 8.6 percent of the volunteers were first time volunteers

SITE COORDINATOR EXPECTATIONS

The mission of the Site Coordinator is to conduct a successful College Goal Wisconsin event at their host site.

The following responsibilities are part of the commitment to be a host site for a College Goal Wisconsin event.

Responsibilities:
Reserve facility which includes a presentation area, registration area, and computer labs.
Ensure administration, security, and maintenance are aware the event is scheduled at the facility.
Ensure facility will be unlocked on the day of the event.
Collect necessary contact information of key facility personnel in case the building is locked when you arrive on the day of the event.
Ensure IT staff will set up computers with open Internet access and links on desktop to the survey/evaluation site.
Ensure printers will be available and working in the computer lap.
Ensure the family and volunteer evaluations will be completed online at the end of event. If you do paper evaluations, it will be your responsibility to have someone at your location enter the data into the online form.
Collect scholarship winner tickets. Volunteers or graduate students are not entitled to enter the scholarship drawing.
Return in the mail the required items to the State Site Coordinator by the end of the week following the event.
Return data collection form to Statewide Coordinator by the first Tuesday after the event.
Ensure that the event will not be cancelled after school ends on the day of the event. The CGWI Statewide Coordinator must be notified of the cancellation so the website can be updated. Please review the weather contingency plan.
CGWI promotional materials must be used. Prior approval from the CGWI Statewide Coordinator must be obtained if any of the promotional materials are altered.
Contact all registered volunteers at least two weeks before the event and then again during the week of the event to confirm date, time, and location.
Contact the local media and marketing department at your institution (if available) with promoting the event in your area.
Participate in any site coordinator training.
Will not use the CGWI event to promote the facility and its programs.
Provide promotional items to area high schools and promote the event.

The College Goal Wisconsin Committee's responsibilities:

Provide student handouts, posters, trinkets, and other promotional materials.
Provide public service announcements.
Promote the event across the state and mail promotional materials to requestors.
Provide supplies for the event.
Provide necessary training and updates on the event.
Monitor and register volunteers.

CGWI is only possible because of the commitment of the site coordinators.

SITE COORDINATOR TO DO CHECKLIST

- Review CGWI Site Coordinator Handbook.
- Make room reservations for FAFSA Presentation/Computer Lab(s). **Do ASAP to prevent room scheduling conflicts.**
- Schedule IT and custodial support as needed for setup and during the event. **Do ASAP**
- Send out reminder emails prior to the event date to solicit additional volunteers if needed.

July/August/September

- Send out initial email to solicit volunteers. Volunteers register at <http://collegegoalwi.org/>.
- Determine avenues of marketing your event (newspapers, radio announcements, fliers, high school counselors, other school events, emails etc.) and **select dates** you plan to implement each marketing strategy.
- Determine if you will provide food/beverages for volunteers.

September

- Encourage volunteers, if needed, to participate in FAFSA Completion Demo webinar.
- For FAFSA.gov demonstration site, go to: <https://fafsademo.test.ed.gov/>.
- Decide what handouts you will provide to attendees.

Before the event

- Send out email with instructions for the event to volunteers. **One week before event.**
- Provide volunteers with any last-minute instruction or changes. Feel free to provide personal contact info in case there are any unforeseen circumstances the day of the event. **2-7 days prior to event.**
- Make sure handouts are printed **1-7 days prior to event.**
- Have volunteers arrive at least **39 minutes early** as attendees can start arriving as much as 30 minutes prior to event start.
- Assign greeters, picture takers and someone prepped to speak to the media.
- Emphasize to volunteers at the check-in table the importance of making sure all family members are accounted for.
- Emphasize to volunteers the importance of making sure that a FAFSA was started, and the online event survey was completed prior to student completing the scholarship online. *Can assign certain computers for scholarship & survey completion or setup available on all computers.
- Have a computer set up for all volunteers to complete volunteer survey before leaving.

Day after the event

- Complete and send in (from CGWI handbook) the Data Collection Form and Family as well Volunteer sign in sheets. Keep copies for yourself.
- EMAIL your pics to collegegoalwi@gmail.com.**
- Do an internal email to share the success of the event with your organization and thank all who volunteered.

SITE PLANNING TIMELINE

AUGUST

- Develop a promotional plan.
- Confirm the site is reserved. Be sure you have a large group room for the presentation and enough computer labs.
- Remind volunteers to register as volunteers.
- Arrange for pick up CGWII supplies.

SEPTEMBER

- Contact the IT staff to set up log in for computers on the day of the event.
- Contact the marketing person at your institution if available or identify and contact media contacts.
- Contact security to alert about event.
- Contact maintenance.
- Encourage volunteers to attend FAFSA training.

SEPTEMBER/OCTOBER

- Contact volunteers and collect telephone numbers.
- Work with the CGWI Volunteer Coordinator if you do not have enough volunteers assigned to your location.
- Watch for the presentation to be e-mailed to you to load onto a laptop.
- Order refreshments (optional).
- Re-contact IT staff, security, and maintenance.
- Be sure to email volunteers with details about the event.

BEFORE THE EVENT STARTS

- Ensure necessary equipment and supplies are available: LCD, screen, podium, tables, chairs and microphone.
- Check the facility for restrooms, handicap access and any other logistical problems.
- Identify a FAFSA expert who can answer questions after the financial aid presentation (this will be a video).
- Identify volunteers that can be used as interpreters.

- Might consider providing some type of FAFSA overview for volunteers.

THE DAY OF THE EVENT: About 45 minutes before the event starts

- Set up registration tables.
- Introduce yourself to site staff.
- Hand out volunteer shirts
- Have volunteers introduce themselves to one another.
- Make sure volunteers understand the logistics of the event.
- Assign duties for each volunteer.
- Appoint a volunteer to greet families, organize the welcome area, count attendees, and perform any other duties needed.
- Explain survey/scholarship process.
- Ask a volunteer to be the media contact if a TV crew arrives.
- Put up the CGWI signage indoors and outdoors.
- Identify a volunteer that can respond to FAFSA questions for families who have one or two questions. People seem to appreciate having the option to ask their questions and then being able to leave.
- Decide if parents who have attended a financial aid night can go directly to the computer lap. This will allow you to spread out the flow of people needing to use the computers.
- Discuss plans for latecomers and overflow crowd.
- Check all technical equipment to make sure it is in working order.
- Log on to the computers and have the FAFSA and evaluation link saved.
- Review the Data Collection Form so you can complete it at the end of the day.

5:30-6 p.m.

- Greet families and hand out materials.
- Make sure a volunteer staffs the registration table and collects attendee names.

6 p.m.

- Welcome the students and parents. Be prepared to point out restrooms and other “housekeeping” details.
- Publicly thank the host site for the use of the facilities.
- Introduce the volunteers.
- Acknowledge all sponsors.
- Review the agenda and expected finish time with the attendees.
- Encourage families to complete the online evaluation form to register for the scholarship.
- Remind families their information is confidential.
- Advise the participants that advertising fliers might be placed on their cars and indicate that CGWI does not affiliate with or endorse any of these organizations.
- Begin the financial aid presentation.
- When taking questions after the presentation, always repeat the question before answering it.
- Remind the participants to make a copy of the FAFSA if mailing. If filing over the web, print the confirmation page for the family.
- Advise about the school priority dates.
- After the presentation, direct families to the computer labs.
- Assist students who do not have an e-mail address to set one up on Gmail.
- Be sure volunteers are stationed throughout the lab to assist families when needed.

7:45 p.m.

- Attempt to end on time. Again, invite those with additional questions to stay.
- Ask volunteers to return the site to the original status.

THROUGHOUT THE EVENT:

- Take lots of pictures.

AT THE END OF THE EVENT:

- Email your pictures to collegegoalwi@gmail.com
- Thank participants and volunteers.

- Please scan, mail, or email within the week the student and volunteer sign in sheets, photo release forms to:
College Goal WI
625 Stewart Avenue
Wausau, WI 54401
collegegoalwi@gmail.com
- Remind volunteers to complete the volunteer evaluation form online.
- Later that evening put your feet up – pat yourself on the back for a job well done! Enjoy!
- Email Data Collection Form to collegegoalwi@gmail.com.

WEATHER CONTINGENCY POLICY

1. Advance preparation: Determine media contacts in event of cancellation. Suggestion – contact local high school to obtain appropriate media outlets they use for school cancellations.
2. A list of home/cell phone numbers of the host site coordinator, presenter and volunteers should be developed.

Morning of the event

3. The host site coordinator and the presenter should determine if the event should go on.
4. The host site coordinator should contact Sharon Hunter at 715.842.7433 or 715.212.1672 if the event is cancelled. Sharon will contact the webmaster to list that your site is cancelled.
5. The host site coordinator should contact the media in their area about the cancellation.
6. The host site coordinator is responsible for putting a sign up at the location notifying attendees that the event is cancelled.
7. The procedure on cancellation will be posted on the website under frequently asked questions indicating that families should listen to their local radio and/or TV station.
8. The host site coordinator is responsible for contacting volunteers.
9. If you have any questions, feel free to contact any of the College Goal Wisconsin Committee.
10. **It is very important that you cancel your event before school leaves out at 3 p.m. so announcements can be made at the high school.**
11. There is no contingency plan to reschedule if your event is cancelled.

MATERIALS PROVIDED TO CGWI SITE

- College Goal Wisconsin signs
 - Indoor signs with directional arrows
 - Outdoor signs
- FSA ID handout (electronically)
- CGWI volunteer t-shirts
- Volunteer sign in sheet
- Registration sign in sheet
- Name tags for the volunteers and pens
- **Suggested items to have on hand but not provided:**
 - Tape
 - Pens

PROMOTION

Our mission is to inform our community members and school district staff who assist our target population of first-generation, low-income, minority or otherwise disadvantaged students and their families about College Goal Wisconsin and to help them understand the benefit of coming to this event.

PROMOTION TIMELINE

AUGUST

- Develop a timetable of agencies and schools in the area to contact.
- Contact the Marketing Department at your local college or work site to see if they can help identify or contact local media outlets.
- Make a list of community calendars that are available online and add College Goal Wisconsin to the calendar.
- Identify agencies and community groups that work with our target population, be sure they have materials about College Goal Wisconsin.
- Ask high schools to include the CGWI dates on their calendar and website.

SEPTEMBER

- Contact media outlets.
- Ask schools to make announcements the week of the event to remind families to come.
- Ask schools to do a “robo” call to seniors the week of the event.
- Promote, promote, promote!

OCTOBER/NOVEMBER

- The CGWI committee will provide summary of event results.

MAKE THE CONNECTION!

Suggested agencies/groups to connect with:

- High School Staff
- School Counselors
- District Diversity Liaisons
- School Social Workers

Agencies that serve minority groups in your area such as:

- Hmong Associations
- Latino Agencies
- Native American Agencies
- African American Agencies
- Multicultural Centers
- TRIO, GEAR UP, or Precollege Programs
- Neighborhood Associations

Agencies that provide services to youth in your area such as:

- Churches
- Girl Scouts/Boy Scouts
- YWCA/YMCA
- 4-H Clubs
- Salvation Army
- Boys and Girls Club
- Libraries

- Parent Organizations

Agencies that provide services to foster care youth:

- Social Services
- Social Workers
- Independent Living Counselors/Coordinators

Other contacts:

- Student Associations
- Diversity Clubs
- Social media
- Electronic communication at schools
- School websites
- Automated robo calls
- TV, radio, billboards
- Scholarship nights
- College Admission Officers
- Newsletters
- WASFAA webpage/blog
- Financial aid nights
- Workforce training events, unemployment office, social security, GED
- HEAB
- Brochures/posters at local stores

Other ideas:

- Provide transportation to the event
- Review free and reduced price meal list to target specific schools
- Give out pens and other items at financial aid nights
- Include College Goal WI slides in financial aid night presentation
- Have bilingual volunteers at the event

Explore local media outlets:

- TV Stations
- Local morning TV news shows
- Local Access Television
- Public Television
- Community Calendars
- Chamber of Commerce Calendar
- Radio
- YouTube
- Invite media representatives to the event.

Explore Website Links:

- School District Websites
- High School Counselor Home Page
- College Websites
- College Financial Aid Websites
- Libraries
- Community agencies-YMCA, YWCA, Boys & Girls Club, TRIO Programs

Promoting College Goal Wisconsin OTHER OUTREACH EFFORTS... Conferences and Events 2005 - Present

WACAC - Wisconsin Association of College Admissions Counselors - Target audience: Professionals working to help with college admissions process, includes college Admissions staff, high school counselors and others.

WASFAA - Wisconsin Association of Student Financial Aid Administrators - Target audience: Financial Aid professionals working directly or indirectly in the financial aid industry.

WAEOPP - Wisconsin Association of Educational Opportunity Program Personnel Target audience: College Access professionals working in programs such as Upward Bound, Educational Talent Search, Student Support Services, DPI programs, GEAR UP and College Readiness 21.

WEF Fairs - Wisconsin Education Fairs - Statewide College Fair that serves thousands of students and parents each year held at locations across the state.

WASFAA Drive-In Workshops – Fall financial aid workshop hosted by WASFAA for School Counselors offered on-line and at locations across the state.

UW Help Counselor Workshops – Fall workshop hosted by UW Help for school counselors offered across the state.

WAICU Counselor Workshops – Fall workshop hosted by private colleges for school counselors.

Financial Aid Nights - Materials including PowerPoint slides and print materials are available on our website. Many financial aid professionals have shared with us that they incorporate these resources into their FA nights.

Statewide Publications: The Wisconsin Technical College, Private College and Universities, and University of Wisconsin System have all included an informational piece in their Viewbooks about College Goal Wisconsin since 2007. These books are distributed to high schools in the state.

Who are we missing? Comments/suggest

TALKING TO THE MEDIA

- Image is very important. Be conscious of how you look and the impact of your appearance on your message. ALL of you is the message, not just what you say!
- Choose the right clothes: avoid busy patterns, think polished and a bit more conservative than you usually dress, avoid accessories that are too bright or dangly, be ready for hot lights.
- Remember you have something important to say. Build up your self-confidence.
- Remember that this is YOUR interview, the reporter needs you for the story.
- There is no such thing as 'off the record' and no such thing as 'off camera' remarks!
- Avoid 'No Comment'.
- It is ok not to know the answer, but refer them to someone who does, and tell them what you want them to know (your talking points!)
- Speak slowly and clearly and avoid pause words ('um' 'like' 'uh')
- Practice the art of 'bridging'—Build a bridge from the question you are asked to the talking points you have ready to deliver. (Especially important in live interviews!)
- Practice the art of 'flagging'—make statements before your talking points that flag for the reporter and editor that what is coming is the key point. (Especially important in taped interviews!)
- When preparing to answer: Stop, Breathe, Relax, Think, Speak!
- Don't try to explain everything; stay on your key messages.
- Don't repeat the reporter's questions or phrases.
- It is ok to ask the reporter to repeat the question.
- Know where to look, look at the interviewer, NOT at the camera—unless you are on a satellite 'talkback' style interview, in which case you do look into the camera. When in doubt, ASK where to look. And look at the same place throughout the interview!
- Know how to hold yourself: if you are standing, straight but not too stiff, no rocking, one foot slightly in front of the other, hands clasped in front or behind you, or on the podium. If you are sitting, sit up straight a few inches away from the back of the chair and watch out for how your clothes may bunch up. Always avoid fidgeting and excessive hand motions, don't tap your foot or your pen or touch the mike or your hand piece.

TALKING POINTS!!!!

Beginning on Monday, October 4 every Monday, Tuesday, and Wednesday in October a FAFSA completion event will be held as well as the first two weeks in November. There will be 37 in person events and six virtual events. Students can receive free assistance in completing their FAFSA (Free Application for Federal Student Aid.) A student has the possibility of winning a \$1,000 scholarship if they show up and submit their FAFSA. Over 40 states conduct events like this across the nation.

REASONS FOR COLLEGE GOAL WISCONSIN...

With the economy being uncertain and a college education being more important than ever, attending a CGWI event is a good idea for every family.

There is money available for college.

Knowledgeable financial aid advisors are on-hand to help students/parents file the financial aid form.

It takes about 20 minutes to complete the FAFSA!

90 percent of the students who complete the FAFSA attend college in the fall!

FAFSA is free and the event is free.

FAFSA is completed and submitted that day.

Immediate one-on-one help when you get stuck with a question you don't understand on the FAFSA form.

The target population is low-income, first generation, and/or minority students.

A scholarship drawing is held.

This event is a collaborative effort with high schools, colleges and universities, and community organization.

Public Service Announcement

Wisconsin students can get free help completing the Free Application for Federal Student Aid (FAFSA) at College Goal Wisconsin events held throughout the state. Financial aid professionals and other educators volunteer at the event to help students and their families complete the FAFSA.

Anyone who is planning to pursue a postsecondary education in the 2022-23 academic year should complete the FAFSA. That includes high school seniors, continuing college students, transfer students, and adult students considering pursuing higher education. The FAFSA is the form that must be submitted to be considered for federal and state financial aid including grants and loans.

Students pursuing a postsecondary education in 2022-23 can access the FAFSA beginning October 1, 2021. Forty-three College Goal Wisconsin events will take place between October 4 and November 10. Dates, locations, starting time, a list of what to bring, and other information can be found by visiting the College Goal Wisconsin website at collegegoalwi.org.

In addition to getting professional help completing the FAFSA, attendees will have the opportunity to enter a scholarship drawing.

Please contact collegegoalwi@gmail.com if you have any questions.

School Announcement

Option 1: There's free help available to get money for college! College Goal Wisconsin will host 43 in person and virtual FAFSA completion events during the month of October and the first two weeks in November. The Free Application for Federal Student Aid (FAFSA) is the form students need to fill out to apply for grants and loans to pay for college. The help is FREE! Check out <https://collegegoalwi.org> to find a location near you and a list of what to bring.

Option 2: Get help completing the FAFSA on Wednesday, October/November (___), at 6 p.m. at (_____.) This is the form that all students and families need to fill out to get help to pay for college. Visit www.collegegoalwi.org for a list of the information that you will need to bring with you.

Option 3: Get help completing the FAFSA on Monday, October/November (___), at 6 p.m. at (_____.) This is the form that all students and families need to fill out to get help to pay for college. Visit www.collegegoalwi.org for a list of the information that you will need to bring with you.

VOLUNTEERS

Identifying and Contacting Volunteers

The College Goal Wisconsin Board has identified a Volunteer Coordinator to assist the Site Coordinators in recruiting volunteers. The Volunteer Coordinator will do statewide volunteer recruitment. However, site coordinators will also need to recruit volunteers. Please have volunteers register online at www.collegegoalwi.org so there is an accurate count of the volunteers. You can access a list of your volunteers by:

Email support@townwebdesign.com to request your list of volunteers. Please be sure to identify your site. The support team works as early as 6 am until 5 pm PST.

The Volunteer Coordinator and Site Coordinator should work together to identify volunteers. Volunteers are needed for several tasks other than assisting with FAFSA completion. Below are some examples of volunteer sources that you could contact:

- ✓ College admission offices
- ✓ Local philanthropic groups
- ✓ Campus volunteer organizations
- ✓ Girl Scouts/Boy Scouts, YMCA, other non-profit organizations
- ✓ Parent Teacher Organizations
- ✓ School counselors
- ✓ Social service agencies
- ✓ TRIO and GEAR UP advisors
- ✓ Lending community

Please review the volunteer responsibilities included in the manual which you may find helpful when assigning duties. Check to see if any volunteers can accommodate families who speak a language other than English.

College Goal Wisconsin is not a place for making business contacts or recruiting students to a specific campus. All volunteers should be aware of these guidelines.

Be sure to contact your volunteers at least two times.

- First in mid-September to confirm that they are needed.
- Second at least a two-weeks before the event to provide directions to the CGWI site as well as the date and time.
- A third reminder the week of the event would be a great idea too!

A FAFSA completion training will be offered on Thursday, September 30, at 10 a.m. and Monday, October 4, at 1 p.m. by webinar and information on how to register will be emailed to all registered volunteers.

VOLUNTEER RESPONSIBILITIES

- **Greeter/Usher**
 - Welcome and direct attendees
 - Register attendees
 - Tell them to find a seat and the presentation will begin shortly
 - Direct traffic to restrooms, exits, etc.
 - Direct latecomers.
 - Count number of attendees
 - Remind participants to conduct online evaluation and scholarship application

- **FAFSA Advisors**
 - Advise during and after presentation as well as in the computer labs
 - Spread out to assist the crowd
 - Answer individual questions
 - Work with other FAFSA Advisors if complicated questions arise
 - Assist in the computer lab with questions
 - Assist family in finding fafsa.gov site and evaluation survey site
 - Ensure families are completing the evaluation survey and online scholarship application
 - Answer any last-minute questions
 - Print confirmation page and return to family
 - Family can be completing the survey while you are getting the FAFSA confirmation page

- **FAFSA Expert**
 - Answer questions after the financial aid presentation.
 - Explain questions will not be addressed during the presentation
 - At end of presentation, ask if there are any quick/general questions that may pertain to entire group

- **Quick Question Table Advisor (optional)**
 - Advise on general or specific FAFSA questions
 - Help as a FAFSA Advisor during presentation if needed
 - Have at least two people at this table after the presentation

- **Usher to computer lab**
 - You may want ask families when they arrive if they have already attended a financial aid presentation at their high school and usher them directly to the computer lab.
 - Those that have not should sit through the presentation and then they can proceed to the computer lab.

SITE DEVELOPMENT POLICY

The College Goal Wisconsin (CGWI) Board considers both the community and facility when selecting sites. The College Goal Wisconsin would like to encourage new locations across the state of Wisconsin to participate in the event. The College Goal Wisconsin Board will determine how many new sites will be added each year dependent upon funding.

As you know, the goal of College Goal Wisconsin is to assist students and families with the completion of the Free Application for Federal Student Aid (FAFSA) so that a college education is accessible, affordable, and becomes a reality especially for low-income, first-generation families and/or students of color. Below are the categories that are important when selecting a College Goal Wisconsin site. Please review the selection categories and keep these items in mind when identifying a location in your area:

Community

Rural or urban

Population that would be served by the site

Percentage of low-income or economically disadvantaged population

Percentage of baccalaureate degree holders in the area

Community organizations working with targeted populations

a. Ability to involve community organizations

II. High Schools in the area served by the proposed site

a. Size of the graduating class(s)

b. Percentage population of students of color

c. Percentage of free or reduced lunch participation in the school(s)

III. Staffing

a. Site coordinator and an outreach coordinator will be required

b. Adequate number of volunteers for site (minimum estimated at 10-12 per site)

c. Number of financial aid professionals volunteering

IV. Site Facility

a. Ability to accommodate large group (50+)

b. Handicap accessibility (facility & rooms)

c. Ease in locating and accessing site/facility

d. Accessible by public transportation

e. Familiarity and comfort of site to families

f. Parking availability at site/facility and ease of access

g. Computer access and number of workstations available

h. Entrance to building: general meeting area near entrance, room for welcome and registration area

i. Approximate distance from other CGWI sites

ANYONE INTERESTED IN HOSTING A COLLEGE GOAL WISCONSIN EVENT WILL NEED TO COMPLETE THIS FORM ON THE NEXT PAGE...ANY ADDITIONAL INFORMATION OR NOTES WHICH WILL AID IN THE SELECTION SITE DECISION WOULD BE APPRECIATED.

COLLEGE GOAL WISCONSIN SITE DEVELOPMENT FORM

I. Community Name	PLEASE COMPLETE
Urban or Rural	
Population	
Percentage of low-income or economically disadvantaged residents residing in this area	
Percentage of baccalaureate degree holders in population	
List community organization(s) working with targeted population in the area	
List organizations that will assist in marketing and outreach	
List organizations that will partner with you to host this event	

II. Area High School(s)	Distance from school to CGWI site	Graduating class size	Free & reduced price meals population	Student of color population

IV. Site/Facility	PLEASE COMPLETE
Facility name	
Ability to accommodate large groups	<input type="checkbox"/> yes <input type="checkbox"/> no
Handicap accessible facility	<input type="checkbox"/> yes <input type="checkbox"/> no
Handicap accessible rooms	<input type="checkbox"/> yes <input type="checkbox"/> no
Ease in locating site – provide directions	
Type of public transportation available	
Familiarity of site to families – list community events held at this location	
Parking availability and ease of access	<input type="checkbox"/> yes <input type="checkbox"/> no
Computer access & number of computers	<input type="checkbox"/> yes <input type="checkbox"/> no Number of computers available:
General meeting area near entrance	<input type="checkbox"/> yes <input type="checkbox"/> no
Welcome & registration space near entrance	<input type="checkbox"/> yes <input type="checkbox"/> no
Distance from other CGWI sites (if known)	

Name of person coordinating event: _____

Institution Affiliation: _____

Street Address: _____ City: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email address: _____

RETURN SITE AGREEMENT FORM TO:

College Goal Wisconsin
625 Stewart Avenue
Wausau, WI 54401
Phone: 715-261-6104
Email to: collegegoalwi@gmail.com

COLLEGE GOAL WISCONSIN REGISTRATION POLICY

The purpose of College Goal Wisconsin is for students and families to receive assistance filing the FAFSA.

Registration Criteria:

The following items will be collected on the registration site:

First Name

Last Name

Address

City, State, Zip

Phone number:

School student is attending:

Year of Graduation:

Email address:

Date of event student plans to attend (individuals can only register for one event at a time):

Virtual Registration Requirements:

1. Registration is required for all virtual FAFSA completion events.
2. Registration will open the end of September.
3. A confirmation will be emailed to the registrant.
4. Three days before the event, an email reminder will be sent with information about how to apply for an FSA ID.
5. On the day of the event, an email will be sent to the registrant with the log in information for the FAFSA completion zoom meeting.
6. Registration will close for each virtual event when registration reaches 150.
7. Registrants should only register for one event at a time.

In person Registration Requirements:

1. Registration is not required for in person attendance. However, it is highly encouraged.
2. Registration will open the end of September.
3. If a registrant registers, a confirmation will be emailed to the registrant.
4. A list of the registrants and their emails will be provided to the site coordinator one week before their event.
5. Registration will close three days before the event.
6. Three days before the event, an email reminder will be sent from College Goal Wisconsin with information about how to apply for an FSA ID.
7. An email from the site coordinator may be sent to the registrant about any specific site COVID protocols.
8. On the day of the event, a reminder email may be sent from the site coordinator to the student.
9. If a person does not register, they may be placed in a waiting area when they arrive if the site can only accommodate so many families.

Registration Data:

1. The registrant's registration information will not be sold or given to anyone that is not affiliated with College Goal Wisconsin.
2. Only the College Goal Board Executive Committee will have access to the registrants' information.
3. Email addresses will be shared with the site coordinator where the registrant is attending for the purpose to notify the registrant of COVID protocols and to email details about the event.
4. Site coordinators will be given specific instructions that they are not to use the registrant's email for any other purpose than listed in 3 above.
5. After the event, the registrant may receive additional information from College Goal Wisconsin re: financial aid information and college going tips. If the registrant is not interested in receiving this information, they will be given the option to unsubscribe to the emails.

Closing Registration:

1. Registration will be closed for the virtual event when it reaches 150 people.
2. Registration for in person events will close three days before the event.

7/11/2021

COLLEGE GOAL WISCONSIN SCHOLARSHIP POLICY

The purpose of College Goal Wisconsin is for students and families to receive assistance filing the FAFSA.

Entry Requirements:

8. The parent/guardian and/or student must begin, complete, and/or seek assistance with the FAFSA during a College Goal Wisconsin event.
9. The parent/guardian or student must submit the College Goal Wisconsin exit evaluation at the event.
10. Upon completion of the exit evaluation the parent/guardian or student will register online for the scholarship.
11. A confirmation will be emailed to the student to let them know that their registration for the scholarship was received.

Selection Process:

10. Each year at the conclusion of statewide College Goal Wisconsin events the College goal Wisconsin board will randomly select the scholarship winners and alternates.
11. Scholarship recipients will be notified of selection by January 15.

Recipient Requirements:

1. The scholarship recipient must complete and return a College Goal Wisconsin student profile that will include date of birth, citizenship status, and other requested information.
2. The scholarship recipient must be a U.S. citizen or an eligible non-citizen.
3. The scholarship recipient must be a Wisconsin resident or graduated from a Wisconsin high school.
4. The scholarship recipient must attend an accredited public or private U.S. not-for-profit institution of higher education and be enrolled at least half-time (six credits or more) in a program of study that is Title IV eligible.
5. The student will be required to provide a copy of their college class schedule which indicates the number of credits per class to College Goal Wisconsin by September 1. It should be mailed to **College Goal Wisconsin, 625 Stewart Avenue, Wausau, WI 54401** or emailed to **collegegoalwi@gmail.com**.
6. If the class schedule is not received by September 1, an alternate scholarship recipient will be contacted and awarded the scholarship.
7. If the recipient delays enrollment due to an emergency, health reasons, National Guard or Reserve training, the student must notify the College Goal Wisconsin board by September 1 and request that the scholarship be deferred until the spring term. Following review of the College Goal Wisconsin board, the student will be notified of the decision to approve or deny the request.
8. It is anticipated that the scholarship check will be sent to the Financial Aid Office of the college the recipient attends by the beginning of October.
9. Recipients will be requested to write a thank you note to be given to the scholarship funder.

Scholarship Conditions:

1. A recipient is eligible for one College Goal Wisconsin scholarship per academic year.
2. Graduate or professional students are not eligible for the College Goal Wisconsin scholarship.
3. College Goal Wisconsin volunteers are not eligible to submit a scholarship entry at the site where they are volunteering.
4. A dependent of a College Goal Wisconsin volunteer will be eligible to submit a scholarship entry at the volunteer's site only if the dependent is accompanied by a different parent/guardian.
5. The scholarship amount and the number of recipients will be conditional on available funds.

Reviewed 6/22/2021

INSTRUCTIONS FOR SIGNING IN, SCHOLARSHIP APPLICATION, AND COMPLETING THE EVALUATION

College Goal Wisconsin must collect accurate attendance numbers and evaluations from attendees to continue into the future. Our supporters require us to report on the benefits of the event. To accomplish this objective, these procedures will be standardized at all sites:

1. Use the Attendance Sign in Sheet provided by College Goal Wisconsin.
2. List the student's name who is completing the FAFSA, check yes if they are attending, and count the number of people in attendance from the student's family.
3. When the student or family signs in, they should receive any handouts available.
4. The student/family evaluation and scholarship registration will be completed online.
 - Information regarding how to access the survey will be provided closer to the event date.
 - **The family must complete the online survey before they can complete the scholarship application online.**
 - Once the family completes the online survey and submits it, they will be prompted to register for the scholarship.
 - The evaluation will take about five minutes to complete.
 - If the student is not attending the event, a family member can register their child for the scholarship drawing if they are completing a FAFSA for that student. If the family is completing more than one FAFSA, each family member completing the FAFSA can enter the scholarship drawing.
 - The scholarship is only for students entering college in the fall of 2021.
4. The student has the possibility of a winning a \$1,000 scholarship.
5. The scholarship winner will be notified by CGWI Finance Committee.

DONATION POLICY

The College Goal Wisconsin Board is fundraising for the event statewide. At the local level you may contact individual businesses for giveaways and food. You may also want to ask your volunteers if they could donate an item from their business or college campus if you want to conduct a raffle or provide giveaways (this is totally optional).

Examples of donations:

Movie Theater to donate movie tickets
Local restaurants for dinner certificates
Local food establishment for coupons
(Burger King, McDonalds, Starbucks)

COLLEGE GOAL WISCONSIN SIGN-IN SHEET

Date of event _____

Location _____

By signing below, I do hereby grant the College Goal Wisconsin organization or anyone from the CGWI organization may designate, full permission to use and reproduce this sign in sheet to verify attendance, in any official publications, on broadcast mediums, or for any legal purpose, all photographs, recordings, and testimonials taken by or submitted to the CGWI organization in which my image, voice, property or writing may appear. I hereby waive all claims to said photography, recordings, and testimonials to subsequent compensation for their use.

Each family member does not need to sign in. Please count the total number attending for each family or who is along with the student.

Name of Student who is filing the FAFSA (Please Print)	Indicate the high school, school district, or college the student attends	Is the student present yes/no	Total Number of Attendees
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			

**Please return to: College Goal Wisconsin, 625 Stewart Avenue, Wausau, WI 54401
Email to: collegegoalwi@gmail.com**

**COLLEGE GOAL WISCONSIN
DATA COLLECTION FORM
AND
CHECKLIST OF ITEMS TO RETURN**

PLEASE PROVIDE THE FOLLOWING INFORMATION ABOUT THE DAY OF YOUR EVENT THE DAY AFTER YOUR EVENT:

Location of event _____

Date of event _____

Total number of people who attended your event _____

Total number of families that attended _____

Total number of volunteers _____

Please indicate what TV stations showed up if any _____

Please indicate if there were any radio announcements. If so, which stations _____

Any comments that you would like to share _____

PLEASE SCAN AND RETURN TO COLLEGE GOAL WISCONSIN (collegegoalwi@gmail.com) THE DAY AFTER YOUR EVENT:

___ Student Sign-In Sheet

___ Volunteer Sign-In Sheet

___ Reimbursement Form if necessary

___ Data Collection Form

___ Email pictures to collegegoalwi@gmail.com

COLLEGE GOAL WI REIMBURSEMENT REQUEST

1. Name

--

2. Purpose of the Expense:

--

3. Date(s) of Event/Meeting:

--

4. Expense/Reimbursements Breakdown:

- See College Goal Wisconsin Handbook for guidelines
- CGWI will follow State of Wisconsin per diem and guidelines
- All expenses must be pre-approved to be eligible for reimbursement

EXPENSE	TOTAL
A. Mileage: Number of Miles_____ x \$.51	
B. Meals	
C. Lodging	
D. Other pre-approved expenses	
E. TOTAL EXPENSES TO BE REIMBURSED	

5. Make check payable to: _____

6. Mail check to:

Name: _____

Address: _____

City/State/Zip: _____

7. Claimant's Signature: _____ **Date:** _____

8. President's Signature: _____ **Date:** _____

9. Submit this form to:

Sharon Hunter
 CGWI President
 625 Stewart Avenue
 Wausau, WI 54401
 Email: collegegoalwi@gmail.com

**VOLUNTEER SIGN IN SHEET
PLEASE READ THE STATEMENT BELOW**

DATE: _____

LOCATION: _____

WRITE OR PRINT CLEARLY THAT YOU HAVE READ THIS.

College Goal Wisconsin is a charitable, volunteer program designed for the benefit of the students and families it serves. To uphold the charitable nature of this event, supporting organizations, including, but not limited to postsecondary institutions, military branches, lenders, financial planners, or any organization that charges fees for FAFSA completion, or testing or college recruitment services must agree that promotion of programs, services, or products at any of the College Goal Wisconsin sites or events is strictly prohibited. All volunteers must agree not to collect, take away, or use any personal information provided by participants. These conditions are crucial to the continued viability of CGWI and reflects the ethical standards of the profession. Violation of these policies may result in the state program's loss of continued grant funds. **I have read and agree to all terms and restrictions as stated on this form**

FIRST NAME	LAST NAME	INSTITUTION	JOB TITLE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			