



Ready, Set, FAFSA! Virtual Financial Aid Events

Fact Sheet for Schools and College Access Programs

Free college and financial aid events are available to Minnesota students and families via Zoom! The series, running Tuesday evenings September 27 through October 25, will cover general college and financial aid information, details on the Free Application for Federal Student Aid (FAFSA), the Minnesota Dream Act for undocumented students, and other ways to pay for college. Please let students in your community know about this opportunity. To access tools and materials to promote these events in your school or program, access our [Ready Set FAFSA Promotional Toolkit](#) and [Social Media Guide](#).

What are the dates, topics and suggested audience?

All sessions are at 7:00 p.m. on Tuesday nights and will last approximately 45-60 minutes. Participants can ask questions in the chat. Participants can attend any number of sessions (choose dates during registration). Suggested audience is 10th, 11th, and 12th grade students and their parent(s)/guardian(s).

- **September 27: Apply to College** | 10-12th grade students
- **October 4: Understand Financial Aid** | 10-12th grade students
- **October 11: Prepare to Apply for Financial Aid** | 12th grade students
- **October 18: Apply for Financial Aid** | 12th grade students
- **October 25: Search for Scholarships** | 10-12th grade students

Who are the presenters?

- Shawn Reynolds, State Financial Aid Program Administrator at the Minnesota Office of Higher Education
- Tara Pribnow, The College Place Director at ECMC
- Jesús Hernández Mejía, Assistant Dean of Financial Aid at Gustavus Adolphus College, and more!

Will this information be offered in other languages?

Yes! All sessions will have simultaneous interpretation in Spanish, Somali and Hmong. In addition, there will be financial aid professionals during each session who can answer questions in the chat in Spanish, Somali and Hmong if needed. We plan to record the presentations as well.



How can students and families participate?

All sessions will be on Zoom, but space is limited. Students and families can register at the following link: bit.ly/readysfafsa. Session materials and recordings will be posted on the same page.

Is there a scholarship for students?

Students who attend any of the sessions will be entered into a drawing to win a \$500 scholarship (one entry per session attended) awarded by ECMC The College Place Minnesota.

What tools are available to help promote these events?

The [Ready Set FAFSA Promotional Toolkit](#) includes information about virtual financial aid events for school/program newsletters, email messages and social media posts to engage students and families. It includes:

- **Graphics:** Ready-made images in two sizes (square and rectangle), in two formats (.png and .pdf) and in four languages (English, Spanish, Somali, Hmong).
- **Copy for Newsletters, Emails, Texts:** Short blurbs to copy/paste into communications sent to families.
- **Press Release Template:** Share the announcement with local media outlets.

Access the [Social Media Guide](#) with images and corresponding captions to share on Instagram, Facebook and/or Twitter accounts starting September 12.

Who can I contact if I have questions?

- Beth Barsness, Beth.barsness@state.mn.us | Minnesota Department of Education
- Kathleen Klima, Kathleen.klima@state.mn.us | Minnesota Office of Higher Education
- Tara Pribnow, tpribnow@ecmc.org | ECMC The College Place Minnesota