



STATE OF ALABAMA
DEPARTMENT OF EDUCATION



Thomas R. Bice
 State Superintendent of Education

January 20, 2016

MEMORANDUM

TO: City and County Superintendents of Education

FROM: Thomas R. Bice *TRB*
 State Superintendent of Education

RE: Cash for College Alabama Campaign

One of the key tenets of PLAN 2020 is that every student possesses the knowledge and skills needed to enroll and succeed in credit-bearing, first-year courses at a two- or four-year college, trade school, or technical school without the need for remediation. Free Application for Federal Student Aid (FAFSA) completion is a key indicator of a college-ready culture. The FAFSA is required for any student seeking federal and state financial aid, including grants and loans, at all colleges. According to the U. S. Department of Education, nine out of ten students who complete a FAFSA attend college the following school year.

The Cash for College Alabama Campaign is an initiative of the nonprofit organization Alabama Possible, and it is partnering with high schools across the state to boost FAFSA completion. Cash for College is a compliment to November's College Application Week. By participating in the Cash for College Alabama Campaign, you can get access to professional development workshops; research, best practices, and community expertise; school counselor toolkits; connections to college and university partners; media resources; FAFSA completion data to measure weekly progress towards your school's goal; and technical assistance upon request.

There is also a \$1,000 grant award to the high school with the highest percentage of FAFSA completion by March 1, 2016, and a \$500 grant award to the high school with the greatest percentage improvement in FAFSA by May 13, 2016. Please encourage your schools to participate in the Cash for College Alabama Campaign by submitting a brief application by January 29. The application requires that each school name a site coordinator and champion and set a specific FAFSA completion goal for the school. The application is available at cashforcollegealabama.org.

Thank you in advance for your support of the Cash for College Alabama Campaign. Please share this memo with principals, school counselors, and educators who are involved with college readiness in your school system. If you need more information or have questions about Cash for College Alabama, please contact Mrs. Willietta Conner, Education Specialist, at 334-353-1607 or by e-mail at wconner@alsde.edu or Alabama Possible at 205-939-1408 or by e-mail at cashforcollegeal@gmail.com.

TRB:SJS:SGH

cc: City and County Chief School Financial Officers
 High School Principals
 High School Counselors

FY16-4001

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