The Get Schooled College Affordability Challenge: My College Dollars Facebook Application

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Get Schooled College Affordability Challenge

The Challenge: Difficulty paying for school is significant barrier to college enrollment and success

The Competition: Use technology to simplify financial aid process & increase awareness of funding sources

Collaboration Across Multiple Innovative Partners
The Challenge is kicked off at Howard University with an announcement from Grammy-winning singer John Legend.

Arne Duncan and Gaston Caperton interviewed by college newspaper editors at kickoff.
January 2011

- Over 200+ submissions received from high school and college students – an MTV record!
- 3 finalists announced at a briefing on Capitol Hill
February 2011

- 3 finalists worked with innovative design firm Frog to refine and bring their ideas to life
- Voting online – close to 6,000 votes received
April 2011

- Devin Valencia, UNLV, announced as the Challenge winner at the Clinton Global Initiative
Winning Social Media Tool

- Use social networking to reduce financial barriers to college enrollment and success
  - Present scholarship opportunities on Facebook
  - Provide FAFSA help
  - Debunk myths about financial aid
  - Increase comfort level related to intelligent borrowing

- Target audience
  - High school seniors
  - Students enrolled in higher education
January 2012

- Launch date of Facebook app: January 18, 2012
  - 6-week sweepstakes sponsored by MTV, along with multiple PSA’s
  - Part of national Get Schooled College Dollars Challenge
  - Social media coverage including Facebook, Twitter and email blast to college access groups
  - College Board site updates (homepage, SAT, Advocacy) and Parent/Student newsletters
  - Webinar in conjunction with Get Schooled (Feb 2012) attended by over 600 high school principals, guidance and financial aid counselors
Results

- 25% of traffic from users age 13-17
- 56% of traffic from users age 18-24
- 86% of App users sign-in; this is very high and showcases the power of Facebook authentication
Demo and Q&A

www.mycollegedollars.com