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FAFSA Delay Communications

As we shared in our recent blog post, [7 Ways to Support (and Yield) Students Despite the FAFSA Delay](https://eab.com/resources/blog/enrollment-blog/7-ways-to-support-and-yield-students-despite-the-fafsa-delay/), there are ways you can use this delay to your advantage and continue developing relationships with students and their families.

Through empathetic, friendly, and clear communications, you can differentiate yourself from other institutions during this perceived service shortfall. Here are some tips on how to create effective messaging, as well as some examples of content you can use for your website, emails, mail, and texts.

### **General Communication Tips**

Keep your messaging clear, concise, and free from jargon.

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Don’t be afraid to overcommunicate or to repeat information – there’s no guarantee students and families received your previous communications or remember their content.

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Adopt a multi-channel approach. Employing a combination of channels will meet students and families where they are and ensure your messages are seen. Parents may be more attuned to email and mail, while students may prefer text and email.

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Always include a welcoming invitation for students and families to get in touch with you to ask questions. Offer multiple options, such as email, phone, and chat.

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Ensure that you’re communicating with faculty, coaches, counselors – anyone who can represent your institution’s message. Be consistent in your messaging to all constituencies and be sure to keep them up to date on the latest decisions and policies.

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### **Commitment to Communication Content**

You may have seen the recent headlines that FAFSA information won’t be shared with colleges until March, which will impact our ability to get you a full financial aid package on our usual timelines.

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We understand that financial aid plays a significant role in students’ college choice, and we’re here to support you through this disruption. Please know that we’ll create a competitive aid award package for you as quickly as possible, communicate your award as clearly as possible, and be available to answer any questions you and your family have along the way.

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Please know that we’ll create a competitive aid award package for you as quickly as possible, and make it as easy to understand as possible, so you can make an informed and timely decision about your college plans.

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We’re committed to keeping you and your family up to date about when you can expect your award notification and supporting you through this process.

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We’re committed to providing you with the most accurate and timely information about aid awarding for the 2024-25 school year, and to creating your aid award package as quickly as possible.

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We understand that this news may be frustrating and confusing, and we’re here to help you navigate this process.

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### **Helping Students Visualize Their Award**

If you’ve filled out your FAFSA and received your Student Aid Index, please share it with us and we can put together an estimate of your award to help you get a head start on your college decision. XXXinstructions for sharing SAIXXX

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### **Keeping You Top of Mind**

We encourage you to continue your college decision process as planned prior to this disruption, including visiting campus (or taking a virtual tour). You can visit us virtually at XXXXXXXX and we have a full schedule of on-campus visit options, such as XXOpen HousesXX and XXXXbranded visit daysXX.

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### **Updating Enrollment Deposit Timelines**

We understand that receiving this information later than expected may in turn affect your ability to make an enrollment decision on the traditional college selection timeline. We will be reviewing our deposit process and will keep you updated about any changes to deadlines or processes. Please let us know if you and your family need additional time or information to make your decision about joining the XXschoolXX family.

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We understand that receiving financial aid award information later than expected may affect your ability to make an enrollment decision on the traditional college selection timeline. To allow you and your family enough time to make an informed decision, we’re moving our enrollment deposit deadline to XXdateXX.

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### **Providing Contact and Support Options**

Please contact our Office of Financial Aid at XXXemailXXX or XXXphoneXXX with any questions you have, and we’ll work with you and your family to navigate this process. If you prefer, we also offer a chat option to get quick, general answers to financial aid questions. Please also check our XXfinancial aid webpageXX for the latest information.

Even without this latest disruption, financial aid and the FAFSA can not only be difficult for students and families to understand, but also emotionally fraught. Empathetic, consistent, and helpful communications can be the key to ensuring your current students and admits see you as supportive, understanding, and helpful – and ultimately, the best choice for their college education.

For general FAFSA submission content recommendations, please visit our [FAFSA Submission Support Resources](https://eab.com/resources/tool/fafsa-submission-toolkit/).