

Learn More Indiana

AN ihets. CASE STUDY ON WEB CONFERENCING SOLUTIONS

IHETS Interactive allows Learn More Indiana's Cash for College Program to reach their statewide audience

ABSTRACT:

The Problem

How to achieve an affordable platform for educating college-bound students on filing the FAFSA form.

The Solution

IHETS provided the secure portal and virtual meeting space necessary to host educational webinars. Students could chat in real-time with financial aid experts while watching the FAFSA Friday demonstration.

The Outcome

FAFSA applications filed 2008:
139,194

FAFSA applications filed 2009:
197,211

**A 41% Increase
in FAFSA Filing!**



The Free Application for Federal Student Aid, FAFSA, provides college-bound students with access to grants and loans to fund their college education. Families, particularly those sending their first child to college, can be daunted by the forms or simply unaware of the importance of filing a FAFSA. Learn More Indiana's Cash for College campaign works to provide Hoosier households with information on paying for college.

Similar to other statewide assistance programs, the Cash for College campaign faced budgetary and logistical restrictions in achieving the reach and resonance needed to truly engage families across Indiana. IHETS assisted by providing the secure-portal and virtual meeting space necessary to host online presentations and videos designed by Learn More Indiana.

"IHETS was able to fill a void and help reach students and families across the state while providing a convenient and safe meeting place."

[Elizabeth Crouch, Learn More Indiana]

The first of its kind in the nation, the 2009 FAFSA Friday webinar brought together more than 250 users to watch informational videos on filing FAFSA forms and chat in real time with financial aid counselors.

In 2010, IHETS once again assisted Learn More Indiana with FAFSA Friday, the two-day event occurred on February 12 and 19. IHETS interactive allows Learn More Indiana to reach families who may not have access to in-person meetings and presentations provided by the Cash for College campaign. Access the information at: <http://www.learnmoreindiana.org/cashforcollege> or by visiting <http://www.ihets.org>.

Thanks in part to tools learned from these videos, the Indiana Commission for Higher Education reported a **41% increase** in FAFSA filing as well as a **47% increase in error-free FAFSA forms** from 2008 to 2009. This initial success with the Cash for College campaign led Learn More Indiana to predict even greater results for 2010's FAFSA filings!

Learn More Indiana hopes to reduce the approximately \$230 million of unclaimed financial aid annually available to students in Indiana by educating families on the importance of submitting a FAFSA form. IHETS is honored to be a part of this mission.

Discover ways IHETS can assist your organization in expanding their reach through Web conferencing.
Contact info@ihets.org or call 1-888-319-0042.