FINANCIAL LITERACY PROJECT

PROJECT APPACT

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Project AppAct is a program designed to guide prospective college students through the vital process of applying for multiple types of financial aid in a relatable manner, as well as prepare students for the expectations for each type of college financial aid application.

The college financial aid system is a byzantine process that requires excessive time, effort, and initiative on the part of students and parents alike. Between different college programs, there is no free, efficient, and comprehensive guide to financial aid applications that students can use to assist them through this process. This is a major concern considering the exponential increase in college tuition and living costs across the United States.

Project AppAct’s targeted approach provides exposure to the real world and makes the program relevant and relatable, while improving prospective college students’ understanding of college financial aid.

The acronym SEEK incorporates Project AppAct’s 4 primary goals, which center on seeking and securing financial success.
Address | November 2021
Identifying complexities and insecurities behind financial aid processes for secondary education; foundational activities (social media presence, sticker production) to establish initial outreach

Expand | February 2022
The final phase of Project AppAct; creating and expanding resources for parents, low-income families, T-1 schools, and international speakers

Provide | January 2021
Providing personal lessons/seminars to stimulate campus-wide education; distributing reflection-focused surveys to gauge audience data regarding impact and effectiveness of Project AppAct deliverables; brochure development released

April 2022
Project Completion

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MEDIA
Website & social media presence with easy access to project resources

PODCAST
Relatable and realistic outlook on financial aid pressures

SEMINARS
Multiple in-person seminars conducted campus-wide with quality education on aid processes

BROCHURES
Digestible research designed to guide students through financial aid processes

**PROJECT ACTION ITEMS HIGHLIGHTS**

- Collaboration with Charles Schwab Moneywise
- Leveraging existing finance classes to strengthen local community goals
- Successful campus-wide promotions

**INCLUSION OF:**
- Loan Applications
- Scholarship Applications
- Managing College Financial Aid

To ensure no student feels uninformed in any aspect of college financial aid!
**Seeking Success**

- 218% increase in aid application readiness
- 120% increase in participant self confidence
- 3,600+ impressions via social media alone
- 675% increase in financial aid knowledge

**Participant Testimonies**
- Students at Vista Ridge High School

"I've been pretty stressed with how I'll be able to handle costs if I don't get much aid so this helped a lot!"

"I'd been wanting to learn about how finances in college work, and I'm so glad that other students could teach me."

**SWOT Analysis**

- **Strengths (S)**
  - Top quality output
  - Goal-oriented
  - Accountability

- **Weaknesses (W)**
  - Scheduling conflicts
  - Existing workload too high

- **Opportunities (O)**
  - Expansion to parents of students
  - Expansion to other schools within the area

- **Threats (T)**
  - Misleading and overwhelming info on Google
  - Trust towards paid services

**97%** of participants felt that Project AppAct is beneficial for their financial future.

**Future Recommendations**

1. Extending focus to a national scale by partnering with existing financial institutions and colleges
2. Releasing a free and internationally accessible app
3. Improved team communication, and using more effective tools to do so