



FINANCIAL LITERACY PROJECT

PROJECT APPACT

NISHIKA BAJAJ, AMANDA FARRAR, AVERY HABERMACHER

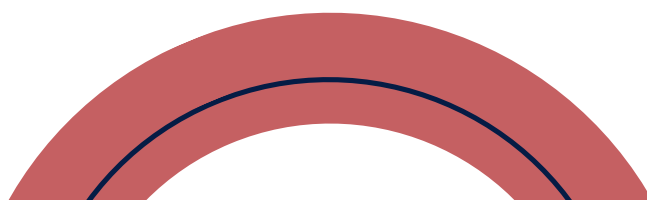
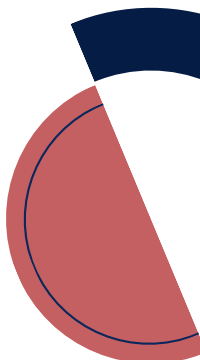
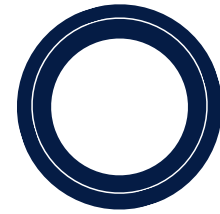
VISTA RIDGE DECA

**VISTA RIDGE HIGH SCHOOL
200 S VISTA RIDGE BLVD, CEDAR PARK, TX 78613
APRIL 24TH, 2022**



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I. EXECUTIVE SUMMARY

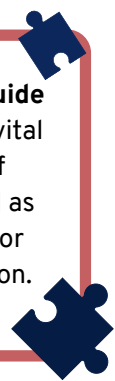
THE PROBLEM

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.



OUR SOLUTION

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.



WHY APPACT?



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.

SUCCESS

Observe a 50% increase in students' application readiness, based on recorded shifts in mindsets

ESTEEM

Observe a 50% increase in students' self-confidence for personal finance management

ENGAGE

At least 200 active participants in program activities

KNOWLEDGE

Observe a 75% increase in aid application retainment and student knowledge regarding financial aid

TARGET AUDIENCE



- Prospective college students, including:
- High school juniors and seniors
 - Young adults aspiring to attend college
 - Working adults seeking higher education

RESEARCH

- Researching and differentiating between types of financial aid and their respective applications
- How specific college financial aid programs may differ
- Contextualizing experiences applying for federal financial aid through crafted surveys



The acronym **SEEK** incorporates Project AppAct's 4 primary goals, which center on **seeking and securing financial success**.

TIMELINE

Release | December 2021

Website and podcast development & release; focus on relatability and realism of project; ideals established for further development of AppAct activities

Expand | February 2022

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

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

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

PROJECT ACTION ITEMS — & HIGHLIGHTS

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



• 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, Weaknesses, Opportunities, Threats

- Top quality output
- Goal-oriented
- Accountability

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- Scheduling conflicts
- Existing workload too high

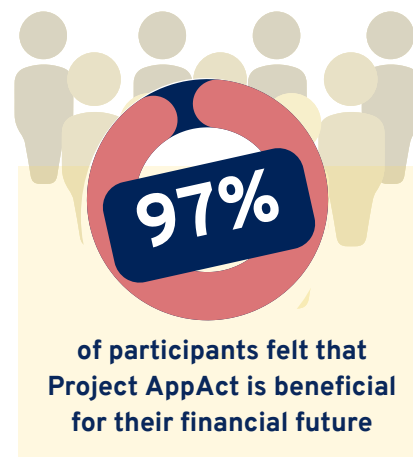
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- Expansion to parents of students
- Expansion to other schools within the area

O

- Misleading and overwhelming info on Google
- Trust towards paid services

T



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