

# WHO IS LOSFA?



LOUISIANA OFFICE OF STUDENT FINANCIAL ASSISTANCE

The Louisiana Office of Student Financial Assistance (LOSFA) is a Program of the Louisiana Board of Regents, that strives to be Louisiana's first choice for college access by promoting, preparing for, and providing equity of college access. LOSFA administers the state's scholarship and grant programs and the state's Internal Revenue Code Section 529 college saving program, the educational saving plan for K-12 tuition, and the 529-A saving plan for eligible individuals with disabilities.



## PROMOTE

We promote college access through educational programs, FAFSA and college application completion support, college access browses, integrated business and industry visits, postsecondary campus visits, comprehensive communications and outreach, and more, as the state's expert source of information on financial assistance.



## PREPARE

We prepare students for college success by providing intensive comprehensive college and career advising, connections to support services, mentoring, student network groups, opportunities to connect with employers for job shadowing and internships, partnerships with community organizations and postsecondary institutions, college access educational programs, financial literacy resources, and more.



## PROVIDE

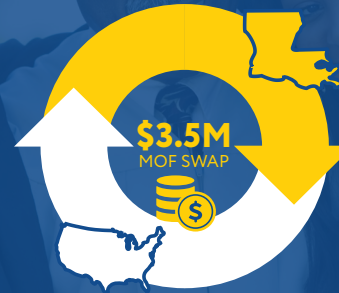
We provide college financial assistance and related support services by administering Louisiana's merit-based Taylor Opportunity Program for Students (TOPS) scholarship, need-based Louisiana GO Grant scholarship, M.J. Foster Promise Program, Louisiana Geaux Teach, Louisiana National Guard Patriot Scholarship Program, Louisiana's 529 START Saving Plan, K12 Saving Plan, LA ABLE, and more.

CONNECT WITH **LOSFA**



# COLLEGE ACCESS: *Reimagined*

To support LOSFA's efforts to serve the 500% increase in outreach, 175% increase in programs, and help to meet the state's workforce needs, the agency has received financing through a (MOF) swap of \$3.5 million from federal to state funding.



FUNDING



PROGRAMS



AUDIENCE

This funding has already been used to support comprehensive advising and support efforts through:



## Staffing

- Intake and Assistance Officers
- Comprehensive Advising Officers
- Employee and Customer Engagement Coordinator
- Administrative Assistant
- Employee Engagement Specialists
- Student Engagement Specialists
- Digital Media Specialist



## Technology

- Case Management System for comprehensive advising cohorts
- Artificial intelligence (AI) to enhance staff assistance to students
- User Experience and User Interface (UX/UI) design for website and online applications
- Equipment and Software



## Outreach

- Expanded State Outreach, In Person and Virtual
- Custom program development and offerings
- New branded collateral and display materials for outreach events



## Promotions

- Digital marketing to promote programs, services, partnership opportunities, and comprehensive advising.
- Print advertising in business, industry, and educational publications
- Video production

## FOCUS AREAS

To meet the demands of increased program administration and a five-fold increase in its outreach audience, LOSFA has reframed its approach to statewide college access support using evidence-based best practices. LOSFA's new approach focuses on three key elements that have been deemed crucial to improving educational outcomes for the students the agency serves:



### Comprehensive Advising for Students Statewide

Ensuring that students statewide, no matter where they are in their postsecondary journey, have access to the information and support needed through intensive advising.



### Career Exploration Connected to Postsecondary Pathways with the Best Value Proposition

Helping students find their passion, identify careers, and match with the program and school that best fits their needs and is the best value proposition for them.



### Connecting Students to Holistic Support Services


Addressing anticipated barriers to completion and connecting students and families to vital support and resources to help them through the college preparation process and completion of their credential while maintaining access to basic needs.

SCAN HERE  
FOR SUPPORTING RESEARCH AND RESOURCES



# 2023

 **97,550** STUDENTS AWARDED

 **\$355,958,227.72** DOLLARS AWARDED

*\*Data does not include Louisiana's 529 Saving Programs disbursements and deposits.*

**16** SCHOLARSHIP & GRANT PROGRAMS



 **92.7%** BUDGET SPENT ON PROGRAM AWARDS

 **2.2%** BUDGET SPENT ON ADMINISTRATIVE COSTS

 **307** VIRTUAL OFFICE HOURS

 **490** TOTAL EVENTS | **411** FACE-TO-FACE | **79** VIRTUAL





# COMMUNICATIONS

12,403 INCOMING EMAILS FOR ASSISTANCE  
 33,157 INCOMING CALLS FOR ASSISTANCE  
 6,450 TOTAL CHATBOT INQUIRIES  
 325,339 TEXTS SENT TO STUDENTS  
 921,250 SOCIAL MEDIA REACH



# WEBSITE

1,228,783 SITE VIEWS

TOP 5 MOST POPULAR PAGES

TOPS

STUDENT HUB

M.J. FOSTER PROMISE

OTHER SCHOLARSHIPS

GO GRANT



LOUISIANA IS

#1

IN FAFSA® COMPLETION

71.3%

OF SENIORS

SUBMITTED A FAFSA®



# 529 SAVING PROGRAMS

2,938 529 ACCOUNTS OPENED

82,580 TOTAL ACCOUNTS

\$1,484,951,490.26 TOTAL ACCOUNT BALANCE

+\$500,000 INCREASE IN DEPOSITS

+\$20 MILLION INCREASE IN DISBURSEMENTS

# LOSFA *by Fiscal Year*

**SCAN HERE FOR CURRENT PROGRAM HIGHLIGHTS** →



PROGRAMS CURRENTLY FUNDED	PROGRAM OVERVIEW	PRIOR YEAR STATISTICS (FY 2022-23)			FUNDING TYPE	CURRENT YEAR APPROPRIATION (FY 2023-24)	
		PARTICIPANT TYPE	# SERVED	DOLLARS			
Student Engagement/ Student Network Groups	Connect with professional practitioners to encourage persistence and growth. Connect students and professionals majoring or employed within a related field of study	Nursing Group	40	\$345,630	SGF	\$1,674,702	
		Accounting/Finance Group	10				
		Engineering Group	36				
		IT/CIS Group	15				
		Education	11				
		MJ Foster Group	23				
		Postsecondary Transition Group	20				
		Students Orientation	539				
		Events Held	101				
		Total Served at Events	1,344				
LOSFA College Access, Success, and Communications (CASC)	College Access Services – Statewide Provision of Information on College Access and Financial Assistance Programs	F2F Contacts*	11,997	\$2,460,133	SGF	\$3,249,068	
		Electronic Contacts	SignalVine				45,614
			Emails				14,961
			LEX				6,428
			VOH				344
			Phones				40,078
			Constant Contact				11,216
			Virtual Outreach Events				5,515
START Saving Program	Earning Enhancements – Louisiana’s 529 Qualified College Saving Program	Account Owners	76,725	\$1,392,650,234	SGF	\$2,900,000	
LA ABLE Program	Savings Plan - Disabled Individuals - Louisiana’s 529(a) Qualified ABLE (Achieving a Better Life Experience) Program	Account Owners	1,254	\$6,543,774	N/A	N/A	
START K12 Program	Savings Plan - Louisiana’s 529 Qualified Elementary/Secondary school Saving Program	Account Owners	3,050	\$22,098,202	N/A	N/A	

(Data as of 8-2023)

\*Face to Face (F2F) contacts include in-person outreach events and in-office visitors.

PROGRAMS CURRENTLY FUNDED	PROGRAM OVERVIEW	PRIOR YEAR STATISTICS (FY 2022-23)			FUNDING TYPE	CURRENT YEAR APPROPRIATION (FY 2023-24)
		PARTICIPANT TYPE	# SERVED	DOLLARS		
TOPS – Taylor Opportunity Program for Students	Merit Based Aid – Scholarship program (Includes Opportunity, Performance, Honors, Tech and TOPS Tech Early Start awards)	Undergraduate	51,576	\$286,132,093	SGF	\$206,404,128
					SD	\$101,673,075
					TOTAL	\$308,077,203
Louisiana GO Grant	Need Based Aid – Grant program	Undergraduate	33,601	\$55,470,798	SGF	\$70,480,716
M.J. Foster Promise Program	Grant to adult students for degrees/credentials for high demand jobs	Undergraduate	1,794	\$2,657,048	SD	\$9,975,000
GEAUX Teach	Students in teacher preparation programs	Undergraduate	312	\$664,119	SD	\$2,500,000
		Alternative Cert.	111	\$119,186		
Patriot Scholars	Payment of mandatory fees for recipients of National Guard tuition waiver	New Program in 2023-24			SGF	\$2,300,000
Rockefeller State Wildlife Scholarship	Grant - La. Scholarship for forestry, wildlife and fisheries majors	Undergraduate	27	\$48,000	SD	\$60,000
		Graduate	4	\$12,000		
Strategies to Empower People (STEP) Program -- Administered for DCFS	Special Purpose–Vocational Education and Adult Education training for TANF/FITAP recipients	Adult Ed	0	\$0	IAT	\$420,998
		Voc Ed	5	\$8,533		
Chafee Education and Training Voucher – Administered for DCFS	Special Purpose - Provides assistance to students who have aged out of foster care	Aged-Out Foster Youth	76	\$283,550	IAT	\$352,744
John R. Justice Loan Repayment Program	Loan Repayment - Assists prosecutors and public defenders with student loan debt	Prosecutors	10	\$42,000	Fed	\$63,245
		Public Defenders	5	\$42,000		
GO Youth Challenge Grant	Merit Based Aid – Scholarship program	Undergraduate	18	\$42,594	SGF	\$10,150
BESE Tuition Program for Teachers	Grant - Assists current teachers to enroll in courses at Louisiana colleges and universities at the state's expense	Teachers	7	\$25,519	SGF	\$20,000
Regional Contract Program (RCP)	Loan Forgiveness – Assists La residents to study Optometry or Podiatry at select out-of-state institutions.	Optometry	35	\$672,000	SGF	\$810,816
		Podiatry	0	\$0		
Paul Douglas – Teacher Loan Forgiveness Program	Loan Repayment Collections – to be remitted to the Fed. DOE	This appropriation is budget authority to collect repayments and remit those payments to US DOE. Program has been inactive since 1994-95.			Fed	\$60,000
Completers Grant	Grant to incentivize near-completers (Grant scheduled to end June 30, 2023)	Undergraduate	2,596	\$6,283,175	Program ended June 30, 2023	
LCTCS 18-20 Year Old Noncredit Pilot	LCTCS Pilot for 18-20 year old -noncredit	Undergraduate	48	\$62,013	Program ended June 30, 2023	
LCTCS Workforce Partnerships Pilot	LCTCS Pilot for Workforce Partnerships	Undergraduate	1	\$1,600	Program ended June 30, 2023	

(Data as of 8-2023)

\* We are not expecting any increases or decreases in funding for any of our other programs.

# AGENCY *Highlights*

## COMPREHENSIVE ADVISING



Developed a tiered support system ranging from self-service, virtual assistance, and help from a live agent to intensive and comprehensive advising, college access coaching, and connections to needed wrap-around services.



Restructured the Public Information Officer position into the Intake and Assistance Officer (IAO) position and the Outreach Coordinator position. This restructure allows LOSFA to better assist students and parents with programmatic issues and advising; provide intensive assistance for complex needs; develop partnerships, programs, and identify resources to aid in comprehensive advising; and conduct outreach.



Created the Comprehensive Advising Officer (CAO) position to provide comprehensive, long-term postsecondary education advising, college access coaching, and connections to needed support services to students statewide.



Implemented Salesforce as a case management system for students needing intensive, comprehensive advising and connections to support services. It is also used to manage cases where students have complex programmatic issues that prevent them from accessing their awards. 241 cases have been referred from November 2023 through February 29, 2024.



Launched Wyatt, a virtual FAFSA® advisor. Wyatt is available 24/7 to help first-time and returning filers in Louisiana complete the FAFSA® by guiding them through the application, texting helpful reminders, and answering FAFSA®-related questions.

**To connect with a LOSFA Comprehensive Advising Officer, please contact us at**  
**LOSFA.Advising@la.gov**  
**(800) 259-5626**



# HOLISTIC SUPPORT SERVICES

Expanded our outreach with targeted positions designed to establish partnerships, develop programs and resources, and identify services and additional sources of support to be utilized by CAOs in advising students.



Incorporated a new feature to the LOSFA website that allows users to view content in Spanish, Arabic, Chinese, and Vietnamese. LOSFA also continued to translate resources, documents, and some presentations into Arabic, Spanish, and Vietnamese.



Promoted access to the Supplemental Nutrition Assistance Program (SNAP) benefits for college students as well as the Child Tax Credit (CTC), the Affordable Connectivity Program (ACP), Medicaid, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) through social media and an email campaign in partnership with the Louisiana Department of Children & Family Services.

Procured a license with LA 211 on behalf of the Board of Regents to embed the state’s first public-facing search engine on the LOSFA website and help connect students to support services. From June 1, 2023, to December 31, 2023, site visits totaled 3,516, with 3,770 keyword searches that included assistance, healthcare, housing, education, and medical.

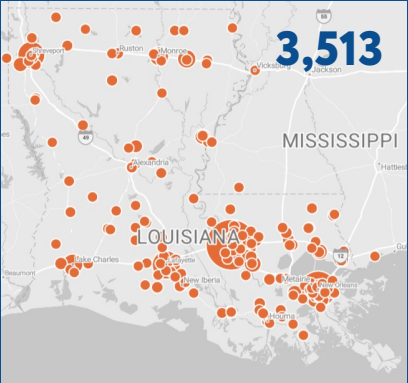


## SEARCH REQUESTS BY KEYWORD

<b>Assistance</b>	<b>142</b>
<b>Healthcare</b>	<b>74</b>
<b>Housing</b>	<b>69</b>
<b>Education</b>	<b>57</b>
<b>Medical</b>	<b>53</b>



## TOTAL SITE VISITS BY LOCATION



Facilitated a “Beyond LOSFA: Identifying Additional Student Aid and Support” webinar for all eligible M.J. Foster Promise Program applicants (over 6,000). With M.J. Foster Promise funding being prioritized for Spring 2024, this webinar focused on identifying additional sources of student aid and support. There were 315 participants, with 88% responding that they found the webinar informative. The recording and additional resources were sent to all 6,000+ eligible program applicants.

# CAREER-CONNECTED EDUCATION PATHWAYS



Provided direct virtual connections, one-on-one support, and advocacy through industry-specific Student Network Group meetings that further connect students to holistic mentorship, internship, apprenticeship, and career exploration opportunities. During these monthly meetings, students with similar backgrounds and majors are introduced to professionals in their field of study to connect classroom learning with workplace experiences. Student Network Groups currently exist for Accounting/Finance, Education, Engineering, Information Technology/Computer Information Systems, and Nursing majors; M.J. Foster Promise Scholarship recipients; and high school students preparing to transition to postsecondary institutions. There are currently 790 students registered for our Student Network Groups.



Hosted a Virtual Apprenticeship Expo, which showcased the importance of continuing education and flexibility in securing jobs and emphasized to students that apprenticeship programs are viable alternative postsecondary education pathways. Attendees learned the differences between apprenticeships, pre-apprenticeships, and internships while learning about wraparound services available to apprentices. More than 1,000 secondary and postsecondary students attended this year's expo.



Expanded partnership opportunities with business and industry, community organizations, and postsecondary institutions to offer internship and job shadowing experiences that potentially lead to job placement opportunities for student participants in our Student Network Groups.





LOUISIANA'S FIRST CHOICE FOR

**COLLEGE ACCESS**



[mylosfa.la.gov](http://mylosfa.la.gov)