



Communications Plan

FAFSA 2024-25 Opening | Fall 2023

Situation Analysis

The 2024-25 FAFSA is opening December 2023, instead of October 1 like it usually does. We need to keep students updated on this change and remind them to complete the FAFSA once it opens.

Strategies

- Email
- Text

Audiences

- [Continuing Students](#)
- Registered for Spring 2024

Tactics & Timeline

| Timing | Tactic | Notes |
|--------|---------|-------|
| 9/28 | Email 1 | |
| 10/3? | Email 2 | |
| 11/7? | Email 3 | |
| 12/5 | Email 4 | |
| 12/5 | Text 1 | |



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Email 1

Subject: Important 2024-25 FAFSA Update

Historically, the FAFSA has opened at the beginning of October each year. However, this year **the 2024-25 FAFSA will not be available until December 2023.**

This delay is due to updates being made to the application. The new form will be simplified, with fewer questions and an easier way to import income data from tax records.

We will keep you updated on changes to the application and information on when it opens as it becomes available. If you have any questions about the FAFSA or financial aid at Ivy Tech, visit ivytech.edu/financialaid.

Email 2

Subject: Upcoming changes to the FSA ID

As the 2024-2025 FAFSA undergoes improvements, one constant for FAFSA applicants will be the FSA ID. Anyone who needs to complete any part of a student's FAFSA, whether they're a spouse, parent, or step-parent, is required to have their own unique FSA ID and password.

This ID plays a vital role in the security of your application by providing a digital signature. Those involved in the application process can create their FSA ID by visiting studentaid.gov and creating an account by providing their full name, birth date, and Social Security number.

Starting December 2023, parents who do not have a Social Security number will be able to generate an FSA ID, granting them access to the FAFSA form. We will send you updates on these changes and information on when it goes live as it becomes available.