



LOSFA LOOP

February 2011 Edition

Volume 4-2

From the Desk of the Executive Director

Financial Aid Awareness Month is upon us again. This time last year, I expressed great anticipation for the month of February due to Financial Aid Awareness month, College Goal Sunday, the Saints in the Super Bowl and Mardi Gras. Well, this year the Saints are not in the Super Bowl and Mardi Gras takes place in March, but I'm still eagerly anticipating this month. Louisiana's fourth College Goal Sunday event takes place on February 20th and I am confident that we'll continue to provide prospective college students and their parents with the assistance they need. Hopefully, our first statewide College Goal Sunday radio campaign supplemented by the use of our social media will provide us with our best attendance to date. Listen for the radio commercial in your area.

As important as it is for prospective college students to complete the FAFSA, it's also great to know that the START Saving Program reported a record amount of deposits in 2010 (Page 9). This record leads me to believe that our message regarding the fact that financing post-secondary education actually begins with saving is beginning to resonate. We want to build on this momentum, which is why LOSFA is participating in America Saves Week which takes place February 20th – February 27th (Page 5). We'll jumpstart the week with our annual College Goal Sunday event and continue with activities throughout the week to promote saving, more specifically, automatic saving. Continue to check our Facebook page, <http://www.facebook.com/LOSFA>, for details.

Even though America Saves Week ends on February 27th, we'll continue to promote finan-

cial literacy and fiscal responsibility beyond that week. We hope to foster a culture of saving among teens and young adults that will last a lifetime, which is why it is crucial to address younger children. We've partnered with the Louisiana Jump\$tart Coalition's Annual Poster Contest which is open to students in the 3rd grade and above. In the past, the Louisiana Jump\$tart Coalition awarded winners of the contest savings bonds, but this year's winners will receive a deposit into a START Saving account. We're excited, not only for the potential winners, but because we hope that this will help to increase awareness of the possibility and benefits of saving for college by planting the proverbial seed among elementary students, who eventually become high school students, college students and in many instances, parents themselves, thus creating a ripple effect. This event will be followed by our statewide financial literacy tour in March which will also espouse the possibility and benefits of saving. Saving is often emphasized during Financial Literacy Month (April) and the completion of the FAFSA is emphasized during Financial Aid Awareness Month (February). As Louisiana's First Choice for College Access, we feel that it is incumbent upon us to begin to link these two concepts within the consciousness of Louisiana's students and parents. Financial Literacy is an im-

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LOSFA Outreach

LOSFA has completed another successful College Access 4 U program, this time at Children's Charter Middle School in Baton Rouge. The program began January 11th and concluded January 26th. Forty students met for an hour each week, taking part in games and activities to enrich their understanding of higher education and career possibilities. Kendra Woods, right, as well as Jennifer Guhman took part in the program.



LOSFA's Social Media



<http://www.facebook.com/LOSFA>



<http://www.twitter.com/LOSFA>



<http://www.youtube.com/LOSFA1000>

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portant and seminal component of Financial Aid Awareness. Although we're emphasizing the proper completion of the FAFSA this month, the FAFSA is not the first step in financial aid. The first step is beginning to save for college. The START Saving program provides many incentives to save and we hope that our many outreach activities will help more people to realize how it is possible.

-- Melanie

College Goal Sunday is nearly here!



February 20, 2011
2:00 PM until 4:00 PM



There is still time to register for Louisiana's College Goal Sunday, a free event designed to help students and parents take a major step towards obtaining financial aid -- filling out the FAFSA (Free Application for Federal Student Aid).

Tuition, fees, books, supplies, housing, food...it all adds up, but financial aid is available for those who qualify. To apply for state aid (TOPS, Go Grant) and federal aid (Pell Grant, Federal Work-Study, loans) you must complete the FAFSA. Financial aid professionals will be on hand during the College Goal Sunday event to guide you through this application process. Computer labs will be open so that your electronic FAFSA can be completed and submitted on site. A financial aid overview will also be provided.

College Goal Sundaysm is targeted to all Louisiana high school seniors and their families, but adults who need financial aid assistance for post-secondary education are also encouraged to attend.

To register, go to <http://www.osfa.la.gov/CollegeGoalSunday.shtml>

A complete list of what to bring to College Goal Sunday, as well as the 14 specific sites across the state participating in the event can also be found at the above Web site.

If you have questions or need assistance on "What to Bring", please check our Web site or call us toll free at (800) 259-5626, ext. 1012, 8:00 AM to 4:30 PM, Monday through Friday.

Below: Parents and students gather at L.E. Fletcher Technical Community College in Houma for College Goal Sunday 2010.





College
Goal
Sunday

MMM...
A Money
Sundae?

Louisiana College Goal SundaySM is an event that will help you melt away the tedious process of filling out the FAFSA (Free Application for Federal Student Aid) in order to obtain financial aid. Free on-site assistance from area college financial aid professionals will be provided.

For more information, including what you need to bring, visit us at our Web site.
[www.osfa.la.gov/CollegeGoal Sunday.shtml](http://www.osfa.la.gov/CollegeGoal%20Sunday.shtml)

Louisiana College Goal SundaySM Locations 2011
February 20th, 2011 2 - 4 P.M.

Alexandria
Louisiana State University - Alexandria

Baton Rouge
Baton Rouge Community College
Southern University - Baton Rouge

Bossier City
Bossier Parish Community College

Grambling
Grambling State University

Hammond
Southeastern Louisiana University

Houma
Fletcher Technical Community College

Lafayette
University of Louisiana at Lafayette

Lake Charles
SOWELA Technical Community College

Lutcher
Lutcher High School

Monroe
Louisiana Delta Community College

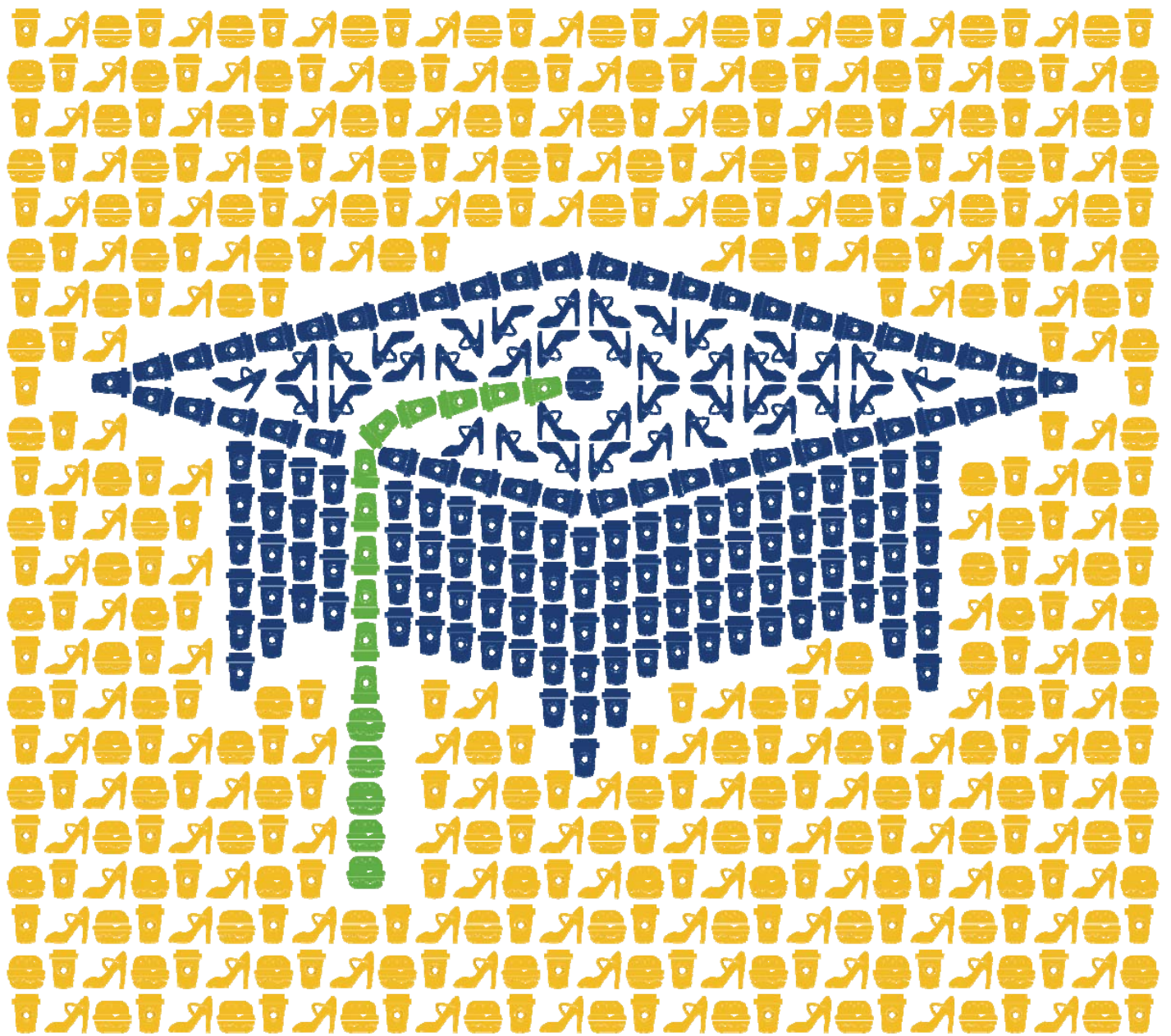
New Orleans
Delgado Community College - West Bank Camp
Dillard University

Ruston
Louisiana Technical College

Check our Web site for additional site locations and specific room locations at each site.

The College Goal Sunday program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment Inc, and with supplemental support from Lumina Foundation for Education.

Louisiana College Goal SundaySM is sponsored by the Louisiana Association of Student Financial Aid Administrators (LASFAA) and the Louisiana Office of Student Financial Assistance (LOSFA) with funding from a Lumina Foundation for Education grant.



+ IT ALL ADDS UP +

With spending being so easy these days, it's no surprise that saving isn't. But if you would just put the plastic back into your wallet and say "later" to your latte, you could enroll as a Saver, open a savings account, and start making automatic deposits to that account—which could save you thousands of dollars a year. That's money that could go towards continuing education for you or your child, a new car, or even early retirement. Because what starts with something as simple as rolling your change or bringing your lunch to work, is laying the foundation for a wealthier future. One that quite possibly could involve a graduation cap and gown.

www.AmericaSavesWeek.org



**america
saves
week**

February 20 - 27, 2011

LOSFA



START
SAVING FOR COLLEGE

Made possible through the generous support of Capital One.



Louisiana Jump\$Start 2011 *Young Money \$uper \$tars* POSTER CONTEST

Since 2008, the Louisiana Jump\$Start Coalition, in an effort to inspire Louisiana youth to become more financially savvy, has sponsored a Financial Literacy Poster Contest. This poster contest is a great way to get students thinking about how to effectively manage money. The contest offers them a creative outlet to demonstrate their knowledge, it gives students the opportunity for local and state recognition of their artwork and it rewards winners with a START Saving Account and other prizes.

Contest Rules and Guidelines:

Theme: *Benefits of Saving Money*

Eligibility:

- Elementary: 3rd through 5th Grades
- Middle: 6th through 8th Grades
- High: 9th through 12th Grades

Specifications:

Posters may be between 8 ½" by 14" or 11" by 17" in size. All posters must be submitted on white poster board. Original and computer-generated artwork is accepted.

Poster Content:

Poster content should encourage other children in their eligibility bracket to start saving money. Have the students consider their poster a bill board advertisement that they would put on the highway; this bill board would convince their peers to save money.

The benefits of saving money can include, but are not limited to:

- earning interest or dividends,
- the power of compounding interest/dividends,
- how easy it is to save money, and
- how saving a little bit on a regular basis adds up to a large sum quickly.

Free financial lesson plans with activities for each eligibility bracket can be found at:

www.NFIKidsCount.org

Grades 3-5

www.PracticalMoneySkills.com

Grades 6-8

www.MoneySkill.org or <http://hsfpp.nefe.org>

High School

Poster Labeling:

All posters must be labeled with the following information (see attached entry form below):

Student's Name	Parent's Name
Student's Grade and Parish	Home Address
Student's School Name and Address	Home Email
Sponsoring Teacher's Name and Phone (if applicable) Class or Club	Student T-shirt Size (Youth or Adult)

Method of Entry:

Teachers can submit posters on behalf of their class(es) or individual students can submit an entry. Send posters to:

Louisiana Jump\$tart Coalition
5261 Highland Road PMB #191
Baton Rouge, LA 70808

Submission Deadlines:

Posters must be received by Louisiana Jump\$tart no later than **March 14, 2011.**

Judging Criteria:

Posters will be judged on creativity, accuracy of information, reflection of theme, quality of content and overall execution. The name of the contest "Young Money \$uper \$tars" along with the 2011 theme "Benefits of Saving Money" must be included on poster entries.

One poster will be chosen as the winner for each of the three Grade Categories.

Note: All posters submitted will become property of Louisiana Jump\$tart Coalition which reserves the right to reproduce.

Winner Prizes:

Grade Category Winners (Elementary, Middle and High School) receive:

- \$100.00 deposited into a START Saving Account
- Finalist T-Shirt
- An Award Plaque

Overall Louisiana State Winner receives:

- \$500.00 deposited into a START Saving Account
- Finalist T-Shirt
- An Award Plaque

Winning posters will be displayed on our website at www.louisianajumpstart.org.

To learn more about a START Saving Account, go to:
<http://www.startsaving.la.gov>

Questions? Email Debbie Lapeyrouse at: louisianajumpstart@gmail.com



LOUISIANA JUMP\$START 2011 POSTER CONTEST Official Entry Form

Please attach this completed form to the back of your poster entry. Print clearly or type the information. Good Luck!

Louisiana Jump\$Start 2011 *Young Money Super Stars* Poster Contest Theme: **Benefits of Saving Money**

Student's Name: _____

Grade: _____ Parish: _____

School Name: _____

School Address: _____

Class or Club: _____

Sponsoring Teacher's Name: _____

Teacher's Phone: _____

Parent's Name: _____

Home Address: _____

Home Email: _____

Student t-shirt size: (state Youth or Adult) _____

I give Louisiana Jump\$Start permission to reproduce through printed, visual, audio or electronic means, activities in which I have participated in. My authorization will enable Louisiana Jump\$Start to use my name, statements and/or picture to promote the organization through the use of mass media, websites, newspapers, etc. I understand I will receive no compensation for the use of such material.

Poster submissions should be sent on or before **March 14, 2011** to:

Louisiana Jump\$Start Coalition
5261 Highland Road PMB #191
Baton Rouge, LA 70808
E-mail: louisianajumpstart@gmail.com

FLY Statewide High School Spring 2011 Tour



LOSFA's FLY (Financial Literacy for You) Team has partnered with Big Buddy of Baton Rouge's Wordplay Teen Writing Project to produce the FLY Statewide High School Spring 2011 Tour. The Wordplay Teen Writing project builds literary culture and community among diverse teens through poetry workshops, spoken word events, publications and educator resources. WordPlay teaches the craft of poetry and self-expression to teens and creates spaces where artistic and civic voices can be amplified. Mentor Writers conduct year-long residencies in middle and high schools and work

with teen writers through after school programming. The teens in WordPlay gain valuable literacy and artistic skills through forums where their voices matter most.

The FLY Statewide High School Spring 2011 Tour will be a dynamic theatrical presentation that will use poetry, music and drama to communicate the importance of being financially literate and fiscally responsible.

START deposits break records

The START Saving Program took in a record \$51 million in deposits in 2010, topping a previous record of \$47.25 million in 2009.

December 2010 was also a record-setting month for the program. A total of \$13.3 million was received that month, with more than \$3 million being deposited in the last three days of the month alone.



Additional LOSFA Social Media sites to check out



www.Flickr.com/LOSFA



<http://www.louisianatopsprogram.com/>

Gerald Hughes retires

After 13 years with LOSFA, Gerald Hughes has retired. He worked in Default Preventions and was “a very dedicated employee who was a great benefit to the department,” his supervisor Robert Pollage said. “I was glad for the opportunity to work with him.”

Below left, Robert Pollage dishes out snacks at the reception held for Gerald Hughes.

Below right, Hughes is shown with his wife Mary and son Andy at a retirement reception thrown in his honor.



For more information, contact the
Louisiana Office of Student Financial Assistance:

By Phone: 800-259-5626, Ext. 1012

By E-mail: custserv@osfa.la.gov

By Mail: P.O. Box 91202, Baton Rouge, LA 70821-9202

Web Address: www.osfa.la.gov



For submissions, opinions or comments for LOSFA LOOP, please
contact David Roberts at droberts@osfa.la.gov.