



GenerationTX Month Key Messages and FAQ

Intro

This document provides the key messages of the GenerationTX Month. It includes the primary messages and secondary FAQ messages. We encourage you to use the GenerationTX Month messages by incorporating the language in promotional pieces or activities that support your local community's college admissions and financial aid events.

Promote GenerationTX Month on Your Marquee

Let your community know about GenerationTX Month by promoting it on your marquee or sign. Some suggested messages you can use include:

- Happy GenTX Month, Students! Get ready to say #IApplied!
- It's GenerationTX Month! Time to submit college admissions and financial aid applications!
- Generation TX, you are what's next for Texas! November is your month to apply to college!
- Seniors, you can't get in if you don't apply! Join us for our GenerationTX Month activities!
- Students of GenTX: You're What's Next for Texas. Apply Now!
- ¡Generación TX, es hora de aplicar al colegio y aplicar para ayuda financiera!

GenerationTX Month Key Messages

All over Texas, students are finding their voices, setting goals, and taking steps toward securing their own successful futures as part of creating a movement called Generation TX. Our students are Generation TX, and they are what's next for Texas. With the support of their families and their communities, Texas students can become the most successful generation ever.

Don't let the cost of college get in the way of your education. Starting with the FAFSA (Free Application for Federal Student Aid), your way to pay will likely be a combination of scholarships, grants, loans, savings and earnings. College is the best investment you'll ever make -- for yourself and your family. No matter who you are, you can find a way to pay for college. Your future is worth it.

GenTX Month Secondary Messages FAQ

1. **You can't get in if you don't apply.** Texas makes it easy. ApplyTexas.org lets you submit one application to all Texas public universities as well as many private and two-year colleges.
2. **Why do I have to fill out the FAFSA?**
FAFSA is the starting place. FAFSA is the one application that opens the door to all federal and state financial assistance (grants, loans, work-study), college-specific grants, and scholarships. If you and your parents don't fill out the FAFSA, there is no way for you to get any of this money. The FAFSA form can be found at www.FAFSA.ed.gov.
3. **Why should I submit my FAFSA early?**
FAFSA applications open on October 1 each year, and since most funds available are offered on a first come, first served basis (while supplies last), it's a good idea to get your application in as soon as you can. Most colleges begin putting a financial aid package together only *after* you've been accepted for admissions, so try to submit your college application(s) for admissions early as well.



4. What is financial aid?

Financial aid is funding available to students and families to help pay for education expenses. It may come in the form of free money (grants and scholarships), loans (money you will repay), or work-study (a part-time job usually on campus). The financial aid you are offered each year you are in school will be based on the gap between your family's ability to pay for college (and that means both parent and student) and the total cost of attendance, regardless of whether your family plans to pay any of the cost of your education. You'll pay for college with money from several sources: a combination of free money, money you'll earn, and money you'll borrow.

5. Who decides what financial aid I get?

When you fill out the FAFSA, you will indicate which schools you are interested in attending, so that your FAFSA information can be shared with each school's financial aid office. Each school that has accepted you and received your FAFSA information will offer you a financial aid package in the form of an award letter. The aid offers you receive may vary among schools because they are based on the difference between your family's ability to pay for college (and that means both parent and student), the total cost of attendance at each school, and the financial aid resources available at each college. Note that colleges usually count scholarships as a financial resource you bring with you when they put together your financial aid package.

6. Why do I have to share so much personal information on the FAFSA?

The FAFSA is a complex form that asks for a lot of personal financial information from you and your family. The information you provide will be used to determine what amount, if any, a family (and that means both parent and student) can contribute to the annual cost of attendance. That number is known as the Expected Family Contribution (EFC). Without this information, a financial aid office cannot figure out which federal, state or college-specific financial assistance you may qualify for to help you pay for college.

7. Why should I take out loans and go into debt to pay for college?

Many students and families use loans to help pay for education. The federal government offers need-based government student loan programs. The FAFSA is the main application for these loan programs, as well as other grant and work-study programs offered through government funds. These loans are often "the best loans you can ever get" because they are designed to help students pay for college through lower monthly payments and longer repayment periods than regular bank loans. These government student loans will have to be repaid, over time, once you are out of college even if you do not finish your degree. Graduating from college makes paying back your loans easier because you will have the potential to earn a better salary with your degree. Education is an investment in yourself that no one can ever take away. Invest in yourself, your family, and your future.

8. Who can help me figure out how to pay for college?

Financial aid offices, either at the schools you are applying to or even at any nearby college or university, are a great, free resource for you and your family in finding your way to pay. All questions are good questions regardless of where you are in the process, and they genuinely want to help you. You don't have to wait until your senior year to start planning. Texas also offers a free financial aid information hotline, complete with bilingual operators, at 1-888-311-8881.

9. How do I pay for college if I am an undocumented student?

Undocumented students meeting certain conditions may be classified as Texas residents for the purpose of in-state tuition and some state (not federal) aid. If you are not eligible to complete the FAFSA due to citizenship status, check with the colleges where you are applying to see if they will accept the Texas Application for State Financial Aid (TASFA). This is an alternative form that can be used to apply for state aid programs. The TASFA form and the details about who should use it can all be found at www.CollegeForAllTexans.com.



Generation TX Month School Announcements and Radio PSA Scripts

Here are some scripts that you can use for morning announcements or provide to your local radio stations. These spots can be read “live” by an on-air announcer or recorded at a studio and given to the station to play. Feel free to fill in relevant details to promote your local financial aid events, workshops, etc. Standard lengths for these might be :15 seconds or :30 seconds, and sometimes :60 seconds.

Note: Generation TX is pronounced “Generation Texas”. “GenTX” is pronounced “Gen Tex”.

GenTX Month Script – :30 seconds

Generation TX reminds you that now is the time to apply for college admissions and financial aid.

Don't let the complicated processes of applying to college and financial aid get in the way of your education. ApplyTexas.org makes it easy to apply to college and the FAFSA (Free Application for Federal Student Aid) makes financial aid a breeze. College is the best investment you'll ever make in yourself. No matter who you are, you can find your way to pay. Your future is worth it.

Learn more at GenTX.org (spoken: Gen Tex dot org) and keep an eye out for Generation TX Month events in your community.

GenTX Month Script – :15 seconds

Generation TX reminds you that now is the time to start applying to college and applying for financial aid.

Don't let the complicated processes of applying to college and financial aid get in the way of your education. College is the best investment you'll ever make in yourself. No matter who you are, college can be a reality.

Learn more about GenTX Month at GenTX.org (spoken: Gen Tex dot org)

GenTX Month Script – :30 seconds

For students all across Texas, the life you want tomorrow starts with what you do today. Get on the path to reach your college and career goals.

You are the future of Texas – You are Generation TX!

Keep your grades up and get your college admissions and financial aid applications in, visit a college campus, find a mentor who can help guide you through the process – there's a lot you can do today to get ready for your next step into college.

Are you ready to say “I Applied”?
Get started at GenTX.org

Note: You can add your own unique information here (name, event info, etc.) to create a custom PSA.

GenTX Month Script – :15 seconds

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Generation TX Month PSA Script – Spanish, 30 sec

Note: Generation TX se pronuncia "Generación Tejas". "GenTX" se pronuncia "Gen Tex".

Para todos los estudiantes en Tejas, la vida que quieren mañana empieza con lo que hagan hoy. Empieza el camino para obtener una educación universitaria y alcanzar tus metas profesionales.

¡Prepárate, que eres el futuro de Tejas - Tú eres Generación TX!

Mantén buenas calificaciones y entrega solicitudes de admisión y ayuda financiera a tiempo, visita varias universidades, encuentra un asesor que pueda guiarte durante el proceso – hay tantas cosas que puedes hacer hoy para prepararte para la universidad.

¿Estás listo?

Empieza visitando GenTX.org

Nota: Para crear un PSA personalizado, puedes agregar tu información única aquí (nombre, evento, info, etc.)

GENTX

MONTH

GENERATION



NOVEMBER 2016

Event Name

Nov. XX

**Time and
Other Information**

Details

www.GenTX.org

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