

Iowa College Aid Update

*Career Development in the 21st
Century 4.0 Conference*

June 20, 2014



Updates

- I Have A Plan Iowa®
- Three Steps to Success Beyond High School
 - College Application Campaign
 - FAFSA Completion Project
 - College Decision Day
- College Changes Everything
- Condition of Higher Education in Iowa Report



I Have A Plan Iowa®

i have a plan  IOWA

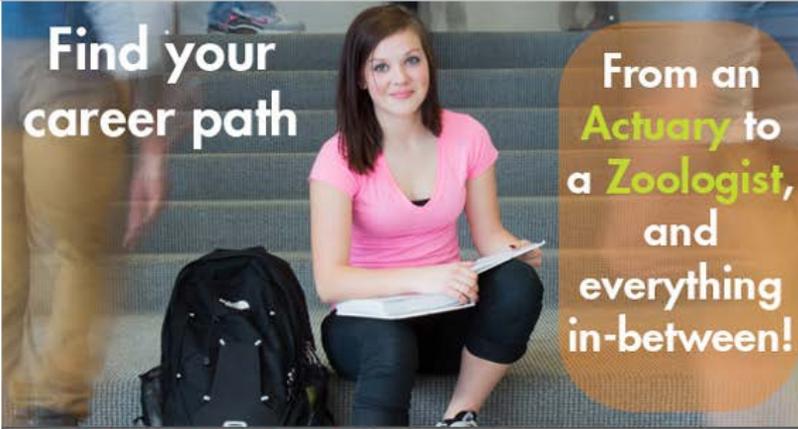
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Find your
career path

From an
Actuary to
a **Zoologist**,
and
everything
in-between!



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 Sign In

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- ➔ [Forgot your account name?](#)
- ➔ [Forgot your password?](#)

IOWA  APPLY NOW
Financial Aid Application

WHAT'S HAPPENING IN IOWA

- ➔ [GEAR UP Iowa Students eligible for Scholarships up to \\$2,600](#)
- ➔ [IFLIP Video CLIP Challenge Winners](#)
- ➔ [Skilled Iowa](#)
- ➔ [Iowa **HOT** Jobs](#)

SHARE YOUR PLAN



WHO ARE YOU?



iowaWORKS



COLLEGE SAVINGS
IOWA
529 PLAN
Michael L. Fitzgerald, Governor of Iowa



Updates

- Interest Profiler
- New Resources
- Financial Literacy Programs



Interest Profiler

- Helps students and adults identify their work-related interests, learn about their vocational personality type and develop a greater awareness of how those interests can match to careers
- DOL

The screenshot displays the 'Interest Profiler' web application. At the top, a navigation bar includes 'Learn About Yourself' (highlighted in yellow), 'Explore Careers', 'Get a Job', and 'Voices'. The main header reads 'SEE HOW YOUR INTERESTS MATCH CAREERS'. A central graphic features a smiling woman in a red plaid shirt, with a circular progress indicator showing '5-10 mins'. Below this, three numbered steps are outlined: 1. 'Indicate how much you'd like or dislike each work task.' 2. 'Your results will include a profile of your interests.' 3. 'Explore the careers that match your interests.' A 'Get Started' button is located at the bottom right.

Previous Results on First Page

Learn About Yourself Explore Careers Get a Job Voices

Interest Profiler

- > Start
- > Questions
- > Results
- > Matching Careers

SEE HOW YOUR INTERESTS MATCH CAREERS

5-10 mins

Want to try again?

Get Started

YOUR RESULTS

Review your interests, explore careers or delete your results.

Date Taken	Top Interests	Actions
March 21, 2014	<ul style="list-style-type: none">• Artistic• Social	<ul style="list-style-type: none">• Matching Careers• Delete results



Questions: 180 to 60

Answers: 3 to 5

Interest Profiler

- Start
- Questions**
- Results
- Careers

How would you like to...

Study the history of past civilizations

Like Not Sure Dislike

Remember:

- Focus on what you would like to do in the future, not only what you're able to do right now.
- Don't worry about right or wrong answers - just be yourself.

← previous

Interest Profiler

- > Start
- > Questions**
- > Results
- > Matching Careers

HOW WOULD YOU LIKE TO... 

Develop a new medicine

Strongly Dislike	Dislike	Unsure	Like	Strongly Like
------------------	---------	--------	------	---------------

Previous

3

Start

Questions

Results

Careers

Refine Your Search

Combine your interests with earnings, education, and other characteristics in the Career Finder

Use these interests in the Career Finder

Your Top Interest Areas



Realistic

- You are a "Do-er".
- You enjoy "hands-on" activities -- building, tinkering, fixing.
- You prefer concrete (vs. abstract) problems.
- You find that using tools and machinery seems to come naturally to you.
- You often enjoy working outdoors.
- You may describe yourself as athletic.



Social

- You are a "Helper".
- You enjoy assisting people in various ways.
- You like working in groups.
- You find that verbal and communication skills come naturally to you.

View Careers

Your Ranking of the Interest Areas

Click a title to see a description of that interest area and all of the careers associated with it.

Realistic	9
Social	9
Enterprising	8
Artistic	8
Conventional	7
Investigative	7

(Keep in mind that the higher the ranking, the better the interest area matches you.)

New Results Page

Interest Profiler

> Start

> Questions

> Results

> Matching Careers

REFINE YOUR SEARCH

Combine your interests with earnings, education, and other characteristics in the Career Finder

Use these interests in the Career Finder

YOUR INTEREST PROFILE

You may have interests in each area, and some areas that match you best. Think about your profile as you explore careers on the next page.

Matching Careers



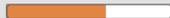
Realistic



- You are a "Do-er".
- You enjoy "hands-on" activities -- building, tinkering, fixing.
- You prefer concrete (vs. abstract) problems.
- You find that using tools and machinery seems to come naturally to you.
- You often enjoy working outdoors.
- You may describe yourself as athletic.



Conventional



- You are an "Organizer".
- You enjoy systematic, step-by-step work tasks.
- You like to keep things neat and in order.
- You prefer working in stable environments with predictable routines.
- You are detail-oriented and persistent.
- You may describe yourself as efficient or dependable.



Investigative



- You are a "Thinker".
- You enjoy observing, learning, evaluating.
- You like the challenge of thinking through problems.
- You prefer working on your own.
- You often use science and math in problem solving.
- You may describe yourself as inventive and original.

Enterprising



- You are a "Persuader".
- [More...](#)

Social



- You are a "Helper".
- [More...](#)

Artistic



- You are a "Creator".
- [More...](#)

New Matching Careers Screen

Interest Profiler

- > Start
- > Questions
- > Results
- > Matching Careers

REFINE YOUR SEARCH

Combine your interests with earnings, education, and other characteristics in the Career Finder

> Use these interests in the Career Finder

MATCHING CAREERS

- Click a career to see its profile.
- Click in the Your Match column to see how you match.
- You can also see matches by education level.

Your Interest Profile

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

Looking for a specific career?

Search for the career, then see how it compares to your interests.

Best Match
Education Level
< Prev **1** 2 3 4 Next >

Career	Education Level	Annual Salary (?)	Your Match (?)
Preschool Teacher	Post-secondary training, plus on-the-job training	\$30,750	★★★★★
Recreational Therapist	Bachelor's degree	\$44,200	★★★★★
Self-Enrichment Education Teacher	High school (GED), plus work experience	\$40,360	★★★★★
Middle School Teacher	Bachelor's degree	\$56,280	★★★★★
Substance Abuse and Behavioral Disorder Counselor	Master's degree	\$40,920	★★★★★
Marriage and Family Therapist	Master's degree	\$49,270	★★★★★
Newscaster	Bachelor's degree	\$78,380	★★★★★
Kindergarten Teacher	Bachelor's degree	\$53,030	★★★★★
Secondary School Teacher	Bachelor's degree	\$57,770	★★★★★

[Close]

COMPARE THIS CAREER TO YOUR PROFILE

Your Interest Profile

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

Economist

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

EXCELLENT ★★★★★

- This career is an excellent match for your interests
- Visit the [career profile](#) to learn more about the career

[Back to Matching Careers](#)



New Education Level Tab

Learn About Yourself | Explore Careers | Get a Job | Voices Print This | E-mail This | PDF This

Interest Profiler

- > Start
- > Questions
- > Results
- > Matching Careers

REFINE YOUR SEARCH

Combine your interests with earnings, education, and other characteristics in the Career Finder

> Use these interests in the Career Finder

MATCHING CAREERS

- Click a career to see its profile.
- Click in the Your Match column to see how you match.
- You can also see matches by education level.

Your Interest Profile

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

Looking for a specific career?

Search for the career, then see how it compares to your interests.

Best Match **Education Level**

Bachelor's degree	View Careers
High school preferred, plus long term, on-the-job training	View Careers
Master's degree	View Careers
High school preferred, plus moderate length, on-the-job training	View Careers
High school (GED), plus on-the-job training	View Careers
Bachelor's degree or higher, plus work experience	View Careers
Associate's degree	View Careers
High school preferred, plus short term, on-the-job training	View Careers
High school preferred, plus work experience	View Careers
Post-secondary training, plus work experience	View Careers
One to two years post-secondary training	View Careers
First professional degree	View Careers



Enhanced Reflection

REFLECTING ON YOUR INTEREST PROFILER RESULTS:

Check any that apply:

- The top interest sound like me.
- I was surprised by my results.
- I feel that some of the bottom interests might fit me better than the top ones.
- I can see that some careers might suit me better than others.

Write any additional thoughts about your interests:

Save

Matching Careers



Financial Literacy – High School

Iowa Financial Literacy Program

- Redesigned user experience & interface
- More interactivity
- Modern content
- Meaningful exercises to illustrate key concepts
- More rigorous activities and assessments



PLAY THE EVERFI LIFE GAME

START HERE ↓

1 SAVINGS



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod teinci ut labore. Lorem ipsum dolor psum.

2 BANKING



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod teinci ut labore. Lorem ipsum dolor psum.

3 PAYMENT TYPES



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4 CREDIT SCORE



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EverFi

IT COSTS WHAT?!

Explore the cost differences between items bought with credit instead of cash

SOFA ✓

LAPTOP

SHOES

SOFA

CASH \$800

CREDIT \$1,317

You only paid the minimum payment each month.

When you only pay the minimum amount required each month, you are not paying off your credit card balance. This means they can charge you interest on your debt!



Enter your quick note here...



SAVE &

Financial Literacy – Elementary *Vault*

Vault



iowaCollegeAid.gov

Vault - Understanding Money

HOME

TOOLS

ACCOUNT

HELP

YOUR WORLD IN Vault

PLAY NOW

YOUR WORLD IN VAULT

LOCATIONS

FINANCIAL RESPONSIBILITY
AND DECISION MAKING

INCOME AND CAREERS

PLANNING AND MONEY MANAGEMENT

CREDIT AND DEBT

RISK MANAGEMENT AND INSURANCE

SAVING AND INVESTING

THE CHOICES WE MAKE

Click each thought bubble to learn more, and then click the forward arrow to continue.

DON'T BUY FOR "NO REASON"
WILL YOU REALLY WEAR THIS?
IS IT A GOOD VALUE?

DO I REALLY NEED
THIS?

The Condition of Higher Education in Iowa



Background

This report serves as an overview of Iowa's population in relation to college readiness, persistence, affordability of higher education, educational attainment and the future employability of the citizens of the state.

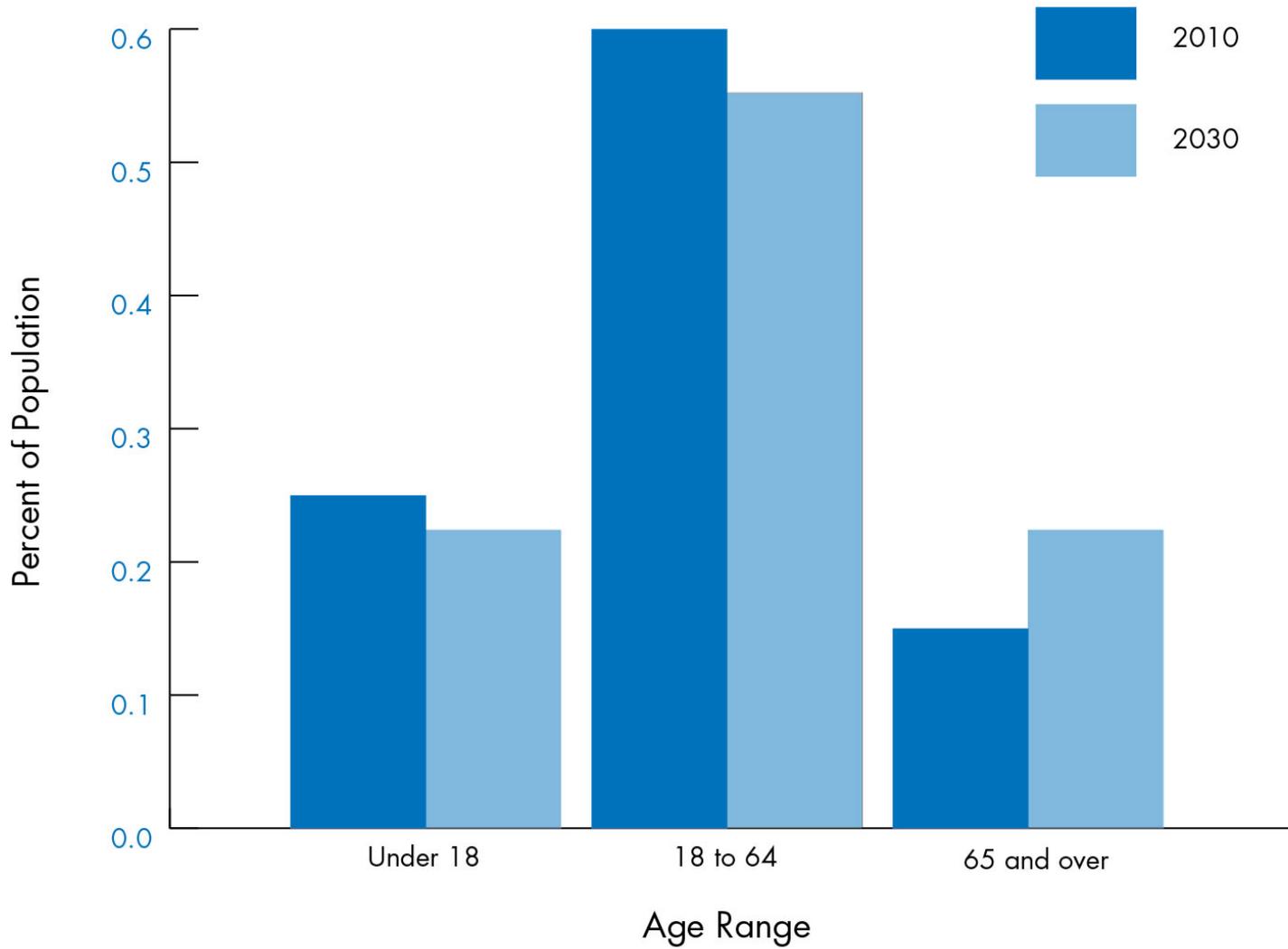


Iowa's Changing Demographics

- Iowa's population is aging
 - Iowa's population age 65 and older is expected to increase significantly through 2030 while the population age 44 and younger is expected to decline.



Distribution of Iowa Population by Age: 2010 and 2030



Iowa's Changing Demographics

- Iowa's population is becoming more diverse.
 - Minority students made up 9.7% of Iowa's total public school enrollment in 2000-2001, but by 2012-2013, it had increased to 20.2%.
 - The Hispanic student population increased the most from 2.6% to 9.3%.

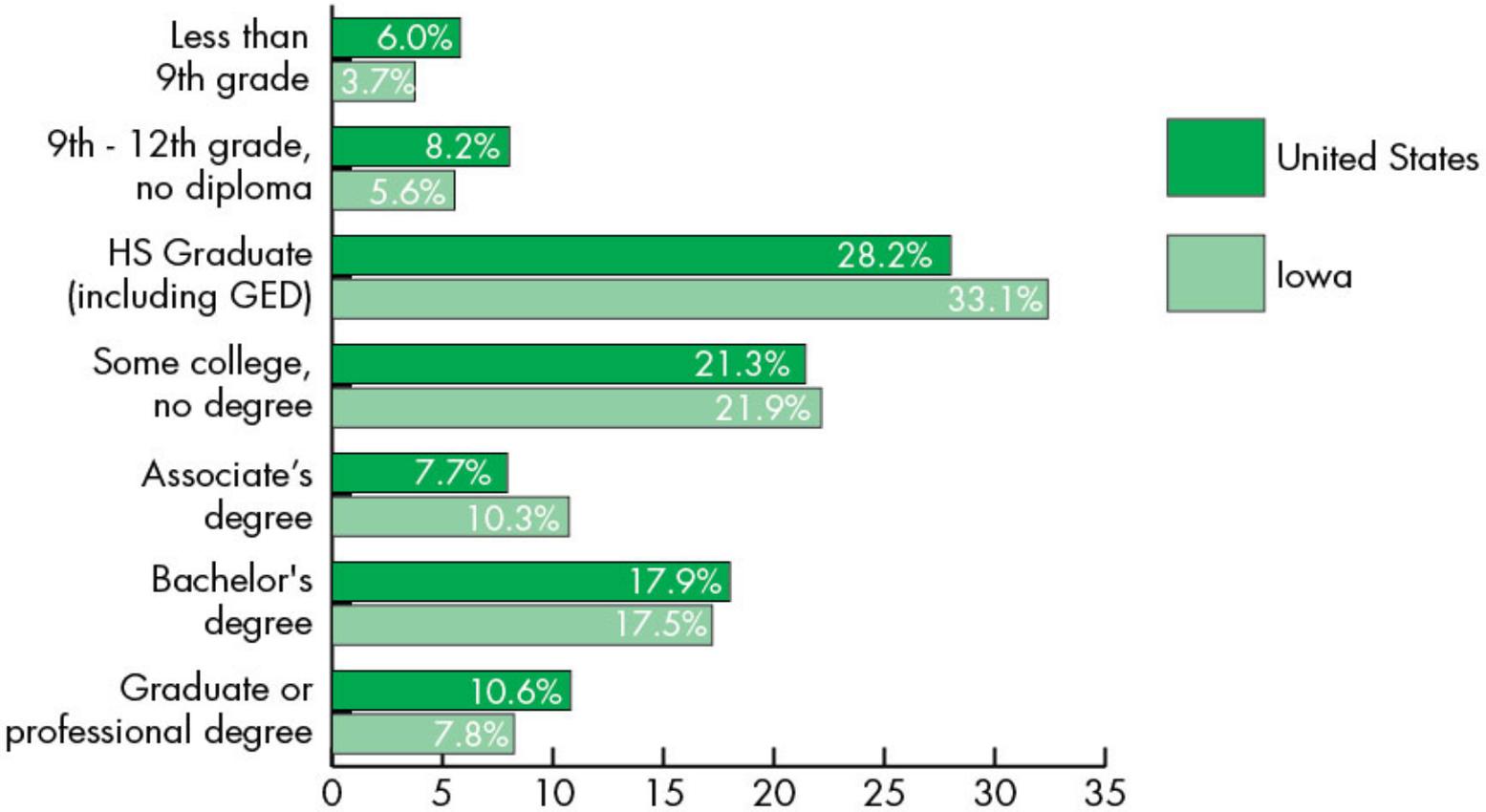


Education Levels

- Of Iowa's population, age 25 and older:
 - 90.7% have a high school education or higher.
 - 35.6% have an associate's degree or higher.
 - 25.3% have a bachelor's degree or higher



Education Attainment for Population 25 Years and Older



Iowa's Changing Workforce Demands

- A growing number of jobs in the state require postsecondary education.
 - By 2018, approximately 1.1 million jobs in the state, or 62 percent will require education beyond high school.

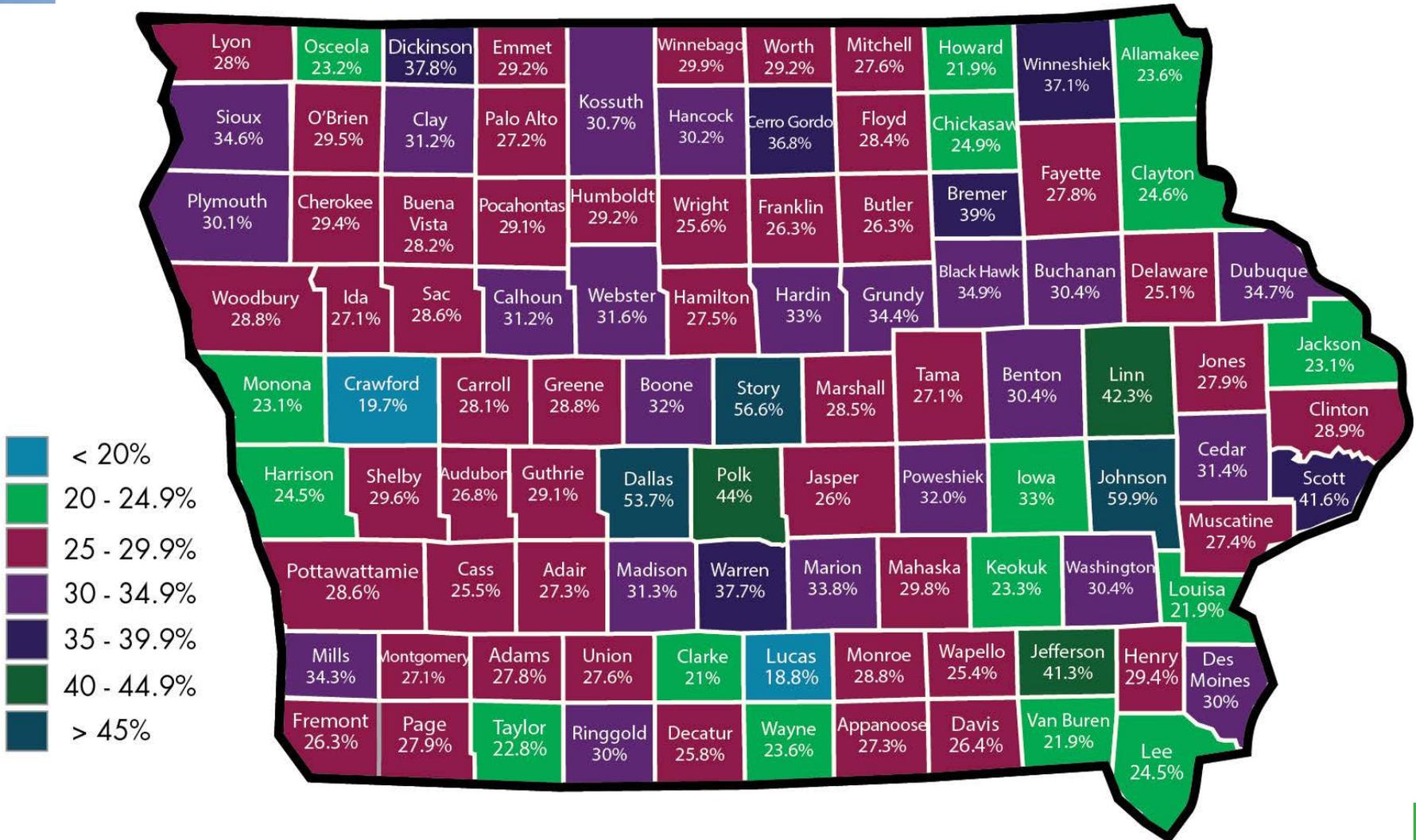


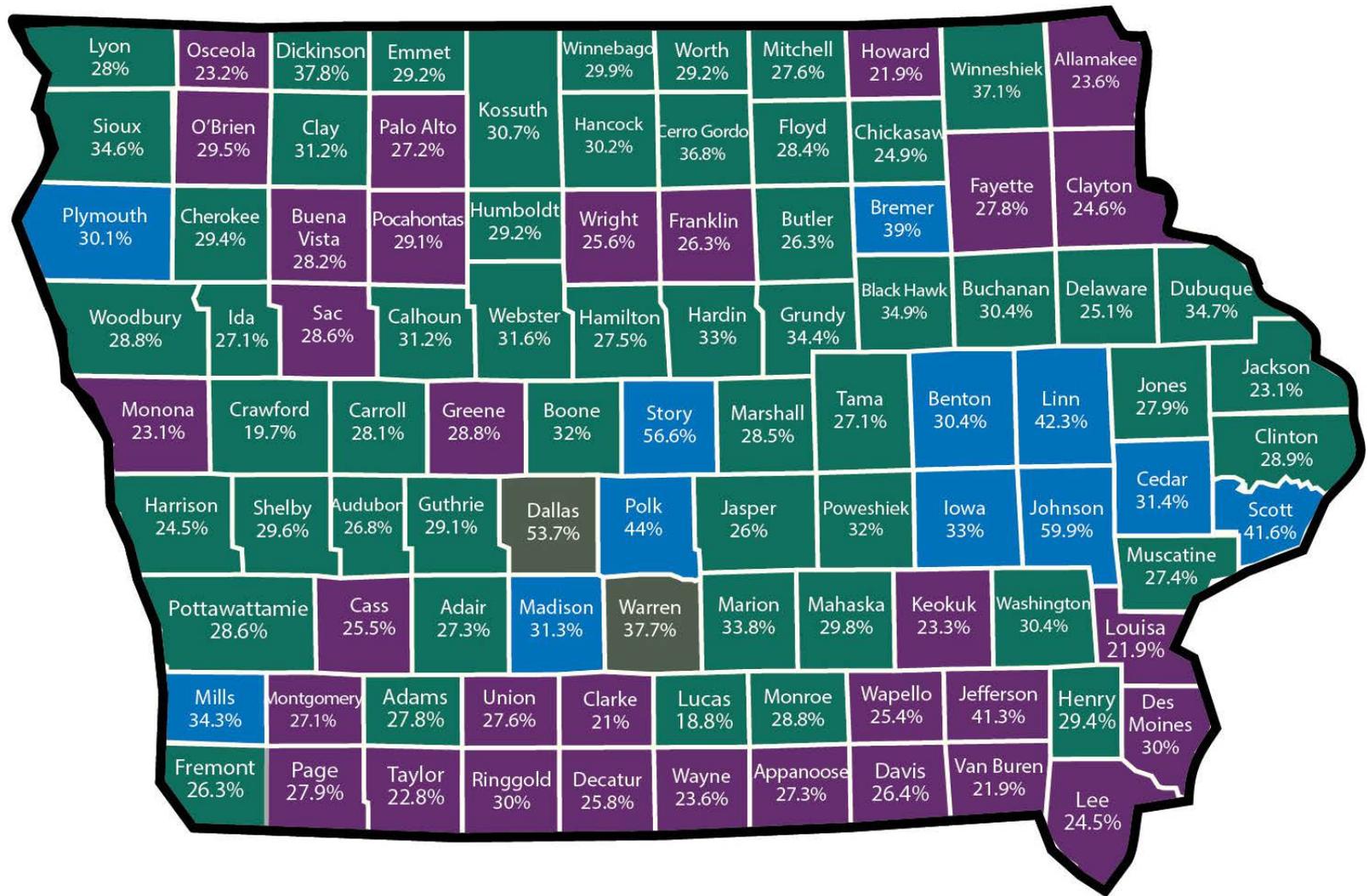
Iowa's Changing Workforce Demands

- High growth is expected in:
 - Computer & Mathematical
 - Healthcare Support
 - Personal Care
 - Healthcare Practitioner
 - Community & Social Services
 - Construction
 - Business & Financial
 - Arts/Entertainment/Media
 - Installation/Maintenance/Repair
 - Transportation & Material Moving
 - Architecture & Engineering



Percent of Population, Age 25 and Older with an Associate's Degree or Higher





Median Earnings



% = Population with an Associate's Degree or higher

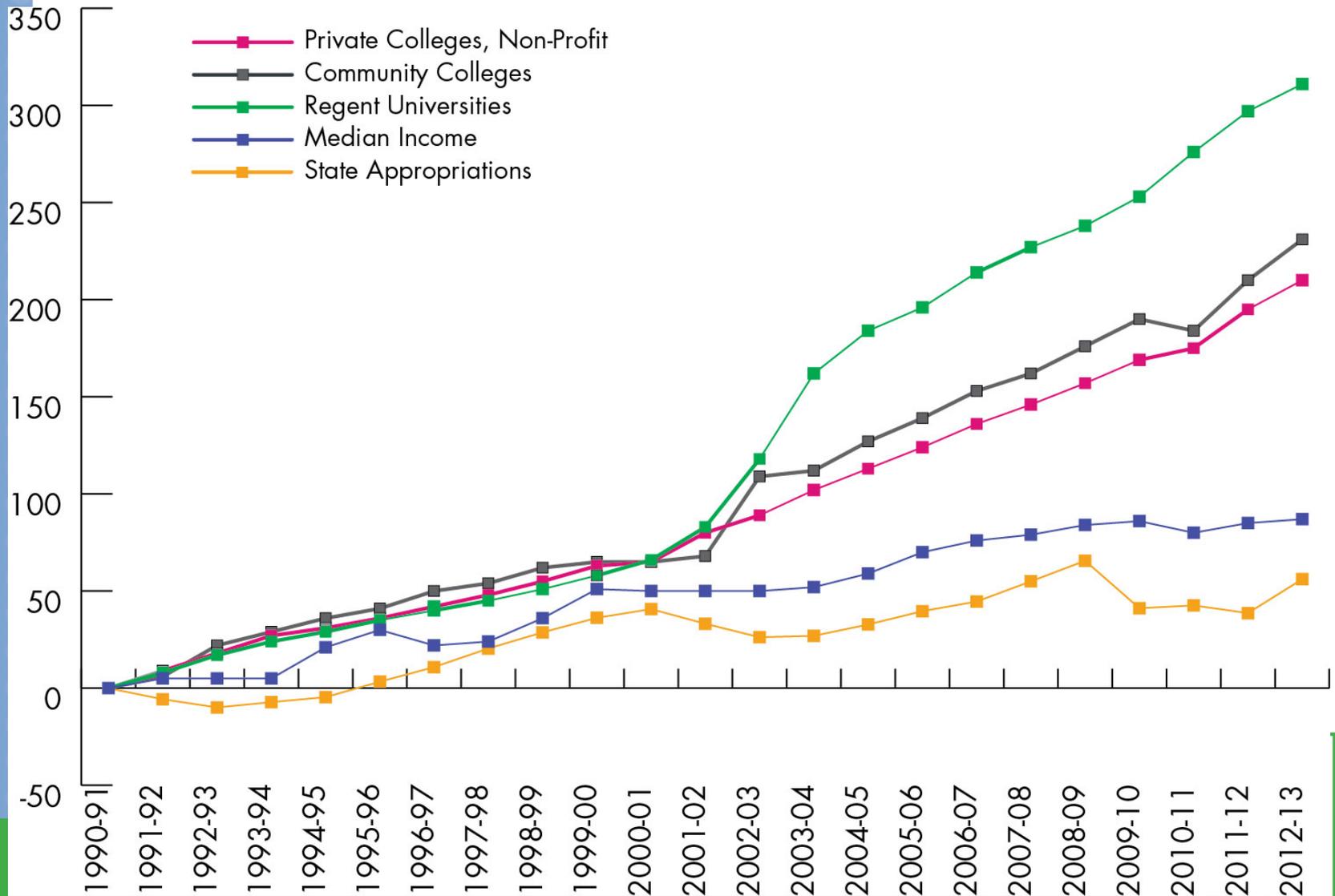
Source: U.S. Census Bureau
 2008-2012 American Community Survey
 Earnings in the Past 12 Months (in Inflation-Adjusted Dollars)
 Educational Attainment

College Costs

- Increases in college costs have outpaced increases in household income and appropriations for state financial aid programs.



Percent Change in Median Household Income, College Costs and State Financial Aid Appropriations

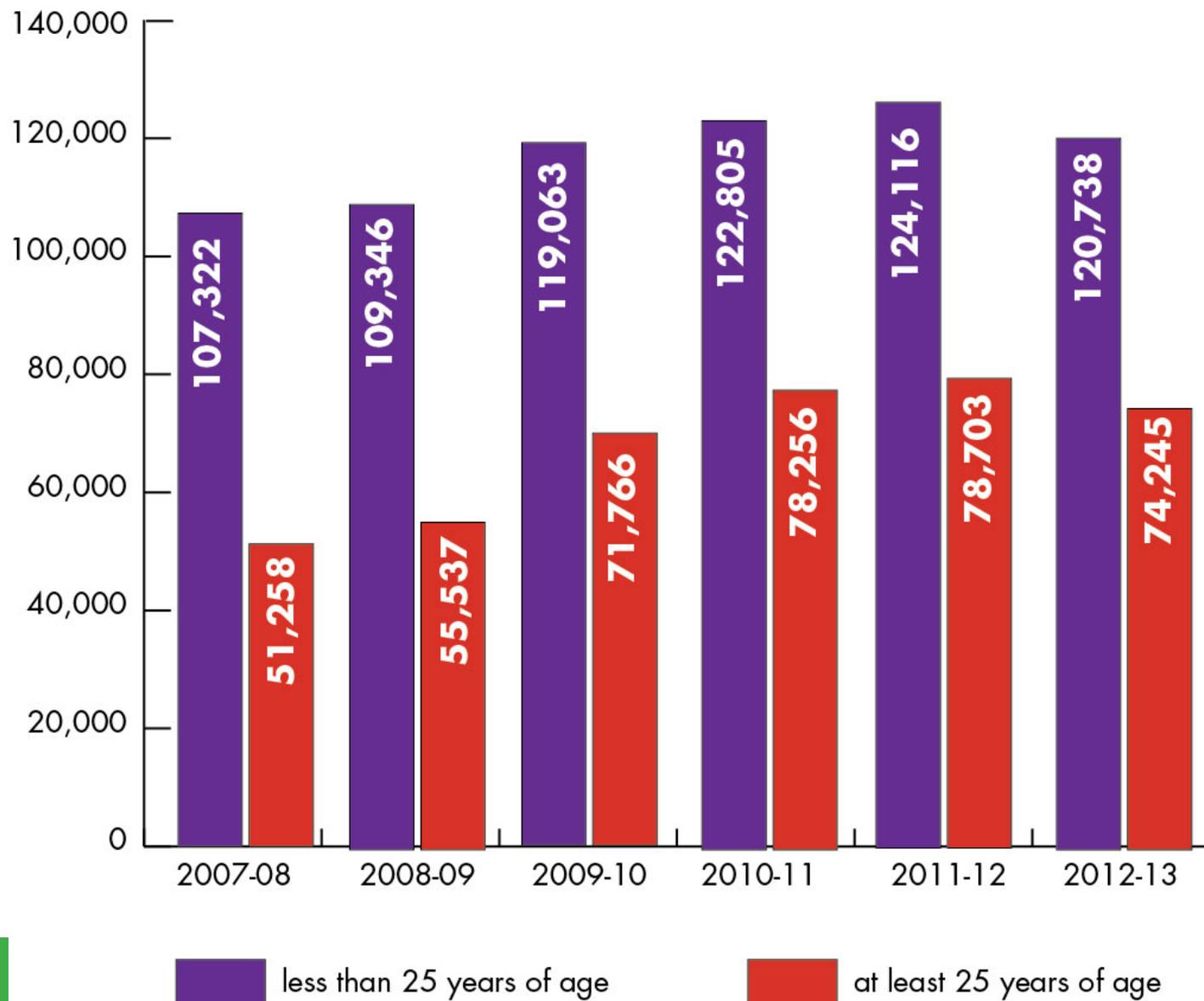


Growth in Aid Independent Applicants

- Over the last 6 years, the number of students over the age of 25 who filed a FAFSA increased nearly 73% in comparison to 18% for traditional-aged college students.



Number of FAFSAs File by Applicant Age and Award Year



College Costs

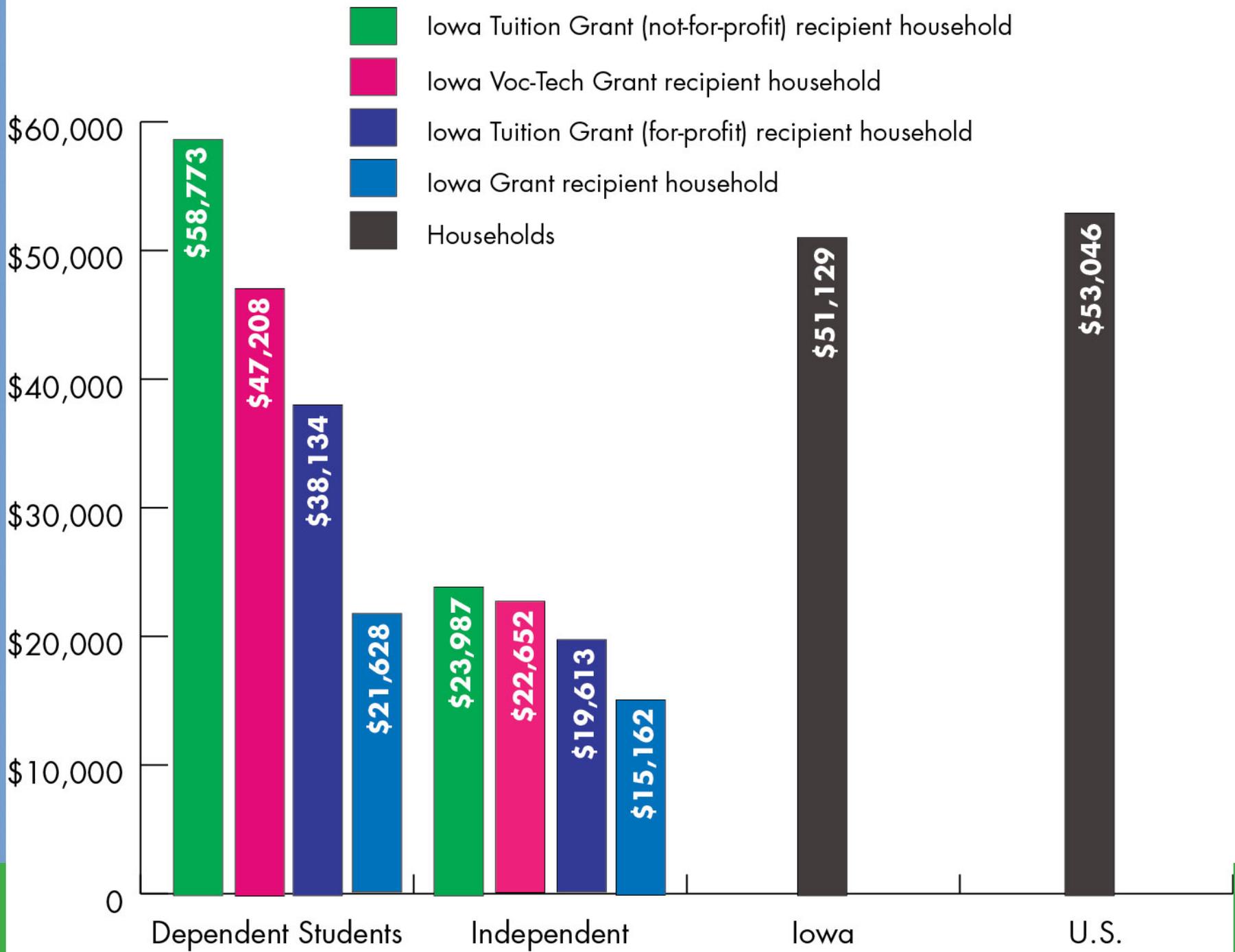
- Increasingly, lowans applying for financial aid for college have higher need.
 - 53% were eligible for Pell Grants
 - 38% had a zero EFC



College Costs

- Median income of most state financial aid program recipients is well below that of the state as a whole.





Conclusion

- The benefits of increasing educational attainment extend beyond that of the individual.

