

# Coaching That Moves the Needle

Strengthening FAFSA completion, enrollment, and financial aid outcomes

## More Students Are Taking a Key Step

### FAFSA Completion Rose

across all coaching schools in 2025, including Westinghouse doubling year over year.

**88%**

Milliones/UPrep reached 88% FAFSA completion, with steady gains since 2021.

Completing the FAFSA is a gateway to college and career funding—and coaches are helping more students plan early, stay engaged, and cross that threshold.

## Coaches Drive Real Engagement

### Promise Student Portal logins

at coaching schools are among the highest in the district.

### Nearly ALL SENIORS

are engaging in post-secondary planning conversations with a coach.

High engagement shows that students are preparing with intention and beginning to see higher education as a place where they belong.

## Scholarships Are Being Used—Not Left on the Table

**39%**

At Carrick, scholarship usage rebounded from 22% in 2021 to 39% in 2024.

**35%**

Milliones/UPrep jumped from 8% to 35% usage in just one year.

Coaching is helping to close longstanding gaps by ensuring students use the scholarships they've earned.

## Enrollment Is Stabilizing—Against National Trends

### Before coaching,

postsecondary enrollment was declining year over year.

### After coaching,

schools showed stabilization or partial recovery in enrollment.

In a time of national enrollment decline, coaching is helping students persist instead of falling through the cracks.

## Students Are Securing More Financial Aid

**SINCE 2022,** average aid awards have consistently increased at coaching schools.

### \$18,000–\$20,000 PER STUDENT

Class of 2024 averages reached \$18,000–\$20,000 per student, among the highest in PPS.

### NET PRICES

for Promise Scholars at coaching schools are now substantially lower than at non-coaching schools.

Stronger, more stable financial aid packages, beyond Promise Scholarships, reduce financial stress and increase the likelihood that students will pursue and complete their education.

Opportunity opens doors. Coaching helps students walk through them.