Advancing the Campaign to Double Pell

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Agenda

• Making the Case for Double Pell: The Road to $13,000
• #DoublePell Campaign Tools & Resources
• Advocacy in Action
• How You Can Help
Why Should Congress Double the Pell Grant Max Award to $13,000 Now?
Making the Case

Pell Grant Program Today

$30 Billion → 7 Million Students

#DOUBLEPELL

NAICU
75% Amount of student expenses to attend a 4-year college paid for by a Pell Grant maximum award in the mid-1970s.
Making the Case

28% Amount of student expenses to attend a 4-year college paid for by a Pell Grant maximum award today
Pell Grant Program Today

• 60% of Black students
• 50% of American Indian or American Native students
• Nearly 50% of Latino students
• 30% of White students
Pell Grant Program

Max Award Today
$6,495

Double Pell
$13,000
1. Doubling Pell would increase access and affordability

Doubling the Pell Grant max award would cover …

• 59% of the avg. cost to attend a 4-year public college
• ALL costs to attend a community college
• 26% of the avg. cost to attend a 4-year private college
2. Doubling Pell would reduce student debt

Doubling the Pell Grant max award would …

• Narrow the affordability gap for low-income students by reducing the need for them to borrow to pay for college
3. Doubling Pell would help meet student “basic needs”

Doubling the Pell Grant max award would cover …

• The cost of attendance, not just tuition, for low-income students who struggle to meet basic needs like food, housing, health care and child care
4. Doubling Pell would increase completion

Doubling the Pell Grant max award would …

• Encourage more students to pursue higher education and apply for financial aid.
5. Doubling Pell would help with the post-COVID economic recovery

Doubling the Pell Grant max award would …

• Help low-income students and families particularly hard hit by the economic downturn caused by the pandemic
Making the Case

Why Ask Congress to Double Pell:

1. Increase access and affordability
2. Reduce student debt
3. Help meet student “basic needs”
4. Increase completion
5. Help with the post-COVID economic recovery
Origin Story

About Student Aid Alliance

We are a coalition of 85 higher education organizations united in our support for federal student aid. The Student Aid Alliance is thrilled to bring you the Save Student Aid campaign to raise awareness about the importance of federal student aid for America's future.
Tools & Resources

Parallel Tracks: Two Websites

NAICU
- PNP-focused
- Targeting presidents

#DoublePell
- Private Colleges and Universities
- Public Colleges and Universities
- Community Colleges
- Targeting students & families
Tools & Resources

July 13 Launch

NAICU.edu/doublepell
Tools & Resources

Early Results

• Nationwide engagement
• 3,000 emails sent via Contact Congress
Advocacy in Action

Linda M. LeMura, Ph.D.,
President, Le Moyne College (NY)
How You Can Help

- Meet with your Member of Congress
  - Include Pell Grant students
- Send a letter to Congress
- Organize a campus event for faculty, students & staff
- Encourage students to engage in the #DoublePell campaign
  - Sending a letter to Congress
  - Submitting a personal story
How You Can Help

• Write an op-ed
• Campus communications team can engage on social media with #DoublePell
• Engage financial aid officers
• Engage student life leaders
• Engage faculty
• Send us your videos, photos, & news coverage (DoublePell@NAICU.edu)
How You Can Help

#DOUBPLEPELL

WHY #DOUBPLEPELL?

1. HELPS 6.9 MILLION STUDENTS PAY FOR COLLEGE EACH YEAR

2. FAIREST & MOST EFFICIENT WAY TO HELP LOW-INCOME AND FIRST-GENERATION STUDENTS

3. OVER 80% OF RECIPIENTS FROM FAMILIES WITH INCOMES OF $40,000 OR LESS
Q&A

Submit your questions in the Chat