

# SREB Legislative Advisory Council

September 21, 2024



# GEORGIA MATCH Partners



UNIVERSITY SYSTEM  
OF GEORGIA



Governor Brian P. Kemp



**Technical College**  
System of Georgia



**GSFC**  

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**Georgia Student  
Finance Commission**



# What is GEORGIA MATCH?



Dear Student Name,

Congratulations! GEORGIA MATCH recognizes your hard work in school, and I'm happy to say you're an academic match with the Georgia public colleges and universities listed below. This accomplishment is based on your most recent transcript data submitted by your high school to GAfutures.org. The colleges listed below are holding a spot for you in their Fall 2025 class!

Use the QR code to request information from any colleges listed, and once you have chosen the one you want to attend, claim your spot to begin the admission and enrollment process. Fall is the perfect time to explore your college options and apply. All TCSG and USG colleges and universities waive their application fee for Georgia's seniors during November's Apply to College Month!

#### TECHNICAL COLLEGE SYSTEM OF GEORGIA (TCSG)

Albany Technical College	GA Northwestern Technical College	South Georgia Technical College
Athens Technical College	Georgia Piedmont Technical College	Southeastern Technical College
Atlanta Technical College	Gwinnett Technical College	Southern Crescent Technical College
Augusta Technical College	Lanier Technical College	Southern Regional Technical College
Central Georgia Technical College	North Georgia Technical College	West Georgia Technical College
Chattahoochee Technical College	Oconee Fall Line Technical College	Wiregrass Georgia Technical College
Coastal Pines Technical College	Ogeechee Technical College	
Columbus Technical College	Savannah Technical College	

#### UNIVERSITY SYSTEM OF GEORGIA (USG)

Abraham Baldwin Agricultural College	East Georgia State College	Kennesaw State University
Albany State University	Fort Valley State University	Middle Georgia State University
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Columbus State University	Georgia State University	University of West Georgia
Dalton State College	Gordon State College	Valdosta State University

USG requires students to meet Required High School Curriculum and testing requirements. Scan the QR code to learn more.

Attending a public college or university in Georgia is affordable. GAfutures.org can help you plan and pay for college in Georgia by connecting you to information about Georgia's HOPE & Zell Miller Scholarships and Grants as well as 15 additional state-funded financial aid programs and federal financial aid!

Congratulations on making Georgia proud! I look forward to seeing you on one of our college campuses next fall!

  
Brian P. Kemp  
Governor

LEARN MORE BY USING  
THIS QR CODE!



**GEORGIA MATCH** is one of the largest direct admission programs in the nation.

The **GEORGIA MATCH** letter identifies up to 45 public colleges and universities that are an academic match for the student.

The institutions listed are **holding a spot** for the student, and ready for the student to **claim their spot**.

**GEORGIA MATCH** letters are sent to all public and private high school seniors (130,000+).

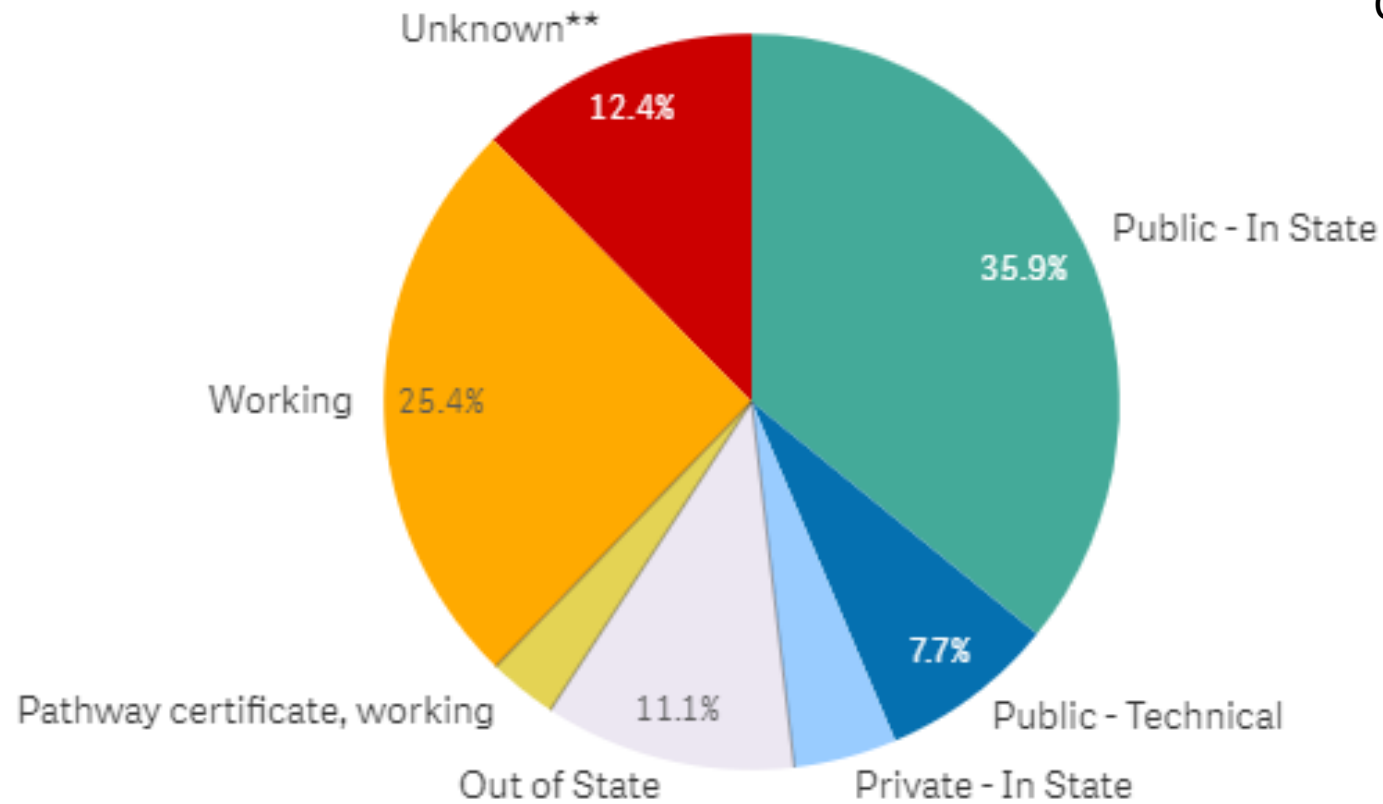


# The Case for GEORGIA MATCH

## Graduate Outcomes – Year After High School Graduation

Class of 2022: 114,147 Graduates

48.1% In State





# Traditional Admission vs GEORGIA MATCH



- Student receives ACCEPTANCE and REJECTION letters.
- Process is dependent on the high school student taking the first step.



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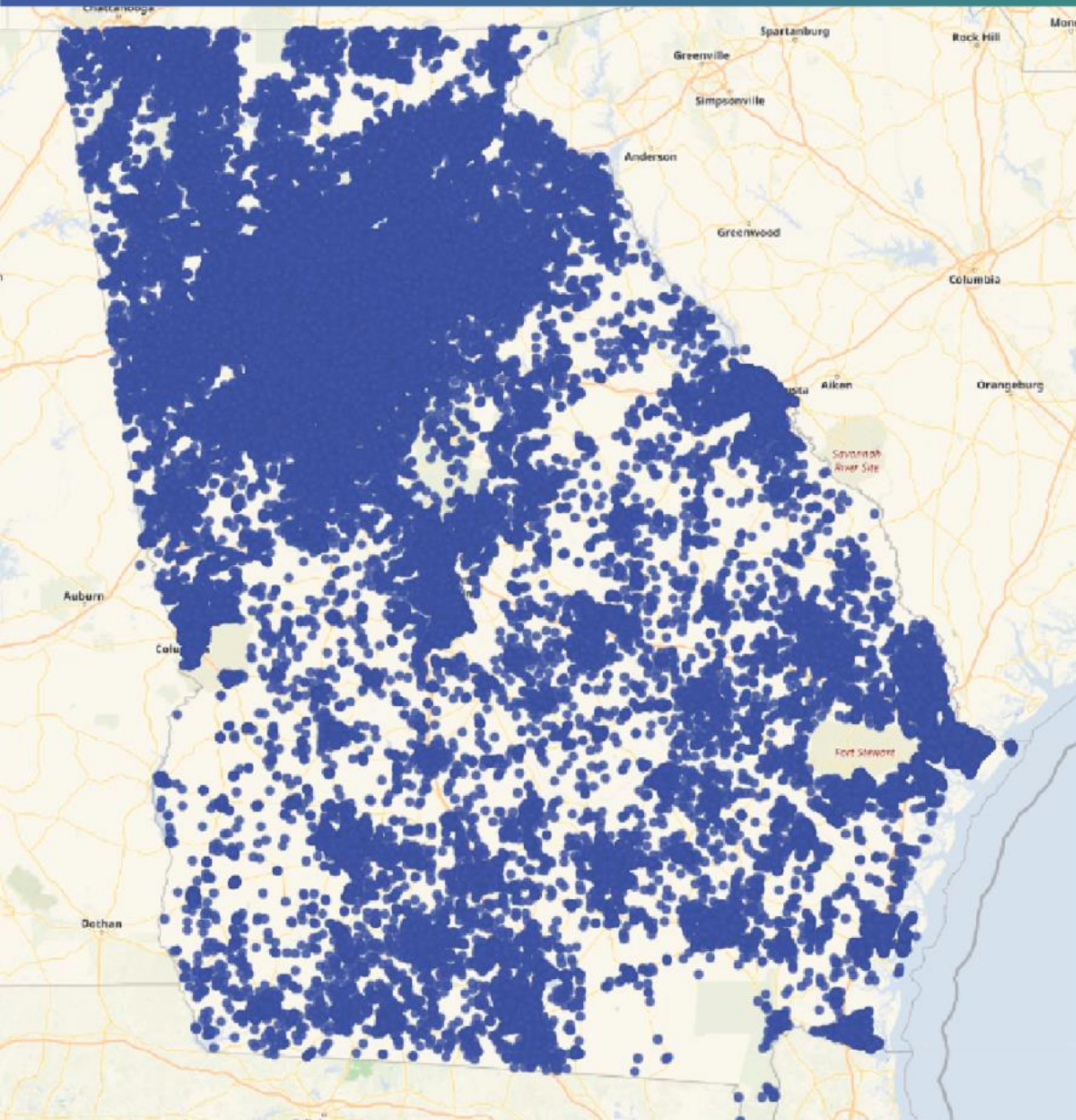





- No rejection letters! Less Anxiety!
- The letter will reach students that never contemplated applying to college.



<https://www.youtube.com/watch?v=0Ei7Y8p2L5g>

# GEORGIA MATCH - Year One Results



-  Students that received a **GEORGIA MATCH** letter
-  Students that applied to a **GEORGIA MATCH** institution
-  Students that enrolled at a **GEORGIA MATCH** institution



# GEORGIA MATCH Implementation







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**B.P.K.**  
Brian P. Kemp  
Governor

LEARN MORE BY USING  
THIS QR CODE!



### NEXT STEPS IN GAFUTURES



- ▶ Request Info
- ▶ Learn more about your academic matches
- ▶ Explore Plan&Pay4College on GAfutures



- ▶ Claim Your Spot
- ▶ Complete admissions application
- ▶ Fee waivers available in November

If you don't see the college or university you are most interested in attending on your list, you can still apply through that individual institution's application process. Use the QR code to visit the GEORGIA MATCH page and find links to College Search and Planning Resources.

**Georgia College & State University, the Georgia Institute of Technology and the University of Georgia** employ a selective and holistic admissions review process and, therefore, do not participate in GEORGIA MATCH direct admissions. These three universities have separate admissions applications that can be located on their respective websites.

For GEORGIA MATCH information in a different language access the QR code or [GAfutures.org/GEORGIAMATCH](https://GAfutures.org/GEORGIAMATCH) and use the translation feature.

LEARN MORE ABOUT



MATCHING WITH THE RIGHT COLLEGE  
JUST GOT EASIER!



[GAfutures.org](https://GAfutures.org)



UNIVERSITY SYSTEM OF GEORGIA

Student Name  
100 Elm Street  
Columbus, Georgia 31906

# How Colleges are Selected on the Letter

OPEID	Institution	Minimum HS GPA (Using HOPE GPA)	OR	Freshman Index	
				Minimum FI HS GPA (Using HOPE GPA)	Minimum FI (Using HOPE GPA)
012165	Atlanta Metropolitan State College	2	OR	2	0
001558	College of Coastal Georgia	2	OR	2	0
010997	East Georgia State College	2	OR	2	0
041429	Georgia Gwinnett College	2	OR	2	0
009507	Georgia Highlands College	2	OR	2	0
001573	Georgia Southwestern State University	2	OR	2	0
001575	Gordon State College	2	OR	2	0
001581	Middle Georgia State University	2	OR	2	0
001574	Perimeter Colleges of Ga State Univ	2	OR	2	0
001592	South Georgia State College	2	OR	2	0
001585	University of North Georgia	2	OR	2	0
001561	Columbus State University	2.2	OR	2.2	0
003956	Dalton State College	2.2	OR	2.2	0
001541	Abraham Baldwin Agricultural College	2.5	OR	2	1830
001544	Albany State University	3	OR	2	1940
008976	Clayton State University	3	OR	2	1940
001590	Savannah State University	3	OR	2	1940
001566	Fort Valley State University	3	OR	2.25	1940
001601	University of West Georgia	3.2	OR	2	2040
001599	Valdosta State University	3.2	OR	2	2040
001572	Georgia Southern University	3.2	OR	2.5	2090
001577	Kennesaw State University	3.2	OR	2.5	2200
005599	Augusta University	3.4	OR	2	2400
001574	Georgia State University - Atlanta	3.4	OR	2.75	2500

**TCSG:** All 22 TCSG colleges will be listed on every student letter (no minimum HOPE GPA).

**USG:** There are two ways for students to meet USG's preliminary academic eligibility requirement to have an institution listed on their letter:

- A. By meeting the minimum HOPE GPA requirement, or
- B. By meeting the Freshman Index requirements

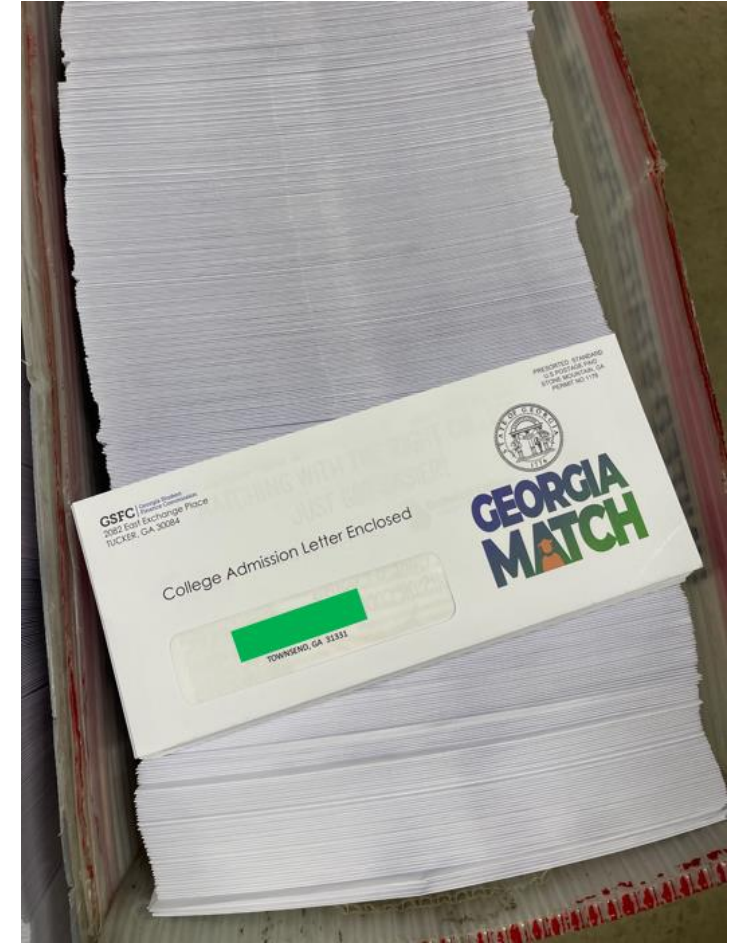
**Notes:**

- USG requires students to meet Required High School Curriculum and testing requirements.
- USG institutions will make every effort to allow students to make up missing requirements.





# GEORGIA MATCH – Implementation



# GEORGIA MATCH – Implementation

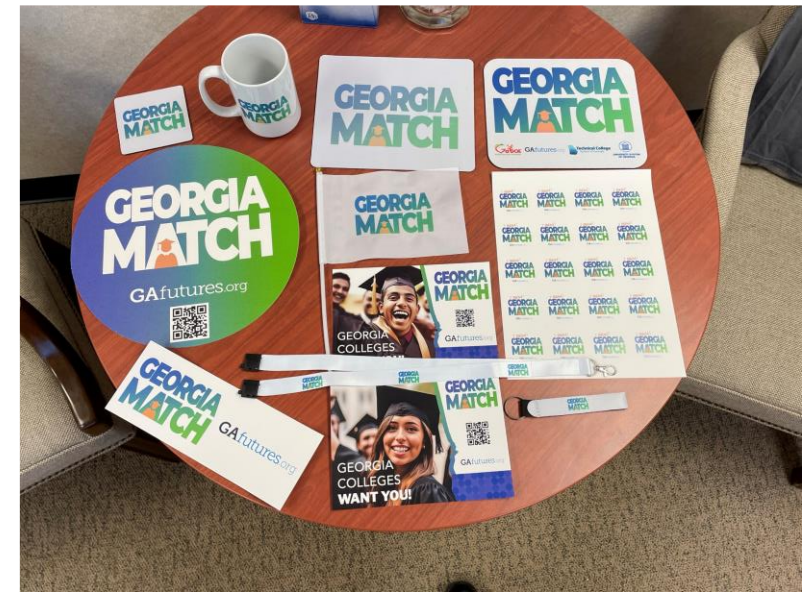
- In early October, GSFC proactively sends a letter to every high school senior attending a public or private high school in Georgia.
- The letter identifies all the USG & TCSG colleges that the student is academically qualified to attend based on their HOPE GPA or Freshman Index score.
- The letter will reach students that never contemplated applying to college! We are holding a spot for you!
- November is Apply to College Month (free college applications)!
  - TCSG waives app fees all year. USG waives app fees in November & March.



# How GSFC Supports High Schools

## Get the word out!

- Share GSFC provided communications with students and families ahead of letter delivery.
- Share GEORGIA MATCH social media across the various platforms.
- Display items from the GEORGIA MATCH promotion kits around the high school.
- Hold events to support and encourage participation in GEORGIA MATCH.



# How GSFC Supports High Schools

- Online GEORGIA MATCH Training Sessions (June – September)
- Face-to-face Fall Training Sessions (October)
- Communications/Social Media Toolkit
- Copies of each student's letter
- Clicks Report – available each Monday morning to show students' activity
- Outreach Representatives assigned to each high school

# University System of Georgia

GEORGIA MATCH signifies eligibility for admission for all institutions on the letter.

- 23 of 26 colleges participate in GEORGIA MATCH
- 35 satellite locations
- All institution levels from access to highly selective
- 344,392 students (Fall 2023)
- \$1M+ more in average lifetime earnings than peers without college degrees



# Technical College System of Georgia

The GEORGIA MATCH admission offer is GUARANTEED for all of Georgia's high school graduates at TCSG colleges!

- 22 Colleges and 88 Campuses
- Over 600 Programs
- The HOPE Career Grant provides an additional award for students enrolled in certificate and diploma programs in 18 high demand career fields:

Automotive Technology

Aviation Technology

Certified Engineer Assistant

Commercial Truck Driving

Computer Programming

Computer Technology

Construction Technology

Diesel Equipment Technology

Early Childhood Care & Ed

Electrical Lineman Technology

Health Science

Industrial Maintenance

Law Enforcement & Criminal Justice

Logistics/Transportation Technology

Movie Production Set Design

Practical Nursing

Precision Manufacturing

Welding and Joining Technology





# How the Letters are Created

- GSFC receives transcripts from 800+ Georgia public and private high schools.
  - Data sharing and program participation agreements.
- Those transcripts are used to calculate the HOPE GPA
  - GPA only includes core courses in English, Math, Science, Social Studies, and Foreign Languages
- USG and TCSG use the HOPE GPA as the GPA used to determine academic eligibility.
  - USG policy still requires students to meet Required High School Curriculum and testing requirements.

# GAfutures.org

Language: English

GSEC Georgia Student Finance Commission

Create an Account

Sign In

Help

ENHANCED BY Google



GAfutures  
Explore. Plan. Succeed.



HOPE & State Aid Programs

Federal Aid & Scholarships

College Planning

Career Exploration

Resources

About Us

My GAfutures

Claim Your Spot.

GEORGIA MATCH

GEORGIA MATCH

Learn more about direct admission into Georgia's public colleges and universities.



College Search

Search Colleges and Universities in the state of Georgia and across the country.



Scholarship Search

Use this tool to find eligible national and local scholarships.



Quick Pay

Click here to make a payment on your GSFA (Pathways) account.

GEORGIA MATCH



## GEORGIA MATCH

### Landing Page

- Access by QR code from the letter or navigate from GAfutures
- Page is publicly available (you don't need a letter)

The screenshot shows the GAfutures website's Georgia Match landing page. At the top, there's a navigation bar with the GAfutures logo and the tagline "Explore. Plan. Succeed." followed by a home icon and several menu items: HOPE & State Aid Programs, Federal Aid & Scholarships, College Planning, Career Exploration, Resources, About Us, and My GAfutures. Below this is a secondary navigation bar with a graduation cap icon and links for GEORGIA MATCH, College Decision Guide, College Money Matters, College Search, College Applications, Apply to College Initiative, and High School Transcripts. The main header area features a large "GEORGIA MATCH" title and a breadcrumb trail: GAfutures.org / College Planning / GEORGIA MATCH. A secondary navigation bar includes links for GEORGIA MATCH, Grade Level Checklists, Financial Aid Events, Why College in Georgia, and GEORGIA MATCH Resources. The main content area starts with a "Print" button and a welcome message: "Welcome Georgia High School Senior, Class of 2024!". This is followed by a congratulatory paragraph and the "GEORGIA MATCH" logo. A paragraph explains that the inaugural letter was mailed on October 10, 2023, and that seniors can still use the page. Another paragraph states that colleges listed on the letter are an academic match based on HOPE GPA. A third paragraph asks if the user knows attending a Georgia college makes financial sense. Below this is a link to the "Student Dashboard" and a video player showing a "GEORGIA MATCH" video with a "Copy link" button. At the bottom, there are two expandable sections under "Frequently Asked Questions": "What is GEORGIA MATCH?" and "How were the colleges on my list selected?". Two red arrows point from the bottom left towards the "Student Dashboard" and "Frequently Asked Questions" sections.



# GEORGIA MATCH Dashboard

**GSAFC** | Georgia Student Finance Commission

Welcome Johnny  
Rockdale High School

Sign Out Help

ENHANCED BY Google

**GAfutures**  
Explore. Plan. Succeed.

HOPE & State Aid Programs Federal Aid & Scholarships College Planning Career Exploration Resources About Us My GAfutures

GAfutures.org / My GAfutures /

### Welcome to Your Student Dashboard, Johnny Match

**GEORGIA MATCH**

**GEORGIA MATCH**

VIEW YOUR LETTER

CONGRATULATIONS! You have matched academically with the Georgia public colleges and universities listed below. If you are still deciding which college is the best fit for you, feel free to click the "Request Info" button to receive more information from that institution. Also pay close attention to the **Annual Cost of Attendance** and Distance from Home information that may help with your decision. Once you have researched and are ready to begin the admission application process, click the "Claim Your Spot" button. If you have questions, see the FAQs below.

You may Claim Your Spot in up to 3 colleges.

You have used all 3 Claim Your Spot opportunities. You can use the GAfutures College Search to learn more about colleges in Georgia and to apply to an individual college or university.

Indicates colleges within 60 miles of your home Zip Code.

Search	Name ▲	Cost	Distance
	Abraham Baldwin Agricultural College	Cost of Attendance: \$18,634 Approx. miles to your home: 190.4	Request Info Claim Your Spot
	Albany State University	Cost of Attendance: \$31,607 Approx. miles to your home: 154.4	Request Info Claim Your Spot
	Albany Technical College	Cost of Attendance: \$19,113 Approx. miles to your home: 175.1	Request Info Claim Your Spot





# Claim Your Spot & HS Transcripts

- For the Class of 2025, when a student clicks the “Claim Your Spot” button, they’ll be given the opportunity to also transmit their most recent transcript on record at GSFC.

By selecting “Transmit” you authorize GAfutures to send your most recent high school transcript that is on file at GAfutures to the college listed above.

If you do not want to transmit your most recent high school transcript, then select “No thanks”.

Please Note: If you have sent your transcript to the college above within the last 30 days, it will not be resent at this time.

Transmit

No thanks

# What Happens When Students Click a Button?

- **Request Info:** the college will contact the student and share standard recruitment materials.
- **Claim Your Spot:** the college will contact the student with information about completing the application process for Fall term 2025.
- Institutions will contact the students by email, mail, text or calls.
- Institutions will confirm final admission eligibility using their normal processes.

# GEORGIA MATCH – Digital Marketing

The collage features several digital marketing assets for Georgia Match:

- Billboard:** A large billboard with a smiling female graduate. The text reads "Claim Your Spot." in orange script, "GEORGIA MATCH" in blue and green block letters, and "GAfutures.org" in white on a blue background. Logos for the University System of Georgia, Technical College System of Georgia, and GaDOE are visible.
- Social Media:** A hand holds a smartphone displaying a Facebook post from Georgia Match. The post features a male graduate and the text "There's a College Waiting for You." and "Claim Your Spot." The post has 330 likes, 78 comments, and 15 shares.
- Pen:** A white promotional pen with the Georgia Match logo and "Claim Your Spot." repeated along its length.
- Gas Station Sign:** A "Quality Fuels 4" sign at a gas station with a digital display showing "A College Match" and a female graduate.
- Map:** A map of Georgia with numerous red pushpin markers indicating locations. A blue arrow points from the billboard to the map.
- Other Assets:** Three smaller versions of the "Claim Your Spot." billboard are stacked on the left side.

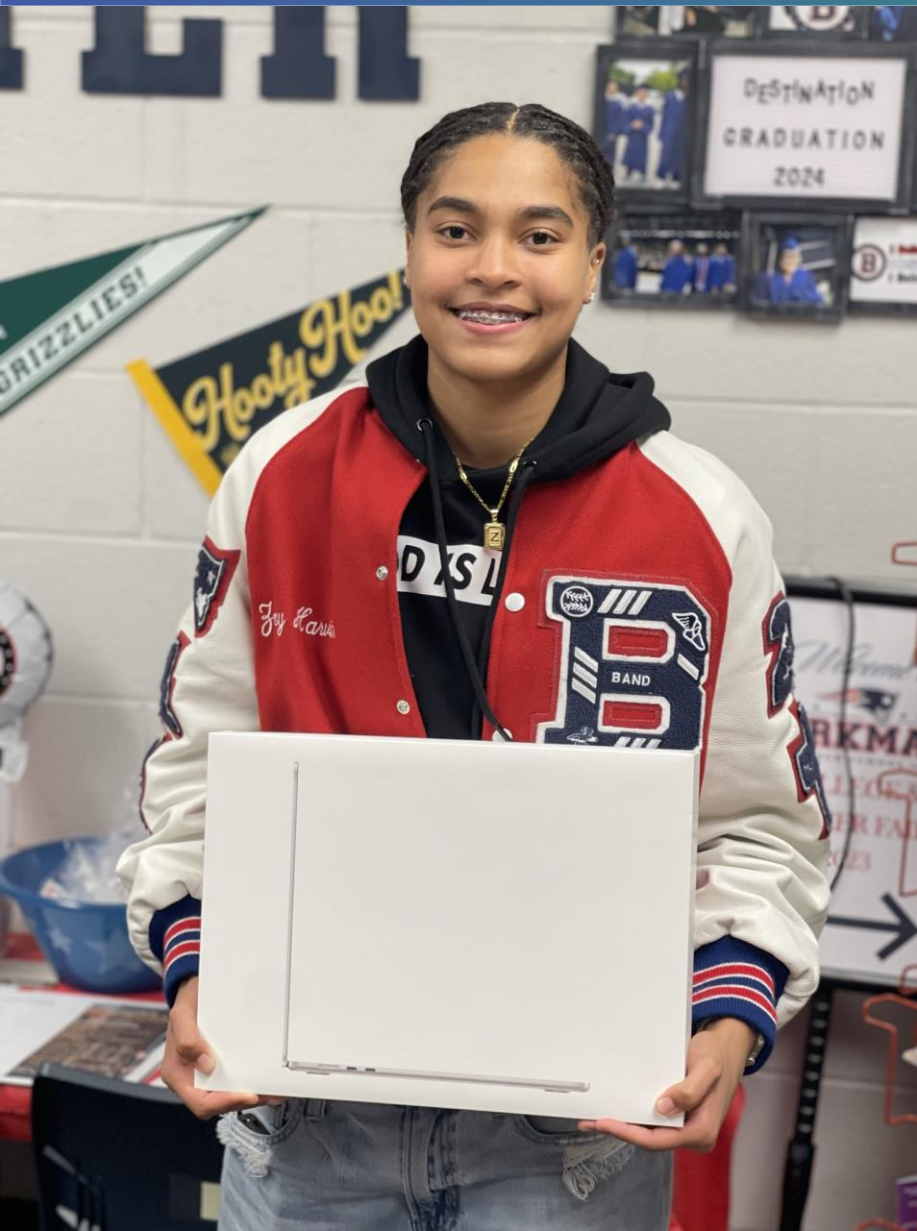


# GEORGIA MATCH – Year One Activity





# Year Two Enhancements



Electronic copy of the **GEORGIA MATCH** letter will be immediately available at the **GAfutures.org** student dashboard.

Confirmation emails will be sent when students **request information** or **claim their spot**.

The student may release their High School transcript to the institution when **claiming a spot**.

**GEORGIA MATCH** letters will be sent to High School Equivalency credentialed students.



# Year 2 Implementation Timeline



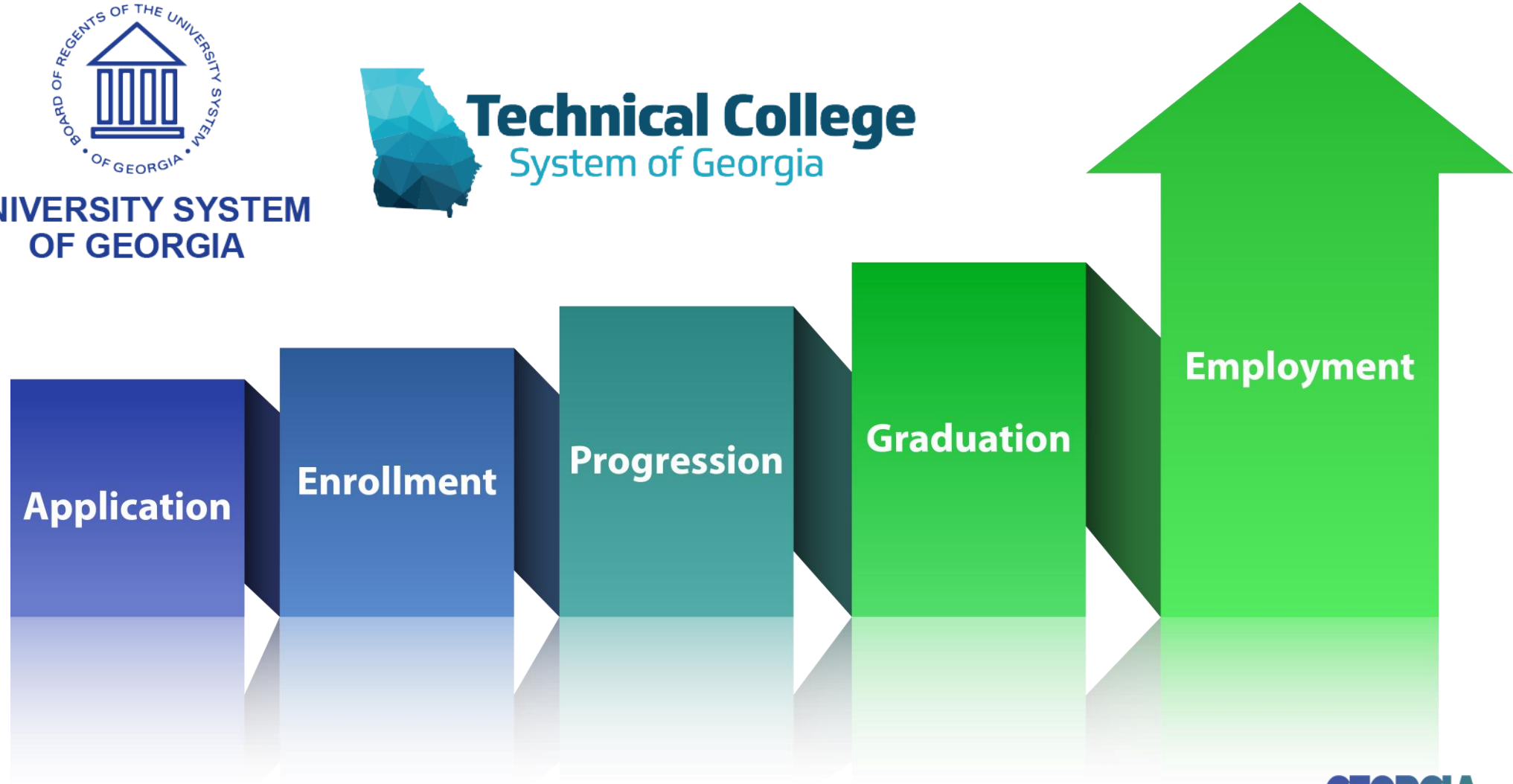
# Tracking Postsecondary Impacts



UNIVERSITY SYSTEM  
OF GEORGIA



**Technical College**  
System of Georgia



Application

Enrollment

Progression

Graduation

Employment

**GEORGIA  
MATCH**



# Lessons Learned

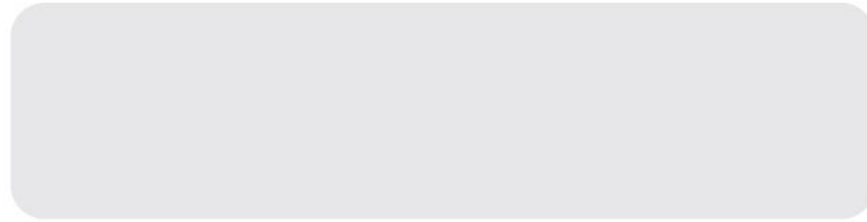




# The Envelope (Year One)

**GSEC** | Georgia Student  
Finance Commission  
2082 East Exchange Place  
TUCKER, GA 30084

College Admission Letter Enclosed



**GEORGIA  
MATCH**

**GEORGIA  
MATCH**



# The Envelope (Year Two)

**GSFC** | Georgia Student  
Finance Commission  
2082 East Exchange Place  
TUCKER, GA 30084

**GEORGIA  
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College Admission  
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**GEORGIA  
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LEARN MORE ABOUT



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JUST GOT EASIER!



GAfutures.org



Student Name  
100 Elm Street  
Columbus, Georgia 31906

# Questions?

**Chris Green**

[chrisg@gsfc.org](mailto:chrisg@gsfc.org)

770-560-2380

