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Finaid Fairs Raise Awareness

By Charisse Dengler

Because most prospective college students aren't fully aware of the extensive financial aid benefits that are at their fingertips, colleges and universities have taken to staging events in their communities to help get the word out. From high school seniors to students at community colleges and universities, financial aid offices are reaching out locally to educate the public on different options for financing higher education.

Columbia College, for example, is holding a Financial Aid Awareness Faire in which financial aid staff will speak with students about the different programs that are available to them. Free barbecue lunches and games will also be included.

Geared toward high school students and their parents, Texas A&M University-Corpus Christi is set to host a financial aid event at the Padre Staples Mall. Financial aid staffers will be on hand to deliver valuable information on the financial aid process.

Students who stop by the event will be able to receive one-on-one counseling in regard to particular aid programs that would most benefit their situations and will also have a chance to chat with representatives from different departments within the university.

The overall goal of colleges and universities in educating students on their financial aid options is to not only help them in their pursuit of higher education, but also to help them later in life.

In fact, Federal Reserve Chairman Ben Bernanke recently made the remark that financial education, which leads to a greater understanding of personal finances, ultimately results in a better economy.