

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Financial Aid and Literacy

Leader(s): Dr. John Perry, Director of Financial Aid and Matt Zarris, Assistant Director of Financial Aid

Implementation Year: 2016 - 2017

Goal 3: Provide web based, written, verbal, and electronic information to students maximizing understanding of financial aid programs.

Objective 1:	Continue to produce and maintain financial aid forms that are accurate and articulate, and review/update those forms on a quarterly basis. Additionally, manage our website content to guarantee accuracy, accessibility, and clarity, on an ongoing basis.
Action Items	Continue to update forms during the setup of the new processing year. Keep clean file storage on the shared network drive (U) of previous years so that templates are available for next year.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Forms and website will be accurate, effective, and easy to understand.
Responsible Person and/or Unit (Data collection, analysis reporting)	Sylvia Ponce De Leon; Matt Zarris
Milestones (Identify Timelines)	March 2017 – update new forms/website
Desired Outcomes and Achievements (Identify results expected)	Forms and website will be accurate, effective, and easy to understand.

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Objective 2:	Provide informative and engaging presentations at open houses, orientations, and other scheduled events, as well as staff information booths when needed, always prepared to answer any/all financial aid inquiries. Additionally, provide needed workshops (i.e. FAFSA Completion) at crucial times during the academic year.
Action Items	Continually update presentations to better inform prospective, applied, and admitted students as well as their parents. Work with Admissions on needs for external events
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Presentations & other FA info updated
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; Sylvia Ponce De Leon
Milestones (Identify Timelines)	October – new FAFSA/financial aid presentations
Desired Outcomes and Achievements (Identify results expected)	Better inform students and their families of the FA process and bolster enrollment

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<p>Objective 3:</p>	<p>Continue to maintain a standard of communication with our students through comprehensive and timely emails on both a wide scale approach and on the individual/personal level. Implement and manage electronic award letters to facilitate quicker delivery and help introduce students to the option of navigating their financial aid through the myGSU Student Portal.</p>
<p>Action Items</p>	<p>Setup of communication management to accommodate an electronic process instead of a paper process Test emails sent from Colleague to students</p>
<p>Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)</p>	<p>Students using email and portal to a greater degree to access financial aid</p>
<p>Responsible Person and/or Unit (Data collection, analysis reporting)</p>	<p>John Perry; Sylvia Ponce De Leon; ITS</p>
<p>Milestones (Identify Timelines)</p>	<p>March of each year – begin sending electronic communication to FA students</p>
<p>Desired Outcomes and Achievements (Identify results expected)</p>	<p>Move away from the paper process for a more sustainable system.</p>

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Objective 4:	Implement the Financial Aid Self-Service Module from Colleague. Similar to the module that was added in Financial Services, this would greatly increase the student understanding of the financial aid process, forms to complete, and issues to respond to.
Action Items	Seek approval from Administration for the purchase Implementation of new Colleague add-on by ITS
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	New system in place for students to access FA
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; ITS
Milestones (Identify Timelines)	February 2017
Desired Outcomes and Achievements (Identify results expected)	Deliver an easier-to-use system for students who can access aid on their smart phones

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Objective 5:	Notify all current and prospective students on the Prior/Prior Year FAFSA Changes that are taking place this October.
Action Items	<p>Update the website (the landing page for FA) with this extremely important information</p> <p>Update FA presentations to notify students of this significant change</p> <p>Modify our email notifications/reminders so that students are adequately prepared for this major change to the Financial Aid process</p> <p>Provide timely FAFSA Completion Workshops in conjunction with the October 1st Application date</p>
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<p>Presentations & other FA info updated</p> <p>FAFSA Workshops provided and statistics taken to evaluate participation</p> <p>As is always the goal, have as many undergraduate students apply early for the FAFSA to ensure that they are eligible for the state MAP Grant</p>
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matthew Zarris; ITS
Milestones (Identify Timelines)	October 2016
Desired Outcomes and Achievements (Identify results expected)	<p>Ensure that all students, prospective students, and parents are aware of the new FAFSA Application date, and that they are filing as early as possible.</p> <p>Also, we are encouraging all students to use the IRS Data Retrieval Tool if applicable.</p>