

**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 4:** Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

<b>Objective 1:</b>	<b>Expand the interaction of the Office of Financial Aid with admitted students to not only include Admitted Student Conferences and other events but also have students coming to campus for individual campus visits. These would be scheduled appointments with a Financial Aid Advisor.</b>
<b>Action Items</b>	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Matt Zarris; John Perry
<b>Milestones</b> (Identify Timelines)	December 2016 – expected increase in prospective student meetings with FA advisors
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Provide prospective, applied, and admitted students with greater understanding of financial aid and paying for college.

**Goal 4:** Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

<b>Objective 2:</b>	<b>Expand active recruitment to include prospective students and include a financial aid component so students begin to understand the financial aid process early and establish a contract and trust with the Office of Financial Aid.</b>
<b>Action Items</b>	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Matt Zarris; John Perry
<b>Milestones</b> (Identify Timelines)	December 2016 – expected increase in prospective student meetings with FA advisors
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Provide prospective students with greater understanding of financial aid and paying for college.

**Goal 4:** Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

<b>Objective 3:</b>	<b>Work with personnel from Admissions and Recruitment to train them on the services offered by the Office of Financial Aid so that students are receiving accurate information when financial aid personnel are not available during such times as high school visits and college fairs.</b>
<b>Action Items</b>	Hold workshops, meetings, and practice sessions with Admissions and Recruitment personnel to train them in FA
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Increase in recruiter knowledge of FA
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matt Zarris; Yakeea Daniels; Kristy Goodwin
<b>Milestones</b> (Identify Timelines)	December 2016 – projected completion of training for recruitment personnel
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Increase enrollment through education of process

Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

<b>Objective 4:</b>	<b>Collaborate with personnel from Admissions and Recruitment to establish joint events where Financial Literacy (i.e. FAFSA Completion, Scholarship Application Completion, Responsible Loan Borrowing, etc.) and College (GSU) Application Completion</b>
<b>Action Items</b>	Coordinate with Admissions/Recruitment on dates/times to hold these events
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Participation at these events will be documented via a sign-in process, and the end result will hopefully be an uptick in early completed FAFSAs as well as early completed Admissions Applications which all can be quantified via reports, etc.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matt Zarris; Marcia Boyd; Yakeea Daniels; Kristy Goodwin;
<b>Milestones</b> (Identify Timelines)	October 1 <sup>st</sup> (Early FAFSA Completion), November (Early GSU Application Completion)
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Increase enrollment and FA eligibility through education of process