

**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: Results and Analysis for 2016 – 2017 Objectives**

**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<br>FA Advisors will be trained to discuss the FA process and what to expect   |
| <b>Desired Outcomes and Achievements</b><br>(Identify results expected)  | Provide prospective, applied, and admitted students with greater understanding of financial aid and paying for college.  |
| <b>Achieved Outcomes and Results</b>   | We continue to make strides forward in our collaboration with Admissions in getting students to the Office of Financial Aid. We have re-structured many campus events to provide students with individual appointments with a financial aid advisor.   |
| <b>Analysis of Results</b><br>(Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | The individual approach to financial aid with incoming students is working well. Our financial aid advisors can take time with the student and their family to discuss where they are in the process and give them information/advice on the next steps. It also provides a contact within the Office of Financial Aid. We plan to continue this strategy in future years. |

**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: Results and Analysis for 2016 – 2017 Objectives**

**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<br><br>FA Advisors will be trained to discuss the FA process and what to expect   |
| <b>Desired Outcomes and Achievements</b><br>(Identify results expected)  | Provide prospective students with greater understanding of financial aid and paying for college.   |
| <b>Achieved Outcomes and Results</b>   | Our financial aid advisors have been trained and we have started to see some of these appointments. The Office of Financial Aid has been able to share information of students (when given a list ahead of time) with Admissions to be utilized at certain events. |
| <b>Analysis of Results</b><br>(Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | While this system is working, we still do not see as many prospective students as we would like. We will continue to work with Admissions to make sure that financial aid becomes part of the process.   |

**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: Results and Analysis for 2016 – 2017 Objectives**

**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>Desired Outcomes and Achievements</b><br>(Identify results expected)  | Increase enrollment through education of process   |
| <b>Achieved Outcomes and Results</b>   | We have been working with personnel from the Office of Admission on a regular basis so that they are aware of our current processes so that they can have more meaningful conversations with applicants.   |
| <b>Analysis of Results</b><br>(Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | Two good examples of this are: the importance of the students' Social Security Number as it relates to aid, and the Financial Aid Self-Service Module. Admissions personnel are well aware that a student's SSN is required for financial aid to be processed, and can work with students to get the SSN on file. We have also provided a demonstration and given access to key personnel in Admissions to our Financial Aid Self-Service module so that they can see where a student is in the financial aid process. |

**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: Results and Analysis for 2016 – 2017 Objectives**

**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 4:</b>  | <b>Collaborate with personnel from Admissions and Recruitment to establish joint events highlighting both 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>Desired Outcomes and Achievements</b><br>(Identify results expected)  | Increase enrollment and FA eligibility through education of process   |
| <b>Achieved Outcomes and Results</b>   | We have been working with the Associate Director of Admissions on events such as these throughout the year.   |
| <b>Analysis of Results</b><br>(Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | These combined events are working relatively well and will most likely be continued next year.  |