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: **2018 - 2019**

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

Objective 1:	**Continue to keep the Financial Aid landing page on the website updated to make it easier to navigate for prospective and current students.**
Action Items	Continue to work with Marketing on updating landing page and determine what "buckets" are of greatest importance for placement on that page.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Adjustments will be made as needed based on changes to our process and/or regulation changes.
Responsible Person and/or Unit (Data collection, analysis reporting)	Sylvia Ponce De Leon; John Perry; Marketing
Milestones (Identify Timelines)	Continuous
Desired Outcomes and Achievements (Identify results expected)	Better flow of information on our website.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We continue to keep the Office of Financial Aid web content up-to-date and accurate. However, this can be a time-consuming process with changes coming all year. Should a new position be approved for the Office of Financial Aid, we would use part of that position to continue this objective.

Objective 2:	**Continue to 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
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We continue to be accommodating to the needs of university stakeholders in attending a myriad of events throughout the year. These events include evening and weekend events that staff have been asked to attend.

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

Objective 3:	**Continue to update and maintain the FA Self-Service module to ensure data is accurate and information provided to students assists them in completing the financial aid process.**
Action Items	Review any Colleague updates that impact self-service Review feedback provided from students to FA staff members and make necessary adjustments.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Positive comments from students on self-service
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; ITS
Milestones (Identify Timelines)	Continuous
Desired Outcomes and Achievements (Identify results expected)	Provide students with an easy-to-understand checklist to complete the financial aid process.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We continue to work with ITS on making sure that the FA Self-Service module is up-to-date and accurate. When issues are detected, they are reported for correction.

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

Objective 4:	**Begin the process of reviewing and updating all documents and forms on the financial aid website to be ADA compliant.**
Action Items	Go through each and every document on the financial aid website and update
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Documents and forms will be ADA compliant
Responsible Person and/or Unit (Data collection, analysis reporting)	Sylvia Ponce De Leon; Antonio DeCastro; Karen Stuenkel
Milestones (Identify Timelines)	June 2019
Desired Outcomes and Achievements (Identify results expected)	Make sure all financial aid information is ADA compliant.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	Due to a number of staffing changes throughout the university, this objective has been delayed indefinitely.