Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Administrative Unit
Financial Aid

Submission Year
2020-2021

Assessment Coordinator Name
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Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Comply with reporting requirements and maintain compliance with federal and state laws in order to obtain the maximum amount of funding possible. This will allow Lander the continued ability to recruit and retain students by offering a competitive financial aid package that meets the needs of the students that we serve.

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome
Meet state & federal reporting deadlines to ensure the maximum amount of state & federal funding that Lander receives for scholarship use.

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Continued maximum funding from state and federal agencies

Performance Target for "Partially Met"
Reduced funding from the state and federal agencies

Performance Target for "Not Met"
No funding from the state and federal agencies

Assessment Measure Used	**Frequency of Assessment**
State Reports	Annually
Federal Reports	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
An increase in state & federal funding for scholarships was received	3

Comments/Narrative
State and federal reports were submitted in a timely manner which resulted in an increase in state and federal funding

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome

Ensure that we are complying with federal regualations to continue Title IV funding which is vital to meeting the financial needs of our new and returning students.

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
No findings on federal audit and continued federal Title IV funding

Performance Target for "Partially Met"
At least 1 finding on financial aid audit and continued federal Title IV funding

Performance Target for "Not Met"
Multiple findings on federal audit and decreased/no federal Title IV funding

Assessment Measure Used	**Frequency of Assessment**
Financial Aid Audit	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We had zero findings on our financial aid audit and continued Title IV funding	3

Comments/Narrative
Financial aid audit is complete and we had zero findings on the audit. We are in good standing with Title IV regulations.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Outcome 3

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Stay abreast of industry changes and best practices by attending conferences and workshops

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Each financial aid staff member attend at least 1 conference or workshop

Performance Target for "Partially Met"
At least half of the financial aid staff attend at least 1 conference or workshop

Performance Target for "Not Met"
Zero financial aid staff attend at least 1 conference or workshop

Assessment Measure Used	**Frequency of Assessment**
Virtual conferences and workshops	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Each financial aid staff member was able to attend at least 1 conference or workshop	3

Comments/Narrative
Conferences and workshops are vital to keep financial aid staff abreast of industry changes and best practices. This year due to COVID, conferences were offered virtually and each staff member was able to attend at least 1.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
Reporting guidelines and timelines met. Will continue to improve on efficient ways to gather data.

Changes Made/Proposed Related to Goal
In the process of implementing new systems that will make the data gathering process even more efficient and accurate.

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Publicize aid opportunities and serve as a resource to campus and the larger community to increase retention and enrollment, while focusing on student debt.

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Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Educate high school students and their parents about the financial aid process in order to maximize their aid eligibility by participating in high school FAFSA workshops and presentations.

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Partipate in at least 5 high school financial aid functions

Performance Target for "Partially Met"
Partcipate in at least 3 high school financial aid functions

Performance Target for "Not Met"
Not participating in any high school financial aid functions

Assessment Measure Used	**Frequency of Assessment**
# of high school functions participated in	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We participated in a total of 7 high school financial aid functions	3

Comments/Narrative
Financial aid functions at high schools are important to educate high school students about the financial aid process. These events help help to maximize a students aid eligibility which helps to meet their financial needs towards the cost of their education. We would like to continue increasing the number of high school functions that we are able to participate in.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Integrate financial literacy activities into the campus culture

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Hold multiple financial literacy activities that focus on student debt

Performance Target for "Partially Met"
Discuss ideas for a financial literacy with no integration

Performance Target for "Not Met"
No additional integration or discussion of financial literacy activities

Assessment Measure Used	**Frequency of Assessment**
Amount and type of outreach of financial literacy events on and off campus	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We were able to integrate additional methods of financial literacy on and off campus.	3

Comments/Narrative
College students are making financial decisions that will have lasting financial implications. It is our responsbility to to educate them to the best of our ability on resources available that will help with the cost of their education. By integrating some additional methods of financial literacy we are seeing immediate results in enrollment & retention. As a part of this integration of financial literacy, we also saw our new 3 year loan cohort default rate decrease. This is due to reasons such as students being more informed about borrowing and being educated about making smart financial decisions. We will continue to improve on integrating additional methods of financial literacy.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Outcome 3

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Implement ways to market institutional scholarship opportunities to new and current students and simplify the scholarship application process for institutional scholarships.

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Implement at least 1 new way of marketing institutional scholarship opportunites and simplify the scholarship application process.

Performance Target for "Partially Met"
Implement at least 1 new way of marketing institutional scholarship opportunities while keeping the same scholarship application process.

Performance Target for "Not Met"
Continue marketing institutional scholarship opportunities as we are with the same application process.

Assessment Measure Used	**Frequency of Assessment**
New marketing methods for institutional scholarship awareness	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We were able to implement a new way of marketing institutional scholarship opportunities while strealining and simplifying the application process.	3

Comments/Narrative
Our goal of publicizing aid opportunities and serve as a resource to campus and the larger community is ongoing. Eventhough we made great improvements in many areas with outreach to high schools and current students, we can continue to improve and implement creative ways to market financial aid opportunities to students and parents.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
Publicize aid opportunities and serve as a resource to campus and the larger community to increase retention and enrollment, while focusing on student debt has been a huge focus for us this year. We have seen positive results from the efforts that we have made up until this point. Our FAFSA completion #'s have increased, our loan default rate has decreased and our enrollment and retention has increased. We will continue these efforts to meet the students needs.

Changes Made/Proposed Related to Goal
I would like to further decrease our loan default rate, so there are other methods that we will be implmenting to to help with that. We will continue to reach out and publicize aid opportunities. I would like to see a shift in campus culture to where students view financail aid as a place of assistance and feels comfortable with the financial aid office and receives the excellent service that they trust us to proide.

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Provide accurate and timely service to students and create a shift in campus culture on how students view the office of financial aid

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Outcomes

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Implement electronic processes to where the students have the ability to securely submit documents at the touch of a button.

Timeframe for this Outcome

Academic 2019-2020

Performance Target for "Met"
Full implementation of dynamic forms which is a service that allows us to integrate electronic forms

Performance Target for "Partially Met"
Partial implementation of dynamic forms which is a service that allows us to integrate electronic forms

Performance Target for "Not Met"
No implementation of dynamic forms which is a service that allows us to integrate electronic forms

Assessment Measure Used	**Frequency of Assessment**
Implementation of dynamic forms	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
We were able to partially implement dynamic forms	2

Comments/Narrative
We were able to partially implement dynamic forms to include some of our most popular forms. We will continue the implementation to include additional forms, as well as, some additional automated processes.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used
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Outcome 2

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Cross training for financial aid employees to ensure that we are capable of providing the best customer service to our students and parents both effectively and efficiently.

Timeframe for this Outcome
Academic Year 2019-2020

Performance Target for "Met"
Complete cross training amongst all financial aid staff

Performance Target for "Partially Met"
Partial cross training amongst some of the financial aid staff

Performance Target for "Not Met"
No cross training amonst the financial aid staff

Assessment Measure Used
Knowledge of each financial aid staff member and
service provided to students and parents

Frequency of Assessment
On Going

Data Collected for this Timeframe (Results)
We were able to provide some cross training
opportunities, but only in the positions that needed
it the most.

Score (Met=3, Partially Met=2, Not Met=1)
2

Comments/Narrative
We have made great strides in our cross training endeavours, but we still have more cross training to
do. We are training strategically based on the maximum benefit of our services to students and parents.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
Financial aid is extremely important as students navigate the process of choosing college, attending
college and obtaining their degree. It is one office on campus that provides a service to the student from
the time of inquiry and beyond graduation. As an office and as a campus, we need to work towards a
shift in the campus culture of how students view financial aid. I would like for our office to be viewed as a
place for assistance in navigating and educating the students and parents to maximize their aid eligibility.

Changes Made/Proposed Related to Goal
Continue with cross training and work on implmenting processes that will help with the flow of trafic and
phone calls during our crazy season. Continue to motivate financial aid staff by praising them and
thanking them for the service that they provide to all students and parents.

Upload Files (if needed)