



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Enrollment Management

Person Responsible: Robert Austin

Department of: Financial Aid

Person Responsible: Kay Mooney

Purpose Statement: The Financial Aid Office is helping the college achieve the goals and success indicators set forth in the current strategic plan by assisting students in obtaining their education by reducing their educational costs through aid that is available from state, federal, local government and private resources.

Goal Statement #1: Financial aid will effectively communicate with students.

Objectives/Outcomes (including assessment tools and standards): After sending letters, Carl Calls, and personally handing out cards to students, who visit the office, all students who currently receive financial aid demonstrate their satisfaction with receiving accurate financial aid information as documented by our survey.

Results: Spring 2010 N= 294 responded out of 6396

Over 87% strongly agreed/agreed that they were satisfied

Use of Results (including improvements and revisions):

Analysis: We have been very satisfied with the information gathered from our surveys concerning the effective communication between staff and students.

Plan of Action: We would like to continue to monitor this but only on an every other year basis. No communication methods will change as students seem to be satisfied. Academic year 2010-2011 is the off year. No survey will be sent to students.

Objectives/Outcomes No 2. (including assessment tools and standards):

After receiving communication from AC Financial Aid Department, 100% of the students who applied for and did not receive need-based aid in 2008 fall will re-apply for need-based aid for 2009 fall as measured by fall 2009 Databook.

Results: n = 5,631

Y = 33% reapplied

Use of Results (including improvements and revisions):

Analysis: The original objective did not achieve the goals that we wanted so need to reevaluate to include all awarding of any financial aid.

Plan of Action: Restate for 2009-2010

Objectives/Outcomes No 2b: After sending a letter via email from the director of Financial Aid to encourage 100% of the current year students who did not qualify for financial aid to re-apply for the upcoming academic year to have their eligibility re-evaluated for need based aid.

Results: No data

Use of Results: No data closed objective. Year Round Pell has made it difficult to obtain data.

Objectives/Outcomes 3: (including assessment tools and standards):

After sending email notifications, post cards, envelope inserts and informing students who may have a Financial Aid credit balance, we will have 100% sign-up for direct deposit as determined by a Financial Aid query.

Results:

Use of Results (including improvements and revisions):

Analysis:

Plan of Action