Financial Aid

Increase Early FAFSA Outreach and Marketing

Providing Department:

Financial Aid

Responsible Roles:

Unit Goal Description:

Increase early FAFSA outreach and marketing to prospective and incoming students to ensure timely notices of financial aid packages.

Metric 1:

Increase the number of FAFSAs received on or before January 1, 2018 by 20% from 16,825 to 20,190.

Result 1:

We increased the number of FAFSAs received on or before January 1, 2018 by 6.9% from 16,825 to 17,983.

Metric 2:

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:
The number of FAFSA records received will be determined by querying the financial aid database which stores the FAFSA applications.

**Using Results:**

Though we did not meet our optimistic goal of increasing the number of FAFSA’s received by January 1st, we did see an increase. We will continue to do additional outreach to students with the intent to continue to increase early applicants each year. Our future plans include seeking alternative methods of communication, including social media and educational modules within Financial Avenue.

**Supplemental Info:**

none

**Start:**

07/01/2017

**End:**

06/30/2018

**Progress:**

100%

**Reevaluate Awarding Strategy of Regents Scholars To Impact Yield**

**Providing Department:**

Financial Aid

**Responsible Roles:**

**Unit Goal Description:**

Reevaluate awarding strategy of Regents Scholars to impact yield on low-income, first-generation, and underrepresented students of color.

**Metric 1:**

Increase overall yield by 15%: low-income from 15 to 17 students; first-generation from 5 to 6 students; underrepresented students of color from 6 to 7 students.

**Result 1:**
We were successful in increasing our yield rate from 7.86% to 10.33%. Available funding allowed us to offer 513 for Fall 2018 admits as compared to 1,005 for Fall 2017. It is best to view as percentages in analyzing the numbers for low-income, first-generation, and underrepresented students of color because the different number of offers for each year.

Metric 2:

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:

Data will be collected via Access queries from admission application tables and financial aid application tables.

Using Results:

Though we did not meet our full goal, we moved in the right direction from 7.86% to 10.33%. We will reevaluate for Fall 2019 recruitment in hopes to continue to increase the yield.

Supplemental Info:

none

Start:

07/01/2017

End:

06/30/2018

Progress:

100%