



Unit End of Year Report

Report includes:

- 2017-2018 Annual Goals
- 2017-2018 Assessment Plan
- Key Performance Indicators
- 2017-2018 Points of Pride
- 2018-2019 Annual Goals
- 2018-2019 Assessment Plan

Unit: Financial Aid Office

Director: Scott Atkinson

EAT Representative: Nora Bell-Owens

UNIT OVERVIEW

Unit Mission

The Financial Aid Office at The College at Brockport assists potential students, current students, and their families in obtaining the necessary financial resources to attend The College at Brockport. This includes the proper financial advisement of students and their families, processing and facilitating the financial aid application process and providing sound strategies in budgeting, alternative aid sources and debt management both during and after college. The ultimate goal for the Financial Aid Office is to minimize the financial concerns of our students so that they may concentrate on and maximize their opportunities for success.

Functional Goals and Division/College Mapping

Unit Functional Goals	Division Goal Mapping	College Goal Mapping
Hire and train six new Financial Aid Office staff members (professional and clerical) to provide more timely aid processing and improved customer service	1, 2,3,5	1.1, 1.7, 1.10, 3.7, 4.1,
Successfully implement the 2019-2020 financial aid processing cycle. Strive to be one of the first SUNY schools to release their award letters.	1, 3, 5	1.1, 1.7, 3.5, 4.8
Revise and provide new communication to Federal Work-Study supervisors: <ul style="list-style-type: none"> • Security requirements • More timely and frequent communication • 24/7 availability 	1, 3, 5	1.1, 1.5, 1.7, 1.8, 2.1, 4.1, 4.8

Working with Career Services and other departments to increase the use of Federal College Work-Study Program funds for community service.	1, 3, 5	1.1, 1.5, 1.7, 3.2, 4.1, 4.8
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SECTION ONE: 2017-2018 UNIT ANNUAL GOALS

Unit Annual Goals	Outcome/Status
Implementation of the NYS Excelsior Program	In Progress
Implementation of Student Outcome Tracking	2018-19 Goal
Improve Financial Aid Office Workflow	In Progress
Improve Customer Service	2018-19 Goal

SECTION TWO, PART ONE: 2017-2018 Assessment Plan

Unit Goal		College Mission Alignment: how does this goal support the College's Mission?
Hire and train six new staff members (professional and clerical) to provide more timely aid processing and improved customer service and workflow.		This will allow the office to be more efficient/accurate in the service that we provide to our customers.
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools used to assess	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met
<p>Trained staff will allow us to process financial aid packages in a timelier manner.</p> <p>Trained staff will allow us to service customers in a timelier manner on the telephone with the goal of reducing the number of call backs in addition to providing accurate and excellent customer service.</p> <p>Redistribute workload as appropriate.</p> <p>The new staff members will bring the financial aid office to appropriate staffing levels.</p>	<p>Financial resources have been used to send newly hired professional staff to the New York State Financial Aid Administrators Association's Novice workshop. The workshop utilizes pre and post tests to assess the knowledge gained from the workshop.</p> <p>Seasoned staff members have been utilized to train all Financial Aid Office new hires. Questions asked during the training and the responses to questions asked by the trainees will assess the knowledge gained from the in-office training. In addition, responses to telephone inquiries will also assess knowledge gained.</p> <p>Newly hired staff training will also be assessed by the number of errors found in the processing of financial aid documents.</p>	<p>The Financial Aid Office at The College at Brockport had six open positions that were searched for during the 2017-18 year. In April of 2018, the office hired an Office Assistant 2. Due to her previous experience with scanning and indexing, this allowed for a smooth transition to our office. Unfortunately, we now have to replace the person in this position as they have obtained other employment.</p> <p>Also in April 2018, we hired the Assistant Director of Financial Aid. This position will be responsible for insuring that we are in compliance with Federal Work-Study regulations.</p> <p>In May of 2018 we hired two Assistant Financial Aid Advisors who attended the Novice Workshop. This workshop provided in depth training on the sources and types of financial aid. During the training, the attendees were given a pre and post test. As a result, there was a 48% increase in their knowledge base.</p>

CLOSING THE LOOP

Resources Used:

Human resources have been used to develop search committees utilizing employees within the Enrollment Management and Student Affairs division.

Seasoned Financial Aid staff have been used to train the newly acquired employees.

Financial Resources have been utilized to send the Assistant Financial Aid Advisors to the NYSFAAA Novice Workshop in June of 2018.

Key Findings:

The Financial Aid Office has completed the search for the two Assistant Financial Aid Advisors and the Assistant Director of Financial Aid. We are currently beginning interviews for two Financial Aid Advisor positions. We will also have to conduct a new search for the Financial Aid Office Assistant 2 as this position is now vacant.

Dissemination/Discussion of Key Findings:

The results of the Financial Aid Office searches have been shared with The College at Brockport Human Resource Department and the Vice President of Enrollment Management and Student Affairs. The appointment of the Assistant Director was announced to the campus and was also shared with the Office of Career Services as this individual will work very closely with that department.

Summary Sentence for EMSA Briefing Book:

The Financial Aid Office is in the process of hiring six staff members.

- In April of 2018, we filled the vacant position of the Office Assistant 2. This person resigned in June and we are currently waiting for the new listing of possible applicants from Human Resources
- Reclassified 2 previous Office Assistant 1 positions to Assistant Financial Aid Advisors positions.
- We in the process of hiring two Financial Aid Advisor. One position was newly created and the other was a position that was previously frozen. The two Advisor positions are currently filled by individuals on a temporary appointment. These temporary appointments expire in July 2018.
- In April of 2018, we hired an Assistant Director of Financial Aid, which is a new position.

We are in the process of training for all of the individuals recently hired in these positions with the goal of being able to provide better customer service in all areas of the office.

Unit Goal		College Mission Alignment: how does this goal support the College's Mission?
Implementation of the NYS Excelsior Program		The implementation of the NYS Excelsior Program would assist students in completing their college education by providing necessary funding to cover tuition costs. It is hoped that this funding would improve retention rates as well as increase the number of applicants to The College at Brockport.
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools used to assess	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met
Success in this area would be assessed by having Excelsior awards accurately processed and <u>applied</u> to student bills. To notify students that have applied for the award that they are not eligible and to provide the reason for the ineligibility. Success would also be evident by having funds applied to student accounts and accurately certifying the Excelsior awards with the Higher Education Services Corporation.	Assessment is possible via statistics generated via NYS Higher Education Services and the Banner system. This assessment would be related to the number of students receiving the award and the total amount of awards processed. This data can also be compared to other SUNY schools. 2017-18 will serve as the baseline year.	New York State in conjunction with the Higher Education Services Corporation established the NYS Excelsior award program for the Fall 2017 semester. Members of Academic Advisement, Records and Registration, LITS, Financial Aid and the Office of Student accounts met to discuss how to implement this award. This proved to be very difficult as NYS Higher Education Services Corp. still has not developed policies and procedures to assist in the awarding and certification of these funds. For the 2017-18 academic year, The College at Brockport awarded \$2,848,458 in the Excelsior Scholarship and \$130,166 in the Excelsior Tuition Credit as of this date.

CLOSING THE LOOP

Resources Used:

Implementing the NYS Excelsior award program utilized human resources from various areas of The College at Brockport. Representatives from LITS, Academic Advisement, Financial Aid, Records and Registration and the Office of Student Accounts met to determine how to implement and administer the Excelsior award program. Meetings were held with the Vice Presidents of Enrollment Management and Student Affairs, Administration and Finance and the Director of Enrollment Services to determine what administrative offices would be responsible for the administration of the program. Financial and human resources were used to send staff members to training and conferences to obtain a greater knowledge of administering the Excelsior award program.

Key Findings: list key findings related to unit goal and outcomes

The Excelsior Scholarship Program was awarded to 793 students in the amount of \$2,978,564. We are now in the process of certifying the Excelsior awards. Certifying the Excelsior award program has been a slow process as the Higher Education Services Corporation has still not provided schools with a written policies and procedures manual to aid in the processing of these awards.

Dissemination/Discussion of Key Findings

The progress and results of awarding the Excelsior Scholarship award program has been reviewed with the Vice President of Enrollment Management and Student Affairs and other key campus personnel. In addition, the results of awarding the Excelsior award has also been reported to SUNY as requested.

Summary Sentence for EMSA Briefing Book:

The College at Brockport has awarded over \$2.9 million to almost 800 students through the new New York State Excelsior Scholarship Program.

Unit Goal		College Mission Alignment: how does this goal support the College's Mission?
Implementation of Student Outcome Tracking		Student Outcome Tracking will insure that the College is in compliance with Federal and State regulations that require that students are receiving aid only for those courses that apply toward their degree or major.
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools used to assess	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met
<p>To award federal and state aid only for those courses that apply toward the student's degree or major.</p> <p>To allow students to graduate in a timely manner.</p> <p>To adhere to federal and state regulations.</p>	Staff resources are required for the updating of the college catalog to reflect all prerequisites and requirements for all academic programs. This must then be scribed into Degree Works/Student Outcome Tracking.	<p>The goal of implementing Student Outcome Tracking is one that was not completed. This goal is still in process.</p> <p>The implementation of Student Outcome Tracking requires a re-write of much of the college catalog. This involves being detailing the qualifications for the different majors and programs. Records and Registration is currently working on this along with the academic departments on campus.</p>

CLOSING THE LOOP

Resources Used: describe what resources (human, financial, etc.) were used to pursue this goal

Human resources will be used to work with the academic departments to re-write The College at Brockport catalog. Staff from Records and Registration will also be utilized to scribe the necessary rules into the Banner system. Financial resources will be utilized to send staff to necessary trainings to gain knowledge on Student Outcome Tracking.

Key Findings: list key findings related to unit goal and outcomes

This goal is still in progress, and requires a re-write of a significant portion of the college catalog.

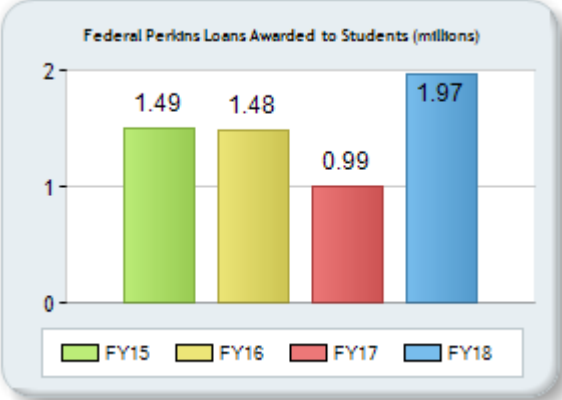
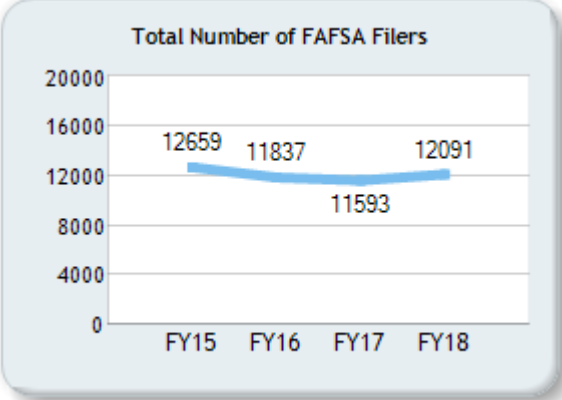
Dissemination/Discussion of Key Findings: how and with whom were key findings shared and what were the results of these discussions

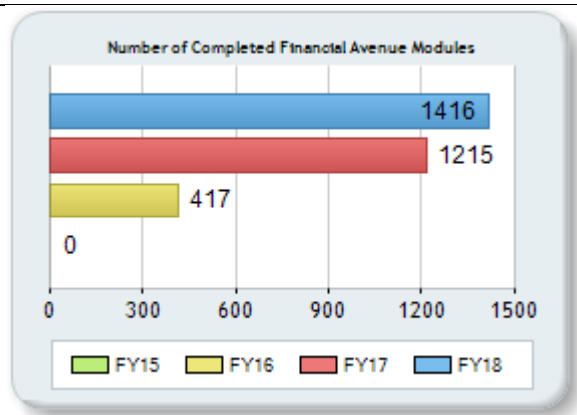
The progress of implementing Student Outcome Tracking has been shared with the Vice President of Enrollment Management and Student Affairs. It has also been shared with key departments in the Enrollment Management Division.

Summary Sentence for EMSA Briefing Book:

The implementation of Student Outcome Tracking is still in progress.

SECTION THREE: UNIT KEY PERFORMANCE INDICATORS

Key Performance Indicators and Benchmarks	Analysis																				
<div data-bbox="110 275 678 684">  <p>Federal Perkins Loans Awarded to Students (millions)</p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Amount (millions)</th> </tr> </thead> <tbody> <tr> <td>FY15</td> <td>1.49</td> </tr> <tr> <td>FY16</td> <td>1.48</td> </tr> <tr> <td>FY17</td> <td>0.99</td> </tr> <tr> <td>FY18</td> <td>1.97</td> </tr> </tbody> </table> </div> <div data-bbox="110 1115 678 1524">  <p>Total Number of FAFSA Filers</p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Total Number of Filers</th> </tr> </thead> <tbody> <tr> <td>FY15</td> <td>12659</td> </tr> <tr> <td>FY16</td> <td>11837</td> </tr> <tr> <td>FY17</td> <td>11593</td> </tr> <tr> <td>FY18</td> <td>12091</td> </tr> </tbody> </table> </div>	Fiscal Year	Amount (millions)	FY15	1.49	FY16	1.48	FY17	0.99	FY18	1.97	Fiscal Year	Total Number of Filers	FY15	12659	FY16	11837	FY17	11593	FY18	12091	<p>The Federal Perkins Loan is a low interest rate loan (5%) that is awarded to undergraduate and graduate students with exceptional financial need as determined by the FAFSA application. The loan is campus based which means institutions were provided a specific amount to award on a first-come, first-served basis. The College at Brockport awarded the following amounts in the years indicated. First year EOP students with exceptional need was awarded up to \$3000 and non-EOP students with exceptional need were awarded up to \$2000. This program is set to expire at the end of the 2017-18 academic year. This means that this funding will no longer be available after the 2017-18 year to award to students. This will affect many students ability to fund their education as well as retention rates for their future at The College at Brockport.</p> <p>For the 2017-18 academic year, there was an increase in the total number of FAFSA filers of 4.3%. This increase can be attributed to the implementation of the new Excelsior Scholarship program. This program allowed students to be eligible to receive free tuition dependent upon parent income levels and other criteria. In order to determine the students eligibilty, the student must have completed the Free Application for Federal Student Aid. Also, the number of FAFSA filers may have increased due to the implementation of Year Round PELL. Year Round PELL allowed students to receive up to 150% of a PELL award in one year. The FAFSA must be filed in order to obtain the Federal PELL Grant.</p>
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In 2015-2016, SUNY Brockport began using SUNY SMART TRACK, which was implemented for the use of all SUNY institutions. Because the new system was implemented in July of 2015 we only have the number of modules completed in the new system. Prior to July 15, the modules were completed in Financial Avenue. This would explain the large increase in the number of modules completed in FY17 compared to FY16

SECTION FOUR: 2017-2018 POINTS OF PRIDE AND ACCOMPLISHMENTS

Point of Pride/Accomplishment	College Mission and Priorities Alignment
14.8% increase in the number of SMART Track modules (financial literacy) completed by our students in 17-18 compared to 16-17.	To be a Great College at which to Learn
Experienced an increase in the number of FAFSA filers as of May 1, 2018 compared to May 1, 2017 of 6.9%.	To be a Great College at which to Learn
Increase in the percentage of students utilizing the IRS Data Retrieval Tool. This requires that student and parents request that their income information be transferred directly from the IRS.	To be a Great College at which to Learn
Newly hired Assistant Financial Aid Advisors attended and successfully completed the NYSFAAA Novice workshop.	To be a Great College at which to Learn To be a Great College at which to Work

SECTION FIVE: 2018-2019 UNIT STRATEGIC GOALS

Strategic Goals	Divisional Goal Mapping	Strategic Plan Operational Objective(s)	Action Plan	Timeline
Successfully implement the 2019-2020 financial aid processing cycle	1, 3, 5	1.1, 1.7, 3.5, 3.7, 4.8	Review all new year start up documentation/forms. Update all verification requirements and programming. Send tracking letters and award notices to students and parents.	Oct 2018 January 2018
Revise and provide new communication to Federal Work-Study supervisors: <ul style="list-style-type: none"> Security requirements More timely and frequent communication 24/7 availability 	1, 3, 5	1.1, 1.5, 1.7, 1.8, 2.1, 4.1, 4.8	Establish a shared drive on FileCity 2 for Federal Work-Study communications. Add current supervisors to Filecity2 and remove access to banner screens. Establish new reporting within Argos and Banner to more readily access Federal Work-Study data.	June 2018 July 2018 August/September 2018
Hire and train three new Financial Aid Office staff members (professional and clerical) to provide more timely aid processing and improved customer service	1, 2, 3, 5	1.1, 1.7, 1.10, 3.7, 4.1,	Conduct interviews for the Financial Aid Advisor positions. Hire and train new Office Assistant 2 position. Train all new employees. Review office workload and	June 1018 July 2018 June 2018 Sept 2018

			redistribute for greater efficiency.	
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SECTION SIX: 2018-2019 Assessment Plan

Unit Annual Goal:		
Hire two Financial Aid Advisors and an Office Assistant 2. Train six new Financial Aid Office staff members (professional and clerical) to provide more timely aid processing and improved customer service		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools that will be used to assess	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Year One – Hire two Financial Aid Advisors	NYSFAAA Training workshop – Workshop provided by the New York Financial Aid Administrations Association to provide in-depth training in financial aid	Staff resources to train newly hired staff. This will be difficult as staff will be needed for coverage.
Year One – Hire Office Assistant 2 for the Financial Aid Office		Office space for newly acquired staff members.
Year One and Two – Train newly acquired staff in all areas of financial aid	Staff members will train in their areas of expertise utilizing questions and answers and quizzes to access new staff knowledge base.	Staff to answer phones until all hires are completed and emergency appointments will have expired.
Year Two – All staff fully functioning	FSA Coach – used to review financial aid programs and policies.	

Action Plan:

- Fill all vacant Financial Aid Office positions.
- Provide training to allow staff to be able to meet the needs of the office and function productively in their area.

Goal Rationale:

Additional staff is needed in order for the Financial Aid Office to function at an optimal level in all areas (i.e. customer service, packaging). The office does not currently have enough staff to meet administrative

capabilities required by the U.S. Department of Education. Additional staff is needed in order to provide excellent service.

SECTION SIX: 2018-2019 Assessment Plan

Unit Annual Goal:		
Successfully implement the 2019-2020 financial aid processing cycle		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools that will be used to assess	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Update and train staff with any processing/FAFSA changes and updates Be one of the first SUNY institutions to distribute award letters for the 2019-20 award year	Update all Financial Aid Office forms and procedures. Create packaging philosophy and cost of attendance for 2019-20. Review all comment codes to insure no new codes need to be added to the database and verification documents to be requested. Give all updates to the administrative aid to insure all programming for the 2019-20 academic year are completed.	Human - resources from both the Financial Aid Office and LITS will be needed to successfully implement this goal.

Action Plan: describe strategies that will be used to reach the outcomes and goal, including timeline

- Late August and September, update financial aid forms and procedures to be used for the 2019-2020 award year
- Late August and September, create budgets and the packaging philosophy
- September 2018 - Work with the Administrative Aid and LITS to insure that needed Banner updates are delivered and programmed for 2019-20
- October 1, 2018 – Students can begin filing the 2019-2020 FAFSA application
- November 2018 – Upload FAFSA applications into the Banner system
- Begin sending out 2019-20 estimate letters, tracking letters and financial aid award notices to students.

Goal Rationale: describe the reasons for selecting this goal including any relevant assessment data and key findings
Successfully implementing the 2019-2020 financial aid processing cycle is a goal that is important to the financial aid office each year. Being one of the first SUNY institutions to get financial aid award letters out to students is a valuable recruitment tool and a goal that we try to accomplish. The earlier we can get award letters out to students, the earlier the students can make any college admission decisions. This also provides deferrable aid for students to cover any outstanding bill balances.

SECTION SIX: 2018-2019 Assessment Plan

Unit Annual Goal:		
Revise and provide new communication to Federal Work-Study supervisors: <ul style="list-style-type: none">• Security requirements• More timely and frequent communication• 24/7 availability		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success	Data Sources and Methods: resources and tools that will be used to assess	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Easily accessible and timely Federal Work-Study information for supervisors. Compliance with security requirements for information shared with supervisors.	Creation of FileCity2 file share drive for Federal Work-Study Provide supervisors with updates on how to access FileCity 2 and what information will be shared there	Human – resources from both the Financial Aid Office and LITS will be needed to implement this goal

Action Plan: describe strategies that will be used to reach the outcomes and goal, including timeline

- Create a file share on FileCity2 for all current student employee supervisors by the end of June 2018
- Notify current supervisors of the new share drive and how to access the drive by end of July 2018
- Work with Banner programmers to create new Argos and Banner jobs to more readily access Federal Work Study data by July/August 2018

Goal Rationale: describe the reasons for selecting this goal including any relevant assessment data and key findings

To ensure compliance with data security requirements information and to provide information to supervisors regarding the Federal Work-Study fund, it is important to provide a new platform to do this. The creation of a Federal Work Study file in FileCity2 will create an area where supervisors can obtain relevant Federal Work-Study eligibility lists and information without having access to information in Banner that would violate federal regulations. Supervisors will have more on demand information about Federal Work-Study students and improved communications regarding Federal Work-Study. This fileshare will allow supervisors to retrieve messages or information after it is posted 24/7. This will also assist hiring departments to identify and hire Federal College Work-Study Program students and to and help us to achieve our goal of spending our Federal Work-Study/Community Service allocations.