



**Office of the Vice President for Enrollment Management & Student Affairs**

**Unit End of Year Report**

**Report includes:**

- 2020-2021 Annual Goals
- 2020-2021 Assessment Plan
- Key Performance Indicators
- 2021-2022 Annual Goals
- 2021-2022 Assessment Plan
- 2020-2021 Points of Pride

**Unit:** Financial Aid

**Director:** Dr. Kimberley Willis

**Assessment Team Representative:** Deidre Strutz

**UNIT OVERVIEW**

**Unit Mission**

The Financial Aid Office at SUNY 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.

<b>Unit Functional Goals</b>	<b>Division Goal Mapping</b>	<b>College Goal Mapping</b>
Effectively communicate with students about financial aid requirements processes and provide excellent customer service in order to expedite the awarding process and reduce barriers to access and continued enrollment.	1, 2, 3, 5	1.7, 4.8

Implement the future award year process and notify students of their awards prior to the close of the current calendar year, in order to enhance the admissions process and retention of existing students.	1, 3, 5	1.1, 1.7, 4.8
Complete financial aid self-assessment tools to evaluate the institution's administration of the financial aid programs, ensuring compliance with federal laws and regulations.	1, 3, 4, 5	1.1, 1.7, 3.7, 4.8

**SECTION ONE: 2020-2021 UNIT STRATEGIC ANNUAL GOALS**

Unit Strategic Annual Goals	Outcome/Status
Train three new professional staff members to provide more timely aid processing and improved customer service and workflow.	Goal Met
Successfully implement CampusLogic's StudentForms platform for student and financial aid office staff use.	Goal Met
Provide cross training for Financial Aid Office staff.	Goal Partially Met
Facilitate regular FA staff attendance at EDI trainings	Goal Met

**SECTION TWO: 2020-2021 Assessment Plan**

Unit Goal	College Mission Alignment:
<p>Successfully implement CampusLogic’s StudentForms platform for student and financial aid office staff use</p>	<p>The Financial Aid office is a key component in students' education. Strong campus partnerships, tools available to students and staff and positive customer service enhances the experience for the student and will lead to an increasing number of positive outcomes related to retention and persistence.</p>

Outcomes and Criteria	Data Sources and Methods:	Assessment Data:
<p>Create and implement StudentForms platform</p> <p>Integrate Studentforms with Banner</p> <p>Train Staff</p>	<p>Studentforms “sandbox” test environment, regular meetings with CampusLogic</p> <p>Review of Banner processes to determine if/what changes can be made in Banner with integration of StudentForms</p> <p>Internally created trainings materials and regularly scheduled virtual trainings</p>	<p>Goal Met</p> <p>StudentForms was successfully launched with the start of the 2021-2022 financial aid cycle (February of 2021).</p> <p>FAO Senior Staff reviewed current processes and procedures during implementation. Through thorough review of data related to several internal procedures, FAO was able to reduce internal processes and procedures.</p> <p>Regular meetings were held with staff to train in the test system before going live. These meetings occurred multiple times leading up to launch. Staff also met frequently after launch to review the first batch of aid files together.</p> <p>Internal training documents were created for both processing an aid file and for system review and reference for staff.</p> <p>A communication plan was established with LITS to assist in getting students to register in the system. This provides weekly notifications to students who still have not created accounts. Once in the system, students receive systematic notifications from the platform itself via text messaging and emails. Account creation only has to happen once.</p>

## **CLOSING THE LOOP**

### **Resources Used:**

Human resources were used including representatives from the FAO, CampusLogic, LITS and other campus partners.

### **Key Findings:**

FAO successfully implemented the platform while working remote during the pandemic. This was a collaborative effort between FAO, LITS and CampusLogic. This is the first year that the platform is live so true assessment data to evaluate effectiveness and success will be reflected at the end of the 2021-2022 year moving into the 2022-2023 financial aid year. Staff continue to learn how to utilize the system and through questions and discussions FAO has successfully transitioned old processes to new ones within the new platform. This process has also allowed FAO to evaluate processes that were being used, review data surrounding those processes and make determinations on keeping or removing certain ones. Students and parents have been successfully completing documents within the platform with minimal adjustments and adverse feedback. To date 1427 accounts within the StudentForms platform have been created.

### **Dissemination/Discussion of Key Findings:**

The results are shared with FAO Senior Staff and the Vice President of Enrollment Management and Student Affairs.

### **Summary Sentence for EMSA Divisional Report:**

The Financial Aid Office successfully implemented Studentforms for the 2021-2022 financial aid cycle.

Unit Goal	College Mission Alignment:
Facilitate regular FA staff attendance at DEI trainings	Self- assessment is important for office operations because it provides an opportunity for an office to reflect on current processes, evaluate and determine possible areas of improvement. Staff participation and attendance at DEI trainings and events improves office awareness and also supports the College’s DEI mission and strategic plan.

Outcomes and Criteria:	Data Sources and Methods:	Assessment Data:
<p>Staff attendance at continual trainings and professional development</p> <p>Provide training opportunities to staff that are in-line with the College’s DEI goals</p>	<p>Certificate of achievement and/or participation</p> <p>Staff participation machform.</p>	<p>Goal Met</p> <p>FAO Senior Staff identified training opportunities (webinars, videos, meetings, modules and articles) and provided opportunities to staff for participation.</p> <p>Staff participated in several DEI related trainings, courses and article discussions throughout 2020-2021.</p> <ul style="list-style-type: none"> <li>• Implicit Bias Training</li> <li>• Safe Zone Training</li> <li>• Title IX Training</li> <li>• Kirwin Modules</li> <li>• Diversity and Inclusion in the Modern Workplace</li> <li>• Brown Bag Series: <ul style="list-style-type: none"> <li>○ Levels of Racism</li> <li>○ MicroAgressions</li> </ul> </li> <li>• Diversity Learning Series: <ul style="list-style-type: none"> <li>○ Keynote Address with Dr. Joy DeGruy</li> <li>○ Supporting Undergraduate Men of Color</li> <li>○ Experiences of Students with Disabilities</li> </ul> </li> <li>• Articles (provided to staff to read) <ul style="list-style-type: none"> <li>○ Exploring and Promoting College Attendance and Success of Racial/Ethnic Minority Students</li> <li>○ White Privilege- Unpacking the Invisible Knapsack</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• Videos (provided to staff to view) <ul style="list-style-type: none"> <li>○ How to get serious about diversity and inclusion in the workplace- Janet Stovall (TED Talk)</li> </ul> </li> <li>• Books (provided to staff to read) <ul style="list-style-type: none"> <li>○ Becoming a Student Ready</li> </ul> </li> <li>• 2 Staff Members Completed their DEI Certificates through the University of South Florida Muma College of Business</li> </ul>
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**CLOSING THE LOOP**

**Resources Used:**

Resources from the DEI Office, campus community members, Senior Staff and outside professional associations were used to meet this goal.

**Key Findings:**

Financial aid office staff participated in several DEI activities during the 2020-2021 academic year. Availability of webinar and virtual sessions may play a contributing factor in attendance as those sessions are more easily accessible by staff that may otherwise not be able to get away from the office to attend an in-person event. Continued participation and opportunities for these trainings is both welcomed and looked forward to by staff. Staff participation in DEI related activities also extends outside of Brockport to our state aid association (NYSFAAA), where two members of our staff are members of the NYSFAAA DEI Committee.

**Dissemination/Discussion of Key Findings:**

Director of Financial Aid and FAO Senior Staff. EMSA Directors and Vice President of Enrollment Management and Student Affairs.

**Summary Sentence for EMSA Divisional Report:**

The Financial Aid Office staff actively participated in several DEI activities in the 2020-2021 academic year.

Unit Goal	College Mission Alignment:
Train three new professional staff members to provide more timely aid processing and improved customer service and workflow.	Additional staff members allow the office to provide more timely service to the students and families that we serve.

Outcomes and Criteria:	Data Sources and Methods:	Assessment Data:
<p>Train newly acquired staff in all areas of financial aid</p> <p>All staff able to fulfill professional roles and meet operational needs</p> <p>Improved customer service</p>	<p>Hire and train Financial Aid Office staff members (professional and clerical) to provide more timely aid processing and improved customer service.</p> <p>Utilize New York Financial Aid Administrators Association and the National Association of Aid Administrators webinars and training resources</p> <p>Staff members will train in their areas of expertise utilizing questions and answers and quizzes to access new staff knowledge base.</p>	<p>Goal Met</p> <p>In spring of 2020 the Financial Aid Office hired the Director of Financial Aid and a Financial Aid Advisor.</p> <p>The Director of Financial Aid completed New Director Coaching via the National Association of Student Financial Aid Administrators (NASFAA)</p> <p>The Director of Financial Aid and the Financial Aid Advisor completed Novice Training through the New York State Financial Aid Administrators Association (NYSFAAA)</p> <p>Due to pandemic restrictions most trainings were done virtually either through Teams Calls or webinars/virtual conferences, despite the challenges presented with remote work, these trainings and onboarding have proven successful.</p> <p>With these new hires, the Financial Aid Office has further strengthened our customer service and document processing timelines.</p>

## **CLOSING THE LOOP**

### **Resources Used:**

Financial Aid staff were used to train newly hired staff members. Professional associations and their training webinars and resources were also used in the training of new staff members.

### **Key Findings:**

Despite the pandemic and training of staff members being done virtually, our office was successfully able to train new staff to meet the needs of the office with the processing of aid and customer service.

### **Dissemination/Discussion of Key Findings:**

FAO Senior Staff and Vice President of Enrollment Management.

### **Summary Sentence for EMSA Divisional Report:**

The Financial Aid Office successfully trained new professional staff members to meet the administrative needs of the office.



**SECTION FOUR: STUDENT LEARNING OUTCOMES**

**Institutional Student Learning Outcomes**

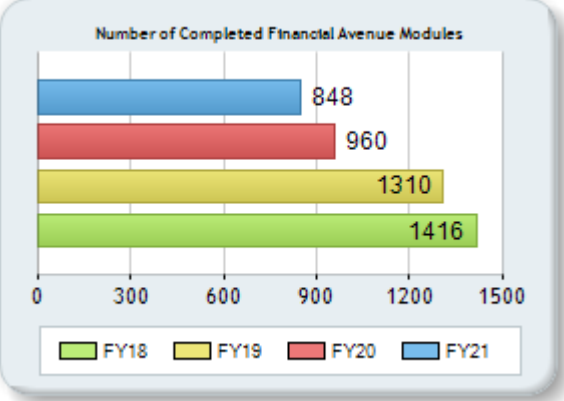
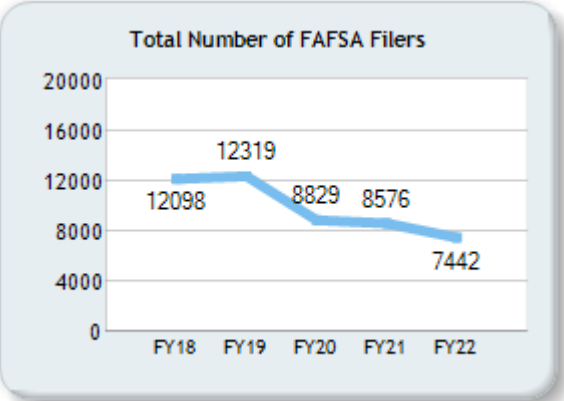
- |                                   |   |
|-----------------------------------|---|
| 1. Written and Oral Communication | 4. Critical Thinking and Information Literacy |
| 2. Quantitative Reasoning         | 5. Civic Engagement                           |
| 3. Intercultural Competence       |   |

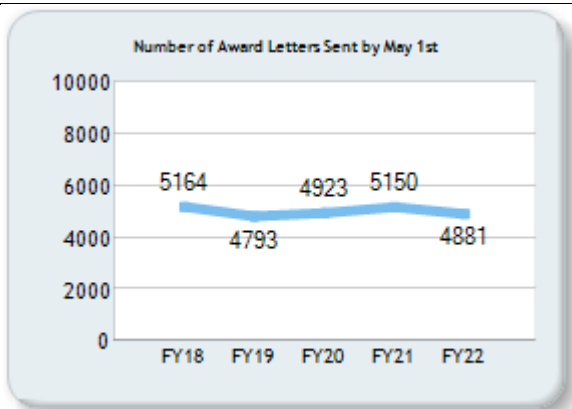
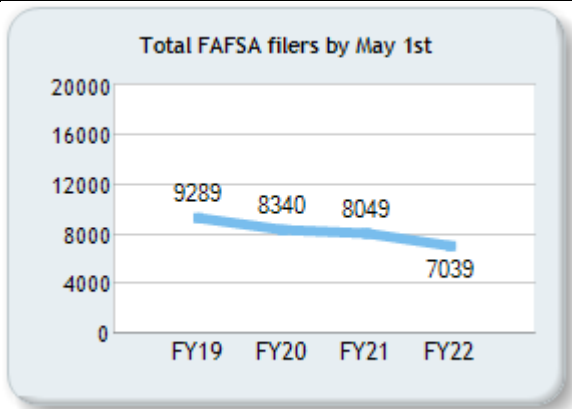
Departmental Learning Outcomes	Institutional Learning Outcomes					Assessment Year
	1	2	3	4	5	
1. Train student Peer Advisors on Federal financial aid regulations, customer service techniques, and policies and procedures to allow them to be able to disseminate financial aid information to student and parents in a professional manner either on the phone, at the front desk, via emails or campus sponsored events.				X	X	2019-2020  Postponed to 22/23 (no new Peer Advisors were hired in 19/20 or 20/21)
2. Students receiving scholarships through the Extraordinary Academic Scholarship Program will comprehend the policies and requirements of the terms of award and integrate them with their personal planning and actions during their college career.				X		2018-2019  Baseline Year  2019-2020  Assessed and Compared
3. Through information provided by the Financial Aid Office from various printed and electronic communications, the prospective student and their family will understand the types, sources and amounts of financial aid available, the applications required and deadline dates.				X	X	2020-2021  Postponed to 2021/2022 due to pandemic

4. Students who take out loans will be able to recognize and understand the requirements, rights and responsibilities and repayment obligations associated with acquiring a federal student loan.				X	X	2018-2019  Assessed
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<b>Departmental Learning Outcome Measured in 2020-2021:</b>  3. Through information provided by the Financial Aid Office from various printed and electronic communications, the prospective student and their family will understand the types, sources and amounts of financial aid available, the applications required and deadline dates.		
Strategies/Programs	Assessment Tools/Data Sources	Results
		We had to postpone measuring this learning outcome due to the pandemic and revised strategies being used during the year of remote learning. Will assess in 21/22 when campus operation is scheduled to resume in person.
Summary of Findings and Next Steps:		

**SECTION FIVE: UNIT KEY PERFORMANCE INDICATORS**

Key Performance Indicators and Benchmarks	Analysis												
 <p><b>Number of Completed Financial Avenue Modules</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Number of Modules</th> </tr> </thead> <tbody> <tr> <td>FY18</td> <td>1416</td> </tr> <tr> <td>FY19</td> <td>1310</td> </tr> <tr> <td>FY20</td> <td>960</td> </tr> <tr> <td>FY21</td> <td>848</td> </tr> </tbody> </table>	Fiscal Year	Number of Modules	FY18	1416	FY19	1310	FY20	960	FY21	848	<p>The number of SUNY SMART TRACK Financial Avenue modules completed are down from the previous year (FY20). This decrease is likely attributed to the continued mode of distance education due to the pandemic during the entire 20-21 academic year.</p> <p>During the month of April (Financial Literacy Month) the Financial Aid Office (FAO) would strongly encourage students to utilize SUNY SMART TRACK and provide campus activities to support that mission. However, during this academic year students were already being inundated with more email communications than normal due to distance learning. As a result, FAO did not want to add to the stress students were experiencing by appearing to add additional requirements.</p> <p>Our team continues to work with other areas on campus and the SUNY Financial Literacy Task Force to increase usage for the 21-22 academic year. We hope to see an increase in these numbers for the 21-22 year when campus activities and learning return to in-person.</p>		
Fiscal Year	Number of Modules												
FY18	1416												
FY19	1310												
FY20	960												
FY21	848												
 <p><b>Total Number of FAFSA Filers</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Total Number of Filers</th> </tr> </thead> <tbody> <tr> <td>FY18</td> <td>12098</td> </tr> <tr> <td>FY19</td> <td>12319</td> </tr> <tr> <td>FY20</td> <td>8829</td> </tr> <tr> <td>FY21</td> <td>8576</td> </tr> <tr> <td>FY22</td> <td>7442</td> </tr> </tbody> </table>	Fiscal Year	Total Number of Filers	FY18	12098	FY19	12319	FY20	8829	FY21	8576	FY22	7442	<p>The Financial Aid Office continued to provide training to new staff members throughout 2020-2021. This allowed individuals to take on a greater role in processing. As a result, the office has not experienced backlogs in document imaging or file processing. In FY22, 66% of the total students who completed a FAFSA had award letters sent by May 1st compared to 60% in FY21.</p> <p>The Financial Aid Office has completed implementation of the StudentForms CampusLogic Platform. Utilizing this platform allows for further automation of the financial aid process by directing students to complete forms and submit the documents electronically with e-signatures. This platform also allows for more personalized outreach to students through tailored emails and text messaging. As this is the first cycle with StudentForms, true impact will be more accurately measured in next year's cycle (22/23).</p>
Fiscal Year	Total Number of Filers												
FY18	12098												
FY19	12319												
FY20	8829												
FY21	8576												
FY22	7442												



The total number of FAFSA filers dropped from the previous year, this could partially be attributed to a few factors; drop in enrollment and smaller incoming classes over the last two years in conjunction with the continued pandemic.

**SECTION SIX: 2021-2022 UNIT STRATEGIC ANNUAL GOALS**

<b>Strategic Annual Goals</b>	<b>Divisional Goal Mapping</b>	<b>Strategic Plan Operational Objective(s)</b>	<b>Action Plan</b>	<b>Timeline</b>
Train two new professional staff members to provide more timely aid processing and improved customer service and workflow.	2, 3	1.1, 4.1, 4.5	Train employee(s) with Federal and State Financial regulations and policies. Train employee(s) with SUNY Brockport Financial Aid Office policies and procedure. Cross-train to more equitably distribute workload.	July 2021-May 2022
Continue to build upon the implementation of CampusLogic's StudentForms platform by utilizing other options (features) available in the system for student and financial aid office staff use	2	1.1	Test additional features within Studentforms platform. Determine how to implement with current practices in office and what steps need to be taken internally and systematically to implement.	July 2021-May 2022
Provide cross training for Financial Aid Office staff	2, 3	1.1, 4.5	Implement training plan. Train employees. (this goal has been rolled forward from previous year due to pandemic)	July 2021-July 2022
Facilitate regular staff participation in DEI trainings and discussions within monthly staff meetings	2, 3, 4, 6	1.1, 1.8, 4.2, 4.5	Schedule monthly DEI trainings that are incorporated into staff meetings. Require staff to participate with monthly article readings/discussions.	July 2021-July2022

**SECTION SEVEN: 2021-2022 Assessment Plan**

Unit Goal:	College Mission Alignment
Facilitate regular DEI trainings at monthly staff meetings	Training is important for office operations because it provides an opportunity for an office to reflect on current processes, evaluate and determine possible areas of improvement. Staff participation and attendance at DEI trainings and events improves office awareness and supports the College’s DEI mission.

Outcomes and Criteria:	Data Sources and Methods:	Resources Needed and Individual(s) Responsible:
<p>Continual trainings and professional development</p> <p>Provide training opportunities to staff that are in-line with the College’s DEI goals</p>	<p>Staff feedback and participation in discussions</p> <p>Staff participation in monthly article assignment and facilitating article discussion</p>	<p>Senior staff to coordinate monthly training schedule</p> <p>DEI Office</p> <p>Brockport campus community members certified to provide approved DEI trainings</p> <p>New York State Administrators Association and the National Association of Student Financial Aid Administrators</p> <p>Individuals Responsible: FAO Senior Staff</p>

**Action Plan:**

Senior staff will work together to develop a calendar for the 2021-2022 academic year where we are able to incorporate opportunities for DEI training for the staff. A member of Senior Staff will work to coordinate scheduling of these trainings. The FAO will also utilize DEI materials and resources available through our affiliated state and national financial aid organizations, along with institutional resources.

**Goal Rationale:**

To be more in line with the College’s DEI goals and strategic plan, it is important that these trainings be offered to the staff. These trainings also reinforce the suggestion that came from our self-assessment of our CAS assessment on DEI.

Unit Goal:	College Mission Alignment
Continue to build upon the implementation of CampusLogic's StudentForms platform by utilizing other options (features) available in the system for student and financial aid office staff use	The Financial Aid office is a key component in students' education. Strong campus partnerships, tools available to students and staff and positive customer service enhances the experience for the student and will lead to an increasing number of positive outcomes related to retention and persistence.

Outcomes and Criteria:	Data Sources and Methods:	Resources Needed and Individual(s) Responsible:
Implement Appeals option in platform  Implement Dependency Override feature in platform	Review of implementation materials and internal procedures  Studentforms test environment "sandbox"	FAO Staff, CampusLogic and LITS  Individuals Responsible: FAO Senior Staff

**Action Plan:**

FAO will review implementation materials and internal procedures related to dependency override and appeals. Determine what adjustments/modifications need to be made internal and within the Studentforms platform in order to successfully launch new features with the 2022-2023 aid cycle.

**Goal Rationale:**

To fully utilize the Studentforms platform and provide as many forms and options to students as possible within the system. To assist in eliminating paper forms within the office and move processes to electronic formats.

**SECTION EIGHT: 2020-2021 POINTS OF PRIDE AND ACCOMPLISHMENTS**

<b>Point of Pride/Accomplishment</b>	<b>College Mission and Priorities Alignment</b>
Implemented StudentForms by CampusLogic	To be a Great College at which to Work To be a Great College at which to Learn
Construction of new front office space to best serve in-person student appointments	To be a Great College at which to Work To be a Great College at which to Learn
Distribution of \$3,874,373.75 in CARES/HEERF Act funds	To be a Great College at which to Work To be a Great College at which to Learn
Heather Allen received 20 years of service to the College recognition	To be a Great College at which to Work
Karen Millspaugh received 30 years of service to the College recognition	To be a Great College at which to Work
Heather Allen, Nora Bell-Owens, Thomas Hickey and Deidre Strutz received EMSA Kudos awards	To be a Great College at which to Work
Deidre Strutz received the Service Award for Region II from the New York State Administrators Association	To be a College Engaged with its Community
Dr. Kimberley Willis and Nora Bell-Owens completed their DEI Certificates through the University of South Florida Muma College of Business	To be a Great College at which to Work To be a Great College at which to Learn To be a College Engaged with its Community