

**Governors State University**  
 Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Financial Aid and Literacy**

**Leader(s): Dr. John Perry, Director of Financial Aid and Matt Zarris, Assistant Director of Financial Aid**

**Implementation Year: 2017 - 2018**

**Goal 3:** Provide web based, written, verbal, and electronic information to students maximizing understanding of financial aid programs.

<b>Objective 1:</b>	<b>Update the Financial Aid landing page on the website to make it easier to navigate for prospective and current students.</b>
<b>Action Items</b>	Work with Marketing on updating landing page and determine what “buckets” are of greatest importance for placement on that page.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	After sending changes to Marketing, the landing page will be reviewed and adjusted as necessary.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Sylvia Ponce De Leon; John Perry; Antonio DeCastro
<b>Milestones</b> (Identify Timelines)	August 2017, however we rely on Marketing
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Better flow of information on our website.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	The financial aid landing page has been updated and is much easier to navigate for prospective and current students. We will continue to update the page as needed.

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<b>Objective 2:</b>	<b>Continue to provide informative and engaging presentations at open houses, orientations, and other scheduled events, as well as staff information booths when needed, always prepared to answer any/all financial aid inquiries. Additionally, provide needed workshops (i.e. FAFSA Completion) at crucial times during the academic year.</b>
<b>Action Items</b>	Continually update presentations to better inform prospective, applied, and admitted students as well as their parents. Work with Admissions on needs for external events
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Presentations & other FA info updated
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Matt Zarris; Sylvia Ponce De Leon
<b>Milestones</b> (Identify Timelines)	October – new FAFSA/financial aid presentations
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Better inform students and their families of the FA process and bolster enrollment
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	Each year (and as-needed), we evaluate all of our presentations and make adjustments as necessary. Matt has done an outstanding job of disseminating financial aid information via presentation for some time now and continues to make enhancements including information from Financial Services.

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<b>Objective 3:</b>	<b>Continue to update and maintain the FA Self-Service module to ensure data is accurate and information provided to students assists them in completing the financial aid process.</b>
<b>Action Items</b>	Review any Colleague updates that impact self-service  Review feedback provided from students to FA staff members and make necessary adjustments.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Positive comments from students on self-service
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; ITS
<b>Milestones</b> (Identify Timelines)	January 2018
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Provide students with an easy-to-understand checklist to complete the financial aid process.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	We have added the FA Self-Service module updates to our annual Colleague setup and make sure that all information is up-to-date for students. We will continue this process.

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<b>Objective 4:</b>	<b>Begin the process of reviewing and updating all documents and forms on the financial aid website to be ADA compliant.</b>
<b>Action Items</b>	Go through each and every document on the financial aid website and update
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Documents and forms will be ADA compliant
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Sylvia Ponce De Leon; Antonio DeCastro; Karen Stuenkel
<b>Milestones</b> (Identify Timelines)	June 2018
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Make sure all financial aid information is ADA compliant.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	This objective has been put on hold until we receive more information and guidance from Marketing on how to proceed. We will try this next year.