

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: 2018 - 2019

Goal 4: Collaborate with Admissions on the development and implementation of a comprehensive plan to incorporate financial aid into new student and family communication planning and relationship building including financial literacy related to college affordability.

Objective 1:	Expand the interaction of the Office of Financial Aid with admitted students to not only include Admitted Student Conferences and other events but also have students coming to campus for individual campus visits. These would be scheduled appointments with a Financial Aid Advisor.
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	Continuous
Desired Outcomes and Achievements (Identify results expected)	Provide prospective, applied, and admitted students with greater understanding of financial aid and paying for college.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We continue to work with the Office of Admissions and the Office of Registration on creating a more integrated approach to assisting students in the enrollment process. Specifically, we have been working very closely with Admission on the awarding of AIM HIGH grants to eligible students.

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Objective 2:	Continue to expand active recruitment to include prospective students and include a financial aid component so students begin to understand the financial aid process early and establish a contract and trust with the Office of Financial Aid.
Action Items	Admissions will notify FA of student visits and FA will schedule these students to meet with an FA advisor FA Advisors will be trained to discuss the FA process and what to expect
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Amount of students who come through the FA Office
Responsible Person and/or Unit (Data collection, analysis reporting)	Matt Zarris; John Perry
Milestones (Identify Timelines)	Continuous
Desired Outcomes and Achievements (Identify results expected)	Provide prospective students with greater understanding of financial aid and paying for college.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We continue to work towards a more integrated approach to the recruitment of students. We are in the process of training our GSU recruiters on reading financial aid screens and being able to communicate the process to prospective students. We are also working with them to send us students who need more assistance.

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Objective 3:	Adjust the role that financial aid plays at each freshman orientation.
Action Items	Return to holding just one presentation at orientation as well as offering one-on-one advising with the Office of Financial Aid staff members
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Fewer “last minute” issues with Freshman
Responsible Person and/or Unit (Data collection, analysis reporting)	John Perry; Sylvia Ponce De Leon; Matt Zarris
Milestones (Identify Timelines)	August 2018
Desired Outcomes and Achievements (Identify results expected)	Increase in financial aid knowledge among freshman
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	While we will still keep some of the major components of orientation in regard to financial aid, we will also be promoting to students to visit the Office of Financial Aid while on campus to sit with an advisor to ensure all financial aid objectives have been met.