

**Service Outcomes Assessment Follow-Up
2022-2023 Service Outcome (SO) Year-End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Financial Aid and Veteran Services

Outcome #1: Retention of qualified, well-trained staff.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Training (professional development) (Assessed by: Completion of NASFAA and other webinars, attendance at professional FA conferences)	Financial Aid staff attended webinars hosted by FSA, the virtual NASFAA conference, and 10 webinars hosted by NASFAA. Two staff members completed NASFAA Credentials, one staff member successfully completed the NASFAA CFAA and received the designation of a CFAA (Certified Financial Aid Administrator) and one staff member updated her CFAA to CFAA 100+ indicating the completion of over 100 continuing education credits over 3 years. Total training hours reported through November exceed 246.
2	Creating work-life balance (Assessed by: Staff taking more vacation time and less sick time)	Salaries and burnout continue to be an issue. Over the course of the 2022-2023 year, we continued to lose staff and have had serious difficulty hiring suitable replacements. Efforts to use a temporary agency have demonstrated the rate of pay for the position is too low. We could not get a clerical person for less than \$17, which could mean a cut in pay if we attempted to hire permanently. The position in question has been open for nine months and will be open for at least three more as we cannot repost and complete the process in time to meet the deadline for someone to start on January 1.

Baseline: 4 (#) (Number of employees lost in 2021)

Standard: 5 (#)

Target: 7(#) (full capacity)

Fiscal Year	# Financial Aid Staff Lost
2021-22	4
2022-23	2

Provide narrative for analysis of (staff retention). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

A trained and highly qualified staff will be able to offer more efficient and effective services to our students. These improved interactions could lead to increased retention, student satisfaction, and student success. Staff in the financial aid office must have a skill set that allows them to multi-task, think critically, display empathy, and think outside of the box. Training is imperative to stay abreast of the ever-changing federal and state regulations involving financial aid. Salary must be addressed to allow the office to hire qualified professionals.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Training (professional development)	Assessed by: Completion of NASFAA and other webinars, attendance at professional FA conferences, since COVID-19, we have attended no in-person conferences, and we need to add them in the coming years to allow for re-establishing professional networks.
2	Creating work-life balance for the staff	Assessed by: Staff taking more vacation time and less sick time.

Outcome #2: Increased FAFSA completion.**Action Items from Service Review:**

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	FAFSA Fridays (Assessed by: % of students completing FAFSA; # of students completing FAFSAs on Friday)	FAFSA Fridays are not attracting as many students to complete FAFSAs as we had hoped. FAFSA completion is down nationwide, but we are continuing to make efforts to increase our FAFSA completion rate. This year it has been hard to track what students are coming to the office to do as we are going live with our third student log-in system on November 13, 2023. The students often do enter into the system the real reason they are here, but the new system will allow us to record what we actually help them do.
2	Text Campaign (Assessed by: Responses of text)	Program being used was discontinued; will be able to utilize Element451 to text once training is provided. We would like to keep this action item as we were seeing favorable results with our texting program.
3	Establish relationships with High schools (Assessed by: Mobile lab (dependent upon grant funding) to visit high school events)	The grant did not fund the mobile lab.

Baseline: 45.76 (%) (Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)
Standard: 50.0 (%)
Target: 55.0 (%)

Academic Year (FA, SP, SU)	% Completing FAFSA
2022-23	48.77

Provide narrative for analysis of (increasing FAFSA completions). (How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

The FAFSA is the primary tool available to make college more affordable for students. As the percentage of our students completing the FAFSA increases, it should increase a student's ability to complete a program, while helping to minimize the financial stress of attending college. In the coming year, with the changes and the delay of the FAFSA, we may not see an immediate increase in our FAFSA completion numbers.

2023-2025 Action Items:

Item	Action Items (<i>What actions can be taken to increase the success of the outcome in your service unit?</i>)	Assessment of Action Items (<i>How will you assess the results of action items?</i>)
1	FAFSA Fridays	Assessed by: % of students completing FAFSA; # of students completing FAFSAs on Friday
2	Text Campaign	Assessed by: Responses of text

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date: Dorothy Moore 11/14/2023

Department Chair, Dean, Director, and/or AVP / Date: Joanna Morrisette 11/14/2023