

Service Outcomes Assessment Follow-Up
2023-2024 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 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	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 2024-2025 action items table below.)
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.)	While we have not yet attended an in-person FA conference, we were actively attending NASFAA, FSA, and other misc. FA association webinars totaling over 100 individual webinars as we prepared for the 2024-2025 FAFSA rollout of the “Better FAFSA.” Money is in the budget for a minimum of two people to attend at least one conference in the 2024-2024 academic year.
2	Creating work-life balance for the staff (Assessed by: Staff taking more vacation time and less sick time.)	Time out of the office for staff was 70.2% vacation and 29.7% sick leave. Time out of the office for leadership was 30.7% vacation and 69.3% sick leave.

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
2023-24	1

Provide narrative for analysis of (retention of qualified staff). (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 emphasis on Financial Aid related training continues to be a priority in the office. The Fall of 2023 and spring of 2024 offered increased training opportunities as we prepared for the new 2024-2025 “Better FAFSA” rollout.

Work-life balance for the staff in the office has, for the most part, been unchanged. Leadership continues to take on the extra work that comes along, contributing to the existing lack of work-life balance for leadership but protecting the same for staff.

Staffing continues to be an issue. Over the past four years, we have almost continually been short at least one individual. The last position we filled was open for more than a year, and once filled, the person stayed for a month before taking a better-paying job.

The “Better FAFSA” has created a large amount of manual work in the office that requires attention to detail, higher level critical thinking skills, and the general need for more experienced staff in the office, but this will not be possible given the current pay scale for Financial Aid Specialists. Additionally, there are concerns regarding the Associate Director of Financial Aid and whether or not the rate of pay is adequate, given the expectations of the position.

2024-2025 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)	Completion of NASFAA and other webinars and 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 2022-23 Service Outcome Year-End Report:

Item #	Action Items: <i>(Action item identified in the 2022-23 service outcome year-end report.)</i>	Results / Use of Results: <i>(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 2024-2025 action items table below.)</i>
1	FAFSA Fridays (Assessed by: % of students completing FAFSA; # of students completing FAFSAs on Friday)	The available data for Fridays during 2023-24 indicates we assisted with the completion of 74 FAFSAs. Overall, during 2023-24, we assisted with the completion of over 1687 FAFSAs.
2	Text Campaign (Assessed by: Responses of text)	Our Texting program was canceled early in the academic year due to the campus purchase of another program with texting capability. Unfortunately, sending texts from the new system is not as user-friendly. While we did send some text messages, most of our communication and outreach to students have been through emails or letters.

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
2023-24	72.73

Provide narrative for analysis of (FAFSA Completion). *(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.)*

Several factors contributed to the increased number of students completing the FAFSA. FAFSA Fridays is readily marketable. We mention it every time we get in front of a group of constituents, and while talking about it, we mention that although FAFSA Friday is what we talk about, we will help with a FAFSA any day we are open.

We have partnered with the Foundation of WCC and require FAFSAs for most students receiving a Foundation scholarship. On average, we approach approximately 300 students per year who receive Foundation awards, and many have not been completing FAFSAs.

After several years of work attempting to get into the local high schools, in the spring of 2024, we were invited to several FAFSA events at our local high schools. The push for 2024-2025 FAFSA amidst all the FAFSA challenges during the spring of 2024 has increased our visibility and reinforced our availability to partner with local high schools and the Wayne County Board of Education.

To continue our texting outreach to students, we will have list created in Element 451 so we can readily text students.

2024-2025 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 11/12/2024

Department Chair, Dean, Director, and/or AVP / Date: Joanna Morrisette 11/12/2024