

ANNUAL PROGRAM PLANNING WORKSHEET (APPW)

Program: Financial Aid

Unit: Financial Aid

Last Year CPPR Completed: 2010-11

Planning Year: 2013-2014

Cluster: Student Services

Next CPPR: 2013-2104

NARRATIVE: APPW

Use the following narrative outline and be brief and concise:

The purpose of financial aid is to support educational access by disseminating information on educational funding sources to students and potential students and by facilitating of the application and delivery process. The Financial Aid staff members provide a variety of outreach activities to the community; serving as a resource for funding concerns and issues within the district. We encourage the development of teamwork, cooperation and innovation as well as the pursuit of increased knowledge.

I. Program-Level Outcomes: List the outcomes established for your program.

1. **Student Learning Outcome (SLO) #2**
Students participating in a FAFSA Lab Workshop will demonstrate knowledge to accurately complete future FAFSA's online for the following year application period.
2. **Student Learning Outcome (SLO) #3**
Students will demonstrate knowledge of the FAFSA application process by completing the FAFSA application and following the necessary steps to complete their application review.

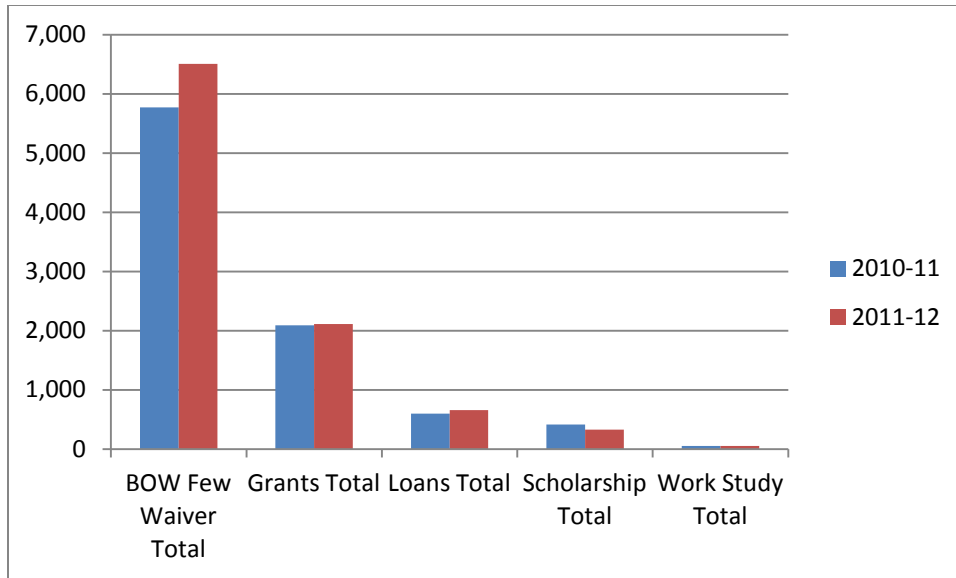
II: Program Progress towards Institutional Goals and Objectives: Identify how your program, within the past year, has helped the district achieve its Institutional Goals and Objectives and provide data or evidence that demonstrates the progress.

The Financial Aid Office continues to support the institutional goals and objectives listed below.

Institutional Goal 1: San Luis Obispo County Community College District will enhance its programs and services to promote students' successful completion of transfer requirements, degrees, certificates, and courses.

The purpose of financial aid is to help students and families meet educational expenses that cannot be met through their own resources. Likewise, the development of satisfactory academic progress Standards was done to motivate and/or encourage students to complete and advance to the next predictable pattern of courses to achieve their academic goals and objectives.

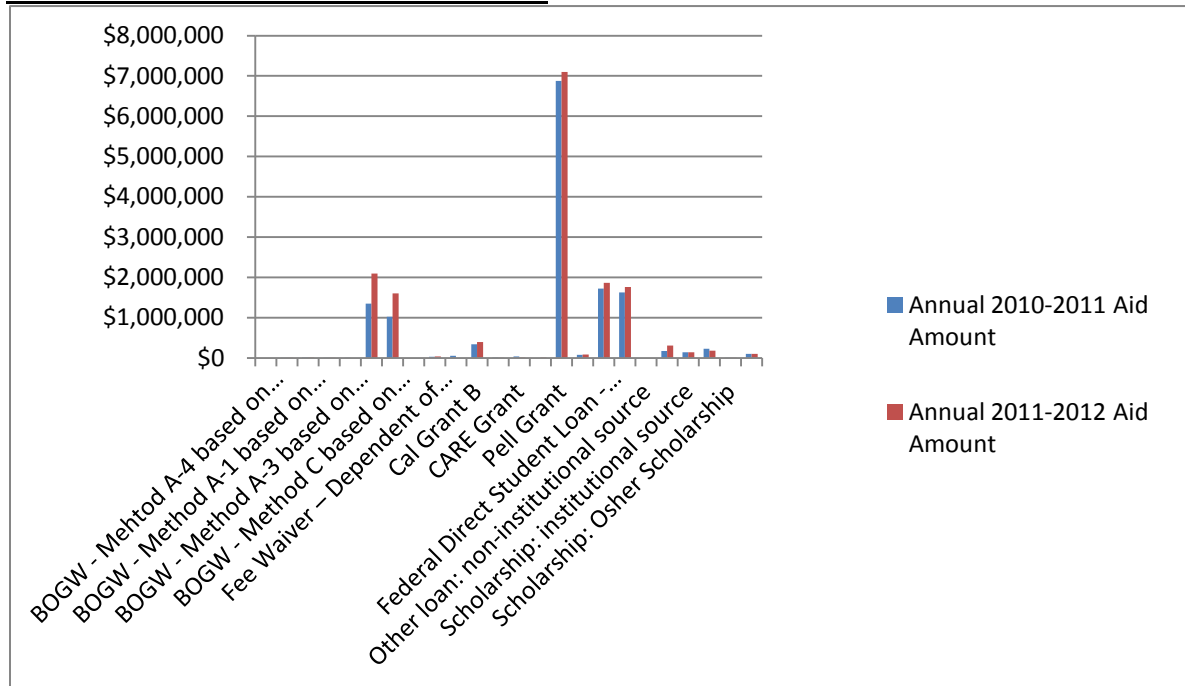
Student head count increase in different award programs since last AWWP
Student head Count per award for 2010-11 and 2011-12



Institutional Goal 2: San Luis Obispo County Community College District will build a sustainable base of enrollment by effectively responding to the needs of its local service area.

One of the primary goals of Cuesta College financial aid office is outreach efforts is to help families navigate the steps of the college financial aid processes. We offer or participate in a number of High School Counselor Conference each year, parent nights at local high schools, Cash for College events, financial aid, AB 540 Awareness Sessions, ESL workshops and FAFSA completion Labs. Students get request funding via completion of their FAFSA. Our funding levels from 2010-11 to 2011-12 are listed below and show an increase of funding levels: BOGW fee waiver increased by 14%, Grants increased by 3%, Student Loans by 8%, scholarships decreased by 12% and work study decreased by 3%.

Dollars awarded for 2010-11 and 2011-12



Institutional Goal 4: San Luis Obispo County Community College District will implement, assess, and improve its integrated planning processes.

Through our participation and completion of our APPW and CPPR every five years is how financial aid support this goal/objective.

Institutional Goal 5: San Luis Obispo County Community College District will strengthen its partnerships with local educational institutions, civic organizations, businesses, and industries.

Cuesta participation at Connect@Cuesta Conference each year, work with local business to provide donations for Connect at Cuesta and maintaining relationships with H.S. and the counselors that Cal-SOAP Partnership.

III: Program Progress towards Program-Level Objectives: Identify the progress that your program has made, within the past year, towards achieving program-specific objectives that were identified in your program’s most recent Comprehensive Program Planning and Review document and provide data or evidence that demonstrates the progress.

Program-Level Objectives:

1. Increase the number of total annual FAFSA’s filed by Cuesta College students
2. Increase knowledge, awareness and provide assistance with completing and understanding the financial aid process

3. Continue to request funding to provide adequate staffing to meet the federal and state compliance laws.

The Financial Aid Office continues to support Cuesta's mission by following its Board of Director's Goals and Priorities to:

Conduct a vibrant, focused, marketing campaign that will be responsive to the community, increase enrollment to meet the college's funded growth target, and heighten the public's knowledge of the college's accomplishments, contributions, and service to the community.

The Financial Aid Office will continue to earmark the Chancellor's Office, Board Financial Aid Program (BFAP) funding for media promotion of registration, enrollment and financial aid opportunities at Cuesta College.

The Financial Aid Office conducted:

Outreach Activities:

- 43 outreach activities for SY 2010-11 with a total of 2,892 individuals in attendance. Of those activities, 44 were multi-lingual events, serving 2,277 individuals
- 85 outreach activities for SY 2011-12 with a total of 4,364 individuals in attendance. Of those activities, 9 were multi-lingual events, serving 661 individuals

In reach Activities:

- 150 in reach activities for SY 2010-11 with a total of 7,353 individuals in attendance
- 242 in reach activities for SY 2011-12 with a total of 10,766 individuals in attendance

The Financial Aid office purchased Financial Aid TV and Signage Screens and software which will assist in providing information to students via video communication on our website twenty-four hours a day. The videos in FA TV are available in English and Spanish and the signage screens have been deployed and implemented at SLO and NCC campus. The signage software has been instrumental in promoting financial aid and notifying student of upcoming deadlines and financial aid regulatory changes.

Renew efforts to build a comprehensive and sustainable employee professional development program.

SY 2011-12 Financial Aid staff participated in several professional development trainings to include:

- Federal Student Aid Electronic Access Conference
- California Community Colleges Banner Group (3CBG) Conference
- National Association of Student Financial Aid Administrators (NASFAA) webinars

- California Community College Chancellor's Conference
- ECMC workshop
- Sallie Mae Webinars
- USA Funds Webinars
- SunGard Summit Conference

Foster employees' commitment to develop a collaborative, healthy, rewarding college culture that results in improved decision-making, shared governance, employee satisfaction, and institutional effectiveness.

The Financial Aid Office continues to cross-train staff in collaborative efforts within the college to work through Banner implementation issues that continue to be addressed during the 2011-12 SY.

Through campus dialogue, develop a shared definition of cultural competence and identify ways it can be promoted throughout the campus community.

The Financial Aid Office supports diversity and has begun collaboration with various campus constituency groups to inform students about the financial aid programs and services available. For 2011-12 and 2012-13 we have scheduled classroom presentations for business courses, English as a Second Language (ESL) courses, nursing orientations, and college success courses.

Align institutional effectiveness outcomes with the new state accountability measures and incorporate a focus of student retention and achievement.

Students who successfully file a Free Application for Federal Student Aid (FAFSA) will:

1. Critical Thinking: demonstrate the ability to correlate completing the documents with deadlines to different aid programs.
2. Communication: demonstrate the ability to communicate with office staff to obtain clarification of the FAFSA process.
3. Self-awareness and Interpersonal Skills: demonstrate the ability to evaluate the need for financial resources and seek access to resources available.
4. Personal Actions and Civil Responsibility: demonstrate the ability to meet deadlines and present any additional documentation required in a timely manner.
5. Technical Awareness: demonstrate the ability to use technological resources such as FAFSA on the Web, Loan Counseling Sessions on-line, and myCuesta.

Establish and implement criteria for new program forecasting, development, and funding with emphasis on determining ongoing physical and staffing institutional costs and exploring all potential funding sources including cultivating community partnerships.

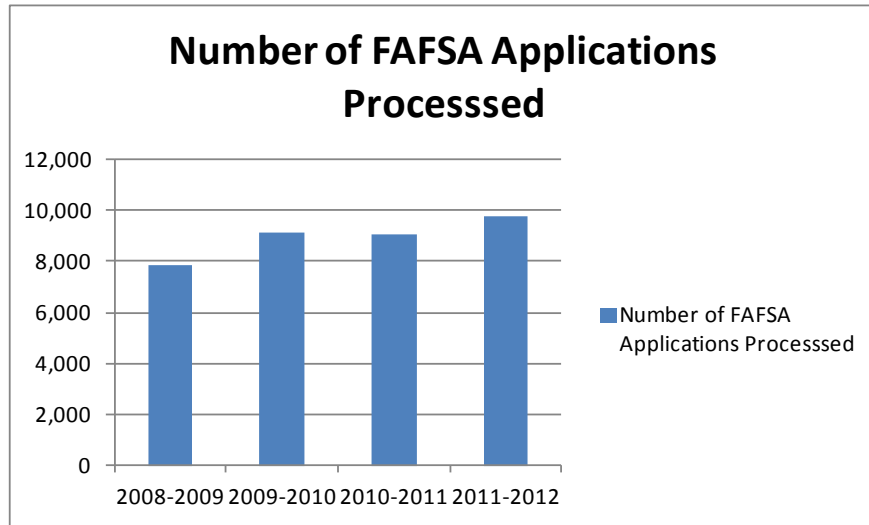
Banner implementation has created a need to perform position analysis of functions that now take longer to perform in order to maintain the current integrity of the financial aid programs according to federal standards.

IV: Institutional Measurements/Data: Analyze the institutional, program and site specific measurements (data and evidence) that are most relevant to your current program status.

A. Data Summary – Relevant Comments and Analysis

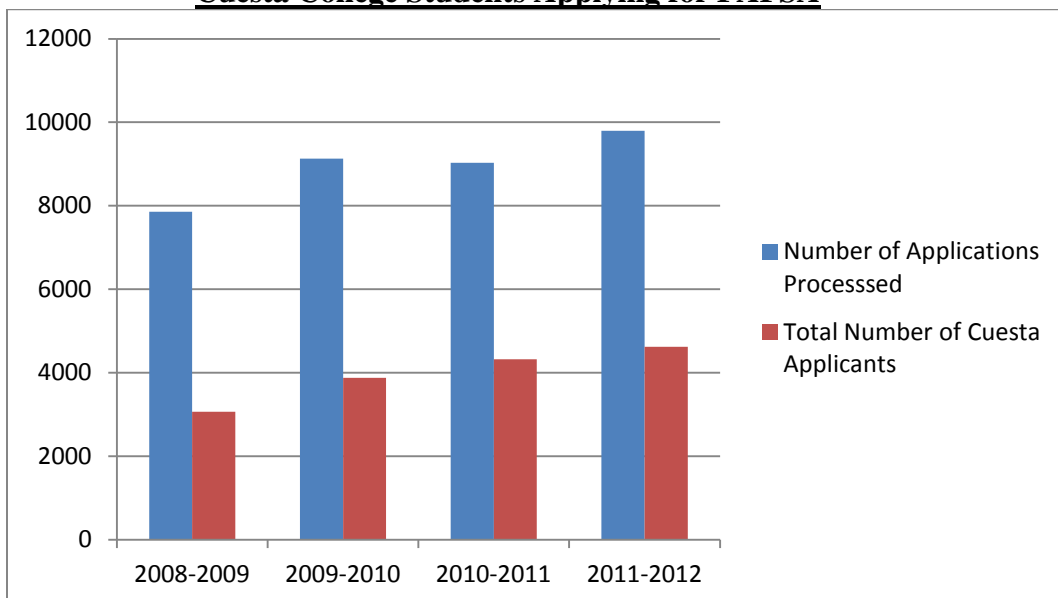
The data below will provide you with information regarding our increase in volume that our office has experienced over the past years:

Number of FAFSA Applications Processed



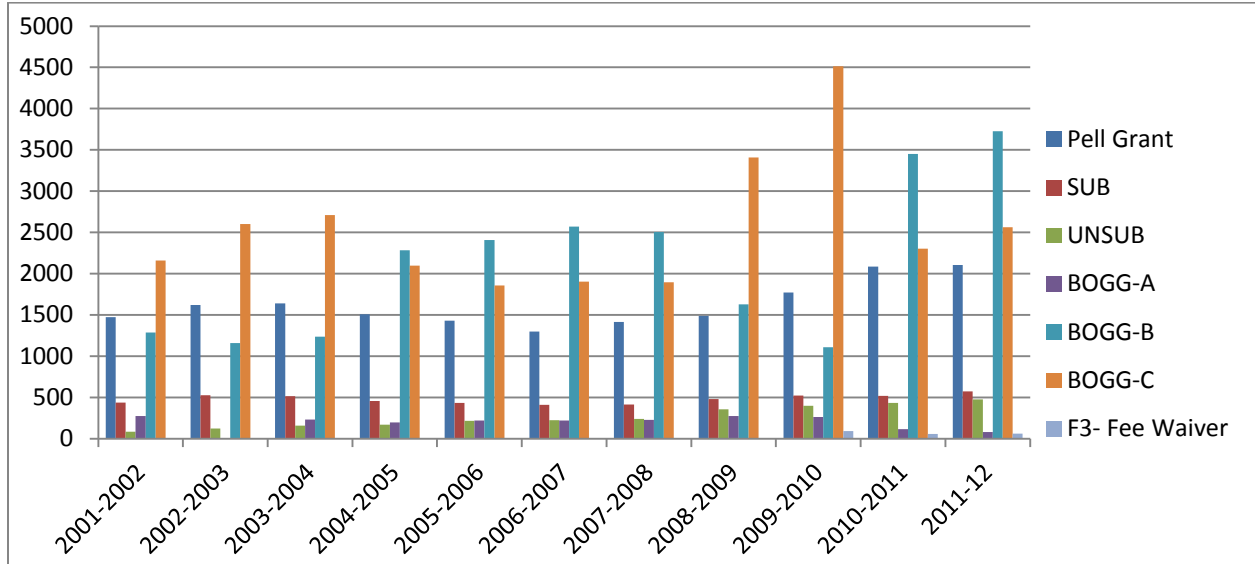
Over the past four years, the number of financial aid applicants has increased. Many students need financial aid to attend college. Our office has noticed that many students rely on financial aid more than ever because of the current economic situation.

Cuesta College Students Applying for FAFSA



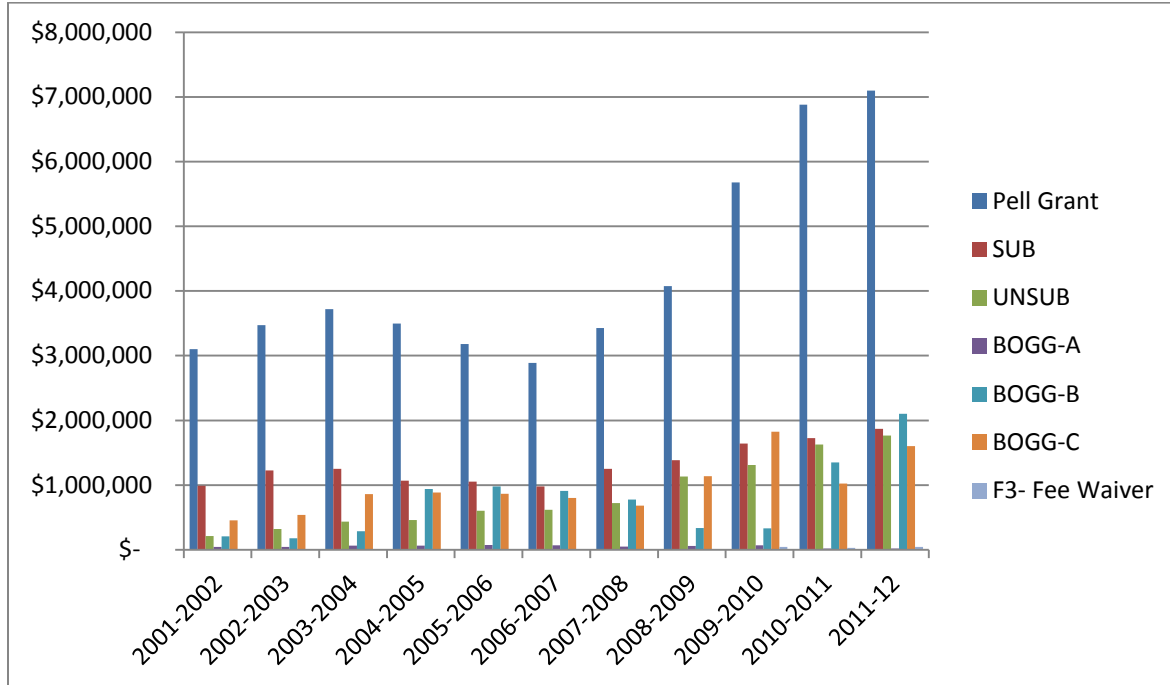
There has been a gradual increase in the number of Cuesta College students applying for financial aid. Currently approximately forty-two percent of our students are completing the FAFSA application.

Number of Financial Aid Applicants that received Financial Aid:



Over the past eleven years the number of students receiving various types of federal and state aid has increased. The graph shows increases in the previous three years in the following programs Pell Grants and Bog B's and C's.

Total Dollars of Financial Aid Disbursed by Type



The data above shows the increase in aid disbursed to students over the last eleven years. The number of Pell dollars has increased greatly while other programs have grown at a slower rate.

B. Give interpretations of data and identify areas for change to facilitate program quality and growth.

Data Interpretation:

The data collected by our office reveals that despite the decrease in enrollment at Cuesta College, the number of students applying and receiving financial aid continues to increase. The demand of students needing assistance in order to attend college is critical. It is important that the Financial Aid Office meet the demands and needs of students.

The following areas need continued evaluation to meet the increase demand of students with the current staff and resources available:

1. Continue to evaluate the Banner system to automate systems
2. Continue to find efficient ways to meet the needs of students through the use of technology

PROGRAM OUTCOMES, ASSESSMENTS AND IMPROVEMENTS: NARRATIVE

The Financial Aid Office continues to work towards improving our program through our Student Learning Outcomes (SLO). Below are the outcomes that the Financial Aid Office has developed and worked on during the 2011-2012 SY. These SLO's align with and support the college and departments mission:

The Financial Aid Office continues to work towards improving our program through our Student Learning Outcomes (SLO). Below are the outcomes that the Financial Aid Office has worked on during the 2011-2012 SY.

Student Learning Outcome (SLO) #2

Students participating in a FAFSA Lab Workshop will demonstrate knowledge to accurately complete future FAFSA's online for the following year application period.

Action: The Financial Aid Office assisted students with completing the FAFSA application online. Students must bring their required documents required to complete the FAFSA (tax return, untaxed income, statements, and asset information). Students complete a pre and post test to evaluate their knowledge and their reason for needing assistance. A financial aid staff member reviews a checklist that was created as a result of our improvement plan for this SLO with the student. The checklist outlines various steps that are needed in order for a student's eligibility to be determined. The purpose of the checklist is to inform students of the next steps towards completing the financial aid process.

Summary of assessment results: In 2011-2012 SY our staff assisted approximately 163 students with FAFSA Labs.

Staff members collected 106 pre and post-tests. The pre-test results revealed that approximately 39% of students were completing the FAFSA for the first time. 70% of the students requested assistance was because they wanted to make sure the application was completed correctly. Approximately 39% of the students did not know the next steps of the application process.

The post-test revealed that 78% of the students felt that they would be able to complete the FAFSA on their own. 6% of students who did not feel that they could complete the application on their own indicated that they were not good with the computer. The results showed that students were able to identify programs that they were eligible for after the session with our staff. Based on the percentages, less than 39% students were able to identify the-next steps in the application process.

Analysis of program outcomes: This student learning outcome supports our objective of students being able to understand and complete the FAFSA application. We concluded the following from our results:

- 33% of the students do not feel comfortable completing an online application on their own

- 31% of students do not know or understand the steps needed to complete the process
- 7.8% pre/post tests were completed

We need to make sure our assessment tool is being used correctly. We noticed that some students did not complete the post-test which made it difficult to draw conclusions.

Recommend changes and updates:

After careful review, we realized that our procedures for providing FAFSA Labs must be consistent and accurate. We developed a spreadsheet to track each element that we will provide to the student to ensure that we are able to measure and assess our progress for improvement. We will also look into developing an online survey for the pre and post test to eliminate the manual work that is required to tally the results. We will also add one more component to our process; staff will continue to walk the student through their mycuesta and showing them how to check their status and provide them with a checklist. Staff training will be provided to ensure that staff members understand their role in assisting students. This data has allowed us to develop a baseline and set new goals to assess our progress during our next cycle.

Student Learning Outcome (SLO) #3

Students will demonstrate knowledge of the FAFSA application process by completing the FAFSA application and following the necessary steps to complete their application review.

Action: Our office developed a financial aid checklist to assist students with understanding the necessary steps to complete their financial aid process during the 2010-2011 year. In addition our office continued to provide two financial aid application workshops in the fall of 2011 and spring 2012 to assist in providing information and comprehension of the entire financial aid process.

Summary of assessment results: We examined how many students that were enrolled at Cuesta, actually received financial aid. The number of students receiving financial aid has increased from year from 5,739 in 2010-11 to 6,506 in 2011-12. We looked at the enrollment trends by headcount for the college and noted that although there has been a decline in headcount, our financial aid students have increased. This data reveals that we have seen an increase of about 8.8% in the number of students at Cuesta applying for financial aid. We project that this increase will continue in the 13-14 SY. We project that the number of students applying for aid and attending Cuesta will increase during the 13-14 SY. There are several factors that impact students applying for aid; one that has been prevailing is our current economic crisis.

Analysis of program outcomes:

This student learning outcome supports our objective of students being able to understand and complete the FAFSA application. We concluded the following from our results:

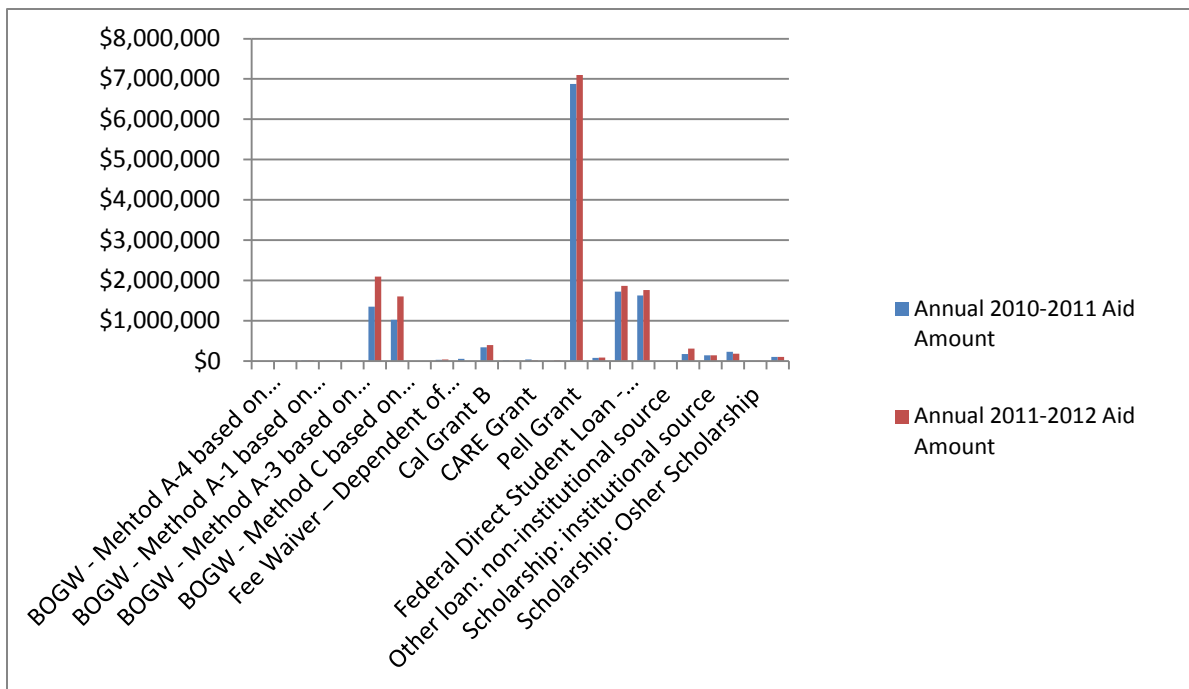
- During the 2010-2011 year we translated this document for our Spanish speaking population. During this year we worked on translating this document.
- We had limited data to draw conclusion based on direct feedback from students.

Recommend changes and updates:

While we are evaluating the data that we have within Banner, our office discovered that we lack information directly from the student. One change that we will make for the 12/13 is to develop a survey on Google forms and develop questions for students that will assist us in determining the effectiveness of the financial aid checklist. We will then be able to review the results and recommend changes to our process.

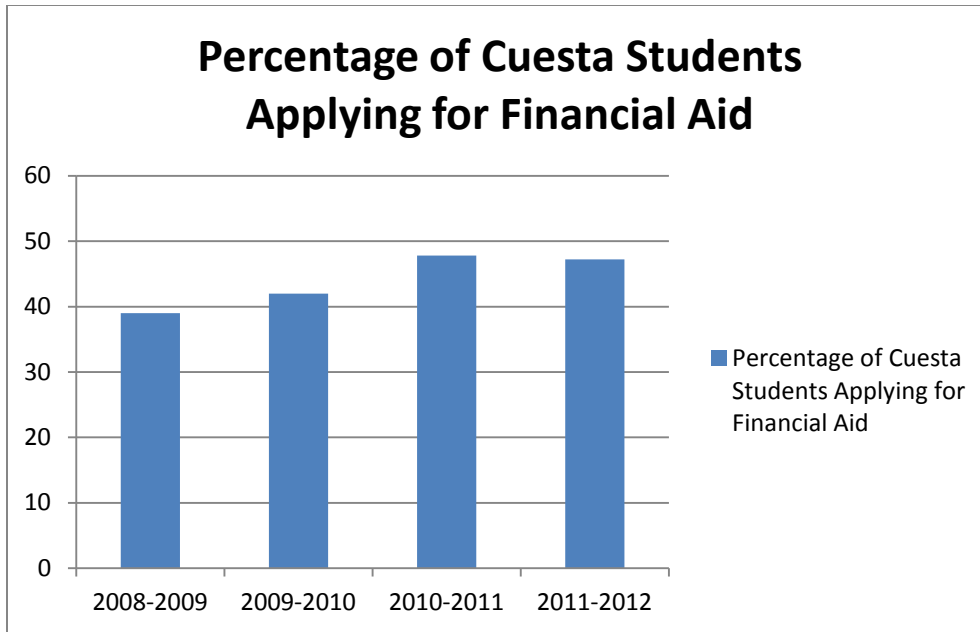
Based on student feedback we are currently investigating ways to implement a video tutorial as another tool for students to use in understanding the application process. Funding will be needed to support an online survey and a tutorial video. Lastly we will produce our bilingual checklist and begin to disseminate to bilingual students and parents.

Number of Students Enrolled and Awarded Aid



There has been an increase in the total number of students being awarded and enrolled at Cuesta during the past two years.

Percentage of Cuesta Students Applying for Financial Aid



This data reveals that we have seen an increase of about 8% in the number of students at Cuesta Applying for Financial Aid. We project that this increase will continue in the 13-14 SY.

V: Program Outcomes Assessment and Improvements:

- Attach an assessment cycle calendar for your program.
- Summarize recent assessment efforts and assessment methods within the program (You may attach recent program-level CPAS in lieu of this narrative).
- Briefly summarize program improvements or changes that have been implemented since the last APPW or CPPR. (You may attach recent program-level CPAS in lieu of this narrative).
- Identify and describe any budget requests that are related to student learning outcomes assessment results or institutional/programmatic objectives.

ACCOMPLISHMENTS

1. E-file processing/ scanning
2. FAFSA Lab data automated
3. Increase student awarding with new regs. and less time.
4. Learning DL/RPALOG and disbursement info.
5. “Almost perfect” clean audit.
6. Website make-over.
7. Scholarship in Banner.
8. Outreach all levels (H.S. Cuesta, Fin. Aid. St. and Fed; Cal-SOAP)
9. In-reach (class presentations; DL workshops; “INTL”; EOPS, etc.)
10. All doc “R” contact sheets and email.
11. More team work.

12. E-notifications in process.
13. Social media.
14. Staff cross-training.

PROGRAM OUTCOMES ASSESSMENT AND IMPROVEMENTS

1. Customer Service: Implement surveys for events and SLO online more consistently.
2. Student Learning Outcomes:
 - a) FAFSA Labs. (re-evaluate measures/data)
 - b) E-notifications(new)
Pre-lim (html) and re-vamp MyFA login
All Doc "R" and Newsletter (new).
 - c) Bilingual materials.

New Ideas:

- A) SAP workshops-electronic.
- B) DL post workshop "test." (St. Lng. Outcomes.)

VI: Program Development/Forecasting for the next academic year:

Create a short narrative describing the following development forecasting elements, indicating how they support efforts to achieve program outcomes and/or institutional goals and objectives (where applicable):

Program Development/ Forecasting for 2013-14

With potential decrease of federal and state dollars to assist students' educational needs, it is imperative that we continue to provide support and services to our students. The Financial Aid Office continues to be an important program of the college that supports student retention and success. The Financial Aid office has struggled for decades to create a home-grown scholarship data base to assist with the management of the scholarship program. Through our departmental analysis and conferring with other California community colleges, we have learned that there are scholarship software programs that exist that will meet the needs to input scholarship application data, maintain donor criteria for selection, award, and prepare for the annual scholarship awards recognition reception. Justification has been cited in the annual committee year-end report for SY 2006/07. Funding will continue to be requested through the 2011/12 unit plan to assist with the initial purchase after analysis has been concluded by Financial Aid and Computer Services personnel for compatible software.

The Financial Aid Office continues to reduce the printing and mailing of preliminary letters to students. Letters are now being emailed to students. This has been a big saving for our office in printing material, postage, and staff time that is required to stuff and mail the letters. In addition, students are obtaining their information within a week opposed to two weeks.

- New or modified action steps for achieving Institutional Goals and Objectives
- New or modified action steps for achieving program outcomes
 1. Streamline current processes to speed up awarding.
For 2014-15 auto submission of non-verified files (if they are awarded quickly, they will stay in school increase enrollment by 2% annually I.O.2.1/2.2 and increase success if Institutional Goal #1
 2. Formalizing patterns of awarding
Auto submission of satisfactory academic program standards for every student; but verified files would have second step of turning in verified documents.
Model Scholarship pilot on MyCuesta (2 steps).
Techs rotate taking “appts.”
Deal with file right away with student right then and there.
 3. Focus Outreach on own students (inreach for student retention)
Coordinating with other offices/events
 4. Student Services/faculty liaison
 - a) “ESL” Outreach” for mainstream students. (Margarita Ramirez)
 - b) F.A. outreach SLO Campus Faculty briefing like NCC Faculty briefing.
- Anticipated Program and/or Scheduling Changes

The California Dream Act of 2011 is the result of two bills, Assembly Bill 130 (AB 130) and Assembly Bill 131 (AB 131). Together, these bills allow undocumented and documented students who meet certain provisions of AB 540 law to be eligible for private scholarships funneled through public universities, state-administered financial aid, university grants, and community college fee waivers.

These new state regulations have been implemented for spring 2013 and 2013-14 for Dreamers (AB 540 students), this has moved the BOGW processing to the financial aid module. This new process will add workload to the financial aid office as two sets of FAFSA information coming into Banner.

During the 2012-13 year we have used our current program which requires staff to perform the necessary data entry requirements in more screens requiring more time to complete the task. This additional task has created a backlog issue and has created a need for an additional clerk to assist with this process. SunGard has made significant progress towards introducing their BOGW program in the CALB FA 8.6.1 update has been installed with several fixes to their initial program CALB FA 8.6.

The Financial Aid office will continue to work closely with Computer Services to ensure proper testing takes place prior to implementing the program into production for the 2012/2013 and

2012-13 academic years. This new program will require the re-training of staff members prior to implementation. In addition, our Banner 8.6 migration will also impact the BOGW process when we go live for 2013-14 in March 2013.

The Financial Aid Office implementing Direct Lending for the 2010-11 and has continue processing DL for 11-12 and 12-13. The migration to Direct Lending was supported and recommended by the US Department of Education. The set-up required effort from various offices at the college as well as SIG consultation. Staff members from our office have participated in trainings and webinars for guidance in the set-up for Direct Loans. In addition, our business office was involved in training for reconciliation and set-up of accounts. This program and processing created additional workload and training for staff.

There is a need for a permanent bilingual clerk member to provide services to our students that attend our South County Campus and South County Campus.

With the implementation of SunGard Banner new CAL B software, some of functions within our department may change. Several positions should have job descriptions reviewed and updated to include new duties that are required due to increased levels of responsibility and technical requirements.

- Levels or delivery of support services

- Facilities changes

During the 2011-12, our San Luis Obispo office was evaluated for safety hazards. Our department received a comprehensive list from our Safety Coordinator. Our goal is to provide students, staff, and the community with a safe environment. Deficiencies are being corrected in collaboration with the Director of Facilities and Maintenance, Safety Coordinator, and Human Resources. A priority list will be developed from the Director of Facilities and Maintenance to ensure that our office is in compliance with safety rules and regulations. Our office has begun to incorporate safety in our meetings on a monthly basis and will continue to do so.

Staffing projections

Staffing is the department's greatest need to continue to process and administer the Financial Aid program in a timely manner. The 2010-11 unit plan requested funding for a financial aid technician due to compliance needs, and 1.5 FTE financial aid clerks to meet the needs of San Luis Obispo, North County, and South County customer service needs. During 2011-12 financial aid lost a specialist technical position that was not filled. The 2012-13 Cuesta reorganization created a new position of financial aid coordinator which was filled within an internal applicant and currently the specialist open position is in the processed of being filled.

- Strategies for responding to the predicted budget and FTES target for the next academic year
The 2011-12 state budget is predicting a shortfall in funding resources. Possible flexibility spending forecasted for the BFAP program will severely jeopardize the day to day operations at

all three campus sites as fifty percent of the Department's staff is funded through this categorical program.

- With the implementation of the BOGW and Direct Lending additional consultant services will be needed to address these issues and continue resolutions regarding R2T4, satisfactory academic progress and disbursement concerns.
- Additional staff training will be required to ensure continued compliance of state and federal regulations.
- Any reduction in financial aid staffing, including hourly resources, will place our department at a critical level, affecting service, outreach and retention efforts of our students.

CHALLENGES

- New verification process
- AB540 pkg. and identify students.
- Staying in compliance
- Restrictions of new loan regs.
- Student success
- PELL LEU
- Cuesta funding cuts.

PRIORITIES

1. Serving students.(Pat)
2. Reporting deadlines. (Raul)
3. Awarding. (Susan)
4. Processing compliance (Belen)
5. Effective communication and consistent accuracy (Karen)
6. Good customer service- accuracy in taking documents. Ensure techs have correct data (Rene)
7. Cal Grants, faster
8. Communication among each other training
9. Ensuring program compliance and support staff