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Redefining Your Financial Aid Strategy to Exceed Student Expectations and Drive Enrollments

Institutional Performance Conference
October 30-31, 2014

Today's Speakers

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Agenda

- Higher Education Trends Enabling Disruptive Change
- Hear from Northern Virginia Community College
- Hear from Ivy Tech Community College
- Pathway Support Services
- Q&A

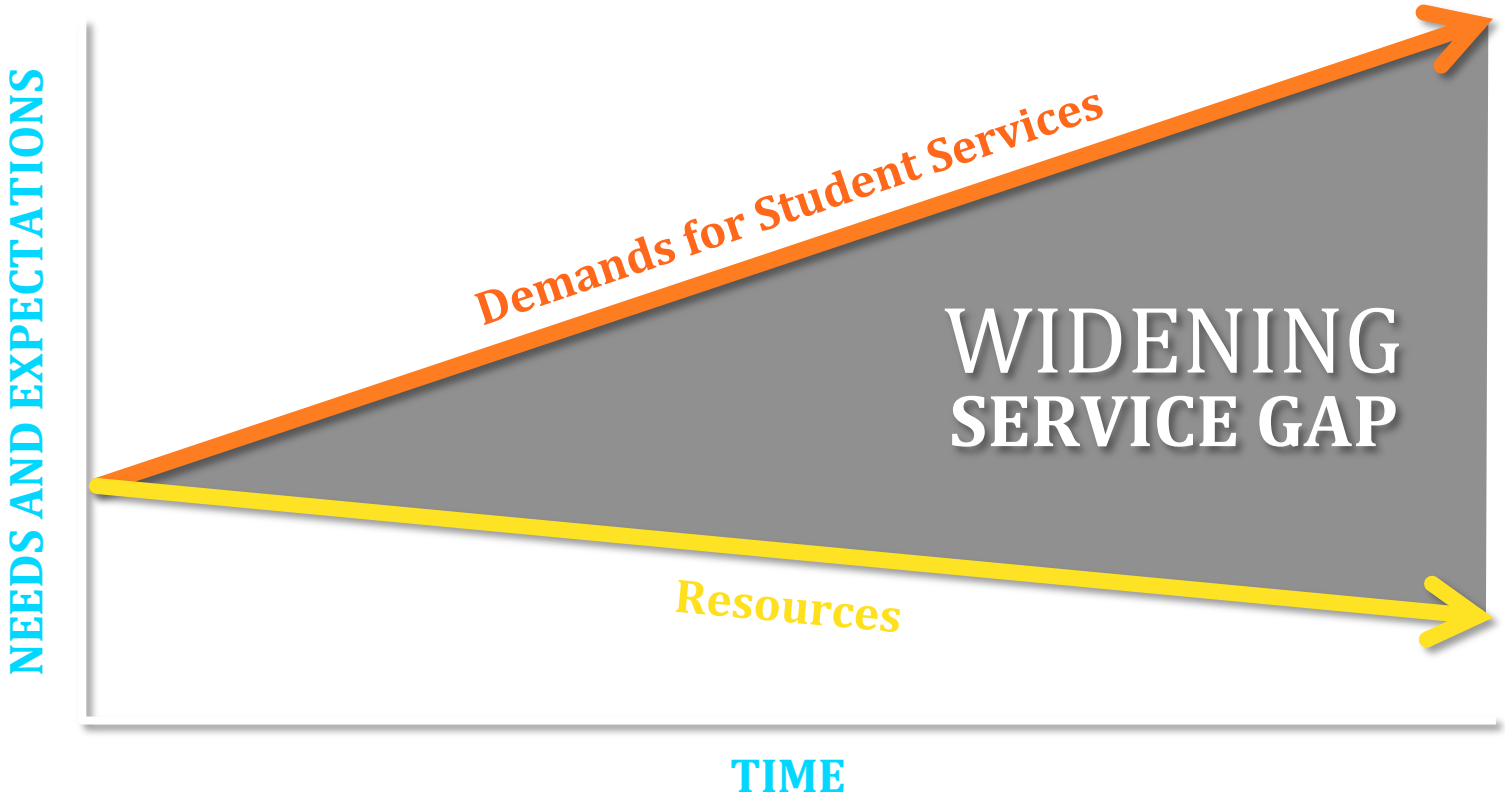
Higher Education Trends Enabling Disruptive Change

Higher Education Trends Driving Change

- The Customer Service Gap
- The Shift to Non-Traditional Learners
- Outcomes Based Funding & College Ratings
- The Old and New Student Journey
- Students As the Consumer

The Customer Service Gap

Increased expectations and demand doesn't always mean increased resources, so the institutional workload pays the price



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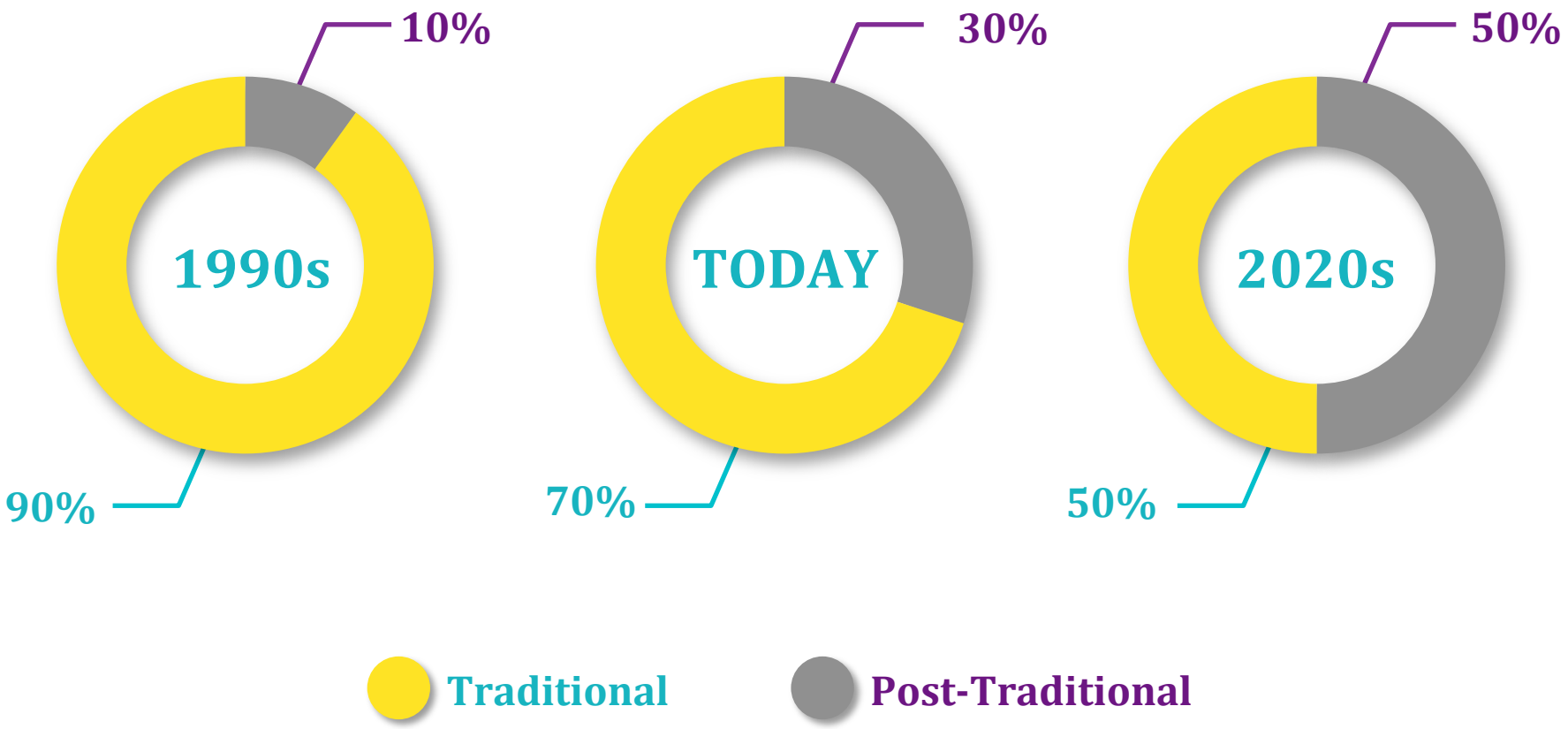
The Customer Service Gap is Widening

Award Year	FAFSAs	Awards	Total Dollars to Students
2006-2007	14,892	6,656	$23,283,391
2007-2008	17,751	8,614	$33,825,424
2008-2009	21,969	9,516	$42,867,510
2009-2010	29,412	13,324	$75,839,203
2010-2011	35,644	16,538	$100,204,395
2011-2012	39,962	18,846	$109,149,025
2012-2013	44,336	21,839	$125,617,377
2013-2014	45,894	22,962	$134,845,929

The Shift to Post-Traditional Learners



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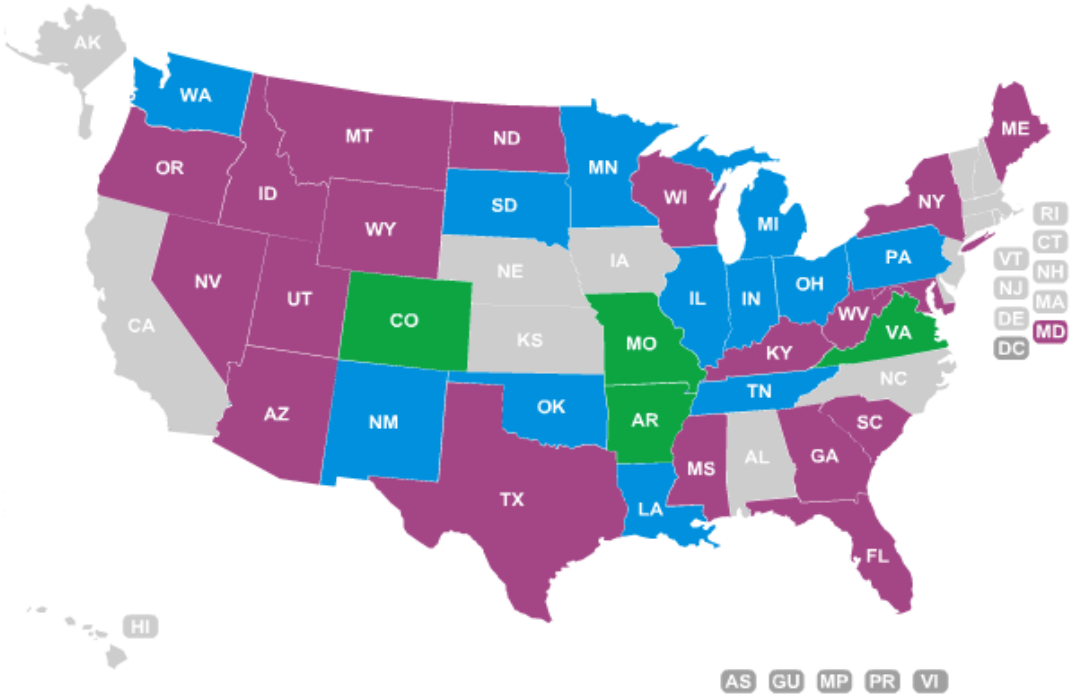
Outcomes Based Funding Increasing

“Institutional success” shifting to improvements in student learning, retention, and graduation rate outcomes



- **Performance funding in place**
- **Transitioning to performance funding**
- **Formal discussions on performance funding**
- **No formal activity**

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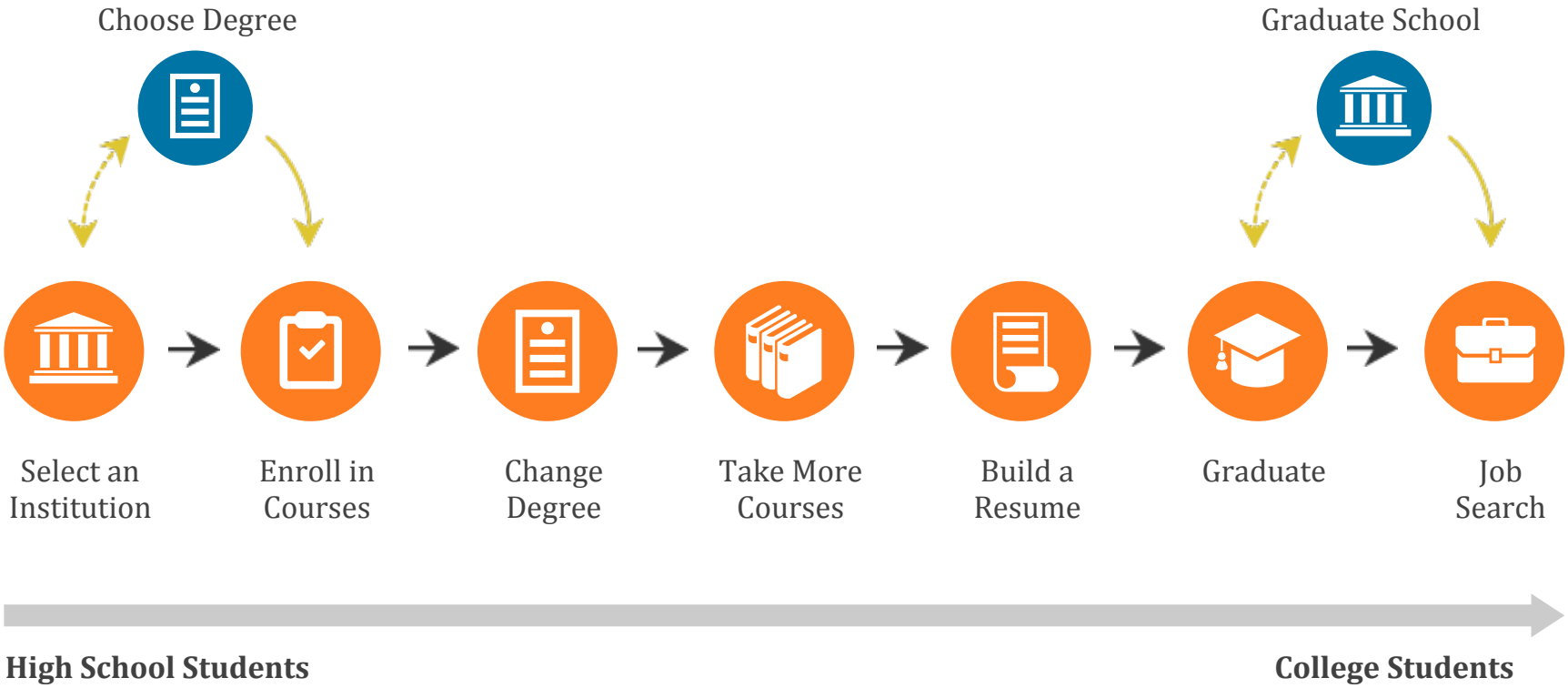
The Old Student Journey



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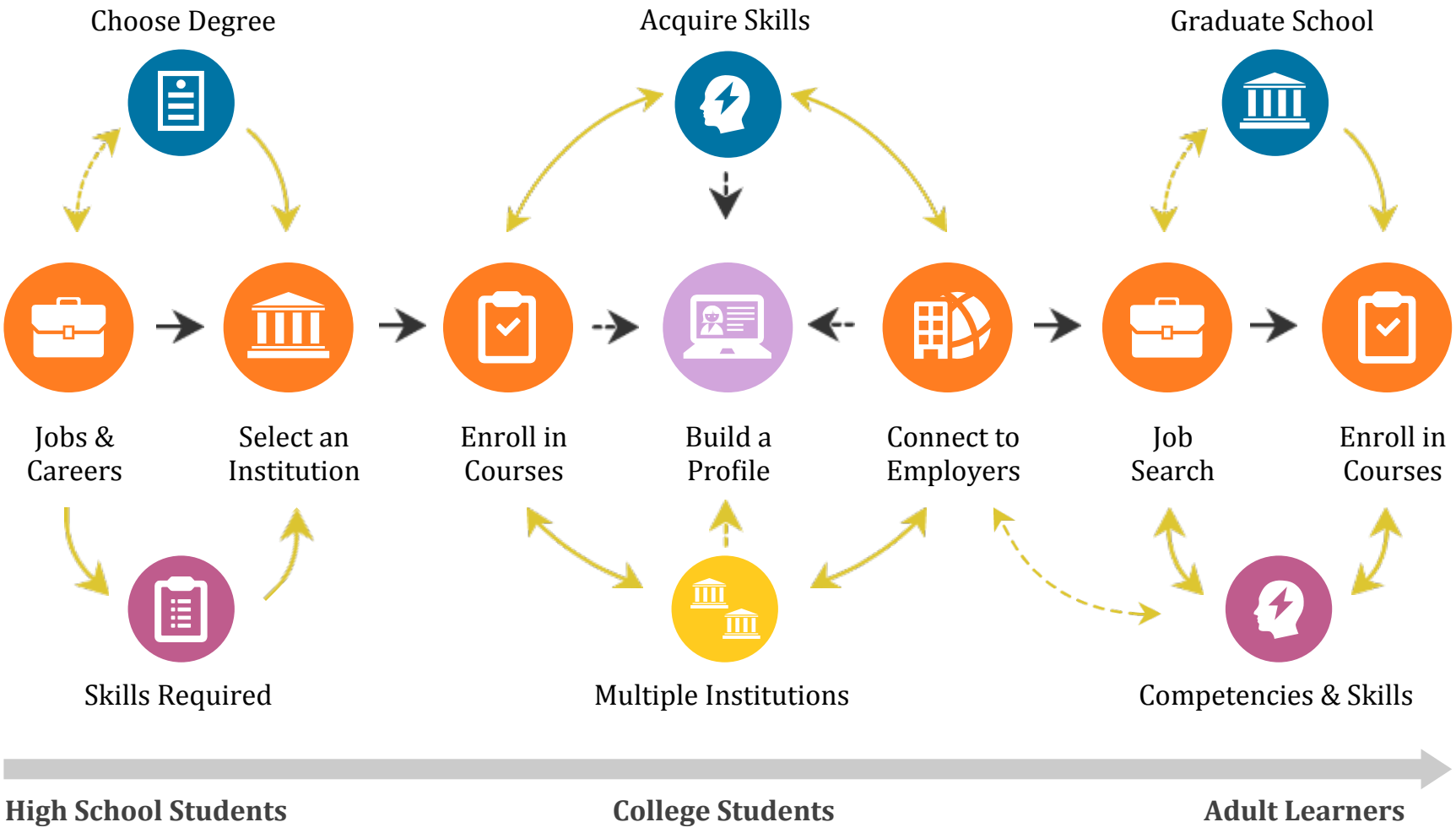
Today's New Journey



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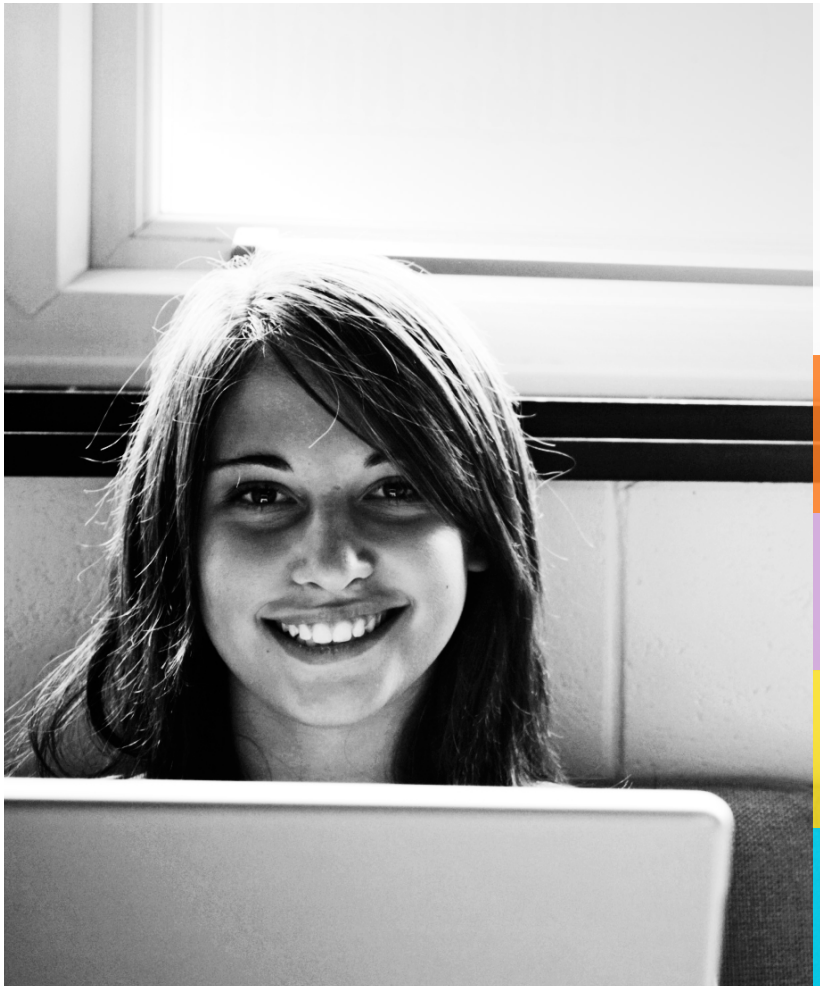
Students are the Consumer



They choose where, how, and when to get their education

- Tech savvy & mobile
- Seek course & degree options
- Attentive to skills & competencies
- Value & outcomes focused

Hear from Northern Virginia Community College

About Northern Virginia Community College

- 78,461 students
- 6 full campuses
- Just outside Washington, D. C.
- Students from over 180 countries

Challenges & Solutions

Challenges	Solutions
• Communications	• Hired Associate Director, Communications & Enrollment Support
• Staff with varying degrees of expertise spread over all of northern Virginia	• Hired Assistant Director, Training & developed multi-faceted training program
• Late seasonal spikes in ISIRs	• Contracted with FAS for verification assistance

Challenges & Solutions

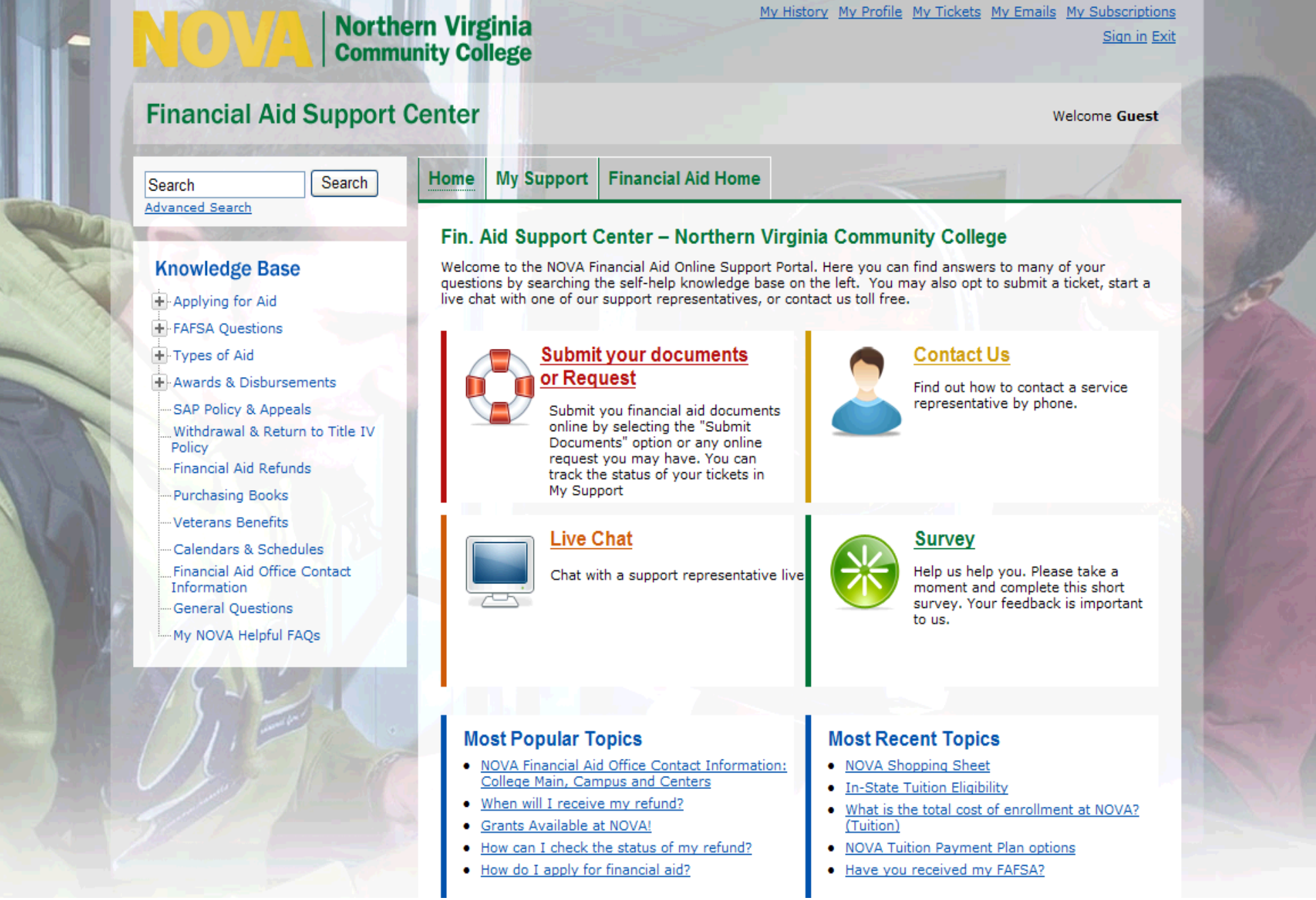
Challenges	Solutions
• Campus staff who reported to their Deans of Students	• Restructured and moved campus staff under CFAO; hired managers with higher-level skills
• Long lines on campuses and many unanswered phone calls and emails	• Contracted with Blackboard Student Services for a NOVA Financial Aid Support Center and hired NOVA Coordinator

Financial Aid Support Center

- Includes a comprehensive, searchable Knowledge Base (KB) to address potential questions (FAQs)
- Blackboard provides a robust history of all student interactions--call recordings, chat session records, ticket data, survey responses
- Allows students to attach documents for completing checklist items. Documents are saved in the ticket history and accessible by student and licensed staff
- Provides automated and in-person outbound calls to enhance file completion and enrollment
- Allows for a more complete “customer service” approach--over 99% response rate for all tickets in 2014 (30 second speed to answer;14% escalation)

Impact:

- Students never have to “go” anywhere to get most answers or submit documents.
- Student wait time on campuses has diminished immensely; staff have time to address student needs.
- Customer Satisfaction Survey for Financial Aid showed positive response increases in 71 of 77 fields from fall 2011 to fall 2012 (last survey). On 1 to 4 Likert scale, with 4 being highest, NOVA FA had a 3.22 overall customer satisfaction average in all areas surveyed.
- 80,000+ students each year have NOT been standing in line to see a staff member!


NOVA Northern Virginia Community College
My History My Profile My Tickets My Emails My Subscriptions
Sign in Exit
Financial Aid Support Center
Welcome Guest
Search
Search
Advanced Search
Knowledge Base
Applying for Aid
FAFSA Questions
Types of Aid
Awards & Disbursements
SAP Policy & Appeals
Withdrawal & Return to Title IV Policy
Financial Aid Refunds
Purchasing Books
Veterans Benefits
Calendars & Schedules
Financial Aid Office Contact Information
General Questions
My NOVA Helpful FAQs
Home
My Support
Financial Aid Home
Fin. Aid Support Center – Northern Virginia Community College
Welcome to the NOVA Financial Aid Online Support Portal. Here you can find answers to many of your questions by searching the self-help knowledge base on the left. You may also opt to submit a ticket, start a live chat with one of our support representatives, or contact us toll free.
Submit your documents or Request
Submit you financial aid documents online by selecting the "Submit Documents" option or any online request you may have. You can track the status of your tickets in My Support
Contact Us
Find out how to contact a service representative by phone.
Live Chat
Chat with a support representative live
Survey
Help us help you. Please take a moment and complete this short survey. Your feedback is important to us.
Most Popular Topics
NOVA Financial Aid Office Contact Information: College Main, Campus and Centers
When will I receive my refund?
Grants Available at NOVA!
How can I check the status of my refund?
How do I apply for financial aid?
Most Recent Topics
NOVA Shopping Sheet
In-State Tuition Eligibility
What is the total cost of enrollment at NOVA? (Tuition)
NOVA Tuition Payment Plan options
Have you received my FAFSA?

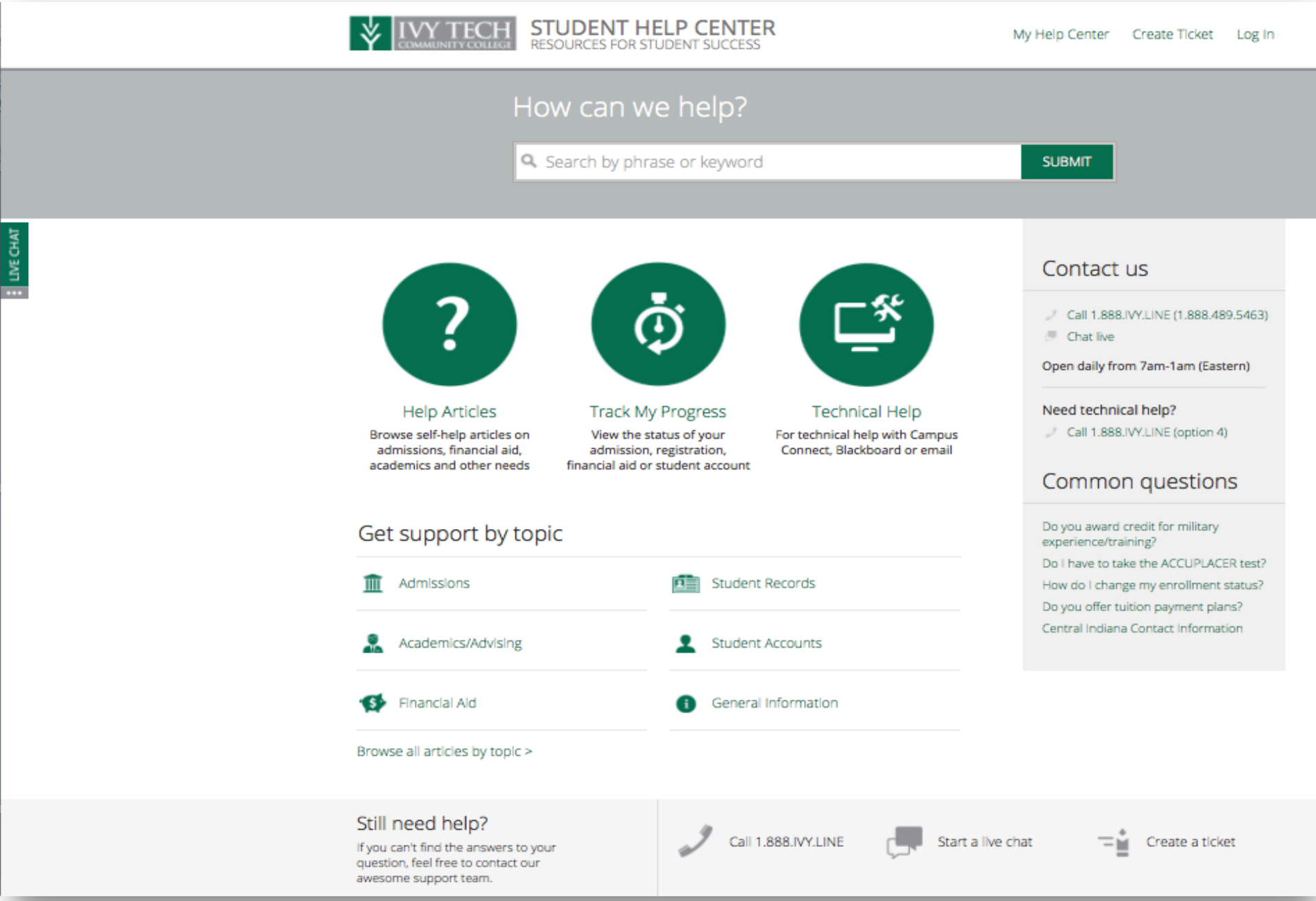
Hear from Ivy Tech Community College

About Ivy Tech Community College

- Indiana' State-wide Community College
- Serving over 170,00 Degree Seeking Students
- 14 Regions with a combined 33 Degree Seeking Locations
- Last year Ivy Tech processed over $675,000,000 in financial aid.

Challenges & Solutions

Challenges	Solutions
• Consistency	• One set of approved answers (over 400 Knowledge Base articles).
• Staffing	• Financial aid staff to student ratio is over 1:1,200 at some locations.
• Agility	• Cannot divert internal resources in a timely manner.


IVY TECH COMMUNITY COLLEGE
STUDENT HELP CENTER
RESOURCES FOR STUDENT SUCCESS
My Help Center
Create Ticket
Log In
How can we help?
Search by phrase or keyword
SUBMIT
LIVE CHAT
Help Articles
Browse self-help articles on admissions, financial aid, academics and other needs
Track My Progress
View the status of your admission, registration, financial aid or student account
Technical Help
For technical help with Campus Connect, Blackboard or email
Contact us
Call 1.888.IVY.LINE (1.888.489.5463)
Chat live
Open daily from 7am-1am (Eastern)
Need technical help?
Call 1.888.IVY.LINE (option 4)
Common questions
Do you award credit for military experience/training?
Do I have to take the ACCUPLACER test?
How do I change my enrollment status?
Do you offer tuition payment plans?
Central Indiana Contact Information
Get support by topic
Admissions
Student Records
Academics/Advising
Student Accounts
Financial Aid
General Information
Browse all articles by topic >
Still need help?
If you can't find the answers to your question, feel free to contact our awesome support team.
Call 1.888.IVY.LINE
Start a live chat
Create a ticket

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Easy to Use Self-Help Apps

Self-Help Applications

Status Trackers

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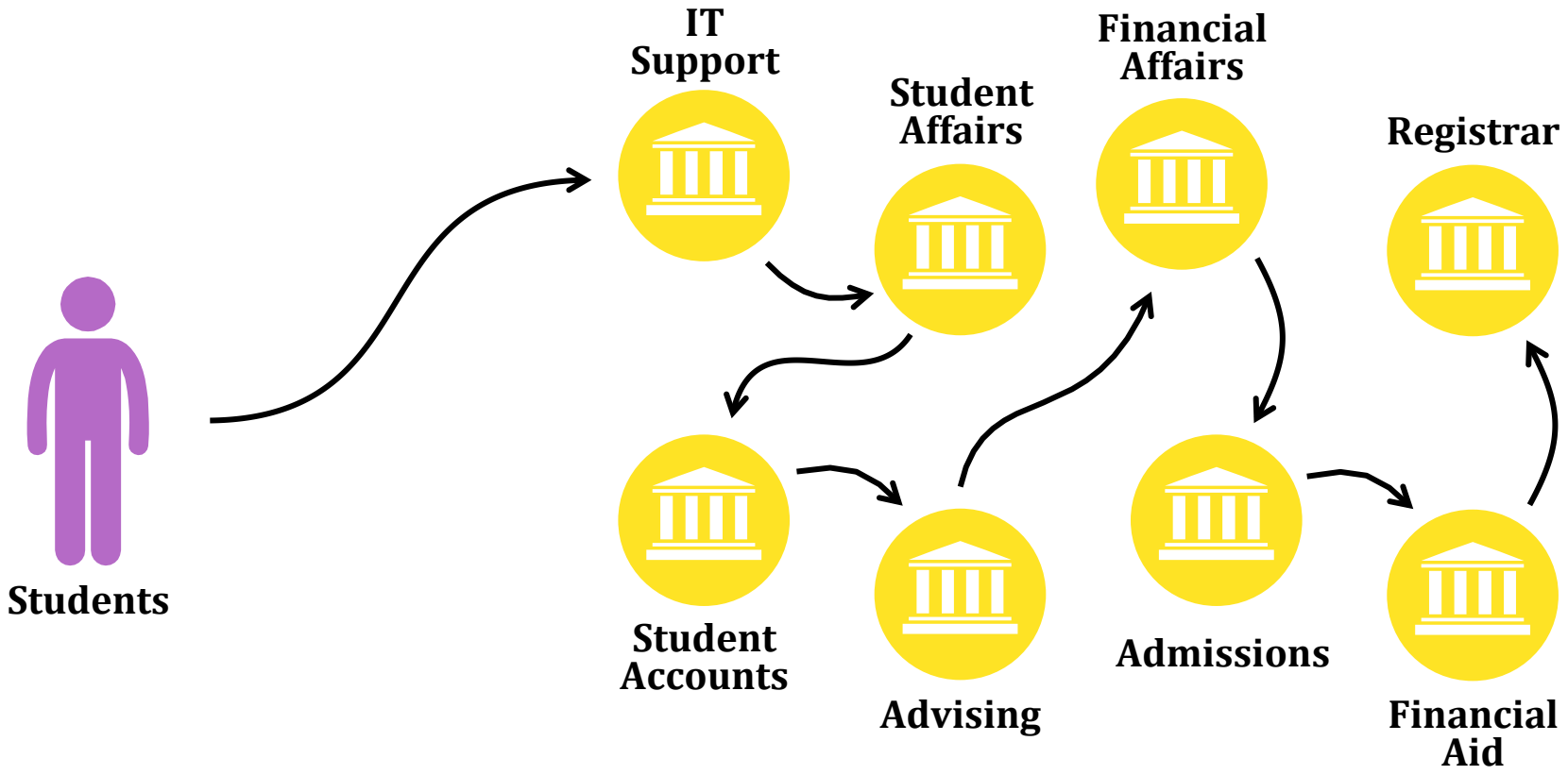
Pathway Support Services

From The Traditional Pathway



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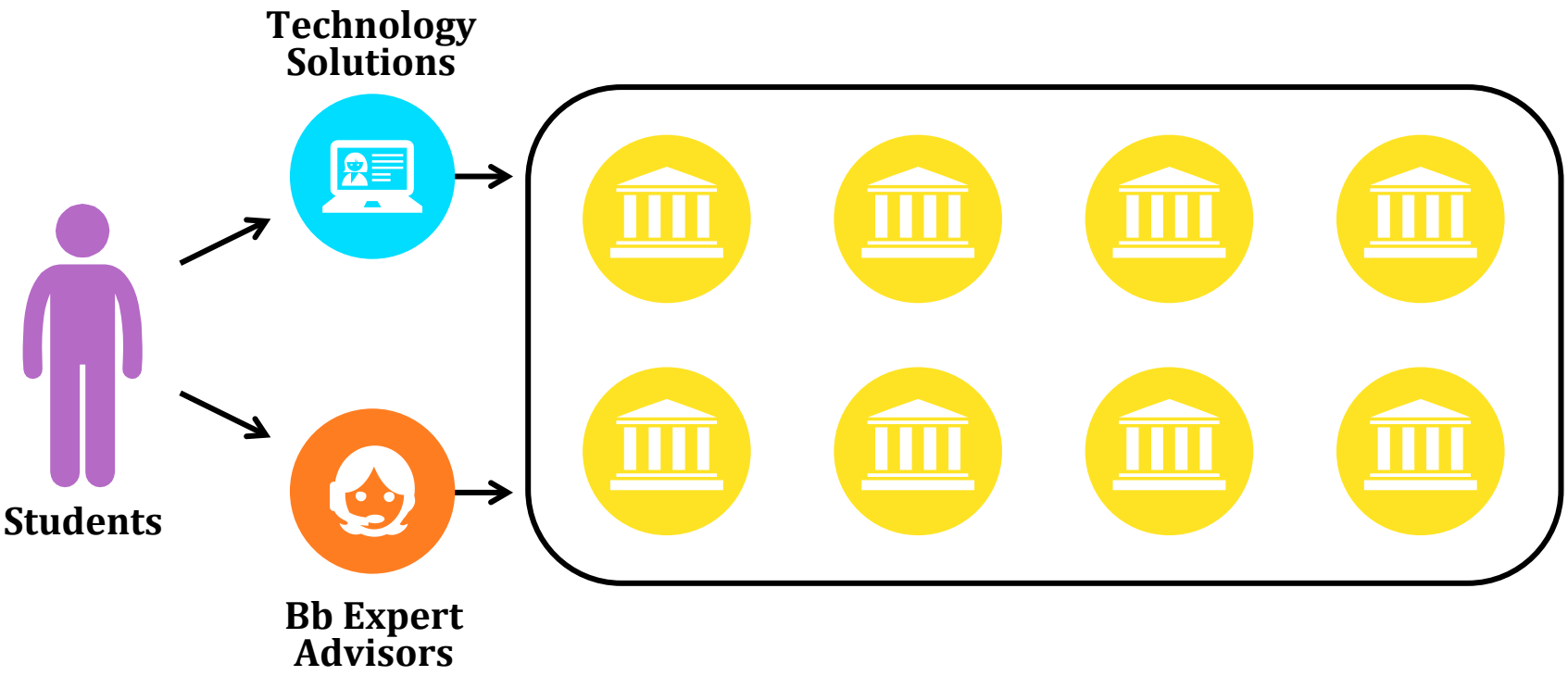
To A Streamlined Pathway



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Pathway Support Services

Enrollment

Financial Aid & Student Services

Help Desk

Retention

Our Approach

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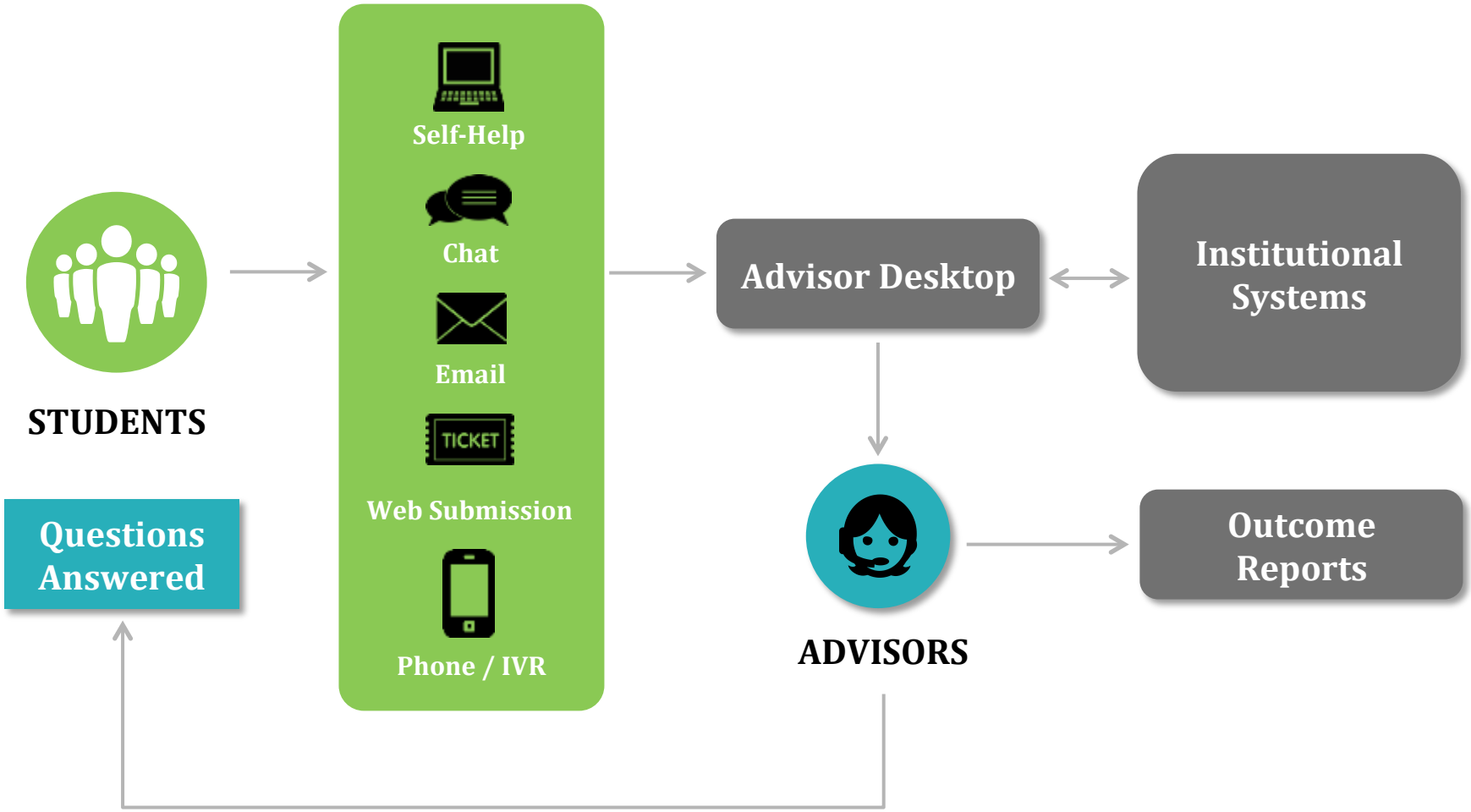
Anytime, Anywhere, Always On Support



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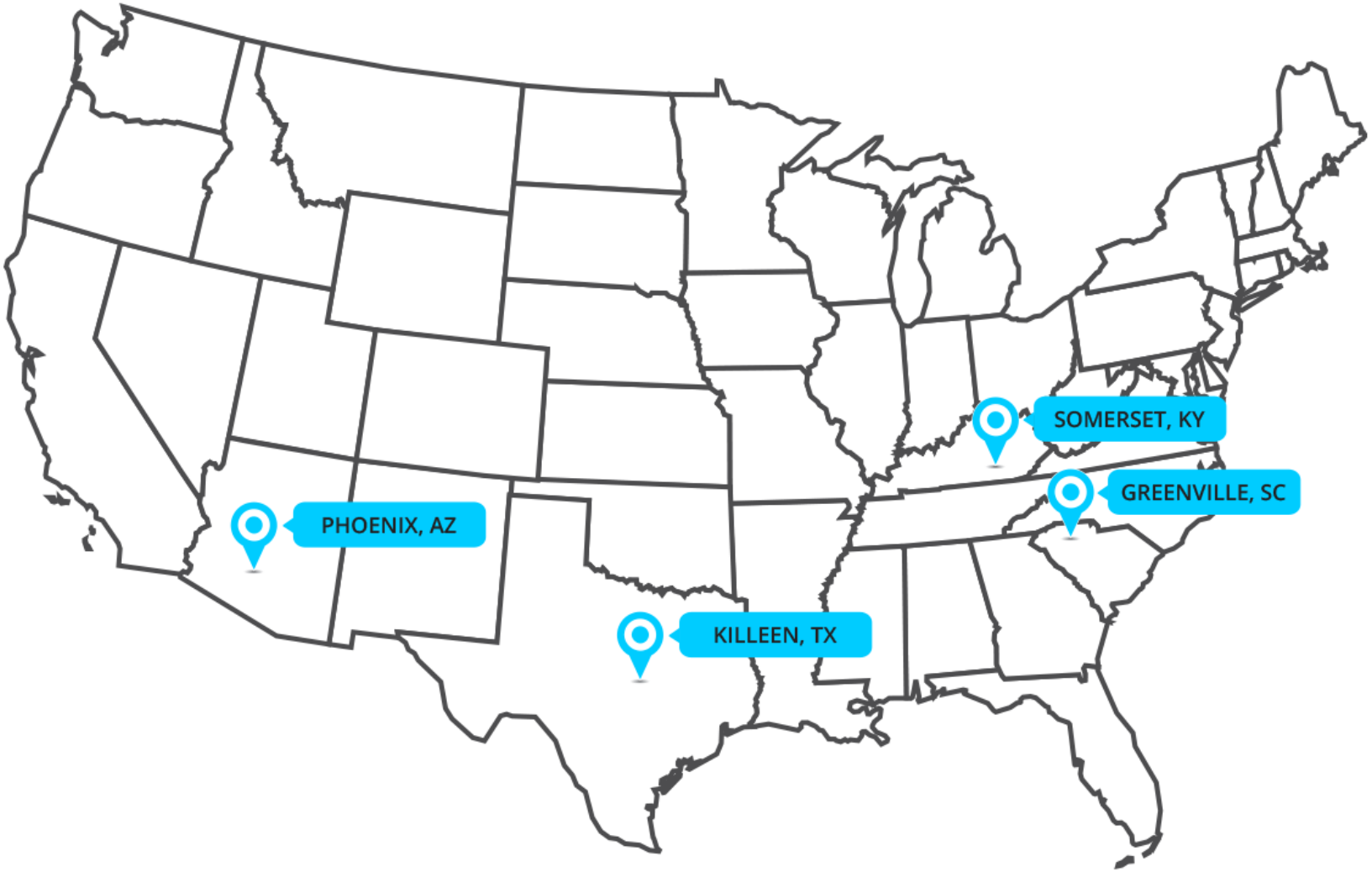
Operations Centers



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Self-Service Apps

Self-Help

Status Trackers

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Northern Virginia Community College

NOVA
Northern Virginia
Community College

- Student demand for Financial Aid support outstripped resources
- Meet enrollment targets and ensure the mission of student accessibility
- Extend resources and support to 24/7 and resolve student issues quickly

SOLUTION: FULL SERVICE FINANCIAL AID STUDENT SUPPORT

Blackboard **Financial Aid Support services** and **proactive program management and deployment** of student outbound campaigns. These services augment the internal resources and offload basic questions from the FA team so they could focus on more strategic and complex issues. This has improved student satisfaction, re-enrollment rates and financial aid processing rates.

- Effective outbound campaigns reaching 150,000 students
- Live outbound call campaign drove 73% FAFSA completion
- Student satisfaction rate greater than 80%

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Ivy Tech Community College

IVY TECH COMMUNITY COLLEGE

- Substantial enrollment growth, increased competition, changes to state funding models, and limited resources
- Inconsistent experience across 31 campuses, long wait times, lack of personalized attention had students enrolling elsewhere and current ones dropping out

SOLUTION: STUDENT SUCCESS CENTER

Self-Help & Trackers with **Virtual Student Success/Help Center** providing live support for all enrollment management functions; **Proactive outreach** for recruitment and retention; **Interaction tracking.**

- An immediate, personalized, and connected level of service, reinventing the student's experience
- Wait time reduced from 19 minutes to 30 seconds
- Abandonment rate reduced from 49% to 1.46%
- 40%+ transfer rate among departments reduced to one phone call for all student questions
- Increased enrollments during fall to spring periods

Q&A

Thank you for attending!