### Data and Analysis

### Department/Program Data

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|  | Current Year 2013-14 | Previous Year 2012-13 | Two Years Prior 2011-12 |
| Number of Full-Time Classified | 3 | 4 | 4 |
| Number of Full-Time Faculty | 0 | 0 | 0 |
| Number of Full-Time Managers | 1 | 1 | 1 |
| Number of Part-Time Classified | 1.5 | 3 | 4 |
| Number of Part-Time Faculty | 1 | 2 | 2 |
| Number of Part-Time Managers | 0 | 0 | 0 |
| Students Served Annually | Not Available | 22,886 | 22,203 |
| Total Non-Restricted Annual Budget | $413,804 |  |  |

### Department/Program Activities

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| Please list areas of responsibility and any seasonal activities (i.e. heavy enrollment periods for A/R) that may impact your department/program.  The Financial Aid Department provides students with information on the financial aid process and access to moneys available for students to begin and continue their educational goals toward completion. The experienced and cohesive department staff encourages students to apply for financial aid and the Financial Aid website is maintained with various student resources.  The Financial Aid staff provide the following services:   * How to navigate the department web site. * Knowledge and access to applications, including FAFSA. * Information on fee waivers. * Access and guidance to various financial programs, including the California Dream Act of 2011. * Disbursement information. * Policies and guidelines regarding time periods to apply and qualifying expectations of applicants.   The heavy enrollment periods for Financial Aid are:  The Financial Department has heavy enrollment periods throughout the academic year July 1st to June 30th.  The department review and processes applications and student requests for three (3) academic periods at a time: prior year applications/requests, current year applications and requests, and upcoming academic year applications and requests. Students can complete financial aid applications, including FASFA, online throughout the academic year. |

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* 1. **Proposed Projects Requiring Additional Resources (not listed in Section B-Action Plans/Resource)**

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| **Project Name and Description** | **Total Additional Dollars/Staff Needed** |
| Extend Financial Aid Office availability 5 days per week. | Need 1 Student Financial Aid Assistant II- E44 $63,093 |
| Implement new program and software for default prevention, financial literacy (Financial aid TV). | Need 1 Financial Aid Specialist- E50 $69,686 |
| Offer financial aid workshops for: FAFSA, BOGFW application, CSAC Dream Act application, and Higher One creation, and loan counseling. | Both Student Financial Aid Assistant II and Financial Aid Specialist- E50- listed above. |
| Increase efficiency and response time to student communication: emails, appeals, special circumstances. | Financial Aid Specialist- E50 listed above. |

* 1. **Outcomes (from most recent Program Review or Annual Program/Department Reports)**

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| **Student Learning/Service Area Outcomes Statements** | **Strategies to Achieve or Improve SLOs/SAO Goals** | **Outcome Data or Other Assessment Results (i.e. Data from Student SLO Survey)** |
| Students will identify financial aid resources for which they may qualify, submit applications, and meet deadlines. | 1. The department will improve BANNER to create and implement technology solution; interface and explore implementation of the BANNER Financial Aid module; and participate in District activities to improve BANNER interfaces.  2. The department will improve the Financial Aid section of the College website to include important links and applications to meet students’ financial aid needs and work with the College webmaster.  3. The Financial Aid website will have direct links to online applications for CCCApply fee waivers, the Federal form (FAFSA), Direct Loan promissory note and counseling, and required College forms. The website will also be set-up for direct deposit and for debit card disbursements.  4. The department will expand by dollars and percentages of students served in Financial Aid programs and services. Financial Aid Record of Count and Amount (State Chancellor Data Mart) for the following fiscal years: 2007-2008;  2008-2009; and 2009-2010.  5. Student survey to be deployed. | Fall 2013 Survey on Student Learning from Services at Coastline College:  51.4% of students responded that they much better/better have the ability to identify financial aid resources after contacting the Financial Aid Office and visiting the website.  18.8% of students responded that their understanding remained the same after contacting the Office/visiting the website.  6.5% of students responded that they were worse or much worse with identifying resources after contacting the Office and visiting the website.  23.3% of students responded ‘not applicable’.  Financial Aid Record of Count and Amount from the following fiscal years:  2007-08= 1,349 Awards for $2,927,105 plus 9,245 fee waivers; 41% of students served.  2008-09= 1,654 Awards for $3,942,063 plus 10,043 fee waivers; 44% of students served.  2009-10= 2,330 Awards for $6,135,908 plus 9,032 fee waivers; 52% of students served. |
| Financial Aid students will demonstrate understanding of the importance of applying early, submitting forms, and meeting deadlines in order to successfully apply for financial aid. | 1. The department will provide Counseling services, including Board Financial Assistance Program counselors, directly through the Financial Aid Office.  2. The department will implement and apply technology in the delivery of financial aid programs and services such as communication tools to reach students and to reduce department paper and postage costs.  3. The department will increase the number of Federal applications submitted by students.  The department will increase the number of students to apply for State of California fee waivers.  4. The department will increase the number of awards -BOGW Fee Waivers, Grants, Loans, and WorkStudy-with increase in financial aid dollars to students.  5. Student survey to be deployed. | Fall 2013 Survey on Student Learning from Services at Coastline College:  57.1% of students responded that they much better/better understanding of the importance of applying early, submitting forms, and meeting deadlines after contacting the Financial Aid Office and visiting the website.  15.5% of students responded that their understanding remained the same after contacting the Office/visiting the website.  4.6% of students responded that they were worse or much worse with identifying resources after contacting the Office and visiting the website.  22.9% of students responded ‘not applicable’.  Department records reflect the following numbers per fiscal year:  2007-08 = 1,880 students served.  2008-09 = 2,384 students served.  2009-10 = 2,788 students served.  2010-11 = 3,939 students served.  2011-12 = 1,927 students served.  Total Federal Applications submitted. Data from the Financial Aid Record of Count and Amount for the following fiscal years:  2009-10 = 7,080.  2010-11 = 5,354 (76% of all of last year’s)  2011-12 = 11,707  Total State of CA Fee Waivers. Data from  the Financial Aid Record of Count and Amount for the following fiscal years:  2009-10= 2,230.  2010-11= 5,334 (48% of last year’s with several hundred fee waivers from incarcerated students in the process of manual input).  2011-2012= 9,840  The Data Mart Records by fiscal year:  2007-08= 10,484 students awarded with $4,539,959 amount.  2008-09= 11,745 students awarded  with $5,745,293 amount.  2009-10= 11,088 students awarded with $7,958,539 amount.  2010-11= 11,263 students awarded  with $11,773,598.  2011-12 = 13,299 Students awarded with  $16,113,438 |
| Financial Aid students will demonstrate understanding the importance of meeting Satisfactory Academic Progress (SAP) standards to maintain financial aid eligibility. | 1. The Financial Office staff will provide students with accurate and current information on Satisfactory Academic Progress (SAP) standards via office visit, telephone, and online.  2. Student survey to be deployed. | Fall 2013 Survey on Student Learning from Services at Coastline College:  53.9% of students responded that they much better/better understanding of the importance of meeting Satisfactory Academic Progress (SAP) standards to maintain financial aid eligibility after contacting the Financial Aid Office and visiting the website.  18.1% of students responded that their understanding remained the same after contacting the Office/visiting the website.  3.5% of students responded that they were worse or much worse with identifying resources after contacting the Office and visiting the website.  24.5% of students responded ‘not applicable’. |
| Students will possess understanding of the requirements, rights and responsibilities, and repayment obligations associated with acquiring a federal student loan. | 1.The Financial Office staff will provide students with accurate and current information on students’ requirements, rights and responsibilities, and repayment obligations on federal student loans via office visit, printed materials, telephone, and online.  2. Student survey to be deployed. | Fall 2013 Survey on Student Learning from Services at Coastline College:  52% of students responded that they much better/better understanding of the requirements, rights/responsibilities, and payment obligations associated with federal student loans after contacting the Financial Aid Office and visiting the website.  16.9% of students responded that their understanding remained the same after contacting the Office/visiting the website.  4.1% of students responded that they were worse or much worse with identifying resources after contacting the Office and visiting the website.  27.1% of students responded ‘not applicable’. |
| Student will indicate their level of satisfaction with Financial Aid services. | 1. The department will develop and use tools for systematic evaluation of the Financial Aid operations to increase student access, improve persistence, retention and completion.  2. The department will provide exceptional customer services beyond fund distribution that includes office visits, communication and correspondence. Department Office Records from the following fiscal years: 2007-2008; 2008-2009; 2009-2010; 2010-2011 and 2011-2012.  3. Survey will be deployed on students’ satisfaction levels on services received from the Financial Aid Department. | Fall 2013 Survey on Student Learning from Services at Coastline College:  43.6% of students responded that they use and were satisfied with services/activities by the Financial Aid Department. 18.6% of students responded that they used and were not satisfied with services.  24.4% of students responded that they heard of and did not need Financial Aid services.  13.4% of students responded that they never heard of and did not need Financial Aid services.  Department records reflect the following numbers per fiscal year:  2007-08 =3,233 students served. 2008-09 =3,545 students served. 2009-10 = 4,989 students served.  2010-11 = 6,263 students served.  2011-12 = 6,848 Students served |

**Analysis of Progress on Outcomes**

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| Provide any detail that you feel will help the evaluator to understand your goals and the strategies to achieve those goals.  Ways to Improve:  The Financial Aid Department will:   * Review operational outcomes with assessments and documentation annually with the Institutional Research Department. * Explore ways to better document office visits, emails, and telephone calls. * Develop an online student satisfaction survey and implement the survey twice a year. |

* 1. **Progress on 5-year Goals (from most recent Program Review)**

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| **Goal** | **Complete** | **Partially Complete** | **Not Started** | **Abandoned** | **Comments** |
| Improve BANNER interfaces and explore implementation of the BANNER Financial Aid module. |  | X |  |  | Review Yr: 2010-11; Target Date: 12/31/2013 Participate in District activities to improve BANNER interfaces. |
| Develop and use tools for systematic evaluation of the Financial Aid operations. |  | X |  |  | Review Yr: 2010-11; Target Date: 12/31/2013 Working with Student Services Management and the Research Department. |
| Increase the number of Federal applications submitted by students. | X |  |  |  | Review Yr: 2010-11; Target Date: 12/31/2011  Total 2009-10 Federal applications was 7,080.  2010-11 is at 5,354; 76% of all of last years. |
| Provide exceptional customer services beyond fund distribution that includes office visits, communication and correspondence through every step of the financial aid process, and assistance to programs not assigned to the Department such as AmeriCorps, Bureau of Indian Affairs, Golden State Scholarshare and other outside scholarship opportunities. | X |  |  |  | Review Yr: 2010-11; Target Date: 06/30/2011 The following student numbers reflect walk-ins into the department: 3,233 students served in 2007-08.  3,545 students served in 2008-09.  4,989 students served in 2009-10.  6,263 students served in 2010-11. |
| Provide Counseling services, including Board Financial Assistance Program counselors, directly through the Financial Aid Office. | X |  |  |  | Review Yr: 2010-11; Target Date: 06/30/2011 2,788 students served in 2009-10.  3,939 students served in 2010-11. |
| Increase the number of awards -BOGW Fee Waivers, Grants, Loans, and Work study-with increase in financial aid dollars to Coastline students. | X |  |  |  | Review Yr: 2010-11; Target Date: 06/30/2011 2009-10= 11,088 students awarded with $7,958,539 amount.  2010-11= 11,263 students awarded with $11,773,598. |
| Participate in the consolidation and disbursement procedures explored District-wide to maximize current staffing efficiency and hardware/software licenses in the current budget situation. |  | X |  |  | Review Yr: 2010-11; Target Date: 12/31/2012 Participate in District-and College-wide meetings and provide critical information and experience in the planning process. |
| Participate in the District planning activities to implement a BANNER Financial Aid module. |  | x |  |  | Review Yr: 2010-11; Target Date: 12/31/2013 Working with the District BANNER System to implement module. |
| Analyze facilities upgrades, workflow and procedures for District plans to consolidate services. |  | x |  |  | Review Yr: 2010-11; Target Date: 08/31/2012 Working on facilities upgrade and analyzing workflow for District consolidation plans. |

**Analysis of** **Progress on 5-year Goals**

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| The Financial Aid Department’s 5-year comprehensive Program Review Report is in progress as this report is being submitted. |

**New Annual Program/Department Goals**

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| **Goal** | **5 yr Goal**  **Addressed** | **Project**  **Completion**  **Date** | **Lead**  **Employee** | **Comments** |
| Please refer to the Department’s 5-year comprehensive Program Review Report for 2013-14. |  |  |  |  |
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### B. Action Plan and Resource Requests Based on Annual Data

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| **Action** | **Institutional planning goals\*** | **How action will improve student success** | **Type of Resource** | **Resource needs, if any** | **Department priority\*\*** | **Approximate cost** | **Potential Funding Source** |
|  |  |  | Equipment | Covers by office remodel |  |  |  |
| The former IT area is being remodeled and the Financial Aid Department will move into the remodeled area on the 4th Floor/ College Center | 2011-16  Strategic Goals: I, II, III, VI. | The ‘new’ Financial Aid Department will provide adequate space and area to meet the needs and special needs of our students, including access to computers. | Facilities | Ensure adequate office furniture, chairs and cabinet/ computer stations, scanners, phones, file needs of personnel and for students. Appropriate Signage/Room Number | 1 |  | College Counseling Department Instruction |
| 2 Full time permanent staff needed: Financial Aid Specialist-E50 and Financial Aid Assistant-E44 | Strategic Goals: I, III | Staff needed to implement financial aid office goals | Personnel | Additional staff | 1 | $ | General funds/BFAP |
| Upgraded software needed to improve services and responses to students.  Default Management: Greenwood Hall and Financial Aid TV.  District core team needed additional PowerFAIDS licenses | 2011-16  Strategic Goals: I, II, III.  Strategic Goals: I, III | Updated software will provide students with accurate information quicker to help them financially plan for their academic year.  District core team needed additional PowerFAIDS licenses | Software | Default Management: Greenwood and Hall  Additional licenses needed | 2  1 | $15,000  $15000 | Provided by  General fund and these are ongoing.  General fund |
| Regular maintenance supplies |  | Maintain office functions | Supplies |  | 1 | 2000 | General fund |
|  |  |  | Technology | Covers by office remodel |  |  |  |
| Ability to attend State and federal workshops on Financial Aid, application processes, and guidelines. Policies and procedures are revised annually from the State and Federal governments. | 2011-16  Strategic Goals: III, VI. | Financial aid personnel need to be current on changes and eligibility requirements to better serve and guide students seeking financial aid. Students will have access to accurate information to better plan for their educational goals and degree/certificate completion. | Training |  |  | $3000 annually | BFAP |
|  |  |  | Other |  |  |  |  |

\*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, SLO/SAO evaluation and assessment, College Mission, or other relevant planning documents. \*\*Prioritize the program’s resource needs with 1 being the most important and subsequent numbers being less urgent.