



Departmental Services Outcomes
Measuring Success to Improve Teaching and Learning

Department/Unit **Financial Aid**
 Team Members Christine Leon, Cynthia Pienkowski, Quan Xa

| I | II | III | IV |
|---|---|---|---|
| Expected Outcomes (Student Service Outcomes, Student Service Outcomes, and/or Service Area Outcomes) | Assessment Plans (How will you measure your success? Include assessment method and how, what, when, and who) | Assessment Results (Describe results of the assessment. Include main findings, date, and report author.) | Implications and Plans for Improving Results (What operational changes, resources, or modifications to expected outcomes or assessment methods are needed?) |
| Advance and sustain the College's capacity for student success through the efficient use of resources, 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 | 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 | An on-going operational outcome to utilize resources for students efficiently. Assessment conducted on a bi-annual basis. |
| Create and nurture innovative programs, 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. | | In 2009-2010-implemented use of Emails to communicate with students. Students indicated they preferred using Email over "snail mail." Department has saved in postage and reduced paper usage. Fall 2010 -implementation completed. Acknowledgments and follow up messages sent to 6,964 applicants. | An on-going operational outcome to provide innovative technological solutions and access for students. |



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| To create and implement technology solution, the department will improve the Financial Aid section of the College website to include important links and applications to meet students' financial aid needs. | Work with the College webmaster and access Dashboard to update the website. | The Financial Aid website has direct links to online applications for CCCApply fee waivers, the Federal form (FAFSA), Direct Loan promissory note and counseling, and required College forms. Set- up direct deposit and debit card disbursements can be done from the Financial Aid website. | Department will develop an online student satisfaction survey and implement bi-annually. |
| To create and implement technology solutions to meet the needs and expectations of the learning community, the department will improve BANNER interfaces and explore implementation of the BANNER Financial Aid module. | Participate in District activities to improve BANNER interfaces. | | An on-going operational outcome in conjunction with the District and sister-Colleges to improve BANNER interfaces. |
| To assess student access and improve retention, persistence and completion, the department will develop and use tools for systematic evaluation of the Financial Aid operations. | The department will work with the Student Services wing and with the Institutional Research Department to develop and deploy student satisfaction surveys online and in print. | | An on-going operational outcome to develop bi-annual student satisfaction surveys. |



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| To advance and sustain the College's capacity for student success through efficient use of resources, expand diversity and responsiveness to programs and services, the department will increase the number of Federal applications submitted by students. | Financial Aid Record of Count and Amount (State Chancellor Data Mart) for the following fiscal years: 2009-2010 and 2010-2011 | From the Financial Aid Record of Count and Amount for the following fiscal years: 2009-10 = Total Federal applications was 7,080. To date for 2010-11 = 5,354 (76% of all of last year's). | On-going department operational outcomes. Assessment done on an annual basis. |
| To advance and sustain the College's capacity for student success through efficient use of resources, expand diversity and responsiveness to programs and services, the department will increase the number of students to apply for State of California fee waivers. | Financial Aid Record of Count and Amount (State Chancellor Data Mart) for the following fiscal years: 2009-2010 and 2010-2011 | From the Financial Aid Record of Count and Amount for the following fiscal years: 2009-10= Total State of CA fee waivers was 12,230. To date for 2010-11= State of CA fee waivers is 5,334 (48% of last year's with several hundred fee waivers from incarcerated students in the process of manual input). | On-going department operational outcomes. Assessment done on an annual basis. |
| To increase student access, improve persistence, retention and completion, 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; and 2010-2011. | 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. | Assessment results are from verified office visits. These numbers do not reflect services by telephone calls, emails, or other electronic communications. Need to explore additional procedures to document these numbers. |



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| (continued from previous page) 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. | Department Office Records from the following fiscal years: 2007-2008; 2008-2009; 2009-2010; and 2010-2011. | 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. | Assessment results are from verified office visits. These numbers do not reflect services by telephone calls, emails, or other electronic communications. Need to explore additional procedures to document these numbers. |
| Advance and sustain the College's capacity for student success through the efficient use of resources and responsive to programs and services, the department will provide Counseling services, including Board Financial Assistance Program counselors, directly through the Financial Aid Office. | Department Office Records from the following fiscal years: 2007-2008; 2008-2009; 2009-2010; and 2010-2011. | 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 in 2010-11. | On-going department operational outcomes that requires continuous assessment of actual appointments and student contacts. |
| Advance the College's capacity for student success through the efficient use of resources, the department will increase the number of awards - BOGW Fee Waivers, Grants, Loans, and WorkStudy-with increase in financial aid dollars to Coastline students. | Financial Aid Record of Count and Amount by Type (State Chancellor Data Mart) for the following fiscal years: 2007-08; 2008-09; 2009-2010 and 2010-11. | 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. | On-going department operational outcome with assessments and documentation established on an annual basis. |



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