

Student Affairs | Measuring Up

Creating a culture of assessment and evidence.

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**Salisbury University
Office of Student Affairs
Office of Financial Aid & Scholarships
August 12, 2020**

TABLE OF CONTENTS

CONTENT	PAGE
Section I: Department Overview <ul style="list-style-type: none"> ▪ 	3
Section II: Service Delivery (REVISED) <ul style="list-style-type: none"> ▪ 	4
Section III: Budget Allocations, Expenditures, and Revenue Generation (NEW) <ul style="list-style-type: none"> ▪ 	5
Section IV: Collaborations and Partnerships (Internal and External) <ul style="list-style-type: none"> ▪ 	6
Section V: A Summary of Achievements Related to Student Affairs Strategic Plan <ul style="list-style-type: none"> ▪ 	7
Section VI: A Summary of Achievements Related to University Strategic Plan <ul style="list-style-type: none"> ▪ 	8
Section VII: Measuring Up: Research, Assessment, and Evaluation <ul style="list-style-type: none"> ▪ 	9-10
Section VIII: Strategic Plan-Related Goals for 2020 – 2021 (Note: Base goals on University’s new 2020-2025 strategic plan) <ul style="list-style-type: none"> ▪ 	11

Section I: Department Overview

▪ **Mission & Vision:**

The Salisbury University Office of Financial Aid & Scholarships understands that financing a higher education is one of the most important decisions a student and their family may face in post-secondary education. Our mission is to facilitate a student's educational goals with timely counseling, the appropriate resource allocation and superior student service to ensure students can focus on academics rather than finances.

▪ **Scope of Practice:**

○ For students & families

- Identify available aid for eligible students, ensure eligibility requirements are met, provide equitable distribution of limited institutional resources, counsel students appropriately to ensure continued award renewal and provide students the tools to make smart financial decisions in and out of school.

○ For the institution

- Assist with the enrollment and retention of students, facilitate the receipt of federal, state, institutional and external aid to assist students with meeting educational costs, administer federal work study employment opportunities, ensure compliance with voluminous and detailed federal, state and local statute and regulations, and provide accurate and timely reporting to assist with creating a transparent operational environment.

○ For Student Affairs

- Provide data and analytics necessary to justify aid increases or reallocation of limited financial resources, justify institutional budgets to regulators, contribute information towards creating a robust dialogue between institutional, state and federal constituents, advocate on behalf of our students and Salisbury University and support efforts to increase access and affordability within higher education.

○ For the Community

- Provide resources to increase financial literacy, act as a resource for high school guidance counselors, and serve as a resource for working adults attempting to further their educational goals.

Section II: Service Delivery

Students Served (July 1 – June 30 time period)

Enter "N/A" if data are not available for this reporting period.

Undergraduates	Outcomes
Total unique number served (do not include repeat visits)	
Total number of service contact hours across all service types	N/A
Graduates	Outcomes
Total unique number served (do not include repeat visits)	
Total number of "visits" (includes repeat visits)	N/A
Total number of service contact hours across all service types	N/A
Overall	Outcome
Total unique number of undergraduates and graduate students served	N/A

Comments:

Examples of Major Events, Services, Activities, and Initiatives¹

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant ²
<i>Example: Annual First-Generation Conference.</i>	<i>First generation students and their faculty mentors</i>	<ul style="list-style-type: none"> ▪ 75 students ▪ 60 faculty mentors ▪ 12 guests³ 	<ul style="list-style-type: none"> ▪ \$22.72
Assisted students by responding to over 5,800 emails in the FinAid email between April 2020 and June 2020	Incoming and continuing students		

¹ Contact the Associate Vice President for assistance in completing this section if needed.
² Use this formula to determine cost per participant (CPP) for every person attending: Cost of Event / Attendees.
³ This could include family, friends, faculty, and staff.

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2019 – June 30, 2020 Allocations

Budget Category	Allocation
01	\$773,468
02	\$7,536
03	\$101,531
Total	\$882,535

July 1, 2019 – June 30, 2020 Expenditures

Budget Category	Expenditures
01	640,127
02	17,178
03	96,770
Total	754,615

July 1, 2019 – June 30, 2020 Revenue Generated

Initiatives or Purposes	Revenue Generated
<i>Example: Student Success Grant from Foundation to purchase new laptops as loaners to low-income freshmen.</i>	\$12,250.00
N/A	
Total	

Comments related to budget decisions, concerns, cuts, reallocations, etc.

Section IV: Collaborations and Partnerships (Internal and External)⁴

Examples of Collaborations and Partnerships	Outcomes and Impact
<i>Example: County Public Schools Guidance Counselors</i>	Resource materials for helping high school students and families discuss mental health before college.
Partnered with IT	Partnered with IT to help create a paperless process with WebExtender and faxes
Partnered with Admissions	Partnered with Admissions to collaborate on the Pepsi Scholarship awarding
Partnered with various departments on campus	Partnered with University Police, Academic Affairs, Student Accounts, Registrar, Admissions, Legal Counsel, Admin & Finance during the Federal Program Review which resulted in 0 findings for financial aid
Partnered with Admin and Finance	Partnered with Admin and Finance during the Annual 133 Audit which resulted in 0 financial aid findings
Partnered with Admin & Finance and Grants Office	Partnered with Admin & Finance & Grants Office to implement the Federal CARES Emergency Student Grant totaling over \$2.9 M

⁴ Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

*The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals. Please use bullet or numerical formatting to provide examples of **significant** outcomes.*

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

- The Office of Financial Aid took part in a number of institutional programs (graduation, orientation, admitted students day, TRIO's new student program) and external programs (MHEC training, NASFAA Leadership Conference and Federal Student Aid Conference) to promote and foster a strong community presence on and off campus.

Goal 2: Student Affairs aims to educate students for campus, career, and life.

- Improved our financial aid guidebook to ensure students and their families have the information they need to not only finance their higher education but also choose SU.
- Improved our website that addresses the affordability concerns of prospective students and their families while also providing current students the financial aid resources they need to be successful at SU and beyond.

Goal 3: Student Affairs aims to embrace innovation.

- Worked with IT and purchased a new scanner to help streamline our scanning/imaging process.
- Created and implemented a quality assurance program to proactively identify operational opportunities while enhancing the university's compliance to ensure continued eligibility for federal and state financial aid programs.

Goal 4: Student Affairs aims to motivate student affairs professionals to increase effectiveness and efficiency.

- Encourage students and their families to apply in a timely manner for federal, state and institutional aid via a robust communication plan;
- Analyze enrollment and financial trends necessary to ensure the appropriate allocation of limited federal, state and institutional funds; and
- Enhance the student experience by providing avenues to ease communication with staff, eliminate hurdles to document submission and facilitate student/parent self-sufficiency during the financial aid process.

Section VI: A Summary of Achievements Related to University Strategic Plan

*The following are examples of ways in which the Unit is assisting the University achieve its goals. Please use bullet or numerical formatting to provide examples of **significant** outcomes. Units may cut-and-paste as appropriate from above Section. Do not say, "See above."*

Goal 1: EDUCATE Students for Campus, Career and Life

- The Office of Financial Aid & Scholarships took part in a number of institutional programs (graduation, orientation, admitted students day, Scholars Day, GEAR UP, TRIO's new student program, high school financial aid nights).

Goal 2: EMBRACE Innovation of the Salisbury University Experience

- Improved our financial aid guidebook to ensure students and their families have the information they need to not only finance their higher education but also choose SU.
- Improved our website that addresses the affordability concerns of prospective students and their families while also providing current students the financial aid resources they need to be successful at SU and beyond.

Goal 3: FOSTER Community

- The Office of Financial Aid took part in a number of institutional programs (graduation, orientation, admitted students day, GEAR UP, Scholars Day, TRIO's new student program, high school financial aid nights) and external programs (MHEC training, NASFAA Leadership Conference, NASFAA webinars and the Federal Student Aid Conference to promote and foster a strong community presence on and off campus.

Goal 4: PROVIDE Appropriate Programs, Spaces, and Resources for All Members of the Campus Community

- N/A

Section VII: Measuring Up – Research, Assessment, and Evaluation⁵

2019-2020 Goals and Outcomes July 1, 2019-June 30, 2020

Department Goals	Summative Outcomes
<i>Example: Promote student success through health and wellness initiatives.</i>	<ul style="list-style-type: none"> ▪ 5 health and wellness workshops were offered in partnership with Center for Student Achievement ▪ 1,257 unique students attended 5 health and wellness workshops ▪ 83% of students who attended the 5 health and wellness workshops indicated the sessions contributed to their academic success
Continue to enhance Academic Works to drive efficiency and continued process improvement	Added multiple new scholarships to Academic Works
Enhance the online experience with improvements to allow a new document upload capability within Gullnet	Partnered with IT to help streamline our fax'd documents and processing.
Partner with Accounts Receivable and Tuition Residency to develop a video for new student orientation for summer 2020	Met with Marketing and Accounts Receivable several times to work on the new video, but it was shelved due to the Pandemic.
Implemented the federal CARES Emergency Student Grant	The Financial Aid & Scholarship office awarded \$2,524,128 to 4250 students

Examples of Other Research, Assessment, or Evaluation Projects (if applicable) July 1, 2019-June 30, 2020

Project	Key Result(s) or Outcomes	Organizational Changes
<i>Example: Three-Year Student Satisfaction Survey with new math instructional software.</i>	<i>80% of student users indicated new software was helpful to understanding math concepts.</i>	<i>Two additional math sessions using the new software will be added.</i>
N/A		

Student Learning Outcomes July 1, 2019 - June 30, 2020

⁵ Contact the Associate Vice President for assistance in completing this section if needed.

Student Learning Outcomes	Mapped to University SLOs	Mapped to Division's SLOs	Evidence of Learning
<p><i>Example: Sophomores participating in the Sophomore Year seminar will be able to explain University policy for changing a major.</i></p>			<ul style="list-style-type: none"> ▪ 75% of participants were able to explain policy for changing a major as evident on post-evaluation compared to pre-test results.
<p><i>Example: 70% of seniors participating in the résumé development series will be able to identify at least four strategies for writing a successful résumé.</i></p>			<ul style="list-style-type: none"> ▪ 80% of participants were able to identify four strategies for writing a successful résumé as evident on written exit interview.
<p>All students receiving a federal loan are required to complete New Borrower Entrance Counseling and a Master Promissory Note. Our web site along with the Consumer Information site have informative information about student borrowing and student responsibilities.</p>			<p>Most recently data, Fiscal Year 201, has the SU cohort default rate at 3.60%. The FY 16 Public National Average is 10.01%.</p>

Section VIII: Strategic Plan-Related Goals (July 1, 2020 – June 30, 2021)⁶

The following goals are intended to be ambitious but attainable. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs' goals and expectations, and the University's strategic plan. Three to five goals are recommended. Please use new University Strategic Plan 2020-2025 goals for this section.

Department Goal or Objective	Map to University Strategic Plan 2020-2025 Goals	Map to SA Strategic Goals (TBD)	Examples of Assessment Metrics that will be Used
<i>Example: Implement new living-learning communities focused on diversity and inclusion.</i>	Goal 1 Initiative 2		<ul style="list-style-type: none"> ▪ Number of living-learning communities created. ▪ Number of students completing housing contracts for the new LLCs.
<i>Example: Ensure that 70% of academic probation students participate in at least two sessions on successful study habits.</i>	Goal 4 Initiative 2		<ul style="list-style-type: none"> ▪ Number and percent of academic probation students participating in at least two academic sessions.
Complete the hiring of all staff, including the 8 th PIN position.	Goal 2, 3, 5		Ascertain the statistics for appointments, emails, phone calls
Train all new staff on federal, state and institutional policies procedures, and regulations. Delegate new job duties and responsibilities to streamline financial aid processing.	Goal 2, 3, 5		Evaluating training programs, and quality assurance assessments
Move to fully to a “scan first” process with all incoming documents with more specific WebX organization/reimagine/revamp the filing and storage of post-scanned documents.	Goal 3, 5		Ascertain success of document scanning, email/faxing of document volume
Set up Microsoft Bookings for in-person and virtual appointments to help office efficiency and to enhance the customer service experience for our students.	Goal 1, 2, 3, 4, 5		Ascertain the appointment bookings statistics
Create reporting processes for MD state aid such as credit completion and the state verification roster.	Goal 1, 2, 5		Quality assurance with reportings.

⁶ Contact the Associate Vice President for assistance in completing this section if needed.

