

## Financial Aid Department Assessment Report Summer 2021

### 6b. Measurement Tool and Timeline

Our first outcome, related to financial aid advising, relies on survey results from the Community College Survey of Student Engagement (CCSSE). The most recent data remains the data collected in 2017.

The outcome associated with tracking FAFSA applicants is monitored weekly by a report generated internally. Our annual results are available in the COCC Fact Book. For students not eligible to complete the FAFSA, the Oregon alternative known as the ORSAA is available. The ORSAA became available for the 2016-17 award year so historical data is not yet available.

Another outcome, related to the student's ability to articulate our policies, looks to the Survey of Entering Student Engagement (SENSE). Unfortunately, for the purposes of this report, the College decided to discontinue participation in the SENSE. The most recent data remains the data collected from the survey is from 2015; however, we expect to have new data by the end of 2021.

### Section 7: Data

In looking at the most recent data provided by CCSSE, we see that in regards to student satisfaction with financial aid advising, the number of students "Not at all" satisfied continued to decline to a rate of 6.9% for full-time students and 5.3% for part-time. The results from 2011, at the peak of our enrollment increase, showed a dissatisfaction rate of 16.1% for full-time and 14.5% part-time. Interestingly, the rate of "Very" satisfied students also declined from 2011 to 2017 with part-time students falling from 24.3% to 17.6%. The full-time student response was less dramatic with a smaller decline of 28.2% to 26.1%. In addition, the rate of those who answered "Not applicable" to this question rose dramatically from 2011. The rate increased from 24.8% in 2011 for full-time students to 42.8% in 2017. The part-time rate went from 34.7% to 52.4%.

Using information from COCC's Institutional Effectiveness department and Access reports, as of June 3, 2021 COCC data indicates that 65.4% of our certificate-degree seeking students submitted a FAFSA for 2020-21 financial aid consideration. This is a significant jump from the 2019-20 year but on par for prior years.

With the decision to not participate in the most recent SENSE survey, we do not have data to review for students' ability to articulate their knowledge of our policies. This outcome will be postponed until other data resources to assess this outcome can be identified.

### Section 8: Summary and Analysis

In establishing our outcomes, our goal was to make incremental progress toward improving our services for our students. Based on the review of the 2020-21 data, it appears the 2019-20 year may have been an outlier year and our department is headed in the right direction. Due to our remote environment in 2020-21, we revised our strategies to offer virtual presentations and information access to students in the Bend La Pine District. In addition, we created short online tutorials for our five-step financial aid process. Our progress continues in this area as we reopen to an in-person environment. Our strategy

will be to incorporate both in-person and online opportunities for students to engage with our Financial Aid Advisor and department staff.

Our most recent CCSSE data from 2017 remains the same, with the expectation that we will have new data to review in the 2021 year. Prior CCSSE data related to our financial aid advising services demonstrate a less negative student perspective. With that said, there was also a drop in very positive feelings about this service. We can speculate as to why students are developing a more neutral view of financial aid advising. There may be a link to the data indicating a decline in usage. Approximately half of the students surveyed had no feedback to offer either because they did not utilize financial aid advising, or the interaction was not worthy of comment. It seems that fewer students are utilizing financial aid advising. This could be considered a positive indication if students are not using the service because their needs are being met through other resources. At this time, we will not propose any dramatic changes in strategy to improve this outcome. The Financial Aid Director will continue to work with the Financial Aid Advisor to identify efficiencies to better utilize her time to meet this need. Future direction will continue to focus on a greater presence both on and off campus as well as improving financial aid documents and resources.

Relating to the outcome seeking to increase student aid applications, the data shows a significant increase in the percentage of our certificate-degree seeking students applying for aid from 2019-20 to 2020-21. However, as noted above, the 2020-21 rate is on par for prior years. The increase in application from 2019-20 to 2020-21 could be in part due to the economic strain brought on by the global pandemic. Across the country and in Oregon, overall FAFSA/ORSAA completion rates are down but it remains the goal of this department to get as many students to apply as possible.