

Financial Aid Department Assessment Report Summer 2022

Section 5: Department Outcomes

1. Students will be able to recognize the Financial Aid Office as a source of assistance as measured by CCSSE data.
2. Students will implement their knowledge of the financial aid application process by applying for aid through the FAFSA (or ORSAA) as measured by the percent of applicants as tracked by MS Access and the Financial Aid Dashboard (Tableau beginning 2022).
3. Students will be able to articulate that they are aware of the policies and processes needed to obtain and keep financial aid as measured by the SENSE data.
4. Military connected students will be aware they can receive both GI benefits and Federal Financial Aid benefits by completing the FAFSA.

6b. Measurement Tool and Timeline

Our first outcome relates to students accessing support and information from the Financial Aid Office. Community College Survey of Student Engagement (CCSSE) data for 2021 has been provided to the College and Institutional Effectiveness (IE) has provided Tableau tables with details needed to make an informed analysis of trends related to this outcome. We will compare this data to the 2017 CCSSE results for analysis. Because the CCSSE survey is only given every three years at COCC, we will analyze the CCSSE data with the SENSE and Graduate Surveys in future years.

The outcome related to FAFSA/ORSAA filing is monitored by the Financial Aid Dashboard and is updated weekly. This tool provides a complete picture of the applicable award year when the year concludes in June. We monitor application completion throughout the year; however, we officially review the number of FAFSA/ORSAA applicants in June as compared to the population of certificate and degree-seeking students.

Survey of Entering Student Engagement (SENSE) data for 2021 will be available in 2022 to assist us in assessing our third outcome regarding students understanding financial aid processes and policies. Institutional Effectiveness (IE) will prepare the details necessary to make an informed analysis of trends related to this outcome when they receive this information. We will compare the results to the 2017 survey. Because the SENSE survey is only given every three years at COCC, we will compare the SENSE data with the CCSSE and Graduate Surveys in future years.

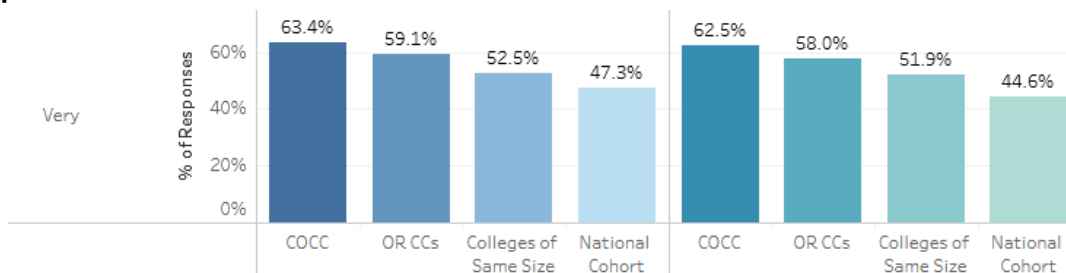
Our final outcome related to FAFSA completion rates for military connected students will be collected using Argos and Access and compared year over year for analysis.

Section 7: Data

Looking at the most recent data provided by CCSSE, we see that in regards to student satisfaction with financial aid office, the number of students "Not at all" satisfied remained fairly stable at 6.9% for full-

time students and 6.3% for part-time. This is fairly consistent with state and national averages. On the other side, the rate of “Very” satisfied students increased significantly from 2017 to 2021 with full-time increasing to 63.4% in 2021 and part-time students increasing to 62.5%, both of which are above state and national averages (see Chart 1 below).

Chart 1:



Using information from COCC’s Institutional Effectiveness department and Access reports, as of June 30, 2022 COCC data indicates that 2958/headcount is 4669---- 63.35% of our certificate-degree seeking students submitted a FAFSA for 2021-22 financial aid consideration. This is down slightly from 2020-21 but on par for prior years.

SENSE data for 2022 is not yet available from Institutional Effectiveness (IE) to assess our third outcome regarding students understanding financial aid processes and policies. This outcome will be postponed until data is available.

Based on MS Access reports, there was an insignificant change in military connected students completing a FAFSA from 53.95% in 2020-21 to 54.32% in 2021-22.

Section 8: Summary and Analysis

We updated our first outcome from recognizing the Financial Aid Advisor to recognizing the Financial Aid Office. Many students view interaction with any of the financial aid team members as advising and our main purpose for this goal is to ensure students know where to receive assistance with their financial aid. Based on the CCSSE data from 2021, more students are aware and satisfied with the services provided by the financial aid office. Although many factors contribute to this analysis, increased involvement in college success courses and other college wide events likely contribute to the increase in student awareness of the financial aid office. In addition, after moving to a remote environment, we noticed an increase in student emails and phone calls to our department for assistance. Students appear to be more willing to reach out to us through email rather than face to face as in the past.

FAFSA/ORSAA completion was down about 16.1% from 2021 to 2122. This is a national trend with a greater impact to high need, at risk students and most significantly community colleges. In addition, enrollment has declined at community colleges which appears to related to the challenges associated with the global pandemic and economic challenges. Moving forward, we will continue to work with our state agencies, such as the Office of Student Access and Completion (OSAC) and our Marketing and Public Relations department to reach students to support FAFSA/ORSAA completion. We will also be updating our analysis tool to Tableau for a greater ability to compare our financial aid student demographics with our overall certificate and degree seeking students.

Although SENSE data is not yet available from Institutional Effectiveness, we continue to participate in college success courses, Bobcat Advising and Registration (BAR) and Bobcat Orientation to reach our incoming students. In addition, we have developed a variety of short videos on financial aid topics to assist students in navigating their financial aid.

We did not see a significant increase in FAFSA completion with our military connected student demographic this past year; however, our level FAFSA completion trend is out pacing the national trend where FAFSA completion has decreased. Over the past year, we sent targeted communications to our military connected students explaining these students can participate in both VA and FAFSA funding. We will continue to provide targeted communication to our military connected students to support them in funding their education.