



FINANCIAL AID DEPARTMENT ADMINISTRATIVE UNIT REVIEW: DEPARTMENT PLAN

Part 1: Department Mission Statement

Enrollment Management Mission Statement:

The Enrollment Management team works together to deliver clear guidance, accessible resources, and ongoing support to help students actively pursue and accomplish their goals.

Financial Aid Mission Statement:

The COCC Financial Aid Department empowers students to access financial assistance from diverse sources to pursue their educational goals and success.

Part 2: Strategic Plan Connection

COCC's Strategic Plan includes five goals. Select one to three goals that most closely align with the strategic plan goals:

- [Student-Ready College](#)
- [Access](#)
- [Community Engagement](#)
- [Workforce Development](#)
- [College Sustainability](#)

Part 3 and 4: Goals/Outcomes and Activities

EM Customer Service Shared Goal:

Create a supportive and welcoming student experience by strengthening collaboration among the Enrollment Management team to ensure consistent guidance, timely and accurate information, and coordinated services.

EM Shared Activities:

1. Identify and adopt shared behavioral practices (e.g., 10-foot rule, wearing name tags, greeting students, asking follow-up questions)
2. Develop and implement a strategic cross-training plan across EM departments
3. Review, revise, and improve department signage and internal communications (e.g. "warm hand-off protocol", communication guidelines for use of Teams, Outlook, etc.)
4. Develop customer service training for both onboarding and ongoing professional development
5. Identify and train appropriate staff on using Slate to better serve students. (A&R Specific)

Financial Aid Goal 1:

Expand outreach efforts to increase COCC, OSAC and other scholarship participation over five years by coordinating an annual financial aid and funding campaign.

FA Activities Goal 1:

1. Implement a “Did you know?” campaign to provide a variety of pro-tips throughout the year.
2. Set up tabling events at key locations across campus at key times during the year
3. Create posters with QR codes to link to the financial aid information
4. Research the potential of financial aid information in Canvas
5. Research texting opportunities through Slate

Financial Aid Goal 2:

Expand interaction of Veteran students with Federal Student Aid through targeted outreach, streamlined guidance, and collaboration with the COCC Veterans Resource Center and campus partners.

FA Activities Goal 2:

1. Schedule weekly SCO time in the VA resources center
2. Create a Veteran specific handout, explaining additional funding opportunities through the FAFSA
3. Add Financial Aid and FAFSA information to the Veteran website

Part 5: Measurement Tool and Timeline

EM Shared Measurements:

- Use the Tableau admits dashboard to review the application-to-enrollment conversion rate for all students the fourth week of summer term, aiming to increase the rate by 0.25% each academic year.
- Use the graduate survey results related to services provided by Financial Aid, Admissions and Records, and CAP Services, with a goal of increasing our average rating by .2 across all areas related to Financial Aid, Admissions, and Advising.

FA Measurements 1:

- Increase the number of scholarship applicants for the COCC Foundation Scholarship by 5% per Award Springs data from the COCC Foundation.
- Increase student engagement in scholarship days and tabling events by tracking attendance during the 2025-26 year as a base year and increasing attendance by 10% over five years.

FA Measurements 2:

- Increase Veteran students utilizing Federal Student Aid by 5% based on the Tableau ISIR Dashboard.
- Increase Veteran students applying for scholarships by 5% per Award Springs data from the COCC Foundation.