

ENROLLMENT MANAGEMENT

HOW ADMISSION AND FINANCIAL AID CAN WORK TOGETHER TO ACHIEVE GOALS

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Admission Staff as Frontline Financial Aid Counselors

- Admission Counselors are:
 - Trained in awarding methodology and procedures
 - Able to accurately talk with students and families on how the financial aid process works
 - Understand needs analysis and package freshman and transfer students
- Able to handle appeals process and make recommendations to Admission and Financial Aid leadership
- To process award revisions
- Counsel and advise students through matriculation


Advantages

- Students and families have a single contact, reducing the possibility of miscommunication and "run around."
- Admission staff have a complete "tool box" with which to recruit the best students for the institution.
- Financial Aid staff can focus on upper class students counseling and packaging, reporting, community service, and other institutional needs.
- Financial Aid staff are available to handle the really difficult situations.
- Facilitates communication and mutual understanding between the admission and financial aid staffs.




To Make It Work

- The TLU approach works because:
 - Admission and Financial Aid have the same reporting line.
 - It is an institutional priority.
 - Strong communication between the leadership and staffs in both offices.
 - Both offices have shared goals
- and accountability.
- Universal access to the financial aid management system.
- Admission staff have a willingness to learn about financial aid and keep up with the changes.
- Financial Aid staff trusts the Admission staff to handle the process well.




Won't Work If...

- The TLU approach will be difficult to implement if:
 - Admission and financial aid offices report through different people.
 - Admission staff are scared of financial aid.
 - There is not shared responsibility for meeting enrollment goals.
- Access to information is compartmentalized, especially within the enterprise system.
- Staffs do not work well together or if financial aid does not share responsibility for meeting enrollment goals.




What does Financial Aid do?

- Process FAFSA
- Complete Verification
- Process Special Condition requests
- Create Packaging Review Sheet that contains:
 - COA
 - EFC
- Admission Type – Freshman or Transfer
- Housing Codes
- Parent and Student AGIs
- Academic Ranking information
- Other basic information needed for packaging
- Give to Admission for packaging
- Send award letters after final review




Admission Training

- Financial Aid meets with Admission Counselors
 - Before Fall Travel
 - Before Packaging
 - During Packaging as issues arise.
- Vice President for Enrollment Services, Director of Admission and Director of Financial Aid meet regularly to discuss progress
 - Weekly status reports




Financial Aid Training Before Fall Travel

- Updates admission counselors on known changes for next academic year.
 - Changes in aid types and/or amounts available.
 - Changes in federal/state regulations.
 - Changes in institutional policies/priorities.
 - Changes to FAFSA.




Financial Aid Training Before Packaging

- Creates binder with:
 - Tuition and Fee Schedule
 - Housing and Meal Plan Charges
 - Student Budgets
 - Packaging Instructions - Step by step instructions with detail on awarding rules – for example, SEOG is awarded to students that file the FAFSA and have an EFC < 1000.
 - Pell Grant Charts
 - State Grant information
 - TLU awarding goals
 - Loan interest rates and annual borrowing limits




Financial Aid Training Before Packaging

- Review packaging policies
- Discuss changes to financial aid software screens.
- Discuss how to view FAFSA data and what is "weird" and may require verification before packaging.
- TLU packages new students before verification as long as:
 - Data appears valid.
 - No federal C codes.
 - No apparent discrepancies in data.



Admission Counselor Packaging

- Checks in Financial Aid Software that:
 - Housing status is correct.
 - COA loaded correctly.
 - Year in School is correct.
- Adds performance and participation awards to awarding screen.
- Hits packaging button to award rest of aid.
- Reviews aid packaged for accuracy.
 - Loans awarded correctly
 - Not over need or over budget
- Gives to Financial Aid for final review.



Admission Counselor Responsibilities After Packaging

- Counsel students on aid received.
- Follow up with students to get documents in.
- Make sure students with loans complete entrance counseling and MPNs.
- Answer any admission and financial aid questions.
- New students transition to Financial Aid counselors when school starts.



Contact Information

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