

Financial Aid: A Review of Phone and Email Interactions

Desired Outcome

To gauge the effectiveness of our communications, information, and outreach to ensure the resources being provided to students can be utilized to better understand their financial aid accounts. We anticipate that we would be able to lower the volumes of calls and emails from students around scheduled disbursement dates, by reacting to the data collected.

We not only want to promote further understanding of financial aid and its relationship to the student account but also advance self-advocacy in instances where it is most beneficial to a student's success.

Alignment

Using CardSwipe and Applicant Comments (RHACOMM) data, we will determine if the Financial Aid Office's resources are helping students understand their financial aid accounts on their own.

This aligns with **Goal 1 to Enhance Student Success and Social mobility**, because by having effective resources that reduce traffic around peak times, we will have the ability to be more proactive with awarding financial aid while promoting self-advocacy for our students to increase retention and degree attainment.

Data Collection

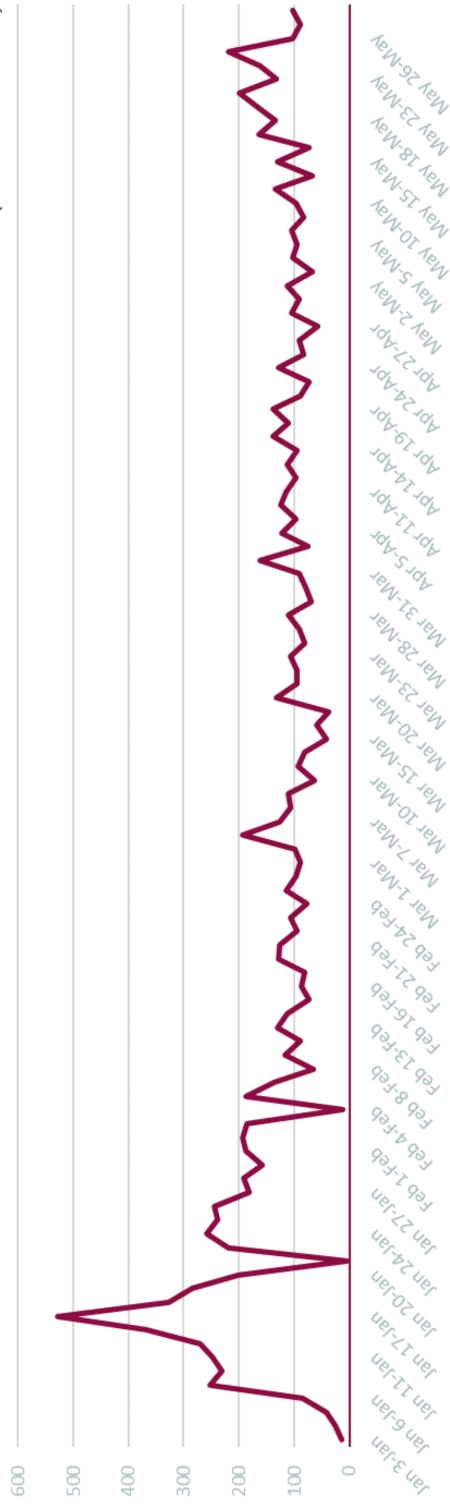
CardSwipe is our data collection tool. By using CardSwipe to log daily student interactions, we are able to collect and review the number of times students contact our office during disbursement periods.

CardSwipe is a network data drive that logs the Aggie ID, date, time, and user name of who entered the information. This data can then be analyzed to determine volume and frequency of student visits.

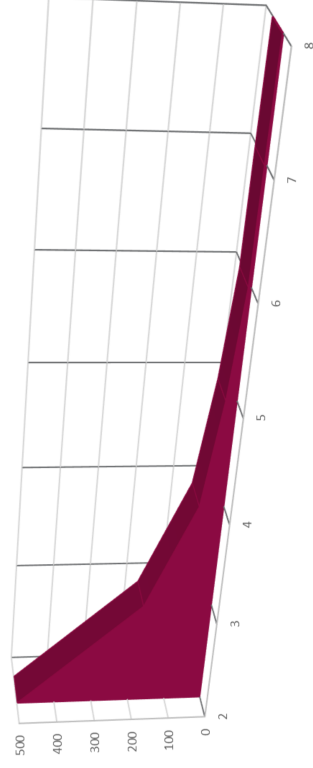
Next Steps

We can make the information even more dynamic by constructing Applicant Comment (RHACOMM) Data Categories to better allow for the recording of student interactions. By combining the student interaction data with RHACOMM data to determine the reason for calls, emails, or student appointments. We would be able to use this data to assess what related resources are currently available, and what resources can be added. This will allow us to improve our services, communications, and outreach.

Student Interactions Spring 2023 (In-Person or Email)



Frequency of Student Visits



Repeated Visits January 2023



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UNIVERSITY FINANCIAL AID
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