

PBCC Goal: The College will practice effective enrollment management to ensure optimal access, retention, program completion and student success.	PBCC Objective: By 2012, the College will increase retention and completion rates by 10%.
Strategy to Address the Objective: To reduce the enrollment barrier caused by need to verify and correct inaccurate/incomplete student FAFSA's; this process is called "Verification" and delays financial aid notification by 6-8 weeks. For 2008-09, there are approximately 7,000 incomplete/inaccurate FAFSA's. Outreach education to PBCC students on strategies to avoid delay caused by inaccurate FAFSA's; augment staff performing the Verification function. FAFSA's increased by more than 35% in 2008-09 (17% nationally); likely to increase by another 25% for 2009-10 to more than 30,000.	
Desired Outcome of the Strategy: A. Reduce financial aid notification delay to 2-3 weeks during July-August. B. Within 3 years, reduce the percentage of inaccurate FAFSA's to below 30%, the national average; for PBCC, it was 34% in 2008-09.	
Brief Narrative Description of the Strategy and Plan: 1. Identify additional staff capable of performing the work process of Verification; 2. Outreach education to students on importance of accurate FAFSA, and provide assistance in doing so.	
Team Members: Campus FA Coordinators, Carol Cook, Dave Bodwell	Submitted by: Dave Bodwell Date: April 2009

Action Steps <i>What will be done?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i> <i>(Day/Month)</i>	Resources A. <i>Resources Available</i> B. <i>Resources Needed (financial, human, political & other)</i>	Potential Barriers A. <i>What individuals or offices may resist?</i> B. <i>How?</i>	Involvement A. <i>What groups are involved?</i> B. <i>How are they involved?</i>
Step 1: Project work volume for fall 2009, based upon first quarter applications	Bodwell	April 15, 2009	A. Federal processing data; historical PBCC data. B.	A. Timely federal processing data; 2009 volume vs. 2008 B.	A. Federal FSA staff, Bodwell B. Projecting 2009 volume vs. 2008
Step 2: Identify alternative work processes; form recommendation for VPSS/VPABS approval.	Bodwell, Donn, Campus FA Coordinators	May 15, 2009	A. FA Staff B. Survey marketplace for consultants; determine OPS viability.	A. Cost for Human Resources; equipment	A. FA Staff Survey marketplace for consultants; determine OPS viability, equipment needs

Step 3: VPSS/VPABS approval of outsourcing this work process; execute necessary Agreement.	Bodwell VP Anderson VP Becker	June 1, 2009 <u>DONE</u>	A. Federal Administrative Cost Allowance Funding (ACA) B. \$35,000	A. Technology/data sharing issues. B. Required federal approval of third-party servicer.	A. Bodwell, IT B. Resolve technology issues; garner federal approval
Step 4 : Partner with Student Activities/SGA ; Stage FA Awareness Week on all campuses; emphasis on complete & accurate FAFSA.	Campus Financial Aid Coordinators, Bodwell, Cook, Donn—All Financial Aid staff will participate	April 6-9, 2009 <u>DONE</u>	A. Financial Aid staff available for all events. B. Student Activities participation is vital for financial and promotion resources.	A. Financial Aid staff shortage Glades & Eissey. B. Limited offerings; may not reach as many students as desired.	A. FA and Student Activities Staff B. Formal sessions and info tables in prominent locations around campus; streaming video
Step 5: Plan similar “campaign” for the 2010-11 year; expansion of video technology medium	Bodwell, Donn, Campus FA Coordinators ,	Jan –April 2010	A. Financial Aid staff available B. Anticipate need of technical expertise from Media Services, College Relations & Marketing.	A. CRM, Media Services B. Staffing/other resource limitations.	A. CRM, Media Services B. Financial Aid staff lacks expertise in editing/other functions required in longer videos; need external resources.
Step 9:			A. B.	A. B.	A. B.
Step10:			A. B.	A. B.	A. B.

Evidence of Success: (What evidence will be provided that progress is being made? What are the benchmarks of success?)

1. Maximum backlog of 4 weeks during peak period of July-August; 2. Less than 30% of all FAFSA's being incomplete or inaccurate; 3. Fewer than 1800 students being "Dropped for non-Payment/Not Enrolling" in a fall semester.

Assessment Process: (How will the outcomes of the strategy be measured? What are the specific measures?)

1. Measured weekly with data stored in campus work queues; 2. Measured weekly by data stored in Financier; 3. Measured by Institutional Effectiveness after Add/Drop period.

Progress Report: (To be completed during the action plan at determined points)

Date:	Describe Progress:	Barriers to Implementation:	Submitted by:	Current Status:
7/15/09	On-time to date; interim measurements in place.		Dave Bodwell	<input checked="" type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red

Green = On schedule
 Yellow = Delayed
 Red = Very behind schedule