



# Turning the Financial Aid Office Upside-Down!

Presented  
by

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Northern Virginia Community College



## Northern Virginia Community College:

- Is located right outside Washington, D.C.
- Largest college in Virginia and D.C. area
- Has 6 full campuses, 3 centers, *many* sites
- Has students from over 180 countries



## Changes in recent years:

### 2007-2008

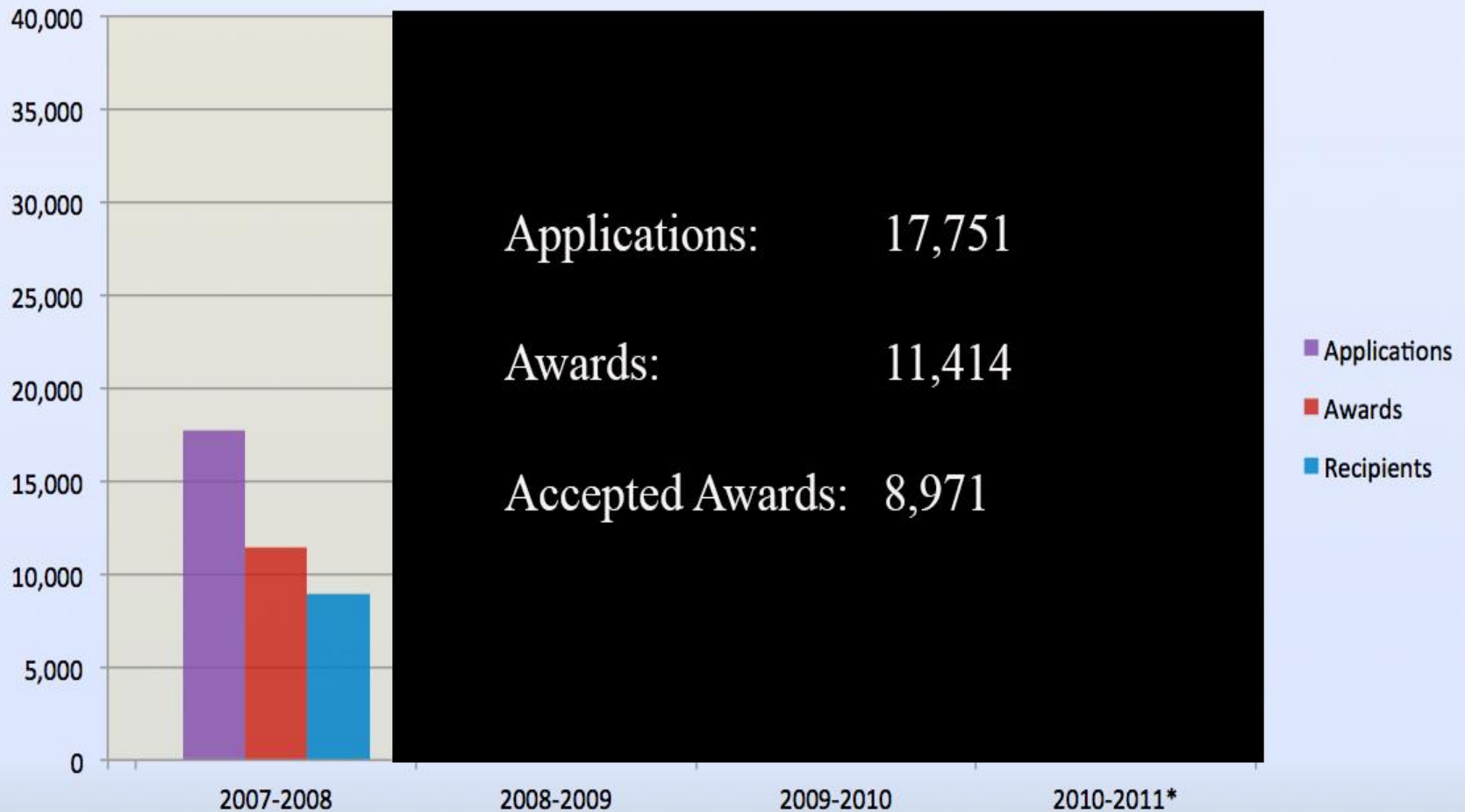
- Enrollment of 64,454
- 8884 aid recipients
- \$33.73 M in aid
- 13.8% of total headcount received aid

### 2013-2014

- Enrollment of 78,461
- 23,702 aid recipients
- \$134+M in aid
- 30.2% of total headcount received aid



# NOVA Financial Aid in 2007-2008:





## NOVA Financial Aid:

- In 2007-2008, NOVA Financial Aid had 33-35 staff members
  - 17 Central office, balance in campus offices
- Customer service staff on campuses reported to the Deans of Students on each campus
- College Financial Aid Office (CFAO) staff reported to the Director and were responsible for all processing
- Lines on the campuses were long, phone calls totaled about 120,000 per year



## Customer Service Survey showed:

- Anger and frustration among students
- Anger and frustration among other NOVA staff
- A high level of stress among financial aid staff
- Long processing times
- Students not being awarded in time to protect classes

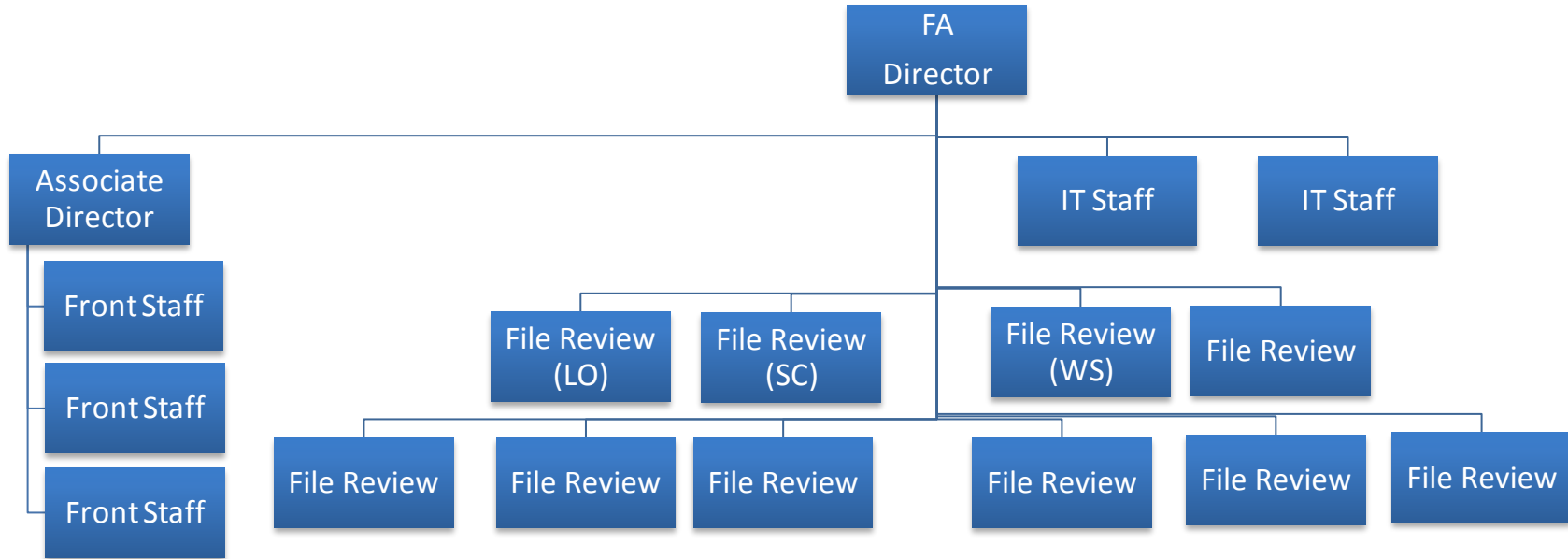


Sometimes an office has to hit bottom before anyone realizes there is a problem!

- Understaffed
- Poorly organized
- Resources inadequate
- Communication poor
- Training inadequate



# Central Office Organizational Chart



Campus staff reported to Deans of Students.







Thanks to an administration who recognized the impact of financial aid on a student's ability to attend college and a willingness to put resources where they were most-needed to affect change, a lengthy process improvement plan was initiated that evolved into the current NOVA Financial Aid operation.

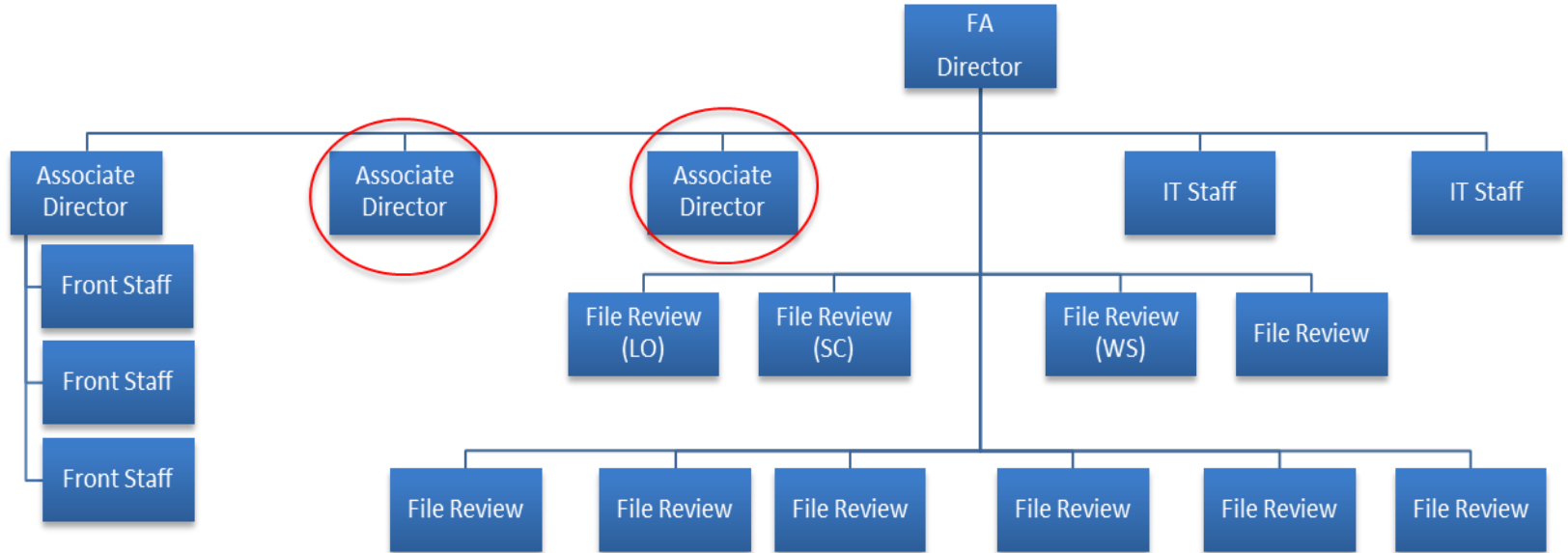


## First steps:

- Moved entire CFAO into more appropriate and larger office space with a much larger conference room
- Added Associate Director for Campus Operations to oversee the customer service area of NOVA Financial Aid—but campus staff did not report to this position
- Added Associate Director for Special Programs to work with community business organizations

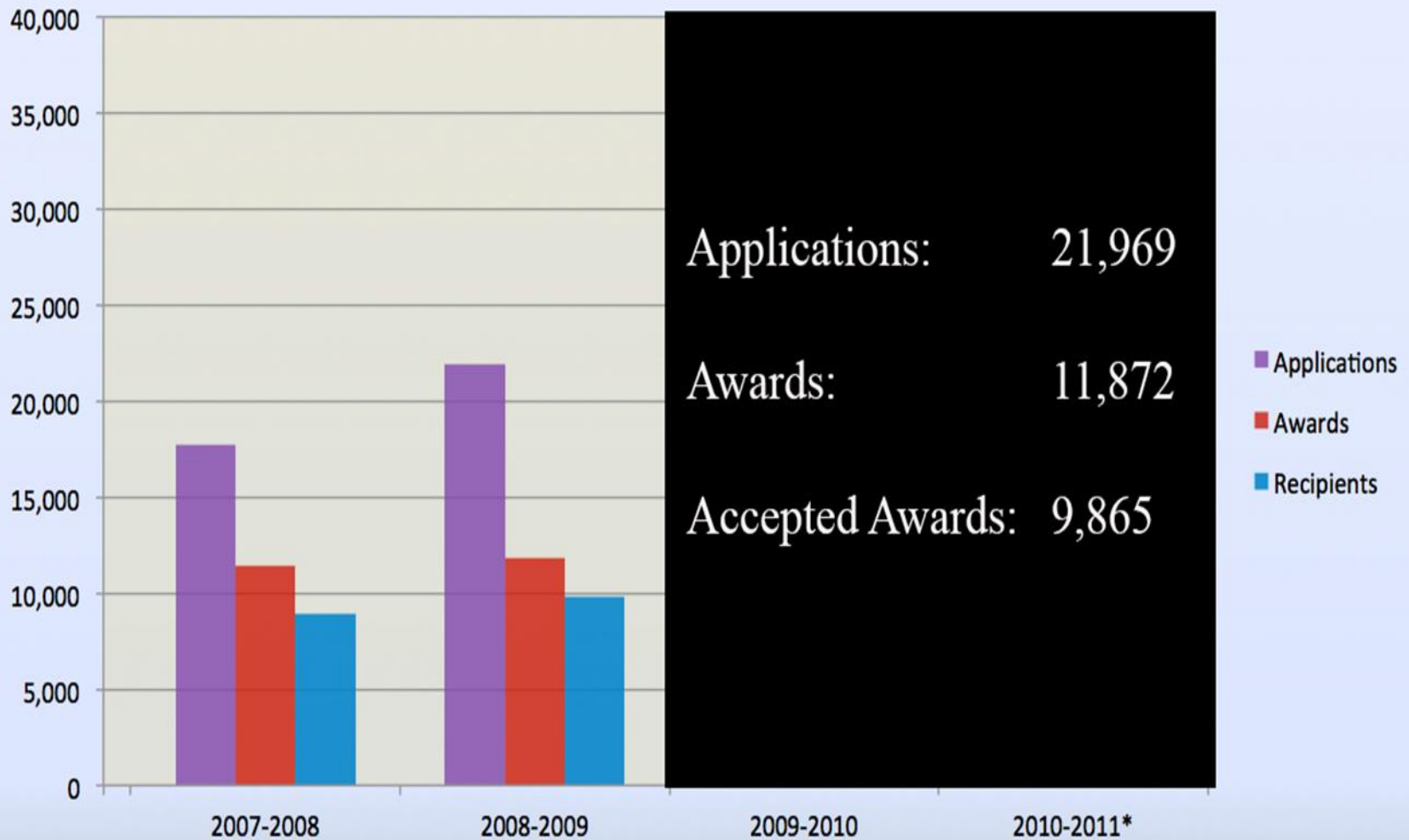


# Organizational Chart – Revision #1





# NOVA Financial Aid in 2008-2009:



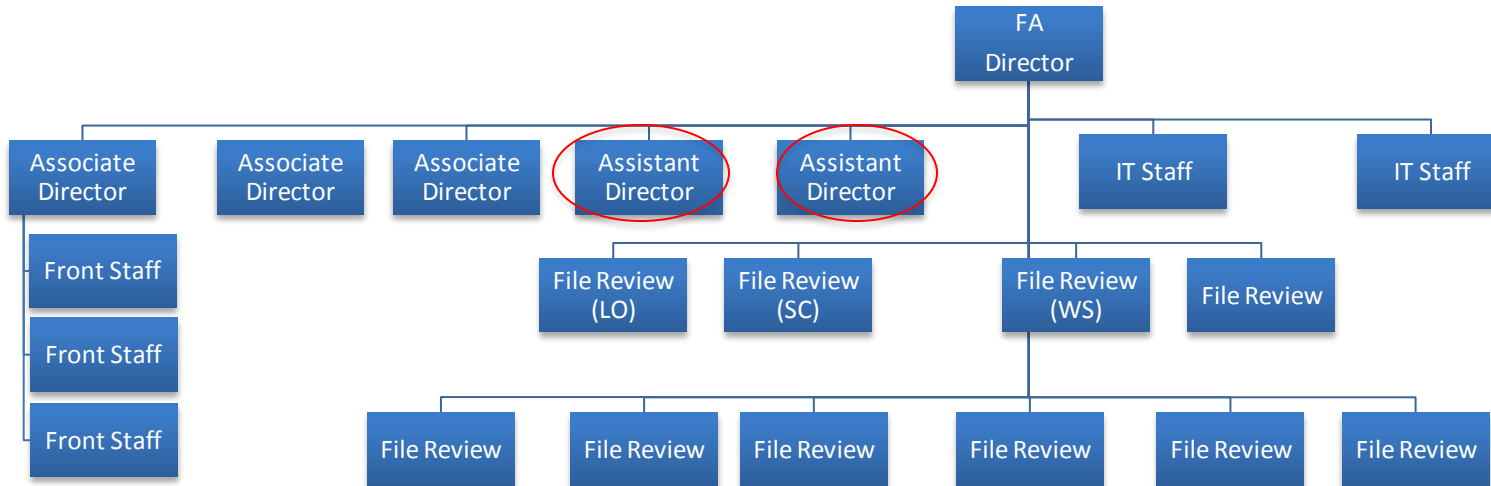


## Added:

- Assistant Director for Communications (who didn't speak financial aid-ease!)
- Assistant Director for Training
- Third-party contractor to assist with verification during peak season
- Purchased Job-X to assist with FWS management; offered it for advertising non-FWS jobs, too
- Purchased FA TV and began customizing additional videos

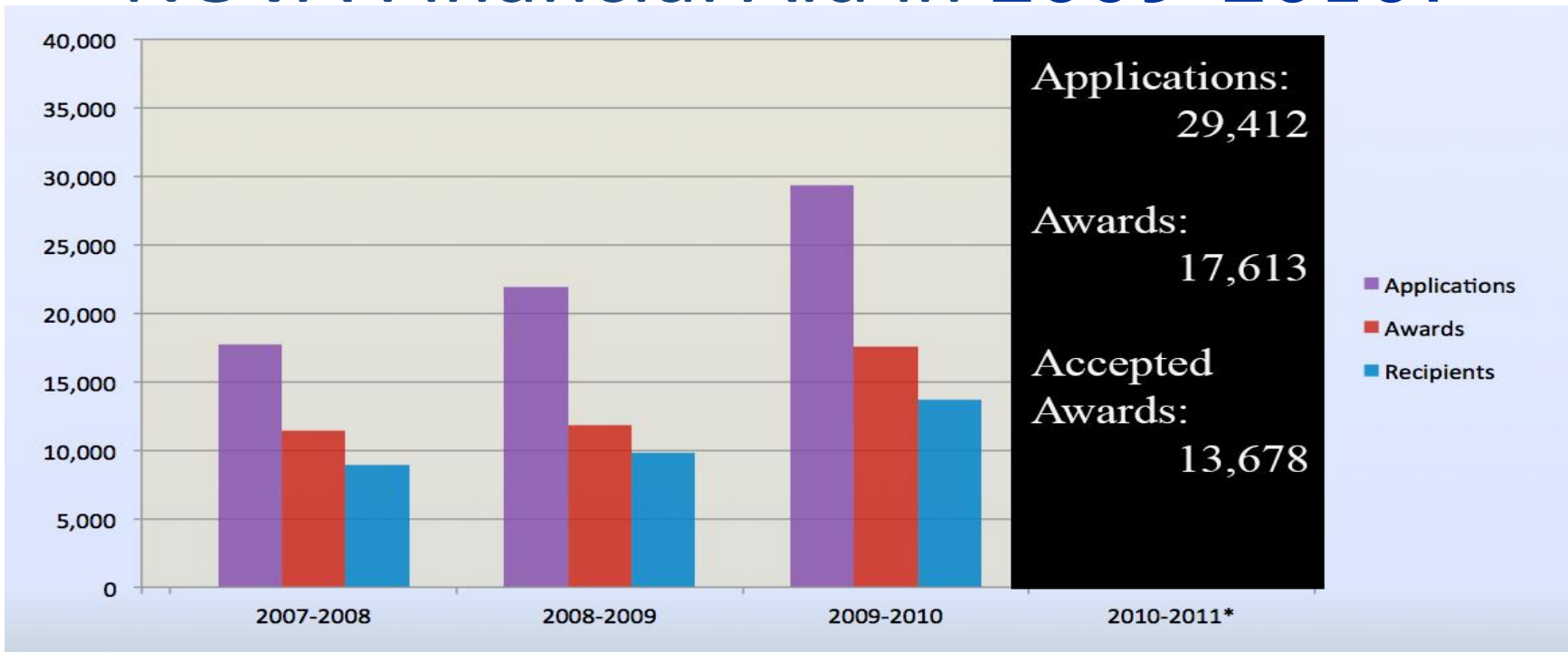


# Organizational Chart – Revision #2





# NOVA Financial Aid in 2009-2010:





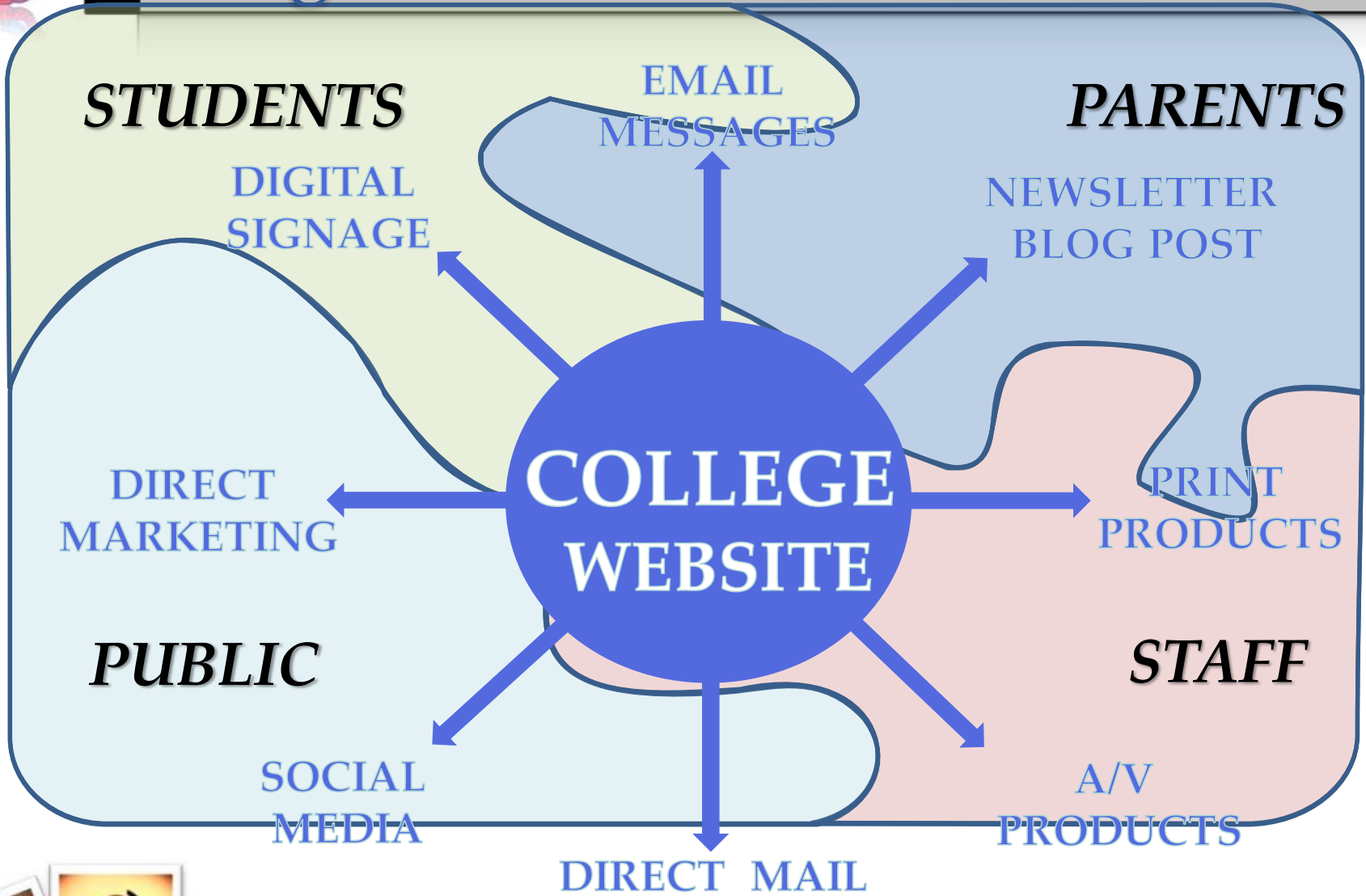
## Communications include:

- Website as touchstone
- Financial Aid Handbook
- 12-Step Guide
- SAP pamphlet
- Quarterly Financial Aid Newsletter, “Greenback”
- Occasional articles for faculty/staff newsletter
- Facebook, Twitter, Chat
- Contracted for Financial Aid Support Center





# Integrated Communication Model





# Social Media/Newsletter/Blog

facebook Search for people, places and things

**NOVA Financial Aid**  
383 likes · 4 talking about this

Product/Service  
NOVA College Financial Aid Office serves as the central processing office for financial aid applications, policy and awards for the NOVA Community College.

About Photos Likes

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

NOVA Financial Aid shared a link.  
Friday · 0%

Attention NOVA Students! Do you want to find out if your eligible for Financial Aid? For more info just click the link below!

Recent Posts by Others on NOVA Financial Aid

**Minh Nguyen**  
Hi, I took 1 class (5 credit) in this summer and I just got \$90.  
1 · June 9 at 10:54pm

**Erika Hernandez**  
Hello, is there a way to email documents...  
1 · May 24 at 5:33pm

More Posts

**NOVA** Northern Virginia Community College  
**GREENBACK**  
Financial Aid Quarterly Newsletter  
Volume 2

**Financial Aid**  
NOVA Financial Aid Information Blog

**NOVA** Northern Virginia Community College

SEARCH  
To search, type and hit enter

**ABOUT US**  
Our scholarships, grants, loans and work-study opportunities can make your college education more affordable than you ever thought possible. Need-based financial aid is not available to international students, although many students can qualify for loans without demonstrating need. Apply today by filling out the Free Application for Financial Aid (FAFSA) at FAFSA on the web.

**Our Mission**  
By BILLY RAY DAVIS | Published: SEPTEMBER 16, 2011 | 0%

Insure every potential student of NOVA has the opportunity, access and information needed to maximize their financial aid benefit. This includes using scholarships, grants, loans and work-study opportunities to make their college education more affordable than they ever thought possible.  
Posted in General Information | 1 Comment | 0%

**The 1-2-3 of R2T4**  
By BILLY RAY DAVIS | Published: JUNE 14, 2012 | 0%

**Will You Owe Money Back?**

CATEGORIES  
• FAFSA Process





# Mail Marketing/Print



**NOVA** Northern Virginia  
Community College

## Financial Aid Satisfactory Academic Progress Standards

### Will You Owe Money Back?

*The 1-2-3 of R2T4*

**1** Q1 – Did you cease to attend a course that you were scheduled to attend?

YES

**2** Q2 – At the time you stopped attending this course, are you continuing to attend other courses for the entire term?

NO

**3**

**Return of Title IV Financial Aid Funds**

Students receiving financial aid who withdraw or stop attending any class may, in most cases, be required to return a portion of financial aid received.

Not a Withdrawal  
No Return of Funds

Withdrawal



## Financial Aid Support Center

- Hired Support Center Coordinator
- Calls, tickets, chat, knowledge base, IVR messages, Financial Aid Tracker
- Satisfaction survey questions after each contact
- 24 X 7 X 365
- Receive about 80,000 contacts per year
- Make numerous recorded and live outbound calls



# [NOVA Financial Aid Support Center:](http://www.nvcc.edu/finaidsupport/) [www.nvcc.edu/finaidsupport/](http://www.nvcc.edu/finaidsupport/)

### Financial Aid Support Center

Welcome **Guest**

[Advanced Search](#)

[Home](#)

[My Support](#)

[Financial Aid Home](#)

#### Knowledge Base

- + Applying for Aid
- + FAFSA Questions
- + Types of Aid
- + Awards & Disbursements
- SAP Policy & Appeals
- Withdrawal & Return to Title IV Policy
- Financial Aid Refunds
- Purchasing Books
- Veterans Benefits
- Calendars & Schedules
- Financial Aid Office Contact Information
- General Questions
- My NOVA Helpful FAQs

### Fin. Aid Support Center – Northern Virginia Community College

Welcome to the NOVA Financial Aid Online Support Portal. Here you can find answers to many of your questions by searching the self-help knowledge base on the left. You may also opt to submit a ticket, start a live chat with one of our support representatives, or contact us toll free.



#### Submit your documents or Request

Submit your financial aid documents online by selecting the "Submit Documents" option or any online request you may have. You can track the status of your tickets in My Support



#### Contact Us

Find out how to contact a service representative by phone.



#### Live Chat

Chat with a support representative live



#### Survey

Help us help you. Please take a moment and complete this short survey. Your feedback is important to us.

#### Most Popular Topics

- [NOVA Financial Aid Office Contact Information: College Main, Campus and Centers](#)
- [When will I receive my refund?](#)
- [Grants Available at NOVA!](#)
- [How can I check the status of my refund?](#)
- [How do I apply for financial aid?](#)

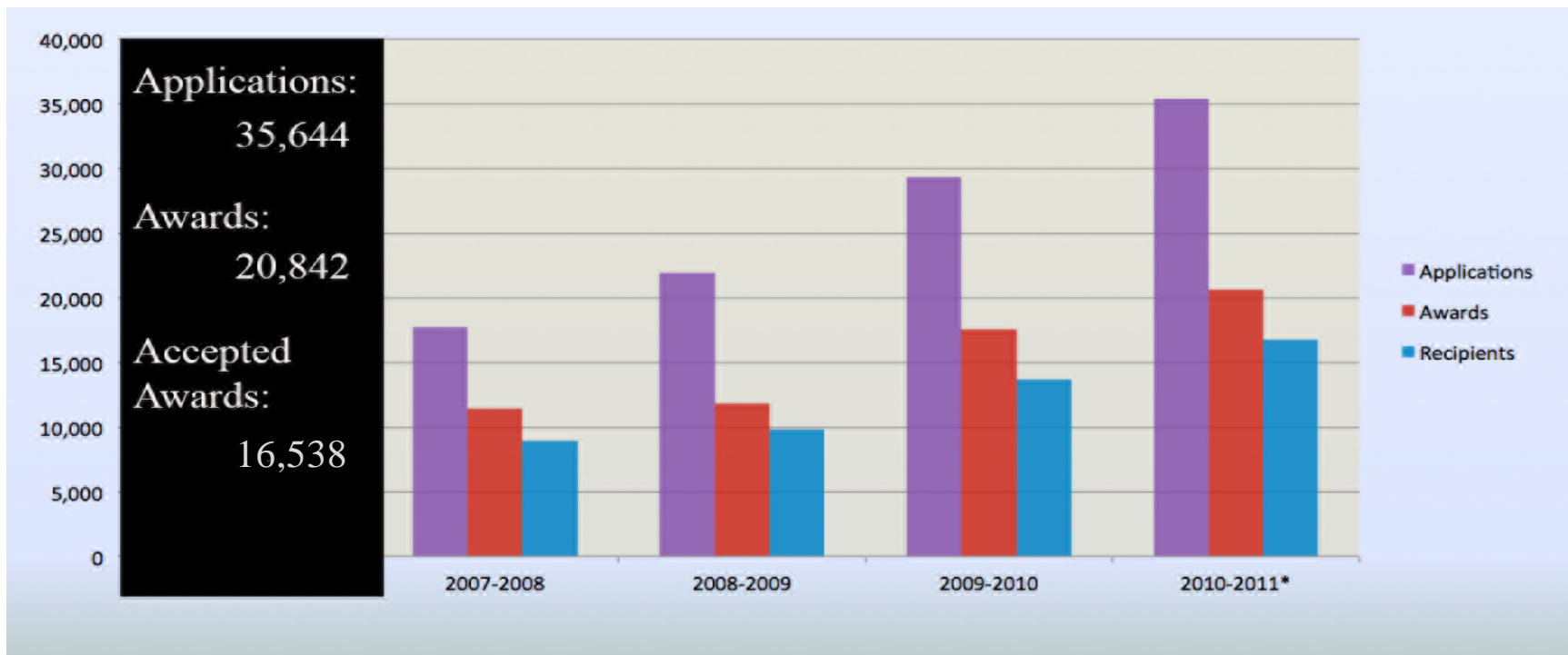
#### Most Recent Topics

- [What is "gift aid"?](#)
- [Priority Deadline to Apply for Financial Aid](#)
- [When will I receive my refund?](#)
- [During verification, what do I need to provide to prove which parent I lived with the most?](#)
- [NOVA Financial Aid Office Contact Information: College Main, Campus and Centers](#)





# NOVA Financial Aid in 2010-2011:





In 2011,  
NOVA Financial Aid began  
a review of all processes.  
This was  
*PAINFUL!!*



## More Steps in last two years:

- Changed campus financial aid reporting structure
- Added Campus FA Managers with increased access and responsibility; report to Director through the Associate Director for Campus Operations
- Increased high school/community/internal outreach
- Continued to streamline application processes for students and staff with addition of electronic forms, new Financial Aid Dashboard, and Financial Aid Services (online verification)
- Reorganized the CFAO to create tiered reporting by function





# Organizational Chart – Revision #3 (or more)

**NOVA** Northern Virginia Community College

**Director of Financial Aid & Student Support Services**

FA Assistant

FINANCIAL AID  
4/28/2014

Associate Director (R2T4)

Scanning/Linking/Support

Scanning/Linking/Support

Front Office Support

Associate Director, Special Programs

File Review Analyst (DC Programs)

File Review Analyst

Associate Director, Campus Operations (Appeals)

FA Mgr Alexandria

FA Mgr Annandale

FA Mgr Loudon

FA Mgr Manassas

FA Mgr MEC

FA Mgr Woodbridge

FA Mgr ELI

Associate Director, Communications & Enrollment Support

Scholarship Coordinator  
Ameri Corps/ Grants,  
File Review Analyst

Support Center Coordinator

Work Study Coordinator  
File Review Analyst

Associate Director, Financial Aid Information Systems

Business Process Technologist (Batch Processing)

Technology Analyst

FA IT Assistant

Assistant Director, Pell Grants & Loans

Overpayments

Perkins & Alternative Loan Coordinator  
File Review Analyst

Assistant Director, Training

Assistant Director, File Review

File Review Analyst (Consortium Agreements, VGAP)

File Review Analyst (Scanning/Linking/Support/DHS confirmation)

File Review Analyst (VGAP/ Local Funds)

File Review Analyst

File Review Analyst

File Review Analyst

<b>Award Year</b>	<b>FAFSAs Submitted</b>	<b>Applicants with Accepted Awards</b>	<b>Total Dollars to Students</b>
2006-2007	14,892	6,656	\$23,283,391
2007-2008	17,751	8,614	\$33,825,424
2008-2009	21,969	9,516	\$42,867,510
2009-2010	29,412	13,324	\$75,839,203
2010-2011	35,644	16,538	\$100,204,395
2011-2012	39,962	18,846	\$109,149,025
2012-2013	44,336	21,839	\$125,617,377
2013-2014 (as of 6-2-2014)	45,894	22,962	\$134,845,929



## Recent Training has included:

- 20+ various webinars, including all NASFAA/ED Webinars
- 20 Live (in-person) trainings/workshops, including:
  - IRS Tax Training
  - StrengthsFinders w/facilitator
  - Police training on fraudulent documents
  - Training by OIG
  - Financial aid training for non-FA college staff
  - Annual financial aid update for area high school counselors
- Required Institutional training (NOVA Academy)



## New initiatives in last year:

- Enhanced Fraud Prevention
- Financial Aid Dashboard
- Online Verification
- Mobile Application



# NOVA Financial Aid Dashboard

**FINAN**

Welcome current

To access your password

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Northern Virginia Community College

**NOVA** Northern Virginia Community College

Please Sign In.

Signed In As: Student Name Here

[LOGOUT](#)

Last Logon: 4/11/2014 9:35:06 AM from 10.21.115.34

[Home](#)

Is This Your Mailing Address?: [Click Here to Update](#)

Cove Landing Rd Apt  
Burke VA 22015-4739 USA

Click to Choose an Option

**My Financial Aid**

Click here to view your "To Do List" and to complete any required forms. In addition, please review your financial aid for updates or any additional requested information.

**Pending/Draft Forms**

Click here to continue with any e-forms that you may have saved prior to submission. Any E-form that has been saved can be accessed via this link.

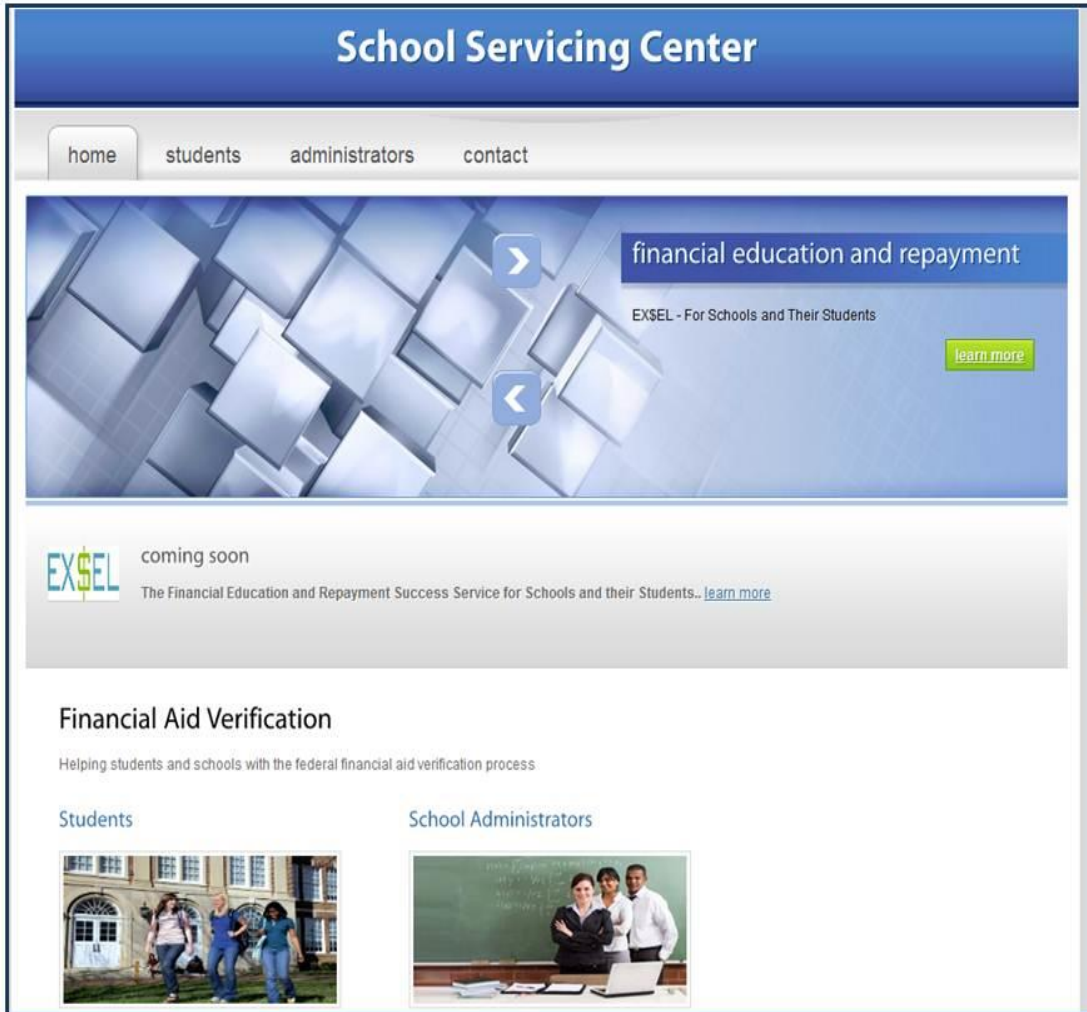
**Forms History**

Click here to see a history of any submitted forms by aid year. You can also check the status of those submitted forms.

**Student Appeal Forms**

Click here to complete and submit and appeal form. Depending on the type of appeal you may need to print and sign or you will be able to submit electronically. Please read and follow all directions very carefully to avoid a delay in the review of your appeal request.

# Financial Aid Services(FAS) - Verification



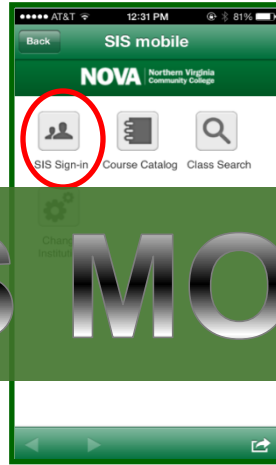
- Roughly 1/3 of all FAFSAs are selected for verification.

- Financial Aid Services (FAS) works with us to complete automated, online verification.

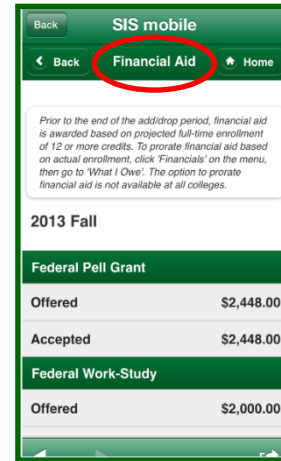
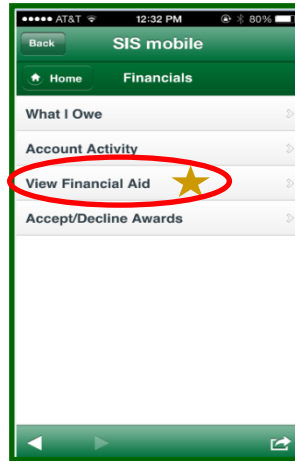
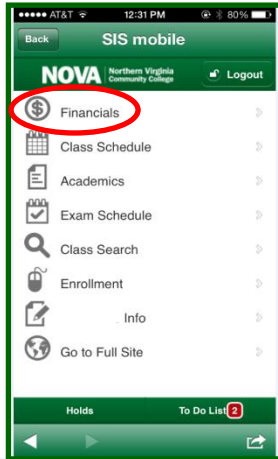
FAS Verification website - [www.SSCwp.org](http://www.SSCwp.org)



# NOVA/SIS Mobile App



# NOVA/SIS MOBILE APP





# More and more....

- Default Prevention Initiatives
  - Financial literacy units in SDV classes
  - Loan counseling for higher loan total students
  - Outbound calls to delinquent borrowers
  - Providing more information to borrowers
- Additional Internal Compliance
  - Detailing responsibility areas across multiple campuses/college
    - Checking after ourselves







# Turning the Financial Aid Office Upside-Down!



**QUESTIONS**