



## Turning the Financial Aid Office Upside-Down!

Presented  
by  
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Northern Virginia Community College

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### 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

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### 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

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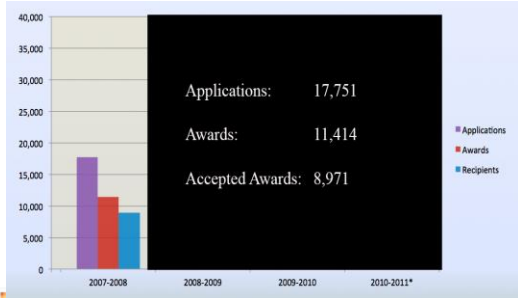
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### NOVA Financial Aid in 2007-2008:




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### 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

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### 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

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

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

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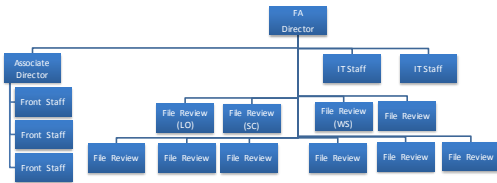
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### Central Office Organizational Chart



Campus staff reported to Deans of Students.




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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.

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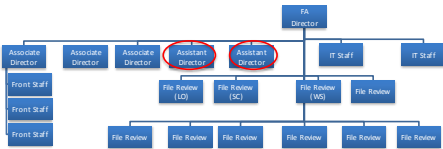


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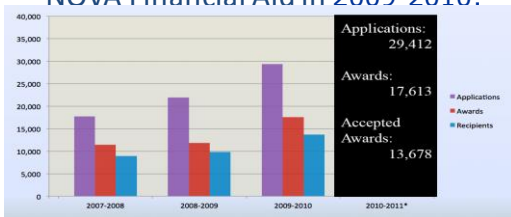
- Assistant Director for Communications (who didn't speak financial aid-ease!)
- Assistant Director for Training
- Third-party contractor to assist with verification during peak season
- Purchased Job-X to assist with FWS management; offered it for advertising non-FWS jobs, too
- Purchased FA TV and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



**Organizational Chart – Revision #2**



**NOVA Financial Aid in 2009-2010:**



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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

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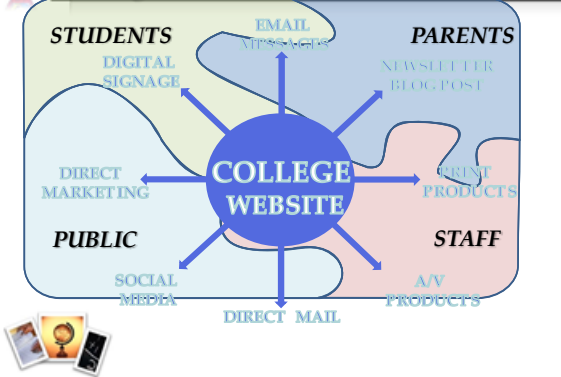
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Integrated Communication Model




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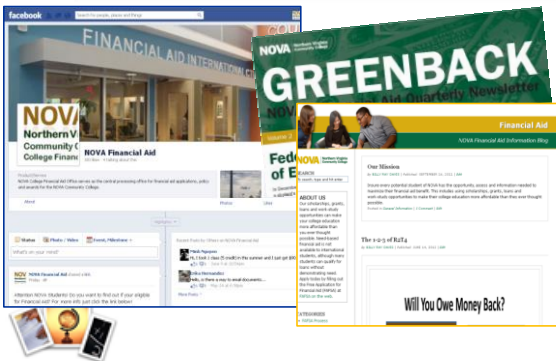
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Social Media/Newsletter/Blog




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# Mail Marketing/Print




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## 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

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

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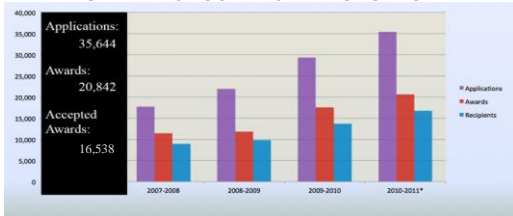
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NOVA Financial Aid in 2010-2011:




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

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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

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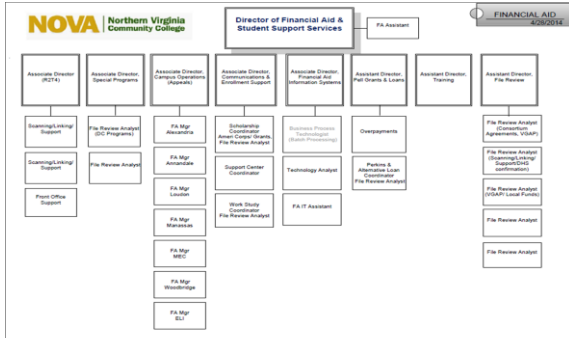
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## Organizational Chart – Revision #3 (or more)




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Award Year	FAFSAs Submitted	Applicants with Accepted Awards	Total Dollars to Students
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

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### Recent Training has included:

- 20+ various webinars, including all NASFAA/ED Webinars
- 20 Live (in-person) trainings/workshops, including:
  - IRS Tax Training
  - Strengths Finders 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)

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**New initiatives in last year:**

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

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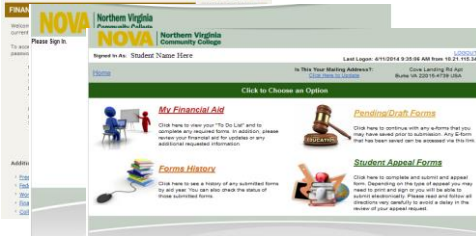
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**NOVA Financial Aid Dashboard**




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**Financial Aid Services (FAS) - Verification**



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

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

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

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## NOVA/SIS Mobile App



### NOVA/SIS MOBILE APP



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## 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 a fter ourselves



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**Turning the Financial Aid Office Upside-Down!**



**QUESTIONS**

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