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LEARNING LOG

Developing a Financial Liaison Program

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DETAILS

MAKING IT WORK, UNDERSTANDING WHAT WORKS, AND SHARING WHAT WORKS

TITLE

Developing a Financial Liaison Program

SOLUTION

Redesigned Planning Advising and Student Services

CAPACITIES

Leadership & Culture

Owner

[Jon Young \(/education/s/profile/00536000003BifDAAS/\)](/education/s/profile/00536000003BifDAAS/)

Record Type

Monthly-Current 2017



INSTITUTION

Fayetteville State University

REFLECTION

SITE INITIATIVE

Many students (and faculty and staff) have a limited understanding of the processes, guidelines, and requirements associated with financial aid and bill payment, i.e., FAFSA verification, loan acceptance, options for bill payment, and other similar issues. What if many staff and faculty members were able to give students advice about these processes? We are trying to achieve this goal with our newly implemented Financial Liaison Certification Program. The program was a response to our finding that as many as 10% of our 2015 first-time students did not return in fall 2016 because they failed to submit verification documents and complete other related processes. We completed massive communication campaigns -- emails, texts, phone calls - to get students to come in to complete the paperwork, but many did not complete the requirements. In reflecting on this issue, our Enrollment Management Committee agreed that we needed to implement some other strategy to help inform students. The goal of the Financial Liaison Certification program is to increase the number of faculty and staff throughout the campus that can help our students understand these processes and guidelines. Currently, most faculty and staff just direct students to the Financial Aid Office. Our Director of Financial Aid Office and our Director of Student Accounts developed a half-day workshop for faculty and staff that explained the key components of the financial aid and bill payment processes. Workshop participants completed an exam and if they earned a score of at least 80% they earned certification as Financial Liaisons. (They also received a stipend of \$100.) We will also make the training modules available online so that others may earn certification through the online resources (without the stipend).. In August we plan to offer workshops exclusively for faculty.

PROGRESS TOWARD STUDENT SUCCESS

Since we just launched this program, we cannot yet measure impact, but the 37 staff/faculty members who completed the workshop expressed deep appreciation for the information they gained. Moreover, we are convinced that expanding knowledge of these processes will be helpful. Some of these individuals are receiving additional training so that they can be available to work on Saturdays and evenings to expand the hours of operation of these two offices during peak periods. Expanded hours of operation, we believe, will also help students complete the required processes.

IMPACT

We will continue to monitor the impact of this new program on student success. We believe that many students do not comply with these processes -- not because they do not care or do not want to comply. But, rather students (and their families) do not understand the requirements. The Financial Liaisons will help students understand what they must do to comply with the requirements.

INTERNAL/EXTERNAL RESOURCES

We have relied almost exclusively on internal resources to develop this program, though the leaders of the program used national information and resources to develop their training modules.

NEXT CRITICAL STEPS ⓘ

We will review the modules for effectiveness and revise as needed. We will also put the modules online so faculty and staff can earn certification through the online modules. Some of the certified liaisons will be given additional training and will assist the Financial Aid and Student Accounts Offices during peak times.

OPPORTUNITIES/CHALLENGES ⓘ

We believe this program has significant potential for increasing understanding throughout the campus community of these financial processes that have such a significant impact on student success. We believe that students will benefit as we increase the number of individuals who can advise students about these processes and requirements.

QUESTIONS/REQUESTS ⓘ

Have any other institutions initiated a similar program?

STATUS

Final

Completion Date ⓘ

5/31/2017

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Jon Young (Fayetteville State University) updated this record.
May 31, 2017 at 3:59 AM



STATUS

Draft to Final

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