



Financial Aid

Student Services

Vision/Narrative

Beginning with the 2018/19 award year, significant changes to apportionment funding have been implemented which change how colleges are funded. Performance based funding links funding to outcomes for Pell Grants, BOG awarding, special populations like AB540 students (equity outcomes) and completion outcomes, like degree and certificate attainment. The new funding formula measures the effectiveness of Financial Aid Office to serve students.

For 2018/19, the Program Plan focuses on improving efficiencies in PELL grant program, California College Promise Program (previously BOG) and new Gavilan College Promise Program (AB19), to maximize funding with new apportionment funding formula.

Feedback from Supervisor / Dean

Financial Aid has been working diligently to implement Campus Logic to improve processing times and the process more convenient for students. They have been chasing down PELL candidates and doing additional follow up with students, despite demographic and enrollment shifts making this more challenging. They have also had several System-related changes with little prep time to implement them, and have been able to do this with quick turnaround. With the SCFF impact on the campus, the work of Financial Aid to contact, process, and help retain students will be ever more important to the student success and fiscal stability of the college. In addition, the Financial Aid leadership and staff are dedicated to improving services, serving more students, and ensuring that needy students are served through direct aide, scholarships, and other opportunities.



Program Objective 1: Increase the number of PELL awards by 20.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect the findings of the 2017 Educational Master Plan (EMP).

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations as reflected in the demographic information of the EMP.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

No- None -

Activity 1: Determine the impact of implementing Campus Logic

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Work with IT to develop Argos report for financial aid applicants who take all classes off campus (Hollister, Morgan Hill and Coyote, distance education) and incorporate data elements like file completion, EFC, awards to obtain baseline data on file completion.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Fill 1.0 vacancy, the Financial Aid department has had since September 2017.

Personnel Request

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Classified	1	100%	\$ 50000.00	General Fund / On-Going

Non-Personnel Request - *none*

Activity 4: Hourly temporary employees will make phone calls to enrolled students who've completed FAFSA and have incomplete files. This project will begin 9 weeks into the semester, when student traffic at the window



has slowed down.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 5: Utilize technology dollars to contract for review and improvements to Ellucian business process, creating efficiencies.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 6: Complete development and testing of Campus Logic Award Letters, which will allow for email and text of HTLM award letters, in color, with Gavilan logo. Award letters will be used to target Pell eligible students who have incomplete files.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President	Financial Aid awards are directly tied to the College's funding under the SCFF, which puts more burden on them to perform. Filling open positions will be more essential than ever to support new initiatives.	12
Budget Committee		
President's Council		



Program Objective 2: Increase the number of Spring 2019 College Promise awards over Fall 2018 amounts.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect the findings of the 2017 Educational Master Plan (EMP).

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations as reflected in the demographic information of the EMP.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

No- None -

Activity 1: Evaluate numbers of students served term to term.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Disseminate marketing flyers to high school partners, college fairs, high school events, sites, counseling, Welcome Center, to inform students of new program.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Work with IT to create revised AB19 Argos report to identify new to college students who don't have FAFSA or Dream Application filed.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: Communicate with eligible students, providing information on counseling, Ed Plan, majors, and registration priority.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 5: Conduct presentations with key campus partners: general counseling, student services council,



leadership council, and special programs.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		12
Budget Committee		
President's Council		



Program Objective 3: Increase the number of California College Promise Grants (previously BOG) by 50 over 2017/2018 levels.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect the findings of the 2017 Educational Master Plan (EMP).

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations as reflected in the demographic information of the EMP.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

No- None -

Activity 1: Determine effectiveness of online BOG application once launched Fall 2018 semester.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Create targeted email notifications as part of rollout of online BOG.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Use functionality of online BOG to produce lists of students who are emailed, and use list to followup with students who've applied to College.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: Use BFAP dollars to create professional marketing materials for BOG and Gavilan Promise Program.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

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**Financial Aid**

Academic Year 2018-19

Ranker	Comments	Rank
Dean		
Vice-President		12
Budget Committee		
President's Council		