Financial Aid Project Proposal Form
2011-12

College: Leeward Community College

Project Title: Financial Aid Outreach

Proposer’s Name and email address: Aileen Lum-Akana, aileenla@hawaii.edu

Proposal Period: FY 2012, FY 2013

Year 1  X
Year 2  X

Budget request:  
FY 2012:  $ 20412
FY 2013:  $ 36412
Total Request:  $ 56824

Complete the following sections:

1.  250 word description of the proposed project or service. Include data supporting the need for the project or service. (30pts)

Despite the sharp increase in enrollment, the Financial Aid Office has tried to maintain timely processing of aid applications. Much of this success has been due to ARRA funds received in FY 10 and FY 11 for staff overtime and student help. We request for additional funding in FY 12 and FY 13 help sustain these efforts. In addition to processing applications and servicing students, the Financial Aid Office introduced a financial literacy component to enrich the lives of our students and to assist in managing our increasing cohort default rate. Our proposal includes hiring three Peer Mentors to support this effort as well as to assist in providing financial aid outreach.

Objective: Increase the % of students receiving financial aid

Actual:

<table>
<thead>
<tr>
<th>AY</th>
<th>Number of Students</th>
<th>% Age of Increase</th>
<th>% FA Recipients of Headcount Enrollment by Census Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>976</td>
<td>Baseline</td>
<td>(5887) 17%</td>
</tr>
<tr>
<td>2007-2008</td>
<td>1199</td>
<td>18.59%</td>
<td>(6771) 18%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>1554</td>
<td>37.19%</td>
<td>(7481) 21%</td>
</tr>
<tr>
<td>2009-2010</td>
<td>2062</td>
<td>52.66%</td>
<td>(7942) 26%</td>
</tr>
</tbody>
</table>
Objective: Increase the % of students receiving Pell grant (UHCC Target: 38%).

Actual:

<table>
<thead>
<tr>
<th>AY</th>
<th>Number of Recipients</th>
<th>% Age of Increase</th>
<th>% Pell Recipients of Headcount Enrollment by Census Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>725</td>
<td>Baseline</td>
<td>13%</td>
</tr>
<tr>
<td>2007-2008</td>
<td>874</td>
<td>22.39%</td>
<td>14%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>1098</td>
<td>32.23%</td>
<td>15%</td>
</tr>
<tr>
<td>2009-2010</td>
<td>1617</td>
<td>57.83%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Objective: Increase the # of NH Pell recipients

Actual:

<table>
<thead>
<tr>
<th>NH FA Measures</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Pell Recipients</td>
<td>225</td>
<td>295</td>
<td>378</td>
<td>552</td>
</tr>
<tr>
<td>Total Pell Volume</td>
<td>$504,204</td>
<td>$681,674</td>
<td>$947,398</td>
<td>$1,643,967</td>
</tr>
<tr>
<td>%NH Recipients</td>
<td>31</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

Objective: Lower Cohort Default Rate

Actual:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Rate Type</th>
<th>Rate</th>
<th>Process Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>2yr Draft</td>
<td>15</td>
<td>01/16/2011</td>
</tr>
<tr>
<td>2008</td>
<td>2yr Official</td>
<td>12.1</td>
<td>07/31/2010</td>
</tr>
<tr>
<td>2007</td>
<td>2yr Official</td>
<td>6.5</td>
<td>08/01/2009</td>
</tr>
<tr>
<td>2006</td>
<td>2yr Official</td>
<td>3.6</td>
<td>08/02/2008</td>
</tr>
</tbody>
</table>

2. Refer to research that influences or serves as foundation for the project, if any. (10pts)

The United States Department of Education recognizes that education on the management of personal finances is an essential part of planning and paying for postsecondary education. Everyone needs to understand the options with respect to the vast array of financial products, services, and providers to make sound financial decisions.
Many Leeward CC students who discontinue their education before attaining their degrees cite “financial reasons” as their main reasons for leaving, therefore the Leeward CC FA Office strives to increase outreach efforts to educate students about the Financial Aid process and to encourage them to complete the FAFSA. Additionally the FA Office wants to continue to promote the financial literacy education program it piloted last year. It is our hope that students will gain the knowledge and skills they need to wisely manage their money while going to school. It is also our hope that increased outreach and education will lead to lower cohort default rates (since 2005 the student loan default rate has increased from 10.6% to 15%).

3. List partners in the CC system or explain how the design lends itself to export.

   This design is similar to what other campuses have indicated they will apply for in terms of using Peer Mentors to enhance outreach and financial literacy. Conducting similar activities at multiple campuses provides coherence to the student experience regardless of campus.

4. Refer to the Campus and the System strategic plan section that demonstrates the relevance of this project. (10pts)

   Increasing Financial Aid and reducing the cost of college as a barrier to access are critical elements in the system and the college strategic plans.

5. Discuss how this project will sustain itself after system funding ends. (10pts)

   Based on the continued growth and data provided, FA will request for support from campus Tuition and Fees via the Dean of Student Services. Leeward has established a funded Student Success Committee, and pilot proposals may receive institutional funding from this source in out years.

6. Indicate the way in which the success or failure of the project will be visible through measurable and reportable outcomes. (25pts)

   Success of the project will be demonstrated by continued monitoring of the data provided above (increase increase in applications due to effective financial aid outreach). Providing financial literacy information will help the student understand that budgeting should include all debts such as student loan repayment. We expect to see an increase in student retention as a result of this expenditure/investment in helping students eliminate financial barriers to remaining in school. We also expect to see a reduction in the percentage of students who fall prey to Satisfactory Academic Progress requirements for pacing as well as GPA.

7. Describe how this project reduces time to certificate or degree for students. (15pts)

   Employing three peer mentors will allow the Leeward FA Office to continue to carry out its outreach efforts and financial literacy education program which includes a bi-annual financial literacy fair and scholarship fair. In addition to promoting financial aid to students, peer mentors will assist staff with following up with incomplete student applications as well as assisting students with general financial literacy questions. This increased staffing will allow the FA Office to operate more efficiently by decreasing our response time to students.
8. Include a signature page that indicates the proposal was approved by the campus Dean of Student Services/Vice Chancellor of Student Affairs

The campus is committed to sustaining the project in year 4 if evidence of its success is warranted and funding is available.

Signed:

Christopher B. Manaseri, Ph.D. 8/31/11
Dean of Student Services Date

9. Budget:

<table>
<thead>
<tr>
<th>ARRA Budget FY 2012 (09/01/2011 - 06/30/2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Mentors</td>
</tr>
<tr>
<td>Supplies</td>
</tr>
<tr>
<td>FY 2012 Request</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARRA Budget FY 2013 (07/01/2012 - 06/30/2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Mentors</td>
</tr>
<tr>
<td>Staff OT</td>
</tr>
<tr>
<td>Supplies</td>
</tr>
<tr>
<td>FY 2013 Request</td>
</tr>
<tr>
<td>Total Request:</td>
</tr>
</tbody>
</table>

Criteria

- Projects receiving between 80-100 points will be supported for funds.*
- Projects receiving 60-79 points will have an opportunity to revise and resubmit.
- Projects receiving below 60 points will not be supported for funds.

*final approval of projects made by VP Morton