Financial Aid Project Proposal Form
2012-13

College: Kapio'olani Community College

Project Title: "I Can Afford College" Outreach Campaign

Proposer’s Name and email address: Mona Lee, VCSA

Proposal Period: July 1, 2012 – June 30, 2013 (2nd continuation year of this initiative)

Year 2

Budget request: $12,000

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)

In fall 2011, Kapio'olani Community College enrolled 803 students from the 2011 high school graduating class. Of those students, 146 (18.18%) received their financial aid award by the first day of instruction. Based on data collected by our Office of Institutional Effectives (OFIE), this percentage has remained relatively constant over the past three fall semesters (18.4% in fall 2010; 17.6% in fall 2009). Nationally, it is recognized that graduating high school students find the current application process to be long and complicated, and this could discourage them from submitting the necessary documentation that is required to complete their file in order for an award to be made. Additionally, it is common for community colleges to experience late applications from high school students for both admission and financial aid, placing enormous burden on financial aid offices to process awards quickly to meet students’ needs to pay their tuition and purchase books by the first day of instruction.

In March 2012, the UHCC system has responded to the pressing issues of late financial aid awards creating a central financial aid office that regularly downloads FAFSAs for all campuses in the system. This new process removes the task of FAFSA downloads from the individual campuses freeing up campus staff to focus their energies on file completions and earlier awarding of federal financial aid. Because we are in the first few months of implementation of this centralized procedure, we have not yet seen improvements based on June 30 data, however, we are confident that we will see an increase by 10% in the number of awards made to the 2012 high school graduating class by August 20 (first day of instruction).
Other data that we have collected pointing to our upward trend in applications and file completions is seen in the tables below which include all freshman/first time students, not just students from the recent high school graduating class for that year. In our current request for funding, we are focusing on improving these numbers as well as the percentage of recent high school graduates who receive their awards by the first day of instruction.

<table>
<thead>
<tr>
<th>All Freshman/First Time Students</th>
<th>By 4/1/12</th>
<th>By 4/1/11</th>
<th>By 4/1/10</th>
</tr>
</thead>
<tbody>
<tr>
<td># of FAFSAs filed</td>
<td>788</td>
<td>683</td>
<td>604</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All Freshman/First Time Students</th>
<th>By 6/30/12</th>
<th>By 6/30/11</th>
<th>By 6/30/10</th>
</tr>
</thead>
<tbody>
<tr>
<td># of files completed</td>
<td>1143</td>
<td>1056</td>
<td>1033</td>
</tr>
</tbody>
</table>

To do this, we are proposing to continue our “I Can Afford College” outreach campaign which focuses mainly on the 2012 high school graduating class at our six largest feeder high schools for a final year. This is the second year that we have received funds to improve our financial aid outreach and awarding process.

In the final year, 2012-13, we will continue conducting weekly high school visits to 1) Roosevelt, 2) McKinley, 3) Kalani, 4) Kaiser, 5) Kaimuki, and 6) Farrington. These weekly high school visits offer individual or small group sessions where students can receive assistance in completing the FAFSA or receive assistance in completing additional requirements needed to complete the student’s financial aid files. These sessions are conducted either during the school lunch period, advisory period, or any period where the post-high school counselor is able to remove the student from class. The KCC peer mentors will utilize the “Next Stop Kapi‘olani Community College” booklet to guide students through the enrollment and financial aid processes. The peer mentors will use the budget activity in the booklet to stress the need for financial aid and the importance of applying early. In subsequent meetings with the high school students, the peer mentors will use teach the high school students how to monitor his/her financial aid status online through MyUH. In addition, representatives from KCC will generate lists from Banner to ensure the student’s complete all necessary requirements to complete his/her financial aid file.

Alternative methods of communication will also be utilized as a part of the “I Can Afford College” outreach campaign. Peer mentors will also contact students via phone, email, or text messaging.

2. Refer to research that influences or serves as foundation for the project, if any. (10pts)
Research on financial aid conducted by the College Board Advocacy and Policy Center in 2010, revealed that “programs that have been effective in getting students to complete and submit financial aid applications rely on the personal relationship between the student and his or her mentor. The mentor serves as both an expert on the college enrollment process and an advisor for financial planning.”

Additionally, the college has had previous success through a project funded by ARRA funds two years ago where we trained peer mentors to serve as financial aid coaches to high school students. During that year, our application and conversion rate increased beyond the target goal of 5%. We are also anticipating success with our current project which was funded at $14,460 for the current year.

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

Of the eight collegewide strategies in our 2008-15 Strategic Plan, the second strategy includes a statement that the college will “diversify, improve and increase the College’s financial aid portfolio for students by communicating the availability of aid and focus on strategies that ensure that students complete the application process in order to determine their qualification for aid”. This is directly aligned with Strategic Outcomes A and B of the UH System Plan.

Specific performance measures from the college’s strategic plan include:
- Promote low income student success and graduation by increasing their Pell Grant Participation from 16.1 to 38 percent.
- Promote low income Native Hawaiian students’ success and graduation by increasing their overall financial aid participates rate from 19.4 to 38%

4. Discuss how this project will sustain itself after system funding ends. (10 points)

If this strategy is proven success, the VCSA will reallocate funds and/or a position within student services to support this project after this request year.

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

The college will measure the success of early and improved outreach by Peer Mentors through the following measures:
- # of first-time students who apply for financial aid by April 1, 2013 compared over 4 years (2009-2012)
- # of first-time students who complete the application process by June 30, 2013 compared over 4 years (2009-2012)
- # of first-time students from the recent graduating class receiving financial aid awards by the first day of instruction compared over 4 years (2009-2012)
6. Describe how this project reduces time to certificate or degree for students. (15pts)

This project reduces time to certificate or degree because those students on financial aid can take more classes without having to work as many hours. Also, the college's satisfactory academic progress policy for financial aid recipients is more rigorous than the regular probation/suspension/dismissal policy meaning that financial aid recipients receive more academic monitoring than the general student population.

Peer mentors can also assist with monitoring students for making satisfactory academic progress as part of this project.

7. Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
<th>Pay Rate</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial aid peer mentors</td>
<td>2-3 for a total of 38 hours per week x 36 weeks</td>
<td>$9.00/hour</td>
<td>$12,000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>$12,000</td>
</tr>
</tbody>
</table>

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

Signed:

[Signature]

Chancellor

[Date]
Signed:

[Signature]
Vice Chancellor of Student Affairs

6/25/12
Date

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

8/2/2011