November 26, 2013

To: Katy Ho-Middleton, Honolulu CC

From: John Morton, Vice President for Community Colleges

Subject: FY 2014 Financial Aid Initiatives Round 2

The UHCC system is pleased to support the Honolulu CC Financial Aid Project in the amount of $15,000.00. Implementation will occur in AY 2013-14. The expansion and deployment of successful financial aid projects are critical components to student success. Staff overtime and other assistance to students will help allow your campus to sustain and enhance financial opportunities for students.

The project funding is subject to the following requirements:

1. Implementation will occur in AY 2013-2014.
2. All funds must be expended, not just encumbered, by June 30, 2014.
3. The project final report (in the form attached) must be submitted in electronic form to Gayle Ishii (gaylei@hawaii.edu) with a copy to Suzette Robinson (suzetter@hawaii.edu) not later than September 30, 2014.


Tuition and Fee Special funds will be transferred to your campus for this project after January 1, 2014.

Based on the information provided in your final report, funds may be re-purposed. The project proposal and report will be published on the UHCC website.

Thank you for your work in developing innovations to increase student success. We look forward to working with you as the project unfolds.

c: Erika Lacro, Chancellor
   Peter Quigley, AVPAA
   Russell Uyeno, VCAA
   Douglas Boettner, VCAS
   Derek Inafuku, Fiscal Officer
   Suzette Robinson, Director for Academic Programs
   Gayle Ishii, Academic Support
   Lisa Tsukako, Budget Specialist

Att: Final Report template
Financial Aid Project Proposal Form

2013-2014

College: Honolulu Community College

Project Title: Financial Aid

Proposer’s Name and email address: Katy Ho, kathyho@hawaii.edu


Budget request: Year 3 (FY 2014): $15,000

Complete the following sections:

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

For Academic Year 2013-2014, Honolulu Community College would like to request the following amount of Financial Aid Innovation Funds: $15,000.

Currently our staffing is still not at 100%. The Director for Financial Aid returned to the campus at the start of summer 2013. However, during that same time, one of our APT Band B positions left for another opportunity. Currently the staffing level is at:

- 1.0 Financial Aid Director
- 1.0 APT Band A
- 1.0 APT Band B
- 1.0 APT Band B – VACANT (hiring in progress)
- 1.0 Civil Service

It is important to note the staffing issues because of how the funding request monies would be allocated. The majority of the $15,000 request will be used to pay for overtime and/or casual hires. There are two primary reasons for this. First, based on the timeline for hiring our APT Band B, we may need to continue to bring in emergency hires or pay for overtime work in order to ensure applications are processed on time. However, we hope to have the position filled no later than the middle of spring semester. Second, the office intends to focus more this year on outreach efforts in terms of financial aid. This includes participating in classroom presentations, outreach events, and activities both on and off campus. Depending on when our staffing is up to level, the monies will help us offset costs so we can keep the office open for students while doing this outreach.

Our goal is to have the office fully staffed at capacity before the end of spring semester. In addition, we are continuing to refine and adopt practices to be in alignment with the system. Ultimately we want to move away from overtime and casual hires and use the full permanent staff we have to do more outreach in the area of financial aid, financial literacy, and FAFSA. The first step to doing this is for the
current staff to re-engage with the community in outreach efforts. This was something we were unable to do much of last year due to our staffing situation and needing to focus on internal operations. This project has two main objectives:

**Objective 1:** Increase the # of received and processed financial aid applications by 5%.

For 2013-2014 we received 6,622 applications and processed 1,969. A 5% increase of processed applications would mean receiving 331 more applications processing 89 more.

**Objective 2:** Increase participation in outreach activities around FAFSA and FA.

We will begin tracking outreach events this year and use as an ongoing data set.

2. Refer to research that influences or serves as foundation for the project. (10pts)
   As stated above we are continuing to strive for improvements and will begin to capture historical data to help us make better decisions for internal processes and procedures.

3. Refer to the Campus and the System strategic plan section that demonstrates the relevance of this project. (10pts)
   The objectives above refer to campus and system strategic goals for Financial Aid including increased application, Pell Grant, and service to Native Hawaiian students. The request for overtime, will allow the Financial Aid Office the opportunity to meet the increasing number of applicants while also participating in proactive outreach activities. Pell Grant information and outreach to Native Hawaiian students are included in outreach.

4. Discuss how this project will sustain itself after system funding ends. (10pts)
   The project should be able to sustain itself once the FA Office is fully staffed which anticipate by the end of AY 13.

5. Indicate the way in which the success or failure of the project will be visible through measurable and reportable outcomes. (25pts)
   Success will be demonstrated by continued monitoring of the data and efficiency:

1. Increase in Financial Aid Applications Received and Processed. This includes receiving 331 more applications and processing 89 more students. By seeing a rise in applications, we will see that our outreach efforts – both from an enrollment standpoint and from a FA Office standpoint are making an impact. This also goes hand in hand with the college’s effort to increase our enrollment.

2. Increase in participation of outreach activities. We will begin to track outreach activities this year in several offices including Financial Aid. We would like to see FA outreach mentioned in at least 15 activities. These activities could be just the FA Office alone or combined with outreach efforts as part of a team.
6. Describe how this project reduces time to certificate or degree for students. (15pts)
   By continuing to streamline and move toward systemized processes the FA Office will be able to
   continue to increase the timeliness of awarding grants and loans to students, thus allowing
   them to make earlier informed choices regarding admissions and registration. This helps to
   support retention efforts and allows students to get on track faster toward degree or certificate
   completion. Additionally, focus on outreach activities will better prepare students for filling out
   FAFSA and understanding the different funding sources allowing them to make better decisions
   regarding credit load and academic planning.

7. Budget
   The total budget request of $15,000 will all go toward overtime for our APT staff.

Signed:

Katy Ho 11/14/2013

Dean of Student Services
Honolulu Community College