November 26, 2013

To: Mona Lee, Kapi'olani 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 Kapi'olani CC Financial Aid Project "I Can Afford College" in the amount of $12,000.00. Implementation will occur in AY 2013-14. The expansion and deployment of successful financial aid projects are critical components to student success. Peer Mentors 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: Leon Richards, Chancellor  
Peter Quigley, AVPAA  
Louise Pagotto, VCAA  
Brian Furuto, VCAS  
Carol Masutani, Fiscal Officer  
Suzette Robinson, Director for Academic Programs  
Gayle Ishii, Academic Support  
Lisa Tsudo, Budget Specialist

Att: Final Report template
Financial Aid Project Proposal Form
2013-14

College: Kapi'olani Community College

Project Title: "I Can Afford College" Outreach Campaign

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

Proposal Period: July 1, 2013 – June 30, 2014 (3rd continuation year of this initiative)

Year 3 [ ]

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 2013, Kapi'olani Community College enrolled a cohort of 783 students from the 2013 high school graduating class. Five hundred thirty students, or 67% of the cohort enrolled in 12+ credits during their first semester of college. This represents a 3.5% increase over the previous year and reflects the success of our Outreach Counselors and First Year Experience staff in advising students to accelerate their graduation by taking 12+ credits each semester.

Data shown in the table below indicates that 385 students or 49% of the same cohort 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 improved tremendously over the past three fall semesters (18.25% in fall 2011; 42.23% in fall 2012). 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.

<table>
<thead>
<tr>
<th>Recent HS Graduates Awarded Federal Financial Aid Before First Day of</th>
<th>Fall 2011 Cohort</th>
<th>Fall 2012 Cohort</th>
<th>Fall 2013 Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>146 / 800 (18.25%)</td>
<td>367 / 869 (42.23%)</td>
<td>385 / 783 (49.17%)</td>
<td></td>
</tr>
</tbody>
</table>
In March 2012, the UHCC system 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 PAFSA downloads from the individual campuses freeing up campus staff to focus their energies on file completions and earlier awarding of federal financial aid. Kapi‘olani CC is currently in the second year of implementation of this centralized procedure, and has seen dramatic improvements in awards made to students before the first day of instruction. These improvements hold not only for first year students but for all students, as the data is equally impressive for transfer, continuing and returning students. We are confident that we will continue to see increases in Pell participation rate as the centralization project continues to drive improvements in financial aid across the UHCC system.

In our current request for funding, we are focusing on continuously improving the numbers as well as the percentage of recent high school graduates who receive their awards by the first day of instruction.

To do this, we are proposing to continue our “I Can Afford College” outreach campaign that focuses on the 2014 high school graduating class at our six largest feeder high schools for a final year. This is the third year that we have received funds to improve our financial aid outreach and awarding process.

During this year, 2013-14, 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 though 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.

Through a recently awarded grant from the Part Time Student Initiative, the college has created a financial aid mini-lab which is located in an open are adjacent to our FYE and
High School Outreach Offices. This lab allows us to provide more accessibility to financial aid support services for all of our students.

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.”

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. Our 2013 ARPD data indicates that we are currently at 33%.
- Promote low income Native Hawaiian students’ success and graduation by increasing their overall financial aid participate rate from 19.4 to 38%. Our 2013 ARPD data indicates that we are currently at 16%.

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

Based on the success of this strategy, the College has reallocated general funds in FY 2014 for student peer mentors to support our financial aid peer mentors.

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:

\[ \text{Yield increase measures by 3\% over the previous years} \]
- # of first-time students who apply for financial aid by April 1, 2014 compared over 4 years (2011-2014)
- # of first-time students who complete the application process by June 30, 2014 compared over 4 years (2011-2014)
- # of first-time students from the recent graduating class receiving financial aid awards by the first day of instruction compared over 4 years (2011-2014)

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 11/3/13

Date
Page 2 Financial Aid Application Form

Signed:

[Signature]

Vice Chancellor of Student Affairs 11/13/13

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