July 8, 2014

To: Aileen Lum-Akana, Financial Aid Manager  
Leeward Community College

From: John Morton, Vice President for Community Colleges

Subject: FY 2015 Innovative Financial Aid Initiatives

The UHCC system is pleased to support the project “Financial Aid,” in the amount of $17,485.00. The project will conduct Financial Aid outreach in partnership with NSO and other student support groups.

The project funding is subject to the following requirements:
1. Implementation will occur in AY 2014-15.
2. All funds must be expended, not just encumbered, by June 30, 2015.
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, 2015.

The final report should outline results of this project’s accomplishments and campus improvements especially as they relate to the UH System Strategic Outcomes and Performance Measures, 2008-2015 dated May 2008:

Tuition and Fee Special Funds will be transferred to your campus for this project after July 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: Manuel Cabral, Chancellor  
Peter Quigley, AVPAA  
Christopher Manaseri, DOSS  
Mark Lane, VCAS  
Cecilia Lucas, Fiscal Officer  
Suzette Robinson, Director of Academic Programs  
Gayle Ishii, Academic Support  
Lisa Tsuhako, Budget Specialist

At: Final report template
FY 2015 UHCC Project Proposal Form

☑ ATD  ☐ Developmental Education  ☒ Financial Aid  ☐ Part Time Student Initiative

SCAN AND SUBMIT PROPOSAL WITH REQUIRED SIGNATURES BY: June 13, 2014

Date: June 13, 2014  REVISION DATE:

Project Title: Financial Aid

Budget Request: $17,485.00

College: Leeward Community College

Proposer's Name: Aileen Lum-Akana

Proposer's Email Address: aileenla@hawaii.edu

PART 1 PROPOSAL

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Pts</th>
<th>Narrative</th>
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<tbody>
<tr>
<td>1. Project Summary</td>
<td></td>
<td>Leeward CC’s proposal includes funding of three (3) Financial Aid Assistants to continue to support efforts for Financial Aid Outreach. The goal of outreach will be to (1) increase the number of students applying for financial aid, (2) increase the number of Pell applicants and recipients, and (3) increase the number of Native Hawaiian students receiving financial aid. Outreach efforts will target all students. Projects for outreach will include participation in New Student Orientation (NSO), involvement in project-specific orientation events, and partnerships with other student support groups (i.e., Surong Aral, Ho’oulu Native Hawaiian Program). Financial aid assistants will also support financial aid processing through training in various aspects of the process, and then using such knowledge to assist other students one-on-one with the application process (i.e., filling out the FAFSA and other forms). Providing such support will allow students to complete their certificate or degree programs more quickly by providing them with better chances at financial aid and assistance, thus allowing them to take the needed classes by reducing financial burden. These efforts would be a continuation of outreach efforts originally funded through a Perkins grant. The model will be changed, but the general mission – to increase financial aid application – will remain. Over the last four years, financial aid outreach efforts have shown considerable success by consistent increases in the number of students applying for financial aid. In the 2011-12 school year, Leeward CC saw an 12 percent increase in the number of students applying for financial aid, as well as a 17 percent increase in the number of students being awarded. In the 2012-13 school year, Leeward CC saw an 13 percent increase in the number of students applying for financial aid, as well as a 6 percent increase in the number of students being awarded.</td>
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| 2. Effectiveness Indicators/Outcomes and Benchmarks | The Leeward CC Financial Aid Office plans to use the following indicators in measuring the success and effectiveness of outreach efforts for the academic year:  
- Increase the number of students applying for financial aid by 4-6% from 8,335 applicants in 2013-14 to about 8,688 – 8,835 applicants in 2014-15.  
- Increase the number of students receiving financial aid by 4-6% from 2,953 recipients to about 3,071 – 3,310 recipients in 2014-15.  
- Increase the amount of financial aid money awarded to students by 4-6% from $12,078,184 in 2013-14 to about $12,561,311 - $12,802,875 in 2014-15.  
- Increase the number of Native Hawaiian students applying for financial aid by 4-6% from 2,841 applicants in 2013-14 to about 2,954 – 3,011 applicants in 2014-15.  
- Increase the number of Native Hawaiian students receiving financial aid by 4-6% from 1,024 recipients in 2013-14 to about 1,064 – 1,085 recipients in 2014-15.  
- Increase the number of students receiving Pell grants by 4-6% from 2,807 students in 2013-14 to about 2,920 to 2,975 students in 2014-15. |
|---|---|
| 3. Background Research Guidelines: Concise explanation of background research (with citation information) for project | Finances have been shown to be a major factor in student retention. According to the 2012 CCSSE Means Report, respondents cited lack of finances (35.3%) and working full time (25.4%) among the top reasons for withdrawing from classes or from college altogether. These numbers show that (1) students may not be aware of how to manage their finances to maximize their resources, and (2) students who may qualify for financial aid may not be applying or seeking advising on how to apply. Other indicators lay in the cited major sources of funds for college, which included their parent's or spouse/significant other's income/savings (45.8%) or their own income/savings (38.6%). It is likely that many of these students may have qualified for some type of financial aid, but are not aware of how to manage their financial resources.  
Of particular interest are statistics related to financial provision of financial support at Leeward CC. A 2012 CCSSE Key Findings Report showed that in comparison to peer institutions, Leeward CC ranked lowest in student engagement in terms of providing information on financial aid. The detailed Means Report provided more specific information, showing that 63% of Leeward CC students felt financial aid advising was an important service, though 44.2% acknowledge that they rarely or never use such service. Combined with aforementioned statistics regarding reasons for withdrawal and source of funding, it is clear that financial aid funding has great impact on students' ability (or perceived ability) to complete their programs. The Financial Aid Office seeks to provide outreach services that will seek to educate students about their financial aid options to reduce financial burden. |
| 4. Relationship to Campus & UHCC Strategic Plans Guidelines: Discussion of project's relationship to campus & UHCC strategic plans, including the following:  
- Specific references to and copies of applicable sections of plans  
- Brief explanation of relationship between project and referenced sections | UHCC Strategic Plan  
- o A.A2.b: Identify and reduce the “roadblocks” that prevent Native Hawaiian students from receiving financial aid.  
- o A.B5.a: Increase student awareness and use of campus support services to facilitate student engagement, progress, graduation, and transfer.  

The Leeward CC Financial Aid Office has found that students may refrain from applying for financial aid for reasons (or “roadblocks”) related to misinformation about financial aid qualifications or misunderstandings about the process. Outreach efforts will continue to clarify any myth students and their families may have by providing basic education about and promoting awareness of the financial aid process. Efforts will also involve opportunities for the Financial Aid office to engage students and their families through direct assistance. |
5. Scalability  
Guidelines: Discussion of project’s scalability (on campus and/or to other campuses)  
Strategies and initiatives will be developed through partnerships with other campus programs (especially those aimed at student support, engagement, and retention) in an effort to scale up efforts and reach a larger group of students. One primary partnership will be with the Career and Technical Education (CTE) Retention Specialists, who seek to assist students in various areas of student success, including financial aid. The CTE Retention Specialists will be able to collaborate with the Financial Aid Assistants to develop effective outreach strategies to be used with both CTE students and the larger student body. Strategies will include the development of a financial aid workshop series, as well as a system to contact students for individual follow-up. Another partnership will be made with the First Year Experience (FYE) Program, in which the FYE Coordinator will be able to collaborate with the Financial Aid Assistants to identify and reach out (via workshops and individual follow-up) to incoming students who still need to apply for financial aid.

6. Sustainability  
Guidelines: Discussion of project’s sustainability (after UHCC project funding ends)  
The goal of our office is to eventually establish a Financial Aid Outreach (and eventually a financial literacy) component, which was the goal of the originally Perkins funded program. The program would seek to eventually hire a full-time financial aid Outreach Coordinator, who would oversee the activities of financial aid outreach and education, utilizing the activities established by efforts in the past and in the coming academic year. Through the continued activities and efforts of the Financial Aid Assistants provided by these funds, effectiveness of and need for the services will be sustained and emphasized, in the hopes that the data and results will provide for an institutionalized outreach position.

TOTAL

**PART 2: BUDGET**

**Instructions:** Complete the following, inserting and/or deleting rows as needed.

**General guidelines:** Funds may be used for faculty and staff assigned time; for pilot projects; for consultants; for financial aid audits; for related equipment, software, or curriculum materials; or similar one-time expenses. Funds may not be used to hire new full-time faculty or staff.

For projects involving more than one campus, budget must include a breakdown of costs by campus in addition to a total project budget. Single requests over $2,500 require Superquote.

The relationship between the requested expenditures and the project’s effectiveness indicators/outcomes and benchmarks must be addressed specifically in the project proposal.

Any change of more than ten percent (10%) of any cost item or $500 (whichever is less) in an approved budget will require the proposer to email a request for the change, prior to expenditure of funds, to the committee chair and Suzette Robinson with the following: (1) reason for the change (including the relationship between the requested change and the project’s effectiveness indicators/outcomes and benchmarks); and (2) original and proposed revised budget. Committee will support, or not, the budget change request.

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<tr>
<th>DESCRIPTION</th>
<th>BUDGET</th>
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<tr>
<td><strong>PERSONNEL</strong> (Personnel costs include, but are not limited to, faculty or staff overload, student assistants, casual hires, and/or lecturer replacement. Unlike federal regulations, these funds do not require that the person doing the work be paid from this funding source. Personnel full requests are required to be in the form of a lecturer B step.) Confirm the applicability of inclusion of fringe benefits costs and the amount of such costs with your human resources or business office. Indicate fringe benefit percentage and cost, if any, as a separate line item.</td>
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<tr>
<td>A1</td>
<td>Financial Aid Assistants (Academic Year): 3 students x 40 weeks x 15 hours x $9.55 pay (+ 0.55% fringe)</td>
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<td></td>
<td>(+$17,190 hourly + $85 fringe)</td>
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<td>A2</td>
<td>TOTAL PERSONNEL</td>
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<td>SUPPLIES (Supplies include, but are not limited to, office supplies, travel, conference fees, mileage, and computers.)</td>
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<td>EQUIPMENT (Equipment is defined as any one item costing $5,000 or more.)</td>
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<td>TOTAL EQUIPMENT</td>
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<td>TOTAL BUDGET REQUEST</td>
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**PART 3 SIGNATURE PAGE**

SCAN AND SUBMIT PROPOSAL WITH REQUIRED SIGNATURES

**Certification by Proposer**

I certify that I have consulted with and submitted this proposal in a timely manner to the appropriate (A) institutional research office, (B) business office, and (C) human resources office for review of all assessment, budget, and resource commitments. Outcomes have been reviewed and are appropriate for the proposal.

I understand I will have primary responsibility for monitoring any funds awarded and agree to maintain accurate and current records of expenditures consistent with the budget.

Signature: ___________________________ Date: 07-08-14

Name: Aileen Lum-Akana
Title: Financial Aid Director

**Confirmation of Support by Vice Chancellor Academic Affairs (VCAA) or Vice Chancellor Student Affairs (VCSA)**

I have reviewed and support this proposal.

Signature: ___________________________ Date: 07/31/14

PRINT Name: ___________________________________________ Title: Vice Chancellor Academic Affairs (VCAA) OR Dean of Student Services
Confirmation of Campus Approval by Chancellor

The campus approves the proposal and is committed to advance the amounts, if any, described in the proposal as being funded by the campus and is committed to sustaining the project if evidence of its success is warranted and funding is available.

Signature: [Signature]
Print Name: [Print Name]
Title: Chancellor

Date: 7/7/41