

MISSION STATEMENT

The Financial Aid Office is highly accessible and committed to providing quality financial assistance to students who would otherwise not be able to attain their educational and professional goals. Our thoroughly trained financial aid administrators are student centered, dedicated to providing fair and equal consideration to all.

GOALS

- Increase customer satisfaction by 1%
- Increase early applications by 2%
- Increase early tuition payments by 1%
- Increase book advances by 2% (student preparedness)
- Increase Federal Work Study placement by 2%

METRICS

- Student Experience Survey
- Comparison of numbers to prior years

STRATEGIES TO MEET METRICS

- The Financial Aid Office is dedicated to creating an atmosphere of customer service and civility. To measure this, we have added two additional questions to the Student Experience Survey about the students' perception of the aid office. We also:
 - Conduct periodic customer service training sessions (CUNY, DCAS, etc)
 - Do staff observations
 - Use "should have" scenarios during office trainings
- The Financial Aid Office has focused on using better and earlier communications to keep our students informed on deadlines, new programs, changes in regulations, etc., including:
 - Targeted postcard mailings: financial aid recipients, veterans
 - Targeted e-mails: freshmen, TAP recipients, out of state students, transfers, graduate students
 - Targeted letters: SEEK, out of state students, incomplete applications
 - Estimated award letters sent to newly admitted freshmen through Hobsons
 - Electronic Newsletter
 - Financial Aid TV
- The Financial Aid Office is dedicated to improving staff development with the following:
 - Thirty-six Friday afternoon training sessions
 - Cross training with other departments
 - Annual federal tax return training: one day by expert
 - Annual CUNY Financial Aid Conference
 - Selected staff attend financial aid conferences to provide training to other staff
 - Periodic Customer Service Training
- We conduct monthly meetings to review and analyze data, list conclusions and recommend changes
 - Audit results (KPMG, Federal, CUNY Internal Control) used for training
 - Weekly data compiled to review work productivity
- Internal controls – checks and balances

ANNUAL RECORD OF ASSESSMENT ACTIVITY

Customer Service surveys allow the financial aid office to assess customer satisfaction in all areas and identify areas for improvement.

CUNY Student Experience Survey – John Jay

	2008	2010	2011
Number of students surveyed	579	262	518
How satisfied or dissatisfied are you with: Financial aid services	%	%	%
Very Satisfied	17	13	15.9
Satisfied	35	36	35.2
No Opinion	26	30	20.7
Dissatisfied	14	14	14.3
Very Dissatisfied	7	8	13.9

For the 2011 survey, the following questions were added to the survey:

	Strongly Agree	Agree	Disagree	Strongly Disagree
The last time I went to Financial Aid:	%	%	%	%
The representative treated me with respect	33.4	53.1	7.9	5.6
The representative answered my question or gave me information that helped me to fix my situation/problem	30.9	50.8	10.5	7.9

	% Yes	% No
If you did not get your question answered or get the help you were hoping for, did the representative:		
Tell you that the reason s/he could not help you was because of federal and /or state rules?	43.1	59.9
Tell you about different financial aid options or give you other information that could help?	44.5	55.5

By using the already identified key performance indicators, the financial aid office will be able assess our monthly, semi-annual and/or annual performance.

EARLY APPLICATIONS

	2009-2010		2010-2011		2011- 2012	
	March	April	March	April	March	April
FAFSA's filed	4002	6477	6,662	8,035	4,930	8,688
Pell's o.k. to pay	1471	2436	2,533	3,161	2,556	4,703

EARLY TUITION PAYMENTS - FALL

YEAR	NUMBER OF STUDENTS
FALL 2009 7/22	7975
FALL 2010 7/21	9109
FALL 2011 7/20	10,109

BOOK ADVANCES PAID

YEAR	NUMBER OF STUDENTS	DOLLARS
FALL 2009	3625	\$1,382,497
FALL 2010	5508	\$2,179,031
FALL 2011	5632	\$2,161,155

FEDERAL WORK STUDY PLACEMENT:

YEAR	STUDENTS PLACED	DOLLARS PAID
2009-2010	218	\$236,766
2010-2011	423	\$405,726
2011-2012	628	\$695,909