Mission / Purpose
The Financial Aid Office offers assistance completing applications and offers counseling on budgets, loans, work-study, and maintaining eligibility for assistance. The staff awards eligible students financial aid based on unmet need to the extent that funds are available. The awarding is based on first-come, first-served after all accurate paperwork is submitted.

I. Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

A. Goal: Provide effective administrative services
   Provide effective administrative services to support the mission.

1. Outcome: Train work-study employees
   Set up program for Financial Aid Work-Study Employees to receive one hour of financial aid training during each two week pay period.

   a. Measure: Assist students to complete the FAFSA application
      College Goal Sunday program will be held on UWA Campus. Participants will complete evaluation of the program and assistance provided.

      1. Achievement Target:
         Work-study students will be able to answer student and parent questions relating to applying for and receiving financial assistance. The student employees will receive a 4 or better in each area of their work-study evaluation.

      2. Findings (2011-2012) - Target: Not Met
         The busy schedule in the Financial Aid Center has not allowed staff to provide extensive training for work-study employees. The FA Center has a new set of work-study employees coming in this Fall and plan to do a better job with training them.

II. Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

A. Goal: Provide effective administrative services
   Provide effective administrative services to support the mission.

1. Objective: Office Furniture
   Replace obsolet furniture for two (2) FA Staff members
a. Measure: Office Furniture
New desks will be purchased for two FA staff members.

1. Achievement Target:
Purchase two desks

2. Findings (2011-2012) - Target: Not Met
Additional funding was not provided to replace the obselete metal desks. Financial Aid will request additional funding in the next budget cycle.

3. Action Plan:
   Request funding for updating obsolete desks
The Financial Aid Center will request additional funding to purchase new desks to replace the obsolete desks.
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Implementation Description: Request funding through the Vice President of Student Affairs.
   Projected Completion Date: 10/01/2012
   Responsible Person/Group: Don Rainer
   Budget Amount Requested: $3,500.00 (one time)

2. Objective: Provide training for FA Staff
Provide training opportunities either inside or outside the University for Financial Aid Staff. Training will be in person and/or online. All training will be relevant to providing customer service and compliance with federal, state, and institutional regulations and policies related to the administration of financial aid.

a. Measure: Provide training for FA Staff
All full-time Financial Aid Staff will receive the opportunity to attend at least one professional development meeting/training/workshop each year.

1. Achievement Target:
   FA Staff received training on converting student loan processing from Stafford Loans (through banks and nonprofit lenders) to Direct Loans from the federal government.

2. Findings (2011-2012) - Target: Met
All Financial Aid Staff received training. Training was provided at the Alabama Association of Student Financial Aid Administrators (AASFAA) Annual Conference. Staff also attending a fall training workshop in Meridian, MS provided by the Mississippi Association of Student Financial Aid Administrators (MASFAA). The Financial Aid Director attended the Southern Association of Student Financial Aid Administrators (SASFAA) Annual
Conference. The U.S. Department of Education provided presenters for these conferences. The Director and the Senior Financial Aid Advisor attended the Datatel Computer System Conference. Training was provided by Datatel Staff, consultants, and financial aid colleagues. With all of these meetings and workshops, Financial Aid staff has received training sufficient to provide the service required by our students, faculty, and staff.

3. **Objective: Shred financial aid documents**
The FA Center has 35 file cabinets full of financial aid files in the Skill Center that need to be destroyed. FA Center would like to hire a company to shred these files and provide us with certification of destruction. These are sensitive documents which include student and parent personal information and tax returns.

   a. **Measure: Shred financial aid documents**
   
   All financial aid files stored in the Skill Center will be securely shredded and the contractor will provide UWA with a certification of destruction.

      1. **Achievement Target:**
      
      All documents will be shredded and/or destroyed in compliance with federal and state requirements.

      2. **Findings (2011-2012) - Target: Met**
      
      All documents have been shredded. The Financial Aid Center contracted with Shred-it from Bessemer, AL to come to campus and shred all documents. The UWA Physical Plant provided two employees to take the documents out of file cabinets and transport them to the Shred-it Truck which was equipped with an onboard shredder. Financial Aid Staff monitored the operation to insure security. All documents were shredded in one day.

4. **Objective: Participate in College Goal Sunday**
Seek active participation in the National Association of Student Financial Aid Administrator's (NASFAA) College Goal Sunday Program. This program provides a financial aid workshop on a Sunday in February for students and their parents to come to the UWA campus and get hands-on assistance and advice in completing the Free Application for Federal Student Aid (FAFSA).

   a. **Measure: Participate in College Goal Sunday**
   
   The Financial Aid Center in conjunction with the Division of Online Programs will host a College Goal Sunday event on the UWA Campus. This event will give parents and students the opportunity to visit the campus and receive hands-on assistance and counseling on applying for and receiving financial aid.

      1. **Achievement Target:**
      
      The Financial Aid Center and the Division of Online Programs will participate in the YMCA's College Goal Sunday by having an event on the UWA Campus
to assist students and their parents in completing the Free Application for Federal Student Aid (FAFSA).

2. **Findings (2011-2012) - Target: Met**

On Saturday, February 19, 2011, the Financial Aid Center and the Division of Online Programs conducted a YMCA College Goal Sunday Event in the Bell Center on the UWA Campus. Refreshments and door prizes were provided for participants by the Division of Online Programs. Financial Aid Personnel were set up in the Julia Tutwiler Library and two computer labs in Bibb Graves Hall. Participants were sorted according to their tax filing status and sent to various financial aid experts who gave the parents and students "hands-on" assistance in entering their Free Application for Federal Student Aid (FAFSA) into the U.S. Department of Education's online computer system. The Financial Aid Staff also offered personal financial aid counseling to the families and discussed "special circumstances" under which financial aid administrators may adjust financial aid information after the FAFSA has been filed. Recruiting activity is strictly prohibited by the YMCA at College Goal Sunday events. However, UWA Ambassadors (students) were allowed to take interested students on a tour of the campus using UWA vans. There were 58 participants in UWA's College Goal Sunday event. The state director of the YMCA's College Goal Sunday Program for Alabama traveled from Birmingham to the campus to observe the launch of the project. He indicated he was impressed by the organization and efforts put forth by UWA to promote the program and assist student and parents in completing the FAFSA.

### B. Goal: Meet the needs of its various publics through information technologies

Meet the needs of its various publics, both internal and external through the comprehensive use of information technologies

4. **Objective: Upgrade computer equipment**

Upgrade computer equipment in the Financial Aid Center by purchasing at least one new piece of equipment each year as departmental budget allows.

a. **Measure: Upgrade Computer Equipment**

The U.S. Department of Education sets minimum standards of computer equipment for colleges and universities to participate in Title IV Programs. The Financial Aid Center needs to replace at least four computers each year to keep its equipment up to federal standards.

1. **Achievement Target:**

The Financial Aid Center will purchase a minimum of four new computers each year. This will allow for the replacement of all computers on a five year rotating basis.

2. **Findings (2011-2012) - Target: Not Met**
Funding to purchase new computers for the Financial Aid Center was not provided.

3. **Action Plan: Request funding to replace Financial Aid computers.**
   A written request will be submitted to the Vice President for Student Affairs for an additional $4,000.00 each year to replace four computers in the Financial Aid Center.
   - **Established in Cycle:** 2011-2012
   - **Implementation Status:** In-Progress
   - **Priority:** High
   - **Implementation Description:** A written request will be e-mailed to the Vice President of Student Affairs.
   - **Projected Completion Date:** 09/01/2012
   - **Responsible Person/Group:** Don Rainer, Director of Financial Aid
   - **Budget Amount Requested:** $4,000.00 (recurring)

III. **Analysis Questions and Analysis Answers**

   A. **What specific strengths did your assessments show? (Strengths)**
      High quality training was provided to all full-time Financial Aid Staff. Training was conducted by U.S. Department of Education Training Officers and Datatel Consultants. Financial Aid Staff was updated and trained by the most qualified trainers in the financial aid profession.

   B. **What specific weaknesses or challenges did your assessments show? (Weaknesses)**
      Lack of funding did not allow goals and objectives to be reached.

   C. **What plans were implemented?**
      A College Goal Sunday event was held on the UWA Campus. Financial Aid files were shredded. Financial Aid Staff attended the Datatel Users Meeting. All Financial Aid Staff were provided professional development opportunities.

   D. **What plans were not implemented?**
      The Financial Aid Office was not able to purchase desks for two Financial Aid staff members. There was not an increase in compensation for Financial Aid Staff. The Financial Aid Office did not receive funding to upgrade Financial Aid computer equipment.

   E. **How will assessment results be used for continuous improvement?**
      Assessment will be used to bring attention for the need of additional funding for the Financial Aid Center.

IV. **Annual Report Section Responses**

   A. **Key Achievements**
Financial Aid Application Received 15,873 (1% less than last year); Students Awarded Financial Aid 7,556 (6% increase over last year)

Financial Aid Awarded:
- Federal Funds - $82,748,563.16
- State Funds - 84,784.00
- Institutional Funds - 4,187,349.16
- Outside Aid - 1,292,817.36
- Total - $88,313,513.68

- Financial Aid Disbursed to Students: $67,472,202.83
- Pell Grant Disbursed - $5,739,903.41
- Average Pell Grant at UWA - $4,296.00
- Loans Disbursed - $58,256,652.00
- Average Student Loan at UWA - $5,935.07
- Employed Under Federal Work Study - 167
- Federal Work-Study Payroll - $363,417.00
- Average Earnings - $2,638.96

B. Staff Achievements

Financial Aid Center Staff received training at professional development conferences throughout the 2011-2012 year. The entire Financial Aid staff attended a one day fall training workshop sponsored by the Mississippi Association of Student Financial Aid Administrators (MASFAA) in Meridian, MS. The U.S. Department of Education's Region IV Training Officer provided information and instruction relative to program changes and verification of student data. The director and two financial aid counselors who also serve as verification specialists attending the Alabama Association of Student Financial Aid Administrators (AASFAA) Annual Conference in Guntersville, AL. The program focused on changes to the verification and financial aid processes. Training was provided by the Region IV Training Officer for the U.S. Department of Education. The director attended the Southern Association of Student Financial Aid (SASFAA) Annual Conference in Greensboro, NC. The purpose of SASFAA is to promote the professional preparation of individuals within financial aid. Training was supplied by SASFAA members who are experts in their areas of concentration and by U.S. Department of Education personnel. The Senior Financial Aid Advisor and the Campus Financial Aid Advisor attended the U.S. Department of Education's annual national Spring/Summer Technical Assistance and Workshop Training in Montgomery, AL. This training is part of the School Experience Group/Small Under-Resourced School Division within Federal Student Aid. These units are structured to provide technical support and assistance to the over 6,000 institutions that currently participate in the Title IV Student Financial Assistance programs. The scope of the School Experience Group encompasses all institutions while the Small and Under-Resourced Schools Division focuses primarily on those institutions which have been identified as Minority Serving Institutions (MSIs) as well as those institutions which have the designation as Predominately Black Institutions (PBI). As a PBI, this training was offered to The University of West Alabama's Financial Aid Staff.
C. Public/Community Service

The U.S. Department of Education requires institutions to spend a portion of their Federal Work-Study funds each year on community service. During the 2011-2012 year, approximately 40 work-study students from The University of West Alabama worked in the following community service areas: UWA Library, Campus School, Health and Wellness Center, Media Center, Student Support Services, Trio Programs, Counseling Livingston Junior High School (reading tutors). The Financial Aid Center and the Division of Online Programs collaborated to participate in the College Goal Sunday event which is a national event sponsored annually by the YMCA. In February, an event was held in the Bibb Graves Hall, Room 106 Computer Center. The Division of Online Programs furnished personnel, refreshments, and door prizes for the participants. All full-time Financial Aid Staff were present to assist parents and students in hands-on completion of the Free Application for Federal Student Aid (FAFSA). Financial Aid Staff also offered personal financial aid counseling to students and their parents. This is the second year of participation in College Goal Sunday and plans are to continue offering this service.
### ANNUAL PLAN

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<tr>
<th>Item</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
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<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
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<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit’s mission.</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
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### Findings
Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.

**YES**

### Action Plans
Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).

**YES**

Action plans created in previous cycles have been updated with implementation notes.

**YES**

### Annual Report
The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.

**YES**

### Analysis Report
The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.

**YES**

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<td>Annual Report</td>
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<td>Analysis Report</td>
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Approved by: ________________________________ Date: 11/27/12

Received by OIE: ____________________________ Date: 8-10-12