

Financial Aid and Scholarship Office '13-14 Learning Outcomes Summary

Coleetta McElroy, Assessment Lead for the Organization coleetta.mcelroy@sjsu.edu

Learning Outcomes: 1. Using Indirect Measures (Surveys), students attending the Financial Literacy Workshops will: a. Score 80% on the post-test demonstrating their knowledge of the various steps to complete the financial aid process. (**Findings: 85.17% of the students scored at least 80%.-Partially met.**)

b. State 2 important dates relevant to the financial aid process. (**67.2% of the students got both deadlines correct.-Partially met.**) And,

c. Increase at least one step in understanding the financial aid process on a post-event survey. (**81.42% of the students reported an increase of at least one step in their level of knowledge. Partially met.**)

2. Learning Outcome: Using Direct Measure, People Soft Records/Observation: As a result of the new Marketing and Communication Plan, the number of students completing their financial aid files by the 5/30 deadline will increase 10% over the previous year. [**A total of 19, 290 applications were completed by the priority deadline (compared to 16,855 the previous year.) Learning Outcome Met.**]

Overview/Findings: Four Financial Literacy Workshops were delivered to support students in the completion of their financial aid applications. Students rated the workshops, 4.65 "very helpful" on a scale of 5, (high). Surveys were distributed at the end of each workshop. Learning outcomes were partially met.

Relevant to the Marketing Plan, the team created a multifaceted communication plan (fliers, social media, posters, Facebook, etc.) collaborating with Associated Students and Enrollment Services to reach the greatest number of students. After checking the FAFSA and Dream Act Application completion records in PeopleSoft, the team concluded that the students learned the applied knowledge and the Learning Outcomes were met.

Implications/next steps for the next assessment cycle: The team will expand their plan by sending out additional reminders of the FAFSA and CA Dream Act deadlines/processes, concentrating especially on campus housing residents and student clubs. To strengthen the intended learning in the workshops for the upcoming cycle, the presenters will reinforce the application deadlines as a next step at the end of the sessions in addition to including it in the presentation content.