



State of Financial Aid Survey

Tim Young



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Director, Campus Partnerships



Chansone Durden



Senior Account Executive, Campus Partnerships

Agenda

- 1 Why Surveys Matter
- 2 Background on this Survey
- 3 Opinions on continuing ed
- 4 Impacts of the office
- 5 Awareness of FAOs
- 6 Perceptions
- 7 Communication Frequency
- 8 Communication Method
- 9 What are They Saying
- 10 Results**

Take a survey

Why **work harder** when you can work smarter?

Surveys are a quick way to identify trends, questions, and concerns.



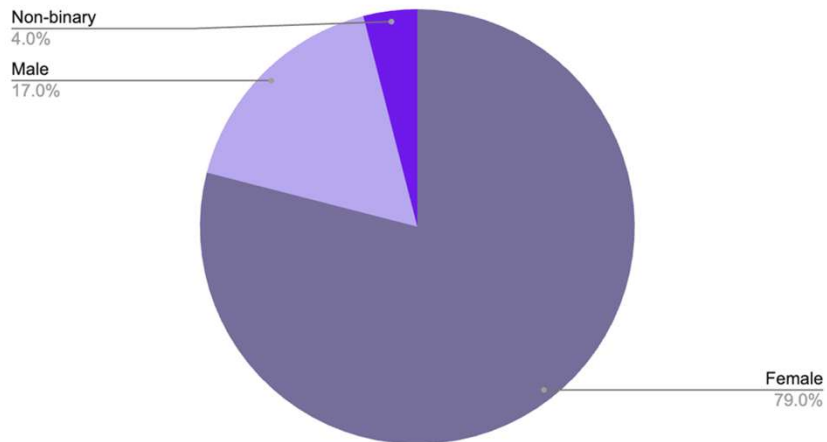
Background

Goal: Offer education and assistance to campus partners, and inform internal teams of ongoing trends.

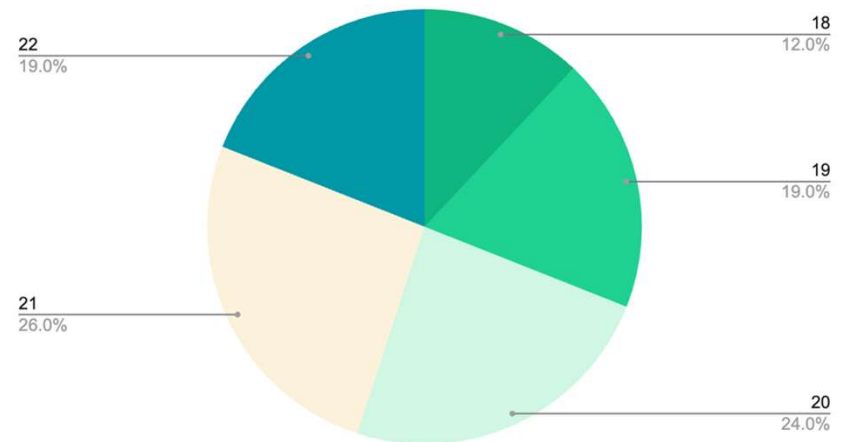
Participant requirements:

- Age 18-22
- Must have federal and/or private student loans
- Must be currently enrolled in a 4-year non-profit college or university

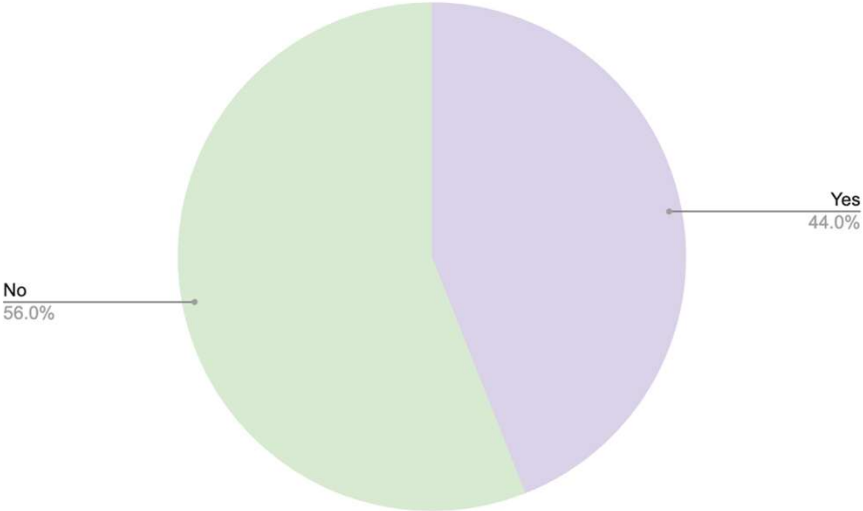
Gender Identification



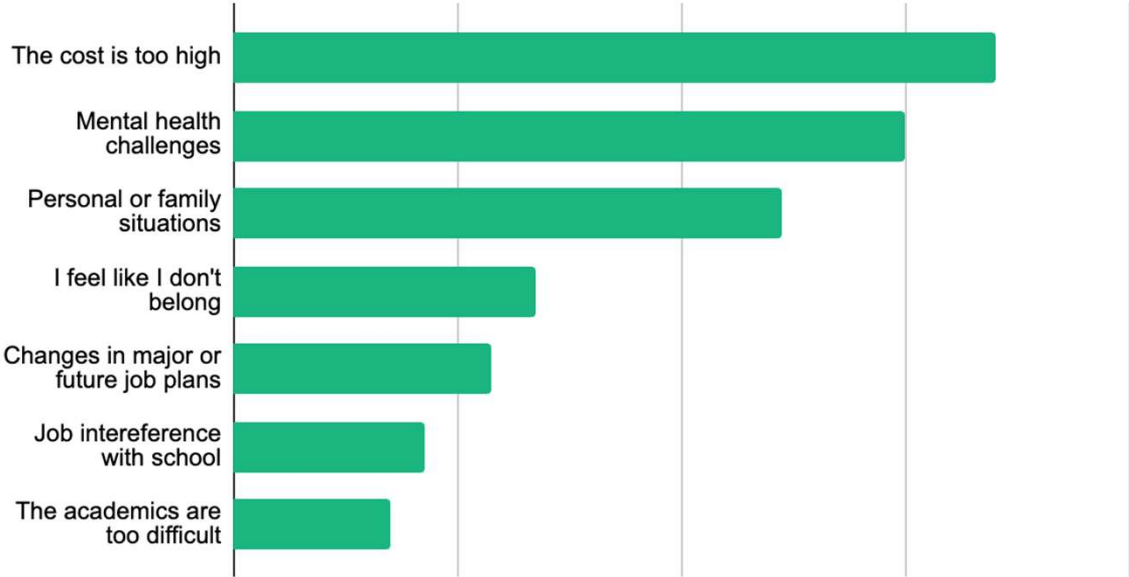
Age



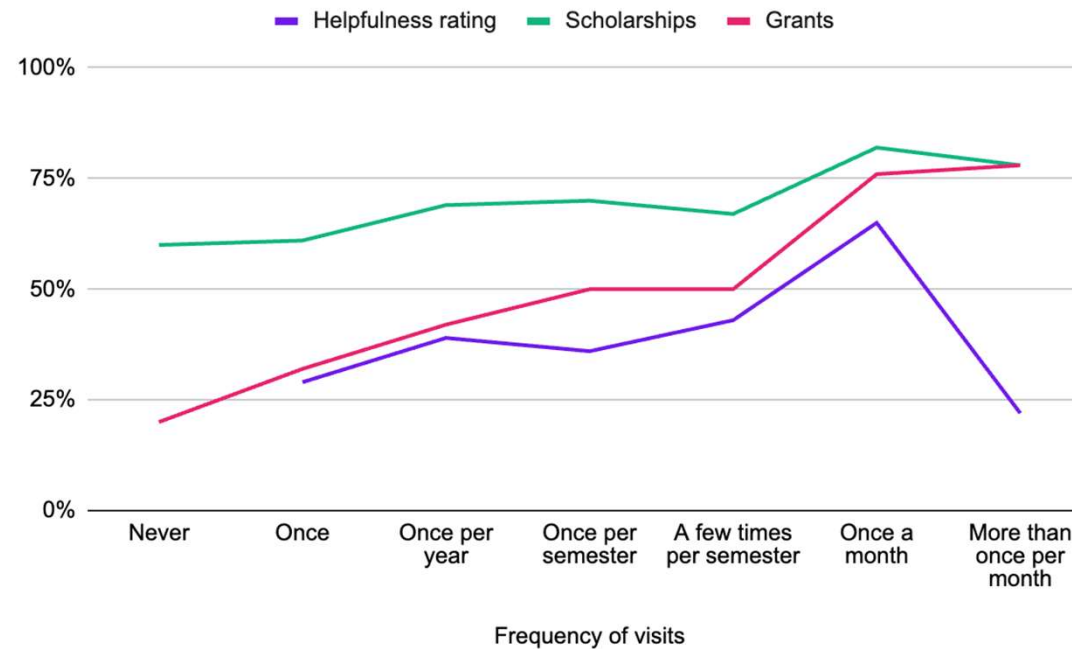
“Have you considered putting your college education on hold or leaving college?”



Reasons students consider leaving/putting college on hold:



Impact of Financial Aid Offices

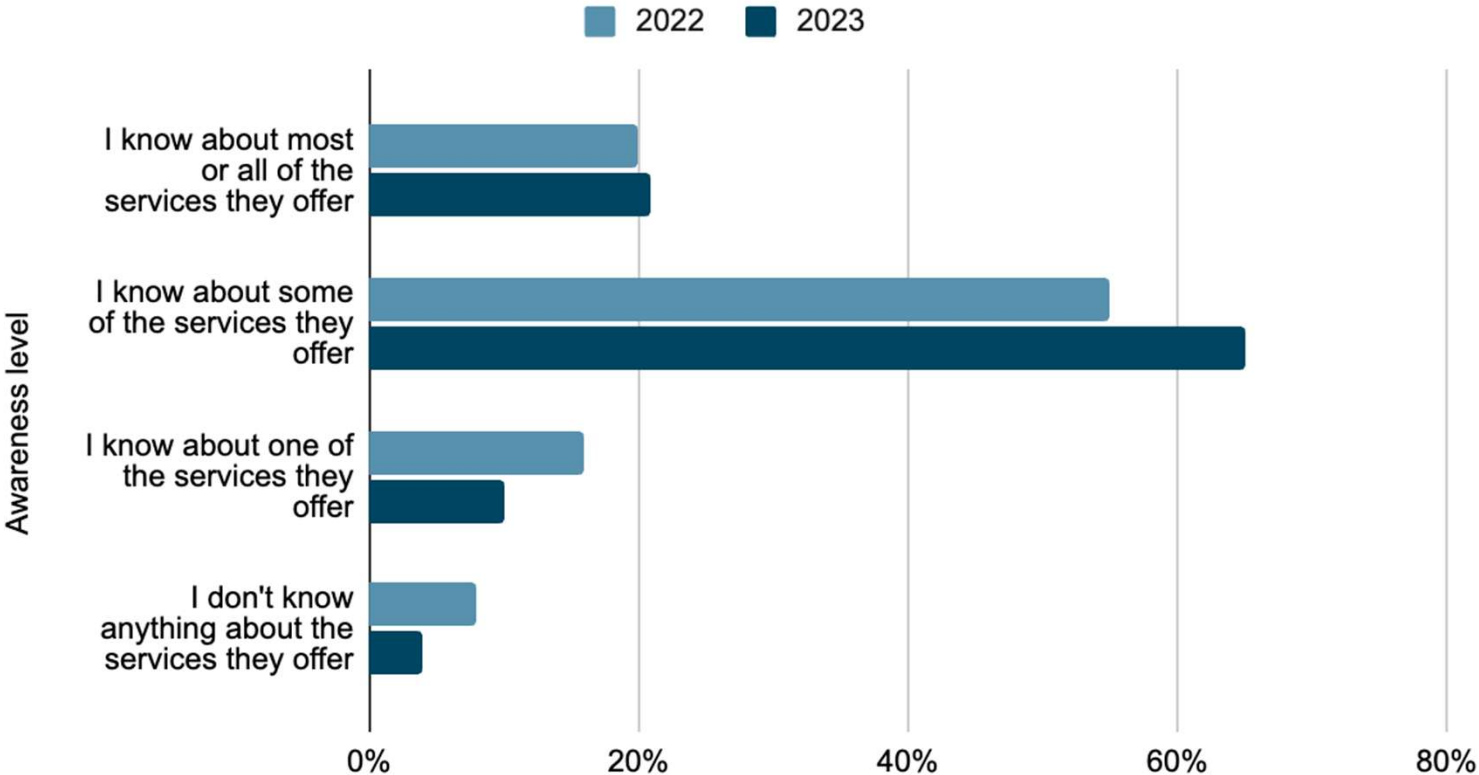


When students visit at least once per month...

- The higher the rate of scholarships
- The higher the rate of grants
- The higher perceived helpfulness of FAOs

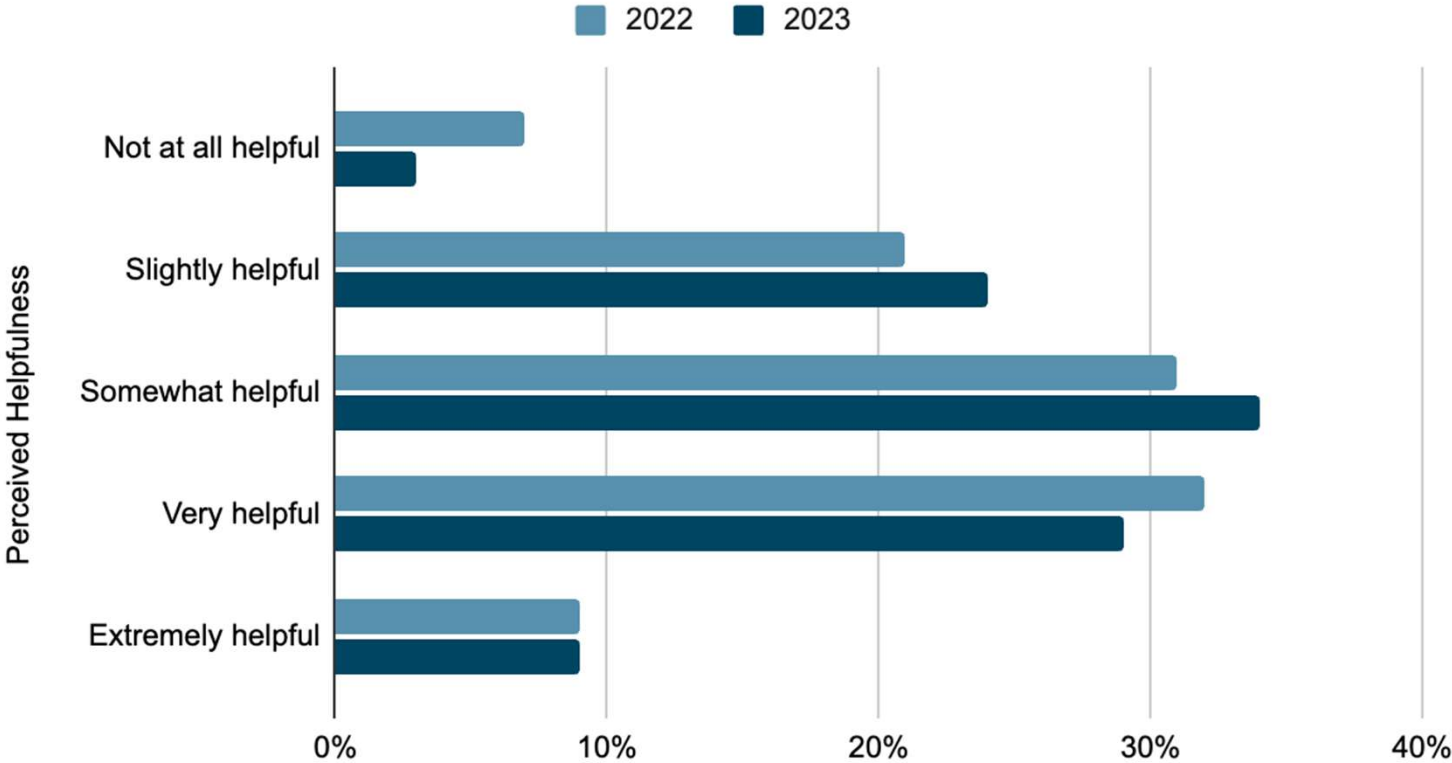
Students' Awareness of Services Provided

Students' awareness of FAO resources



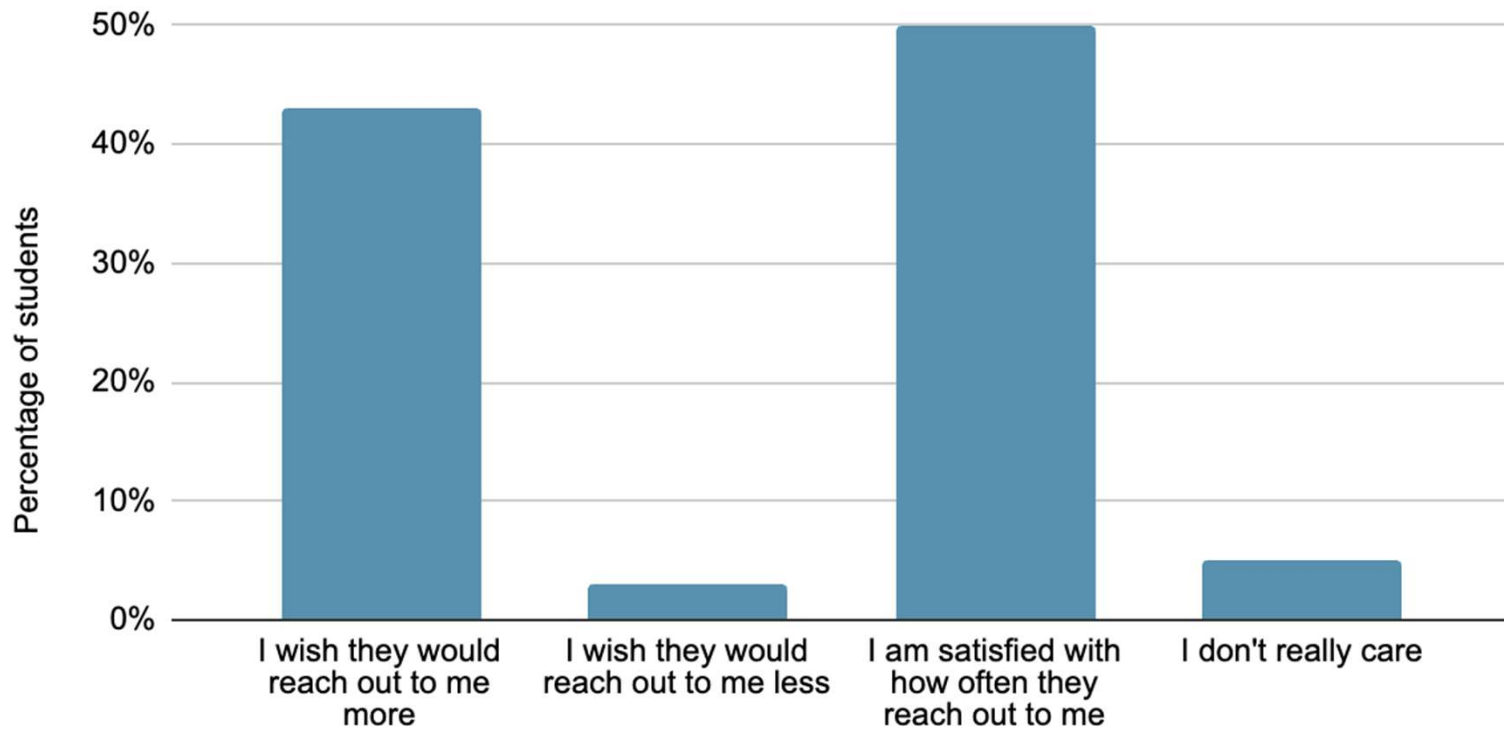
Helpfulness Perception

Perceived Helpfulness



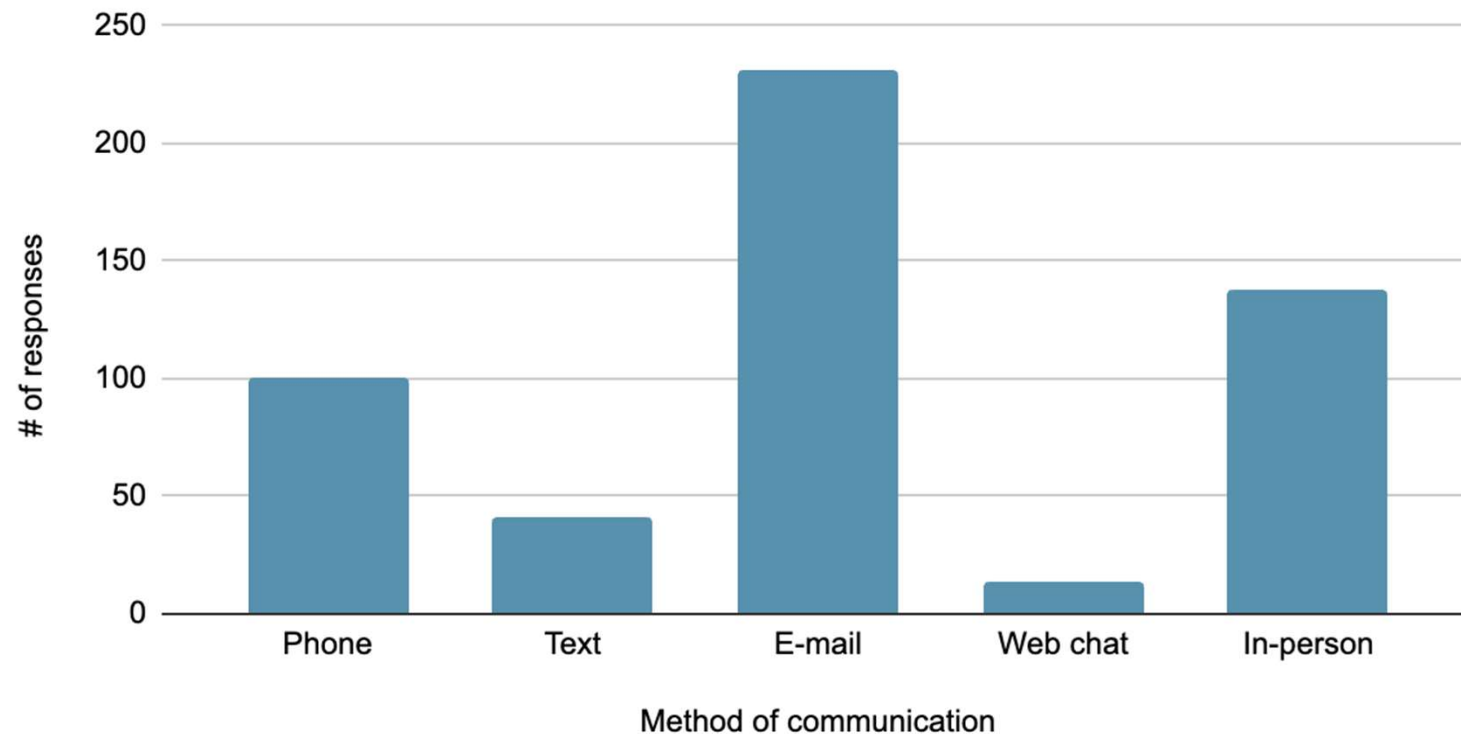
Communication Frequency

How often would you like to hear from your financial aid office?



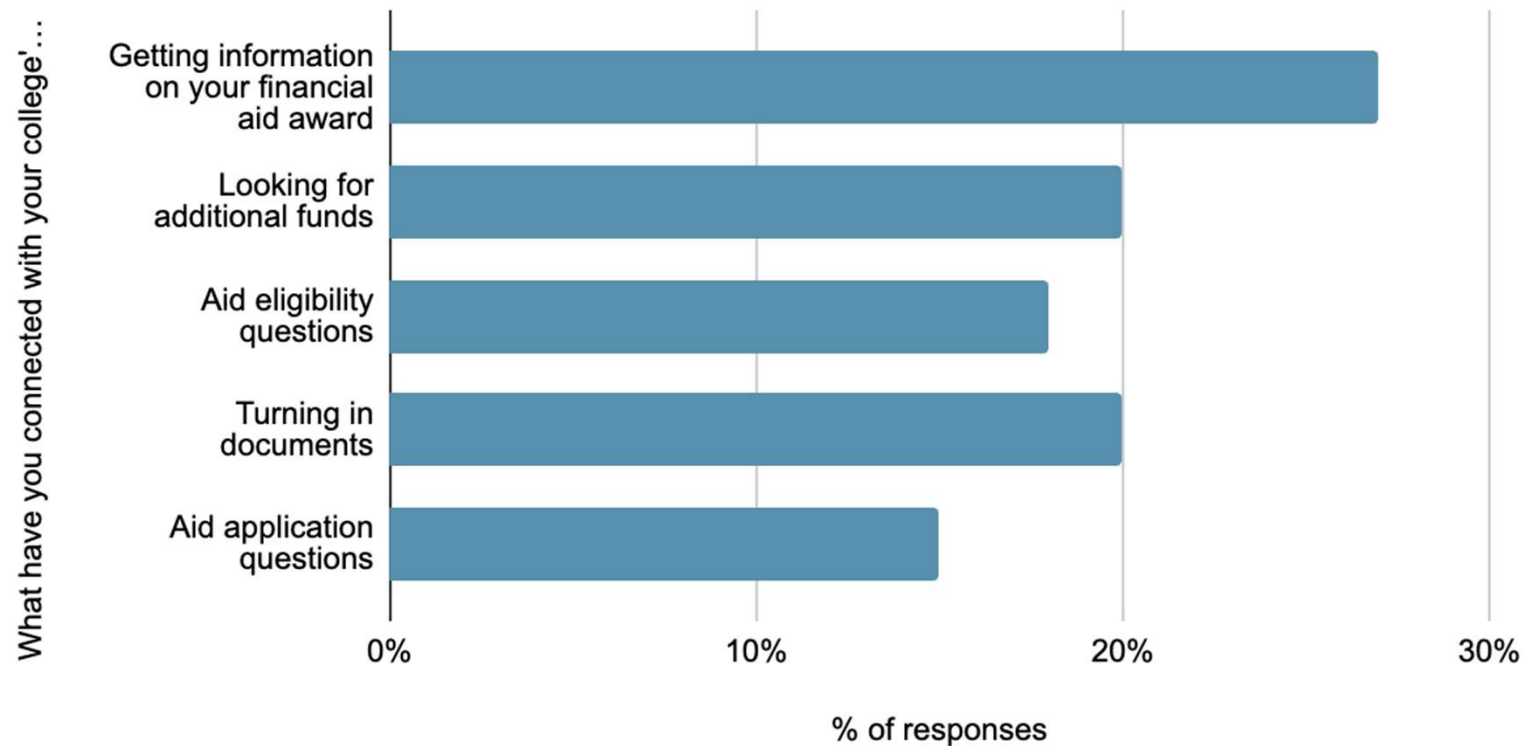
Communication Method

How would you prefer to communicate with your college's financial aid office?

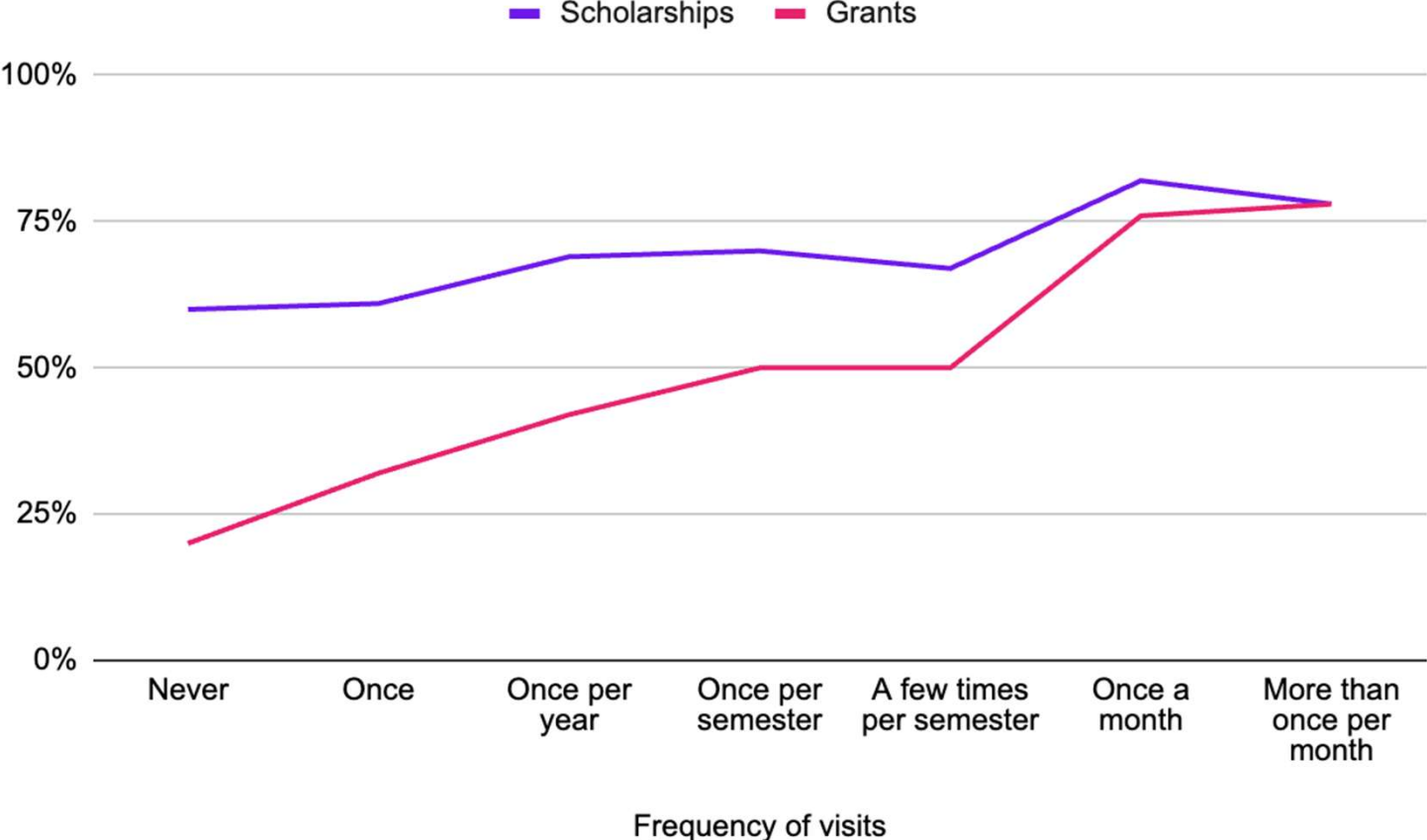


Communication - What They are Asking For

What have you connected with your college's financial aid office about?

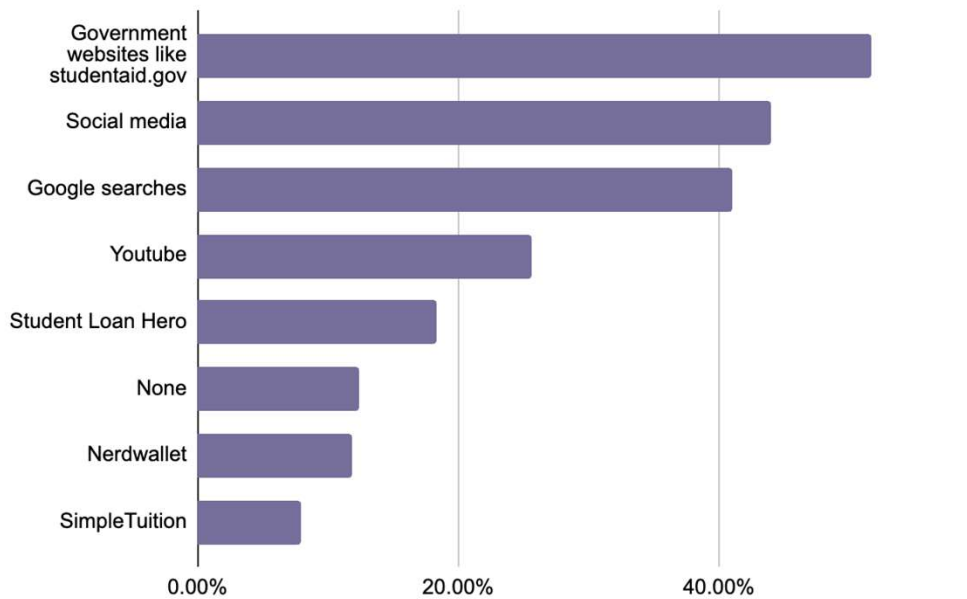


Mo Visits Mo Money

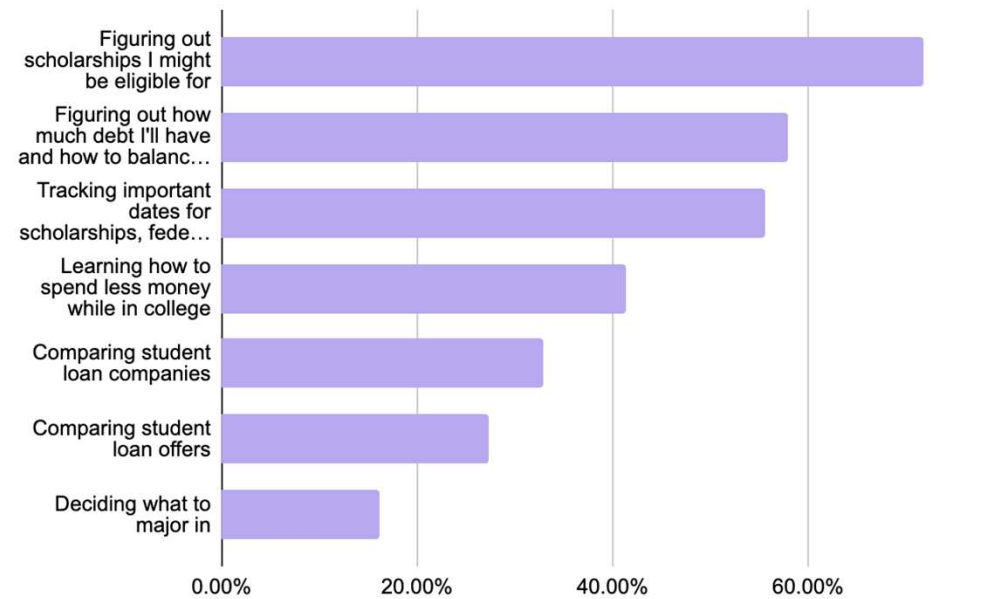


Student behaviors

What resources do you use to learn about college finances?

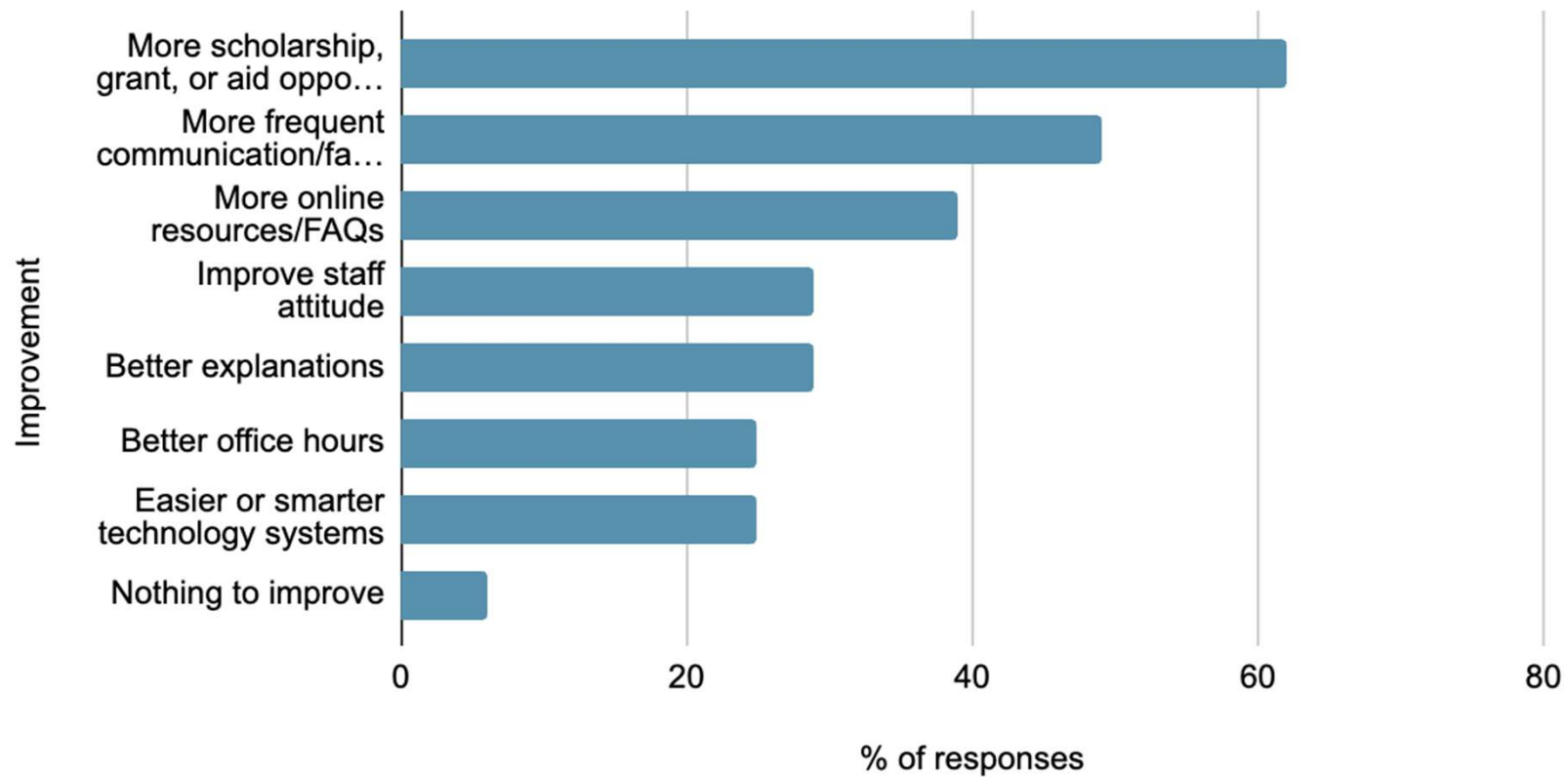


What do you use those resources for?



Areas of Opportunity

What could your college's financial aid office do to be more useful?



“Sometimes they get annoyed and bothered by my questions and I get it you probably got asked a lot of questions but I ask simply because I don’t understand.” - Current college student

earnest

The State of Financial Aid Offices 2023

- Sample size 555 undergraduate students
- Topic: How undergraduates interact with their college's financial aid offices- common strengths and low-hanging opportunities
- Publishing soon

Survey example: <https://www.earnest.com/for-schools-news>



That's It!!!

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