

The Higher Learning Commission Action Project Directory

University of St. Francis

Project Details		
Title	Using Data to Enhance Student Satisfaction	Status ACTIVE
Category	6-Supporting Institutional Operations	Updated
Timeline		Reviewed
Planned Project Kickoff	11-15-2011	Created 10-24-2011
Target Completion	06-01-2013	Version 1

1: Project Goal

A: The 2011 Noel Levitz (SSI) showed that USF Financial Aid Services was very slightly under national data for the statement "Financial aid counselors are helpful." The goal of this Action Project is to survey our on-campus undergraduate students in order to determine "how Financial Aid Counselors can be more helpful"? Our goal is to increase the satisfaction of this group of students in order to better aid in the servicing of students seeking help in Financial Aid Services, and formalize a process of using data and putting it to use in the continued quality improvement efforts in Financial Aid Services.

2: Reasons For Project

A: There are two distinct reasons why we are undertaking this Action Project now. The first reason is that in our most recent Systems Appraisal there were many opportunities for USF as a whole to "utilize" the data it collects, once it has been collected. The second reason is that we feel it is essential for USF Financial Aid Services to be a model against national norms as opposed to being satisfied with "equal to national norms." With increased competition in student recruiting and the overall importance in retention efforts it is essential that Financial Aid Services be a proactive component in this process.

3: Organizational Areas Affected

A: The areas most involved in this Action Project will be Financial Aid Services and the Office of Institutional Effectiveness. Once the data is obtained and analyzed, this project may have a secondary affect on Undergraduate Admissions, Registrar, Career Planning and Academic Advising. The group most affected by this project will inevitable be both recruited and continuing undergraduate students at USF.

4: Key Organizational Process(es)

A: Financial Aid Services does not currently have a "formalized" process for using data obtained in Student Satisfaction inventories/surveys. This project attempts to create a formalized process for using the data obtained in the SSI and other surveys. The SSI does not in any way quantify "how can Financial Aid Counselors can be more helpful"? This project hopes to clarify what we could do to be more helpful to students. In addition, we hope to initiate a strategy to make the necessary adjustments or quantify the necessary resources to make this happen.

5: Project Time Frame Rationale

A: Financial Aid Services will begin November 15, 2011 to quantify the current activities we perform for both recruits and continuing students. In cooperation with the Office of Institutional Effectiveness we will develop the questions for the survey as well as determining our sample of students. Hopefully this survey can be launched during Spring semester 2012 and the results of this data can be put into place for the subsequent Fall 2012 and Spring 2013 semesters. This will complete the cycle and the results assessed during the next SSI.

6: Project Success Monitoring

A: It is our initial plan to individually survey our customers/students after interactions with Financial Aid Counselors to determine if the methods/improvements we have put into place have had the intended results. This monitoring should give on-going feedback that can be used to adjust our strategies going forward and help achieve notable improvement prior to the next SSI.

7: Project Outcome Measures

A: The overall outcome of this initiative will be measured by the degree to which we improve these results on the next SSI or similar survey. While the timing of the next SSI may not coincide with the intended conclusion of this project a similar institutionally devised survey may be used to obtain similar input based on the premise "Financial aid counselors are helpful." Successful completion of our goals will be evidenced in notably higher ratings than the National ratings; conversely, failure will be evidenced in similar or lesser ratings. All-in-all, if we can answer the question "how can Financial Aid Counselors be more helpful"? we will have achieved great success.