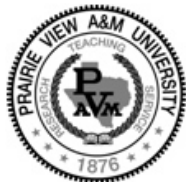


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PRAIRIE VIEW A&M UNIVERSITY

A Member of the Texas A&M University System

2011-2012 Prairie View A&M University Financial Aid Goals and Objectives

University Mission

Prairie View A&M University is dedicated to excellence in teaching, research and service. It is committed to achieving relevance to each component of its mission by addressing issues and proposing solutions through programs and services designed to respond to the needs and aspirations of individuals, families, organizations, agencies, schools, and communities—both rural and urban. Prairie View A&M University is a state-assisted institution by legislative designation, serving a diverse ethnic and socio-economic population, and a land-grant institution by federal statute. Having been designated by the Texas constitution as one of the three "institutions of the first class" (1984), the University is committed to preparing undergraduates in a range of careers including, but not limited to engineering, computer science, natural sciences, architecture, business, technology, criminal justice, natural sciences, architecture, business technology, criminal justice, the humanities, education, agricultural sciences, nursing, selected social sciences, agriculture, business, and human sciences. It is committed to expanding its advanced educational offerings to include multiple doctoral programs.

Though the University's service area has generally extended throughout Texas and the world, the University's target service area for offering undergraduate and graduate programs of study includes the Texas Gulf Coast Region; the rapidly growing residential and commercial area known as the Northwest Houston Corridor; and urban Texas centers likely to benefit from Prairie View A&M University's specialized programs and initiatives in nursing, juvenile justice, architecture, education, and social work. The University's public service programs offered primarily through the Cooperative Extension Program target the State of Texas, both rural and urban counties. The University's research foci include extending knowledge in all disciplines offered and incorporating research-based experiences in both undergraduate and graduate students' academic development.

Office of Student Financial Aid & Scholarships Mission

The Prairie View Office of Student Financial Aid & Scholarships mission is committed to providing a high level of service to support students in achieving their academic goals by helping to remove the financial barriers to college attendance. The office's mission is to offer coordinated delivery of comprehensive student aid programs that are supportive of the recruitment of academically talented and diverse students.

Vision

The Office of Student Financial Aid & Scholarships will:

- Create a climate that promotes continuous improvement;
- Implement a student aid delivery system that will serve as a model to other institutions;
- Establish collaborative partnerships both on and off campus to obtain and coordinate financial resources for PVAMU students;
- Provide exemplary training and outreach activities to the University community and other publics;
- Provide an environment in which outstanding customer service can flourish;
- Be a leader in financial aid;
- Advance Prairie View Agricultural and Mechanical University's (PVAMU) national reputation; and,

Ensure that PVAMU is the institution of choice in the state of Texas and the region.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth, honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals and Objectives

Goal Statement One	Target Date	Status
Improve customer service at the front desk.	8/31/2011	In Progress
Objective		
1.1 Reduce complaints about customer service at the front desk by 20%.		
Responsibility		
Director of Student Financial Aid, Associate Directors, and Administrative Assistant		
Action Plan		
1) Contact other similar institutions to determine what other institutions do to ensure the highest level of front desk customer service. 2) Review hiring practices for students at the front desk. 3) Develop benchmarks for acceptable customer service. 4) Develop a longitudinal survey to measure customer satisfaction with the services provided at the front desk.		
Outcome		
Fewer student complaints about poor customer service.		

Goal Statement Two	Target Date	Status
Improve customer service provided by Financial Aid Counselors.	8/31/2011	In Progress
Objectives		
2.1 Reduce complaints about customer service provided by 20%.		
Responsibility		
Administrative Assistant, Associate Director, Loan and Scholarship Coordinators		
Action Plan		
1) Contact other similar institutions to determine what other institutions do to ensure the highest level of customer service. 2) Develop benchmarks for acceptable customer service. 3) Develop a longitudinal survey to measure customer satisfaction with the services provided at the front desk.		
Outcome		
Fewer student complaints about poor customer service.		

Goal Statement Three	Target Date	Status
Improve information dissemination to students interested in Financial Aid and current Financial Aid Recipients.	6/30/2010	In Progress
Objective		
3.1 Use new avenues to communicate information to new and current students about financial aid.		
Responsibility		
Assistant Provost, Director for Business Affairs Information Resources, Associate Directors, Programmer Analyst, Administrative Assistant		

Action Plan		
<ol style="list-style-type: none"> 1) Obtain business Facebook & Twitter license. 2) Update Administrative Assistant PDQ to include updating our social network pages. 3) Populate Financial Aid Facebook and Twitter pages with pertinent financial Aid information. 4) Assign task force to look into other mediums (blogs, etc) that students frequent to ensure that our limited funds are utilized wisely to 'spread the word' about the availability of financial aid to attend PVAMU. 5) Develop plan to sustain effort to keep the sites up to date. 6) Investigate the use of 'bots' on our web page. The Bot would explain the purpose of the page and the provide constructive ways to use the information. 		
Outcome		
Fewer student complaints about not knowing recent changes and more financial aid applications filed in a timely manner.		
	Target Date	Status
	2/28/2011	In Progress
Objective		
3.2 Use new avenues to communicate information to new and current students about financial aid awards and missing documents.		
Responsibility		
Assistant Provost, Director for Business Affairs Information Resources, Associate Director, Programmer Analyst, Default Prevention Specialist, AppWorx Consultant		
Action Plan		
<ol style="list-style-type: none"> 1) Students use their "smart phones" more than computers. Develop plan to send all missing document and award letters for 2011-2012 via text message and University email. 2) Create and use text messaging system to remind students of important tasks. (i.e. complete promissory note, entrance counseling, exit counseling, defaulted loans, etc.) 		
Outcome		
Fewer student complaints about not knowing that the student has been awarded or about missing documents that need to be completed.		
	Target Date	Status
	12/31/2010	In Progress
Objective		
3.3 Reengineer the financial aid web page to be more student-friendly and aesthetically pleasing to potential students and their families		
Responsibility		
Assistant Provost, Director for Business Affairs Information Resources, Director of Student Financial Aid, Associate Directors, Programmer Analyst, Administrative Assistant		
Action Plan		
<ol style="list-style-type: none"> 1) Create a student committee to review the web page. 2) Note requests for improvement. 3) Revise the entire web page. 		
Outcome		
More students and parents able to find information about financial aid.		

Goal Statement Four	Target Date	Status
Improve financial aid award accuracy.	3/31/2011	In Progress
Objectives		
4.1 Reduce graduate student complaints about financial aid award accuracy by 30%.		
Responsibility		
Assistant Provost, Director of Student Financial Aid, Associate Directors, Loan Coordinator		

Action Plans		
1) Prior to awarding students for the 2011-2012 award year, develop a test plan to ensure that graduate student (GP) awards are checked prior to being released for public review.		
2) Work closely with the Graduate School Dean and his staff to ensure that the correct statuses are in the system.		
Outcomes		
Fewer student complaints and inaccurate awards.		
	Target Date	Status
	3/31/2011	In Progress
Objectives		
4.2 Reduce undergraduate student complaints about financial aid award accuracy by 30%.		
Responsibility		
Assistant Provost, Director of Student Financial Aid, Associate Directors, Loan and Scholarship Coordinators, Financial Aid Counselors		
Action Plans		
1) Prior to awarding students for the 2011-2012 award year, develop a test plan to ensure that undergraduate student awards are checked for accuracy prior to being released for public review.		
Outcomes		
Fewer student complaints and inaccurate awards.		

Goal Statement Five	Target Date	Status
Revise and update current Financial Aid Policies and Procedures Manual	8/31/2011	In Progress
Objectives		
5.1 Using NASFAA guidance, update current Financial Aid Policies and Procedures Manual.		
Responsibility		
Assistant Provost, Director of Student Financial Aid, Associate Directors, Loan and Scholarship Coordinators, Administrative Assistant		
Action Plans		
1) Revise and update the financial aid policies and procedures manual.		
Outcomes		
All of the financial aid processes will be documented and easier to communicate.		
	Target Date	Status
	12/31/2010	In Progress
Objectives		
5.2 Update the financial aid General Information web pages to provide all Consumer Brochure data required by federal regulations.		
Responsibility		
Assistant Provost, Director of Student Financial Aid, Director for Business Affairs Information Resources, Associate Directors, Loan and Scholarship Coordinators, Programmer Analyst, Administrative Assistant		
Action Plans		
1) Revise and update federally mandated consumer brochure information.		
Outcomes		
Students will be better informed about financial aid processes and procedures.		

Goal Statement Six	Target Date	Status
Improve communication between private scholarship recipients and their donors.	5/31/2010	In Progress
Objectives		
6.1 Assist scholarship recipients with sending thank you letters to private scholarship donors.		
Responsibility		
Scholarship Coordinators and Financial Aid Counselors (Scholarship)		
Action Plan		

- 1) Develop templates for students to use when sending a letter to scholarship donors.
- 2) Ensure letter is mailed to scholarship donor.

Outcome

Improved relationship with Scholarship donors.

Goal Statement Seven	Target Date	Status
Improve Reconciliation and Verification.	12/31/2010	In Progress
Objectives		
7.1 Ensure reconciliation is completed every thirty (30) days.		
Responsibility		
Assistant Provost, Associate Directors, Reconciliation Supervisor, Reconciliation Specialists, Loan Coordinator		
Action Plans		
<ol style="list-style-type: none"> 1) Review monthly reports that show encumbered funds for students that did not enroll in classes at PVAMU. The aid will be canceled and funds returned to the appropriate account(s). 2) Ensure all accounts are reconciled every thirty (30) days. 3) Ensure that both the Federal Pell Grant and Direct Loan programs are reconciled every thirty (30) days. 		
Outcomes		
More students will be able to get the funds necessary to attend PVAMU. Also fewer situations where colleges have requested monies for the same student.		
	Target Date	Status
	5/31/2010	In Progress
Objectives		
7.2 Ensure verification is completed for students within 72 hours of submission. (If file is complete.)		
Responsibility		
Reconciliation Supervisor, Reconciliation Specialists		
Action Plans		
<ol style="list-style-type: none"> 1) Review and process verification items submitted by students within 72 hours. 		
Outcomes		
More students processed and in a paid status by the first day of class.		

Goal Statement Eight	Target Date	Status
Reduce the University's federal student loan cohort default rate and increase student financial literacy on campus.	12/31/2012	In Progress
Objective		
8.1 Reduce PVAMU's federal cohort default rate below ten percent (10%).		
Responsibility		
Assistant Provost, SGA President, Director of Student Activities, Loan Coordinator, Default Prevention Specialist		
Action Plan		
<ol style="list-style-type: none"> 1) Create a student committee to help reduce the University's Default Rate. 2) Review and contest any loans on the LRDR that may be in error and report to ED via the eCDR web based program. 3) Continue to contact former students via letter and inform them about the benefits of consolidation and various programs that can assist students repay their loans and/or keep their loans out of default. 		
Outcome		
Develop new and more innovative ways of informing students about the perils of defaulting on their student loans. Reducing the cohort rate will allow the school to disregard the thirty (30) day delay for first-time freshmen.		
	Target Date	Status
	12/31/2012	In Progress
Objective		

8.2 Continue to increase student financial literacy on campus by providing student workshops throughout the year.		
Responsibility		
Assistant Provost, SGA President, Director of Student Activities, Loan Coordinator, Default Prevention Specialist, Programmer Analyst		
Action Plan		
<ol style="list-style-type: none"> 1) Create financial literacy web page. 2) Create student committee for financial literacy. 3) Setup a schedule to provide 'hands-on' financial literacy workshops throughout the campus. 		
Outcome		
Increase student knowledge of financial literacy.		
	Target Date	Status
	1/31/2011	In Progress
Objective		
8.3 Review the online Financial Literacy Curriculum for the various University classifications (i.e. freshmen, etc.) and automate the import of the completion data into Banner.		
Responsibility		
Assistant Provost, Associate Director, Loan Coordinator, Default Prevention Specialist, Student Committee, AppWorx Consultant		
Action Plan		
<ol style="list-style-type: none"> 1) Student Committee will review online curriculum and make suggestions for changes. 2) Hire an AppWorx consultant to assist with programming the data exchange between the financial literacy and Banner systems. 3) Import completion dates into missing document section of the financial aid module in Banner. 		
Outcome		
Increase efficiency and timeliness of awards.		
	Target Date	Status
	12/31/2012	In Progress
Objective		
8.4 Reduce Prairie View A&M University's Federal Perkins Loan Default Rate		
Responsibility		
Senior Vice President for Business Affairs, Assistant Provost, Assistant Vice President for Business Affairs, Director of University Compliance, Manager of Treasury Services, Loan Coordinator, Default Prevention Specialist, Financial Aid Counselors (Loans), Campus Partners (third-party vendor), Independent Audit Firm (to be named)		
Action Plan		
<ol style="list-style-type: none"> 1) Liquidate the Federal Perkins Loan Program at Prairie View A&M University. 		
Outcome		
Compliance with Federal Perkins Loan regulations.		

Goal Statement Nine	Target Date	Status
Ensure administrative capability and high customer satisfaction at Prairie View A&M University's Northwest Center.	1/15/2011	In Progress
Objectives		
9.1 Increase enrollment at the PVAMU Northwest site by more than 20%, as well as, ensure compliance with the US Department of Education's administrative capability requirements.		
Responsibility		
Assistant Provost		
Action Plans		
<ol style="list-style-type: none"> 1) Submit plans to Title III to hire a Director, Associate Director, Two Financial Aid Counselors, Data Assistant I (Imaging), and an Administrative Assistant at PVAMU's newest site, The Northwest Center. 2) Submit plans to Title III to purchase new equipment (i.e. computers, scanner, etc.) for the staff. 		

Outcome
Improved relationship with PVAMU - Northwest Center students. As well as, compliance with federal and SACS regulations. The additional presence may also increase student enrollment at the site.

Goal Statement Ten	Target Date	Status
Improve financial aid staff knowledge of federal, state, and institutional financial aid policies and procedures.	12/31/2012	In Progress
Objectives		
10.1 All staff will pass post-test of financial aid training exercises.		
Responsibility		
Assistant Provost, Director of Financial Aid, Associate Directors, Loan and Scholarship Coordinators, Administrative Assistant		
Action Plans		
1) Develop policies and procedures manual. 2) Develop pre- and post-tests to evaluate staff financial aid knowledge. 3) Assign staff to train others about all of the aspects of financial aid.		
Outcome		
Staff have greater knowledge of financial aid policy and fewer mistakes.		

Goal Statement Eleven	Target Date	Status
Complete scanning of all documents in Financial Aid Conference Room.	12/31/2010	In Progress
Objectives		
11.1 Complete scanning of all documents in the Financial Aid Conference Room		
Responsibility		
Reconciliation Supervisor, Data Assistants, Administrative Assistant		
Action Plans		
1) Scan all documents located in the Financial Aid Conference Room. 2) Ensure that the University's Record Retention policy is followed in the destruction of the documents. 3) Work with Property Management to remove the file cabinets from the financial aid conference room.		
Outcomes		
All financial aid documents will be located in one location and easier to query.		
	Target Date	Status
	5/31/2010	In Progress
Objectives		
11.2 Review security for access to DocuWare.		
Responsibility		
Assistant Provost, Reconciliation Supervisor, Associate Director		
Action Plans		
1) Review all access to DocuWare.		
Outcomes		
More secure system.		

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