

Office of Student Financial Aid – Mini-Conference 2023

Communications within OSFA

Vanessa Wiest, Communications Manager

May 24, 2023

Agenda

- Communication Priorities
- Communication Cycles
- Financial Aid Offer process
- Student Staff & Communications
- By The Numbers
- Q & A

Communication Priorities

Website Revamp, Analysis, Governance

- Revamp – Updated OSFA website coming soon!
 - Analysis – Use Google Analytics to track traffic, remove pages with no/few hits, address redundancies
 - Governance – Develop maintenance and archival plans
-

Email Analysis

- Keep messages limited to immediate action item
 - Use images to drive action when possible
 - Automate with operational processes
 - Use MAUI or Dispatch reports to identify common populations
-

Reading Level Matters

- Average reading level of 16 to below 12
- Use MS Word to test this for all communications (website, email, handouts, etc)

Communication Cycle for Upcoming Year

- Basic financial aid info included in Admissions outreach to prospective and admitted students
- FAFSA filing campaign
- Automatic emails alerting students and parents of problems with the FAFSA
- Automatic emails to students and parents about missing or incomplete forms
- Financial Aid Offer notification
- Targeted missing form outreach

Communication Cycle for Current Year

- Enrolled hours vs financial aid hours mismatch
- Annual financial aid policy/eligibility reminder
- Excelling @ Iowa outreach
- Past due U-Bill outreach
- Midterm warnings
- Satisfactory Academic Progress alerts
- Scholarship cancellations, appeal option
- Miscellaneous emails throughout the year

Financial Aid Offer Notification

- Overhauled in 2019-20
- Personalized and simplified
- First-Year & Transfer Undergrads
 - Paper Awards (late February-early May)
 - Follow-up emails sent to students and parents one week later
- Emails sent to returning students, graduate and professional students, and parents of dependent students



CONGRATULATIONS!

Dear Herky,

Congratulations on being admitted to the University of Iowa! We are pleased to provide this Financial Aid Offer that includes information about your estimated costs, financial assistance, and the next steps to complete to receive each award. Please contact us if you have any questions as you finalize your plans to join the Hawkeye family!



Brenda Buzynski
Assistant Provost and Director
Office of Student Financial Aid



SCHOLARSHIPS

Scholarships recognize academic achievement and other accomplishments. Some require financial need and cannot exceed the cost of attendance. Log in to MyUI to review the renewal requirements of your scholarship(s). You can also pursue scholarships through private donors, foundations, businesses, or other sources. For future years, please refer to the Iowa Scholarship Portal (scholarships.uiowa.edu) for additional scholarship opportunities.

FEDERAL DIRECT SUBSIDIZED LOAN

Subsidized loans are based on financial need, as determined by your FAFSA. No interest will accrue on the loan while you are enrolled in school at least half-time. The U.S. Department of Education will subtract a small loan fee before the loan is disbursed.

FEDERAL DIRECT UNSUBSIDIZED LOAN

Unsubsidized loans do not require financial need. Interest will accrue on the loan while you are enrolled in school. The U.S. Department of Education will subtract a small loan fee before the loan is disbursed.

FEDERAL WORK-STUDY

Work-Study is based on financial need, as determined by your FAFSA, and allows you to apply for and secure a part-time job that pays you every two weeks. Visit financialaid.uiowa.edu/workstudy to learn more about work-study.

PARENT LOANS

Starting in April, either parent may apply for a Parent PLUS loan for each semester at studentaid.gov. Private lenders also offer parent loans. Credit approval is required for PLUS loans.

PRIVATE LOANS

Private loans are available from a variety of lenders. If you borrow a private loan, you are required to complete private loan counseling with a Financial Aid Advisor. Complete private loan counseling prior to August 1 to avoid delays. Credit approval is required.

→ [FINANCIALAID.UIOWA.EDU](https://financialaid.uiowa.edu)

Herky, here's your 2023-2024 Financial Aid Offer from the University of Iowa

This offer was based on full-time (12 or more hours) of non-resident tuition.

Estimated University of Iowa Expenses

U-Bill and housing contract will list actual charges per semester.

| | FALL | SPRING | ANNUAL |
|---|-----------------|-----------------|-----------------|
| Tuition and fees | \$16,383 | \$16,158 | \$32,541 |
| On-campus housing and food | \$6,308 | \$6,308 | \$12,616 |
| Total estimated amount due to the University of Iowa | \$22,691 | \$22,466 | \$45,157 |

Grants and Scholarships Offered (are not repaid)

| | FALL | SPRING | ANNUAL |
|--|----------------|----------------|-----------------|
| National Scholars Award | \$3,900 | \$3,900 | \$7,800 |
| Elmer Steuck Memorial Schol | \$1,000 | \$1,000 | \$2,000 |
| Forevermore Scholarship | \$500 | \$500 | \$1,000 |
| Total grants and scholarships offered | \$5,400 | \$5,400 | \$10,800 |

Student Loan Eligibility (if accepted, are repaid with interest)

| | FALL | SPRING | ANNUAL |
|---|----------------|----------------|----------------|
| Federal Direct Subsidized Stafford Loan | \$1,750 | \$1,750 | \$3,500 |
| Federal Direct Unsubsidized Stafford Loan | \$1,000 | \$1,000 | \$2,000 |
| Total of loan eligibility offered | \$2,750 | \$2,750 | \$5,500 |

Your Total Annual Expenses

This is what you can expect to pay for the 2023-2024 academic year.

| | |
|--|-------------------|
| Total estimated University of Iowa expenses | + \$45,157 |
| Total grants and scholarships offered | - \$10,800 |
| Total loan eligibility offered | - \$5,500 |
| Your total estimated amount due to UI | = \$28,857 |

Other Estimated Expenses to Plan for

These annual expenses are not billed by the University of Iowa and will vary by student.

| | |
|------------------|---------|
| Books & Supplies | \$950 |
| Personal | \$2,774 |
| Transportation | \$1,292 |

Total \$5,016

Other Resources for College Expenses

Federal Work-Study Eligibility

You may earn up to \$3,500 per year.

Federal Direct Parent PLUS Loan and private student loan

Federal Direct Parent PLUS loans and private loans are not guaranteed, but are additional loan options based on a credit check.

UI Deferred Payment Plan

You can choose to pay your U-Bill in full, or for a \$20 fee, take advantage of the interest-free deferred payment plan and pay in three monthly installments each semester.

→ Visit the Financial Aid To Do List in My UI (myui.uiowa.edu) for your next steps.

Tuition and fees are estimated until they are finalized (typically in July) by the Board of Regents. Financial aid offers are subject to revisions based on federal, state, and institutional regulations. Your offer and charges can change based on academic records, enrolled credits, receipt of assistance from other sources, housing, residency, tuition assessment, and FAFSA changes. Financial aid is applied (credited) to your U-Bill once finalized.

Your offer notification lists the maximum amounts the Office of Student Financial Aid can offer based on your application information.

02/09/2023 - University ID: 01234567

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Your Offer was Based on the Following

| | Fall 2023 | Spring 2024 |
|-------------------|--------------------------------------|--------------------------------------|
| College | College of Liberal Arts and Sciences | College of Liberal Arts and Sciences |
| Classification | First Year | First Year |
| Residency Tuition | Non-Resident | Non-Resident |
| Housing Plans | On campus (1) | On campus (1) |
| Enrollment Hours | 12 or more | 12 or more |

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02/09/2023 - 01234567

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Student Staff and Communications

- **First point of contact aka Office Heroes**
 - Work at the front desk
 - Answer phones
 - Respond to emails
 - See students and families on a drop-in basis



By The Numbers

From July 1, 2022 to May 1, 2023:



Answered 12,691 phone calls



Responded to 13,347 emails



2,599 In-Person drop-in visits



3,186 Zoom drop-in visits

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Questions?

→ [Financialaid.uiowa.edu](https://financialaid.uiowa.edu)



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Communications Manager



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[https://www.instagram.com/
uifinancialaid/](https://www.instagram.com/uifinancialaid/)