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!

Boiska Bozicki
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 (scholarshipportal.uiowa.edu) for additional scholarship opportunities.

FEDERAL WORK-STUDY

Work-Study is based on financial need, as determined by your FAFSA. It 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, other 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

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 nonresident tuition.

Estimated University of Iowa Expenses

<table>
<thead>
<tr>
<th></th>
<th>FALL</th>
<th>SPRING</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and fees</td>
<td>$16,983</td>
<td>$16,198</td>
<td>$33,181</td>
</tr>
<tr>
<td>On-campus housing and food</td>
<td>$6,508</td>
<td>$6,308</td>
<td>$12,816</td>
</tr>
<tr>
<td>Total estimated amount due to the University of Iowa</td>
<td>$22,491</td>
<td>$22,496</td>
<td>$44,987</td>
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</table>

Grants and Scholarships Offered (as not repaid)

<table>
<thead>
<tr>
<th></th>
<th>FALL</th>
<th>SPRING</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Scholars Award</td>
<td>$3,900</td>
<td>$3,900</td>
<td>$7,800</td>
</tr>
<tr>
<td>Birnbaum Stucke Memorial Scholarship</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Foremosters Scholarship</td>
<td>$500</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Total grants and scholarships offered</td>
<td>$5,400</td>
<td>$5,400</td>
<td>$10,800</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>FALL</th>
<th>SPRING</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Direct Subsidized Stafford Loan</td>
<td>$1,750</td>
<td>$1,750</td>
<td>$3,500</td>
</tr>
<tr>
<td>Federal Direct Unsubsidized Stafford Loan</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Total of loan eligibility offered</td>
<td>$2,750</td>
<td>$2,750</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

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: $1,242
- Total: $5,016

Other Resources for College Expenses

- Federal Direct Stafford Loan
- 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 credit.
- UI Deferred Payment Plan

You can choose to pay your UMBI in full or for a $25 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 MyUI (myui.uiowa.edu) for your next steps.

02/09/2023 - University: 01234567
# Herky, here’s your 2023-2024 Financial Aid Offer from the University of Iowa

## Estimated University of Iowa Expenses

<table>
<thead>
<tr>
<th></th>
<th>FALL</th>
<th>SPRING</th>
<th>ANNUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total estimated amount due to the University of Iowa</td>
<td>$22,691</td>
<td>$22,466</td>
<td>$45,157</td>
</tr>
</tbody>
</table>

## Grants and Scholarships Offered

- National Scholar Award: $3,900
- Elmer Steuck Memorial Scholarship: $1,000
- Foremost Scholarship: $500

Total grants and scholarships offered: $5,400

## 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

## Your Offer was Based on the Following

<table>
<thead>
<tr>
<th>Fall 2023</th>
<th>Spring 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>College of Liberal Arts and Sciences</td>
</tr>
<tr>
<td>Classification</td>
<td>First Year</td>
</tr>
<tr>
<td>Residency Tuition</td>
<td>Non-Resident</td>
</tr>
<tr>
<td>Housing Plans</td>
<td>On campus (1)</td>
</tr>
<tr>
<td>Enrollment Hours</td>
<td>12 or more</td>
</tr>
</tbody>
</table>

## Other Estimated Expenses to Plan for

- 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 UBill 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 MyUI (myui.uiowa.edu) for your next steps.
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
Questions?

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Communications Manager
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https://www.instagram.com/uifinancialaid/

Financialaid.uiowa.edu