

Communicating with Students and Parents

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Office of Student Financial Aid THE UNIVERSITY OF IOWA

Agenda

- Organizational Structure Change
- Simplification
- Communication Cycle
- Award Notification
- MyUI
- Q & A

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Organizational Structure Change

- ➔ OSFA reorganized to create a department focused on communications in July 2018
 - Sara Even
 - Alli Schlue
- ➔ Align work with Enrollment Management and Strategic Communications

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Simplification

- ✓ Reading level matters
 - Average reading level of 16 to below 12
 - Use MS Word to test this for all communications (website, email, handouts, etc)
- ✓ Website analysis
 - Use Google Analytics to track traffic
 - Remove pages with no/few hits
 - Address redundancies
- ✓ 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

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Communication Cycle

- ✓ 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
- ✓ Award notification
- ✓ Targeted orientation outreach
- ✓ Targeted missing form outreach

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Communication Cycle

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

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Award Notification

- ✔ Completely overhauled for 2019-2020
- ✔ Personalized and simplified
- ✔ Paper awards sent to first-year and transfer undergraduates with follow-up emails sent to students and parents of dependent students one week later
- ✔ Emails sent to returning students, graduate/professional students, and parents of dependent students

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MyUI

- ✔ Simplified and made more intuitive
- ✔ Generic and personalized instruction options available for missing forms
- ✔ Allows students to upload missing forms securely
- ✔ Color coded for action items

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**Questions?
Contact**

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