Culture Of Evidence

Data Driven Advocacy and Decision Making

Presenter
Michael Dear & Syed Rizvi
Our Role as Manager
Identification and assessment of needs
Tools & Resources needed to establish and communicate our needs
Data Gathering and How can this data help?
Examples of available data
Achieving local results

Discussion Topics
• Definitely know your Financial Aid subject matter
• Be a leader who does his/her homework
• Relationship manager across campus community
• Know how to identify your needs
• Know your audience who will help you get your needs addressed
• Observe how they listen and react to, as their needs are being addressed

Our Role as Manager and Employees
• Board Members
• Executive management
• Campus Community
• Public Info Officer
• Researchers
• Media
• Policy makers,
• Students

Audience Identification
- Comparison Methods
- Annual Reports and data submission
- Surveys
- Legislative Reports

Data Gathering and How can this data help?
• Compare year to year
• Compare to other colleges
• Compare to state-wide numbers
• Compare to other departments
• Dashboard/benchmark
  ◦ Internal goals and objectives

Data Comparison Methods
## Santiago Canyon College
### Yearly Comparison on Financial Aid Awards
#### 2006/2007 through 2009/2010 (In Progress)

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># Applied</th>
<th># of FAFSA's Processed</th>
<th># of BOGW's Processed</th>
<th># of Students Disbursed</th>
<th>Non-BOGW Financial Aid Disbursed or Awarded</th>
<th>BOGW A, B &amp; C Disbursed or Awarded</th>
<th>Total BOGW Financial Aid Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>2,153</td>
<td>2,014</td>
<td>3,142</td>
<td>768</td>
<td>$2,125,866</td>
<td>$723,314</td>
<td>$2,849,180</td>
</tr>
<tr>
<td>% difference from 06/07 year vs. 07/08 year</td>
<td>23.22%</td>
<td>24.28%</td>
<td>13.46%</td>
<td>32.03%</td>
<td>36.07%</td>
<td>12.86%</td>
<td>30.16%</td>
</tr>
<tr>
<td>2007-2008</td>
<td>2,653</td>
<td>2,503</td>
<td>3,565</td>
<td>1,014</td>
<td>$2,905,755</td>
<td>$929,188</td>
<td>$3,834,943</td>
</tr>
<tr>
<td>% difference from 07/08 year vs. 08/09 year</td>
<td>27.14%</td>
<td>29.05%</td>
<td>1.54%</td>
<td>32.05%</td>
<td>40.15%</td>
<td>0.45%</td>
<td>30.53%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>3,373</td>
<td>3,236</td>
<td>3,620</td>
<td>1,339</td>
<td>$4,071,837</td>
<td>$933,324</td>
<td>$5,005,161</td>
</tr>
<tr>
<td>% difference from 08/09 year vs. 09/10 year</td>
<td>39.02%</td>
<td>year in progress</td>
<td>4.25%</td>
<td>year in progress</td>
<td>60.91%</td>
<td>year in progress</td>
<td></td>
</tr>
<tr>
<td>2009-2010</td>
<td>4,689</td>
<td>3,111</td>
<td>3,774</td>
<td>1,047</td>
<td>$5,937,291</td>
<td>$1,561,780</td>
<td>$7,499,079</td>
</tr>
<tr>
<td>% difference from 08/09 year vs. 09/10 year</td>
<td>117.79%</td>
<td>64.40%</td>
<td>20.11%</td>
<td>36.33%</td>
<td>82.41%</td>
<td>year in progress</td>
<td></td>
</tr>
</tbody>
</table>

*Year is still in progress
Still processing aid final dollar figure will vary
CHART DEMONSTRATING APPLICATIONS RECEIVED IN 2006/2007 VS. 2009/2010

Chart Title

- 2006-2007
- 2009-2010

As of 2/13/2010.
These numbers will change significantly by year end.


- EOW A, B & C Distributed or Awarded
- Total EOW & Financial Aid Combined

$2,322,596 $5,987,291 $7,439,079

$233,333 $1,501,738 $2,915,910
• Staffing
  – More staff, protect staffing levels, training
• Efficiencies
  – Imaging systems, programming, computer upgrades
• Expanded services
  – In-reach, Outreach, underserved populations
• Office policies
  – Open counter hours, verification
  – Online access to status and account info
• Media and Community Inquiries

How Data Can Help
Implementation Process

- Start
- Process Mapping
- Team Setup
- Overview Training
- Consulting
- Forms & Reports
- Conversion
- Input Codes into Test Environment
- Documentation
- Testing
- End-user Training
- Live Preparation
- Live Operation

Users get trained here

happy
Appendix A

DATATEL IMPLEMENTATION BACKFILL

ASSOCIATE DEAN of SCC - 100% DEDICATED
(NO BACKFILL)

Will be 100% dedicated to tasks, including
Documenting the setup and troubleshoot
and fix any issue.

Lind available
Grade 12
Computer Analyst

Advisor 100% Datatel TTD

(Dedicated)

Temp Full-Time
Advisor TTD

(Backfill for
Computer Analyst)

Temp Full-Time
Advisor TTD

(Backfill for
Linda)

Linda available
Grade 12
Backfill for
Linda

(Backfill for Linda)

Temp Full-Time
Advisor TTD

(Backfill for
other Advisor)

<table>
<thead>
<tr>
<th>From April ’07 to November ’08</th>
<th>ADVISOR BACKFILL</th>
</tr>
</thead>
<tbody>
<tr>
<td>For 06/07 (3 months) **</td>
<td>$13,341.25</td>
</tr>
<tr>
<td>For 07/08 (12 months)</td>
<td>$62,282.00</td>
</tr>
<tr>
<td>For 08/09 (4 months)</td>
<td>$27,780.00</td>
</tr>
<tr>
<td>TOTAL for project duration</td>
<td>$103,403.00</td>
</tr>
</tbody>
</table>

** Calculation based on one Advisor for the first three months - logically, will be difficult to find two qualified advisors by April ’07.

<table>
<thead>
<tr>
<th>From April ’07 to November ’08</th>
<th>DIFFERENTIAL PAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisor to Backfill for Computer Analyst</td>
<td></td>
</tr>
<tr>
<td>For 06/07 (3 months)</td>
<td>$11,736.00</td>
</tr>
<tr>
<td>For 07/08 (1 month)</td>
<td>$4,704.00</td>
</tr>
<tr>
<td>For 08/09 (3 months)</td>
<td>$12,060.00</td>
</tr>
<tr>
<td>TOTAL for project duration</td>
<td>$38,492.00</td>
</tr>
</tbody>
</table>

TOTAL BY YEAR

For 06/07 (3 months) $11,736.00
For 07/08 (1 month) $4,704.00
For 08/09 (3 months) $12,060.00
GRAND TOTAL for Life of Project $38,500.00
Some Examples and Samples from 08-09 Draft Legislative Report
CURRENT FINANCIAL AID CHECK ORDERED PROCESS
~ Fall 2006 Term ~

Check printing 1st Day 8/23
Ten Business Days

Determine FinAid Eligibility → Award in PowerFaids → Load/Order Check in GLINK → District prints check on Wells Fargo stock

Orange County Department of Education provides stamp and signature

District mails check

Student Receives Check

Total amount of time for a student to receive Financial Aid check is about 3 weeks after start of fall term!!
New Regulations

**Disbursing Federal Student Aid Funds:**
Requires institution to ensure that Pell Grant recipients have resources to obtain books and supplies by the seventh day of payment period.
Typical Kind of Solution 😊

Paper Book Vouchers
Creative Solutions

Provide a real-time, two-way conversation between your campus bookstore and your Software system.

Students use their financial aid and sponsorship funds directly at the bookstore cash register.

OR

School uses ACH or Debit Cards process.
• Purpose
• Early April completion
• Accomplishments
  – 13,000 in-reach and outreach events
  – 76,000 new students served
  – 45.7% increase in # of BOG fee waivers; 147% increase in $$
  – 33.8% increase in # of Pell Grants; 65.2% increase in $$
  – Unduplicated SFA recipients = 891,000; a 46.2% increase
  – Funding to all students in all financial aid programs has increased by over $658 million (73.5 percent) since the base year.

2008-09 Legislative Report
– No COLA or growth for BFAP-SFAA capacity funding
– Admin resources: $40 per student at CCC’s; $77 at CSU’s and $165 at UC’s
– SFA staff = 2,010 in 05-06; Down to 1,748 for 08-09
– CCCs will serve over 1 million financial aid students in 2009-10.
– “Special circumstances” now accounts for up to 50-70% of cases at many colleges
– Disbursements for late applicants delayed by 60 to 90 days

Challenges
Number of BOG Fee Waivers

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Waivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>600,000</td>
</tr>
<tr>
<td>2003-04</td>
<td>650,000</td>
</tr>
<tr>
<td>2004-05</td>
<td>700,000</td>
</tr>
<tr>
<td>2005-06</td>
<td>750,000</td>
</tr>
<tr>
<td>2006-07</td>
<td>800,000</td>
</tr>
<tr>
<td>2007-08</td>
<td>850,000</td>
</tr>
<tr>
<td>2008-09</td>
<td>900,000</td>
</tr>
<tr>
<td></td>
<td>2005-06 Number</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Permanent Employees</td>
<td>1,101</td>
</tr>
<tr>
<td>(Full Time Equivalent)</td>
<td></td>
</tr>
<tr>
<td>Temporary Employees</td>
<td>304</td>
</tr>
<tr>
<td>Students</td>
<td>605</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,010</td>
</tr>
<tr>
<td>Year</td>
<td>Credit Enrollment</td>
</tr>
<tr>
<td>----------</td>
<td>-------------------</td>
</tr>
<tr>
<td>2002-03</td>
<td>2,690,594</td>
</tr>
<tr>
<td>2003-04</td>
<td>2,453,486</td>
</tr>
<tr>
<td>2004-05</td>
<td>2,439,443</td>
</tr>
<tr>
<td>2005-06</td>
<td>2,471,501</td>
</tr>
<tr>
<td>2006-07</td>
<td>2,529,893</td>
</tr>
<tr>
<td>2007-08</td>
<td>2,687,314</td>
</tr>
<tr>
<td>2008-09</td>
<td>2,816,261</td>
</tr>
<tr>
<td>6 year +/-</td>
<td>125,667</td>
</tr>
<tr>
<td>6 year % +/-</td>
<td>4.67</td>
</tr>
<tr>
<td>Year</td>
<td>Unduplicated ISIR Records</td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>2002-03</td>
<td>706,594</td>
</tr>
<tr>
<td>2003-04</td>
<td>760,319</td>
</tr>
<tr>
<td>2004-05</td>
<td>819,894</td>
</tr>
<tr>
<td>2005-06*</td>
<td>859,496</td>
</tr>
<tr>
<td>2006-07*</td>
<td>851,901</td>
</tr>
<tr>
<td>2007-08</td>
<td>881,555</td>
</tr>
<tr>
<td>2008-09</td>
<td>1,031,157</td>
</tr>
<tr>
<td>6-year change</td>
<td>324,563</td>
</tr>
</tbody>
</table>

**Unduplicated FAFSA Applicants (ISIRs)**
Available Data Elements
Aid Types

- Grants: Pell, Cal Grants, SEOG, CARE, BOG Fee Waivers, Other
- Loans: Perkins, Stafford, PLUS, EOPS, Other
- Work Study: Federal, EOPS, State, Cal Works
- Scholarships: Institutional, Other

SFA Expenditures and Allocations

- Institutional
- Federal
- BFAP-SFAA
- Year-to-year allocations
Aid Recipients

- Credit Headcount
  - Base and year-to-year
  - BOG Fee Waiver Recipients
  - BOG Fee Waiver Recipients as %
  - Pell Recipients
  - Pell Recipients as %

- Full-time Students
  - BOG Fee Waivers
  - Pell Grants

- Unduplicated year-to-year
  - Ethnicity
  - Age
  - Gender
- In-Reach
  - Previously enrolled but un-served
- Outreach
  - FA recipients not previously enrolled
- Ethnicity, age and gender breakdowns

- Staff Levels
  - Full-time
  - Part-time
  - Students

- Expenditures by Category – staff vs other
• Review final legislative report
• Earmark comparison data
• Conduct self-evaluation of performance
• Define your objectives
• Reach out to colleagues for written examples
• Build your case
  – Accomplishments
  – Challenges
  – Recommendations
• Contact CCCCCO for additional data

Achieving Local Results
Questions:
THANK YOU!!!!!!!

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Specialist, Student Financial Aid Programs
California Community Colleges Chancellor's Office
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Email: mdear@cccco.edu

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ENJOY THE REST OF THE CONFERENCE