

<i>Link to Strategic Plan</i>	<i>Outcome</i>	<i>Assessment/ Measures and Target Performance Levels</i>	<i>Strategies to Achieve Target Performance Level</i>	<i>Result: Data results</i>	<i>Analysis</i>	<i>Action Plan</i>
3.3	Ensure high level of student satisfaction with student Financial Services.	80% Satisfaction	Student Survey to be implemented by 2/15/17, improvement plan to be developed based on responses if needed	97% Satisfaction	Survey was completed and given to students beginning in March 2017. Five areas of service were measured, with their individual ratings shown below: Courtesy-97.25%; Promptness - 96.0%; Knowledge - 97.0%; Problem Resolution - 97.78%; and Payment Options - 95.76%. The average rating across all categories was 96.76%.	An additional service area will be added to the 2017-18 survey: quality of information on web site. Student Financial Services will also focus on improving the availability of payment options by analyzing the current options. Research will be done to explore and understand industry trends and options at peer institutions, their effectiveness, and their potential for use at NJCU.
3.2	Increase student collections prior to 3rd Party Placement (Fall)	\$5,000	Increased outreach utilizing strategic messaging to students with past due balances	\$174,417	Increased outreach to students with past due accounts utilizing aggressive phone call and paper bill campaigns. Created a new internal monthly payment plan option so students have a customized payment option over time, avoid being placed with an outside collection agency, while staying compliant with the Truth in Lending Act.	Continued customization of payment options and targeted, more frequent outreach. Improvement on cash collected during semester will hopefully result in less student accounts needing the precollection process, so 17-18 targets are lower.
3.2	Increase the number of students on payment plans (Fall)	1,575	Improve communication of plan availability to incoming and current students via website, mailings, open houses, etc.	1,484	New payment plan options were created this year to accommodate students with late enrollment or those who needed additional time to make payment.	Continue to evaluate payment options made available to students to assist with the payment process for the next academic year.
3.2	Increase amounts paid on payment plans (Fall)	\$3,045,000	See defaults below	\$4,295,298	New payment plan options were created this year to accommodate students with late enrollment or those who needed additional time to make payment	Continue to evaluate payment options made available to students to assist with the payment process for the next academic year.
3.2	Reduce amounts defaulted on payment plans (Fall)	\$100,000	Reduce # of defaults through student/parent financial counseling and budget planning at the time of enrollment.	\$150,828	Default rate remained close to historical norms. While the number of students who defaulted rose, the dollar	Earlier outreach to students who default along with better reporting and system processing of holds for students in default

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					amount owed dropped. This occurred while enrollment for the University and in the payment plan increased.	
3.2	Reduce the number students defaulting on payment plans (Fall)	60	Reduce # of defaults through student/parent financial counseling and budget planning at the time of enrollment.	99	Default rate remained close to historical norms. While the number of students who defaulted rose, the dollar amount owed dropped. This occurred while enrollment for the University and in the payment plan increased.	Earlier outreach to students who default along with better reporting and system processing of holds for students in default
3.2	Reduce the percent of students defaulting on Payment Plans (Fall)	3.8%	Reduce # of defaults through student/parent financial counseling and budget planning at the time of enrollment.	6.7%	Default rate remained close to historical norms. While the number of students who defaulted rose, the dollar amount owed dropped. This occurred while enrollment for the University and in the payment plan increased	Earlier outreach to students who default along with better reporting and system processing of holds for students in default