

Link to Strategic Plan	Outcome	Assessment/ Measures and Target Performance Levels	Strategies to Achieve Target Performance Level	Result: Data results	Analysis	Action Plan
Goal 2, Objective 3	Introduce all new students to Financial Aid TV literacy campaigns and achieve at least 1,000 views.		<ul style="list-style-type: none"> Embedding FATV videos throughout university website Including links to specific FATV content within email and text campaigns Campus ads, signage, Strandvision Handouts at Financial Aid service window 	OUTCOME MET: One year after the implementation of FATV, 1,257 videos viewed by new students.	The met our annual goal but there is much more that can be done with the video content. We contracted for limited number of core FATV video content. It is possible that we can do better if we expanded our contract to broader video content and made more videos available in Spanish. FATV also has a module focused on Satisfactory Academic Progress which would likely expand the viewership of content.	Explore expanded contract with FATV. Continue current strategies.
Goal 2, Objective 3	Launch at least one financial aid literacy campaign per week (52).		<ul style="list-style-type: none"> Use the Hobsons CRM to manage informational email campaigns Use Mongoose text messaging platform to manage deadline driven campaigns 	OUTCOME MET: 126 CRM campaigns were launched that were focused financial and financial aid literacy.	We exceeded our target outcome for this year in great part because of the dedicated enrollment communications staff person as well as weekly collaborations between financial aid and bursars office.	Continue strategies from current year.
Goal 3, Objective 2	Increase the number and percentage of FAFSAs filed by 5%		<ul style="list-style-type: none"> Hobsons CRM email campaigns Mongoose Text message campaigns Campus signage Handouts Individual and group counseling sessions 	OUTCOME MET PARTIALLY: The number of FAFSAs filed increased by 5.9% from 2015 to 2016, (5324 in Fall 2015 to 5642 in Fall 2016) The number of students who filed FAFSA as a percentage of the total undergraduate student population grew by only 0.4%	While we technically met our outcome target, there is much room for improvement here. This was somewhat a learning year in which we baselined our new efforts to improve FAFSA filing rates. We now have a better sense of how to target our outreach efforts next year to improve filing rates even further.	Continue strategies from current year. But, we will start campaigns earlier than this year.
Goal 2, Objective 3	Increase total Pell grant funding available to students by \$1 million		<ul style="list-style-type: none"> Phone, Email, and text outreach to eligible students regarding critical deadlines 	OUTCOME MET: Total Pell grants increased from \$16.1 million in Fall 2015 to \$17.7	Increased enrollment was the primary driver in the increased Pell funding to the university.	Continue with current strategies. Explore ways to engage more staff across the

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Goal 3, Objective 2			<ul style="list-style-type: none">Focus on students selected for Verification (usually between 25-30% of student body)Advising students to enroll full time	million in 2016, a 18.2% and 1.6 million increase.	Increase FAFSA filing rate also made it possible for more students to receive Pell. Outreach with FA literacy information seems highly effective to help students better understand processes.	enrollment management division in outreach. The number of humans conducting outreach has a huge impact on our ability to support students through these processes.
Goal 2, Objective 3 Goal 3, Objective 2	Increase total Tuition Aid Grant funding available to students \$1 million		<ul style="list-style-type: none">Phone, Email, and text outreach to eligible students regarding critical deadlinesFocus on students selected for Verification (usually between 25-30% of student body)Advising students to enroll full time	OUTCOME MET: New Jersey Tuition Aid Grants (TAG) increased from \$11.3 million in 2015 to \$13.4 million in 2016, a 9.5% and \$2.1 million increase.	Increased enrollment was the primary driver in the increased TAG funding to the university. Increase FAFSA filing rate also made it possible for more students to receive Pell. Many continuing students were completely unaware of the TAG filing deadline.	Continue with current strategies. Explore ways to engage more staff across the enrollment management division in outreach. The number of humans conducting outreach has a huge impact on our ability to support students through these processes.