

**Plan 2008 Phase II Programs & Initiatives
Outcomes Reporting Form
January 2007**

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| Your Institution: University of Wisconsin Oshkosh, Financial Aid Office | |
| Program/Initiative: Project Alpha | Year Established: 2005 |
| Target Audience (check all that apply): Administration: <input type="checkbox"/> Faculty: <input type="checkbox"/> Academic Staff: <input type="checkbox"/> Classified Staff: <input type="checkbox"/> Students: <input checked="" type="checkbox"/> Campus Community: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify: | |
| Race/Ethnic Groups Affected by this Program/Initiative (check all that apply): African American/Black: <input checked="" type="checkbox"/> American Indian: <input checked="" type="checkbox"/> Latino/Hispanic: <input checked="" type="checkbox"/> Southeast Asian: <input checked="" type="checkbox"/> Other Asian: <input type="checkbox"/> European American: <input type="checkbox"/> Other: <input type="checkbox"/> If other, please specify: | |
| Cost of Program/Initiative: \$5,200 | Funding Sources: UW Oshkosh Diversity Council |
| Description: The proposed approach is holistic. Several systems provide opportunity for study and calculable outcomes. These systems include: relationship management from a community, cultural perspective, best management practices, impact of internal and external financial resources, policy and procedural functions, and success marketing (promoting a sense of support and perspective for development opportunities). | |
| Point Person(s): Michael White | Department/Unit(s): Financial Aid Office |
| Departments/Units/Groups Involved: Financial Aid Office | |
| Goals & Expected Outcomes: Evaluate our system processes relating to the delivery of services/Make quick fixes-register longer range/term adjustments. Encourage on-time financial aid application process marketing/Timely reception of aid funds, allows time for additional aid strategies, ability to begin semester with reduced financial worries. Community relationship management in communities where students come from/Identify and educate parent-student support networks, develop a sense of trust from students. Best practices research/Learn creative ways to address achievement concerns from financial aid perspectives. Financial Management Program Initiative/Provide resource and educate students to best handle financial affairs. Research impacts of internal and external financial resources/Determine how to strategically use resources to stimulate and encourage high academic achievement. Success marketing/Managing peer successes publicity designed to stimulate and encourage high academic achievement, and creating media events for development opportunities. | |
| Actual Measurable Outcomes for Plan 2008 Goals, Including Impact on Enrollment, Retention, and/or Graduation, and/or long term potential thereof- Encouraging An On-time Financial Aid Application Process (Recruitment and Retention) Sampling of Office of Academic Support Program students revealed that 49% (in 2004) of the minority student population did not apply on-time, resulting in an increased of targeted efforts (including presentations at student group meetings, extra work hours of assistance, and development of strategies between Financial Aid, Admissions, and Academic Support personnel – targeted workshops, visits to community areas, local assistance in forming Oshkosh North High School African American student group-conneting them with UW Oshkosh Pre-College Programs and Black Student Union student organization), to encourage applying on-time. | |

Targeted emails and other intervention strategies (group presentations, additional financial aid workkshops) in January 2005 resulted in a 15% increase of on-time applicants for the 2005-2006 academic year and 13% in 2006-2007. Making additional contacts through student of color organizations, working with Academic Support and Trio Departments, also working with the Admission staff who continue to provide a support mechanism for several of the continuing students of color, are strategies designed to build an environment that exhibits support in recruiting and retaining students.

Managing Our Communities Through Relationships (Recruitment)

This movement has produced a greater colaboration within the student of color support environment at UW Oshkosh. The Financial Aid Office has stimulated the relationships with our Admissions Office in support of their recruitment efforts, with the Office of Academic Support and Diversity in their recruitment and retention efforts, with the Aademic Advising Office and Registrar Offices, and other offices on campus. Our collective objectives are to recruit, retain, and assist each other when students need our help and support. The communication between our offices have improved.

The results include, trusting an admissions counselor to answer technical financial aid questions will probably continue. It can be difficult to duplicate peer ethnicity, however trust of other staff support has improved (more students of color are coming directly to financial aid or are directed by our colleagues).

The results also include conducting financial aid forums for entering and continuing students in areas where they live (Milwaukee, across the State – College Goal Sunday initiative, and on-campus target workshops). We have been successful at directing students to these opportunities to stimulate not only the on-time application initiative, also to provide the prospective students with additions recruitment and retention support contacts.

The movement also allowsfor connetions with organizations outside of the University (Oshkosh Diversity Council, Diversity Circles, and Arts Organizations). These connections have resulted in a new African American Student Organization forming at Oshkosh North High School – Imani. This group has attended the Oshkosh Business Expo, the Martin Luther King Diversity Dinner, and a University of Wisconsin Oshkosh Jazz Band event, where they have served as ushers. The high school collective provides a rich group for our Pre-college Programs Office to encourage early to consider UW Oshkosh (and even college success in general).

Intersections Across Plan 2008 Goals: Please see section above.

Assessment Practices and Program Changes in Response to Challenges: Continue to develop short and long range measures that will assist in determining the impacts of direct contact with student of color organizations – The objective is to continue to build trust wit our Office.

Prepared by: Michael White

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