

HOUSTON COMMUNITY COLLEGE

**SUPPORTING STUDENTS
USING A COLLABORATIVE
AND COMPREHENSIVE
SET OF FINANCIAL AID**

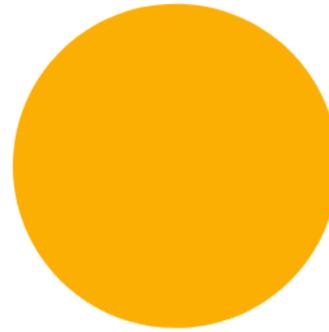
SERVICES FINANCIAL AID IS COMPLICATED –
CREATE CLARITY THROUGH COMMUNICATIONS



Presented By:

JoEllen Price, Executive Director

Tricia Berish, Communications Coordinator



FINANCIAL AID 2015-2020



- Dedicated staff member for communications
- Dedicated staff for IT
- PeopleSoft
- Online forms
- Case-load management process
- Team-lead positions
- Email communications
- Student resolution center
- Financial literacy staff positions
- Financial Aid Leadership Team

ENTER COVID-19 | MARCH 2020

- Transitioned to virtual service overnight & had to cover more servicing bases
- In-person advising to virtual advising
- Incorporated the Zoom Lobby – transformed how we service students
- Setup Dropbox locations for print forms
- Increased social media presence
- Had to adapt and remain flexible as things kept changing
 - Signature waivers
 - Verification
 - Emergency funding – automated the self-service request forms in PeopleSoft
 - In-person and remote fluctuating expectations from college



SEPTEMBER 2020 - PRESENT



- Chatbot
- Focus on graphics
- Web presence
- Trellis Partnership
- Student Lifecycle Toolkit
- Continuous improvement of internal communication

CHATBOT

- 24/7 Automation
- General Knowledge-base & Videos
- Custom Questions
- Immediate Answers
- Analytics

× Ask Sunshine

Hi. I'm Sunshine the chatbot. Ask me 1 question at a time to learn about financial aid and career services. For more detailed information contact our advisors [here](#).

student loans

There are two loan options for students:

1. Federal Student Loans are guaranteed by the government. Students apply using the [FAFSA](#).
2. Private Loans are funded by banks and other lending institutions. To apply for a private loan, contact the lending institution directly.

Watch this video for more information on the different types of federal student loans that are available.

Types of Federal Student Loans

Types of Federal Student Loans 00:52

Suggestions 7 Videos 4 Links 4

Ask a question

× Ask Sunshine

Hi. I'm Sunshine the chatbot. Ask me 1 question at a time to learn about financial aid and career services. For more detailed information contact our advisors [here](#).

HCC Path to Profession Program

The Path to Profession Program is a new initiative through the Department of Education that allows students to receive Federal Work-Study funds for career-related positions (internships, clinical rotations, student teaching, etc.). Beginning Spring 2021, students will be able to participate in either Traditional Work-Study or the Path to Profession Program. To find more information about this program visit, [\[http://hccs.edu/path2profession\]](http://hccs.edu/path2profession).

× Ask Sunshine

Hi. I'm Sunshine the chatbot. Ask me 1 question at a time to learn about financial aid and career services. For more detailed information contact our advisors [here](#).

How do I apply for the CARES Act Emergency Grant?

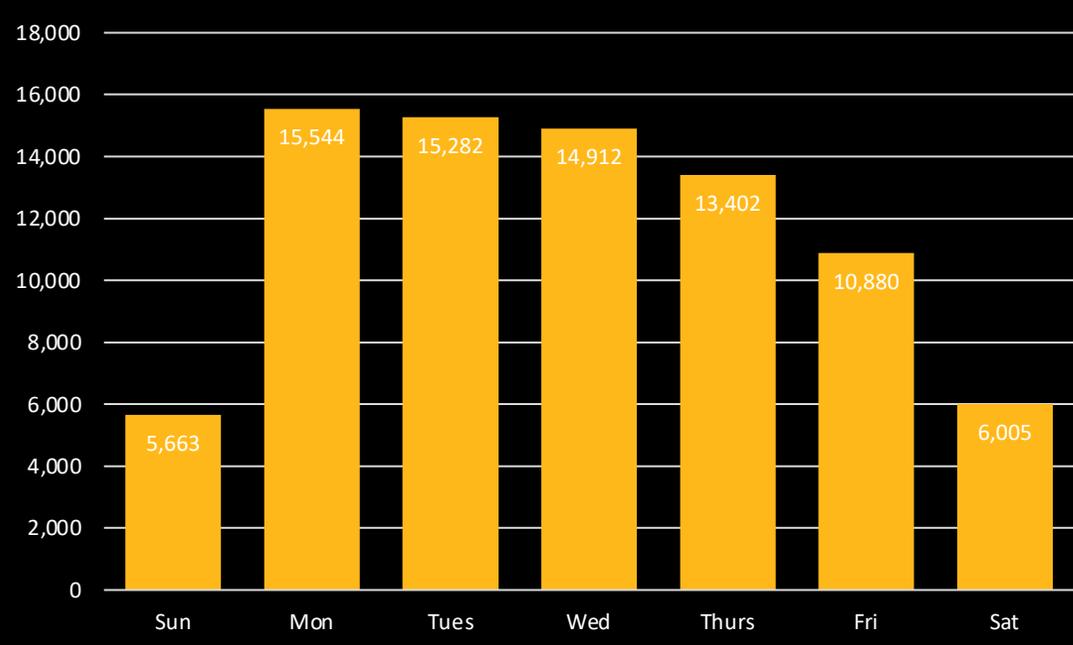
The online form to request assistance from the CARES Act Funds is now open to **eligible students**. If you are eligible to receive this funding follow these steps to request it:

- Log into your HCC MyEagle Student Sign-In account.
- Click on the Eagle Financial Aid Tile – Bottom of Screen.
- Click on the Federal Emergency Cash Grant – Right Side of Screen.
- Complete the form and submit.

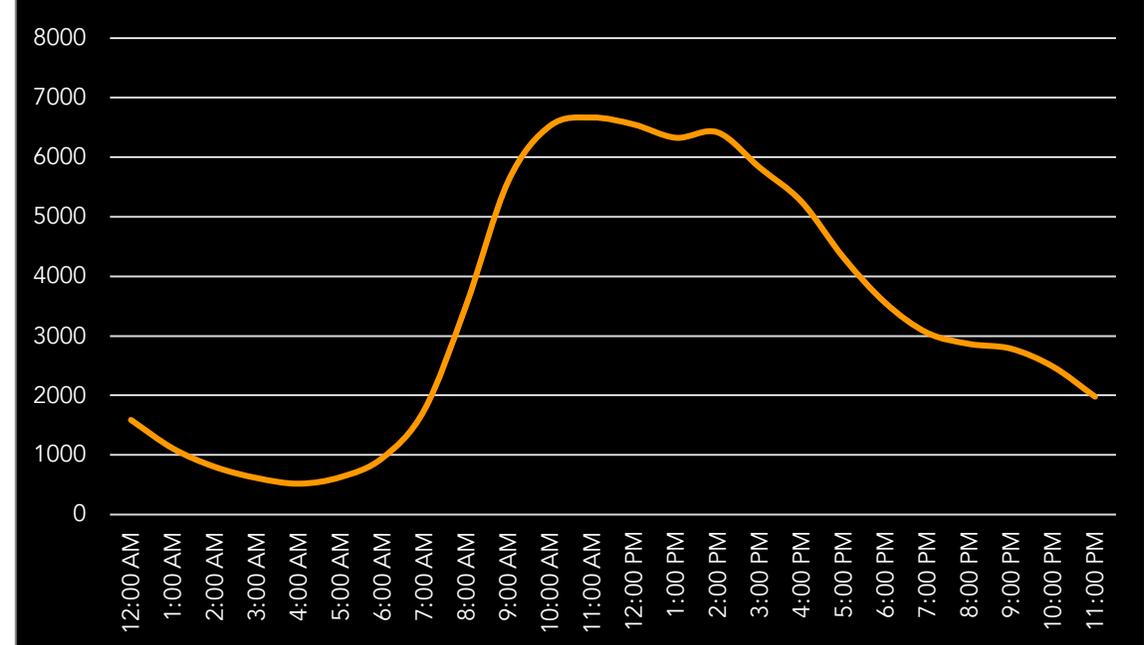


CHATBOT| 24/7 AUTOMATION

Conversations By Day



Interactions Per Hour





SHIFTING FOCUS

Example: Work-Study

SUBJECT: Apply for Work-Study Positions Now!

Dear `fld_NAME_DISPLAY(fld_COMMON_ID)`,

You are eligible to participate in the HCC Work-Study Program and the Path to Profession Program! We are excited to announce that there are plenty of open positions and funding available for students who qualify. Visit the [HCC Careers](#) webpage to view all open positions, both in-person and remote positions are available (on and off-campus).

With a Traditional Work-Study financial aid award, students can:

- Work part-time on-campus or off-campus
- Work up to 19.5 hours per week
- Earn \$13.00 per hour (*Work-Study award is not a lump sum payment but earned in biweekly checks*)

With a Path to Profession Work-Study financial aid award, students can:

- Work part-time on-campus or off-campus
- Work up to 40 hours per week
- Earn \$15.00 per hour (*Work-Study award is not a lump sum payment but earned in biweekly checks*)

To qualify for Work-Study at HCC students must:

- Accept Work-Study award by [clicking here](#) to login to the Student System
- Be a degree-seeking student or enrolled in an eligible certificate program
- Be enrolled in at least six credit hours throughout the term of employment. *Audit classes do not count*
- Must not owe a repayment or be in default under any state or federal grant or loan program
- Maintain [Satisfactory Academic Progress](#)
- Pass HCC background check

Get familiar with the application process & learn what you'll need to apply by visiting the [FA Work-Study](#) webpage.

If you have not been awarded Traditional Work-Study, you can request it by filling out a [Revision Request Form](#).

WE ARE HERE TO HELP

Please note that although jobs are not guaranteed, we are here to support you throughout the process. For more information about the different types of work study programs and process, please visit, www.hccs.edu/workstudy. If you have questions about your hiring status and/or award status, please contact your Campus Coordinator Contact at, hcc.workstudy@hccs.edu.

Thank you for choosing Houston Community College!
HCC FA Office



**TRADITIONAL
WORK-STUDY
POSITIONS
AVAILABLE**

To find information on open positions and eligibility requirements visit:

hccs.referrals.selectminds.com/workstudy/

HCC Financial Aid Office | hcc.workstudy@hccs.edu | (713) 718-2000

**FIND YOUR WORK-STUDY
POSITION FOR SPRING 2022!**



hccs.referrals.selectminds.com/workstudy/

HCC Financial Aid | hcc.workstudy@hccs.edu | (713) 718-2000

HOUSTON COMMUNITY COLLEGE

**HCC
RAISES
WORK-
STUDY
WAGE**



Students earning wages through work study will now be making **\$13 per hour** as HCC strives to ease the financial burden students have continued to face since early 2020.

Financial Aid Office | hcc.workstudy@hccs.edu | (713) 718-2000



**TRADITIONAL
WORK-STUDY
POSITIONS
AVAILABLE**

Eligible students can earn and learn with Traditional Work-Study opportunities!

-  Secure part-time positions on or off campus
-  Work up to 19.5 hours per week
-  Earn \$13.00 per hour!

hccs.edu/workstudy

FA Office | fa.aid.district@hccs.edu | (713) 718-2000





Earn & Learn with:

**TRADITIONAL
WORK-STUDY**

→ hcc.edu/workstudy

**HCC WORK-STUDY
PROGRAMS**

EARN & LEARN WITH WORK-STUDY!

hccs.edu/workstudy



HOUSTON COMMUNITY COLLEGE
Financial Aid Office | hcc.workstudy@hccs.edu | (713) 718-2000

SOCIAL MEDIA



RECEIVE GRANT FUNDING FOR FALL 2021

TEXAS RESKILLING GRANT

The Texas Reskilling Grant Program aims to support displaced Texas workers impacted by the COVID-19 pandemic who need to learn new skills or further develop current skills in order to return to the work force and Texas students who were previously attending HCC for a certificate or degree but have not completed it.

hccs.edu/texasreskilling

HCC is apart of the Texas Reskilling Grant Program-dedicated to providing support to displaced Texas workers, impacted by COVID-19, who need to learn new skills or further develop current skills in order to return to the work force. #FinAid #ReskillingGrant



Work-Study Positions Available

FALL VIRTUAL WORK-STUDY JOB FAIR

Date: September 10, 2021
Time: 10:00 AM - 2:00 PM
Location: Virtual MS TEAMS

FA will be hosting a virtual Work-Study (WS) job fair on September 10, 2021. Students who are eligible for WS, who are interested in participating in the program, should register for this virtual event. This virtual job fair will allow students to begin the hiring process by conducting interviews with companies looking to hire WS students.

Get familiar with the application process & learn what you'll need to apply by visiting the FA Work-Study webpage at hccs.edu/applying-and-paying/financial-aid/work-study/.



USE THE QR CODE TO REGISTER



HCC job fairs not only put you in the same room as organizational partners looking for work-study students, but also give you the opportunity to interview and begin the onboarding process that very day! Use the QR code to register! #FinAid #WorkStudy #JobFair



FILL OUT YOUR 2022-2023 FAFSA FOR FALL 2022 & SPRING 2023

USE YOUR PHONE

USE YOUR COMPUTER

<https://studentaid.gov/h/apply-for-aid/afsa>

Financial Aid Office | finaid.district@hccs.edu | (713) 718-2000



Students can file their FAFSA applications on a computer, or on their phone! HCC encourages all students to take the first step in securing aid for college costs and file a FAFSA application. #FAFSA #FinAidFeb



FLYERS



HCC EAGLE PROMISE PROGRAM

EARN YOUR DEGREE FOR FREE!

hccs.edu/freedegree finaid.district@hccs.edu



EAGLE PROMISE

OUR PROMISE:

If your federal and state grants and scholarships don't cover the cost of an eligible degree or certificate at Houston Community College (HCC), Eagle Promise dollars will. Through the HCC Eagle Promise Program, your tuition, fees and a book allowance of up to \$500 are covered each semester!

Eagle Promise students will also receive:

- Support from financial coaches to help them complete their degree or certificate program debt free.
- Priority registration beginning the second semester of attendance.
- Academic, career and transfer counseling to help them reach their career goals.
- Access to activities, support services and events to help them finish strong.

QUALIFICATIONS:

- Graduate high school in the Spring and enroll at HCC in the Fall of the same year.
- Be a Texas resident who resides in a HCC taxing district.
- Have high school GPA of 2.0 or higher.
- Submit FAFSA or TASFA application.
- Meet financial need requirement (EFC less than \$10,000).
- Start classes for eligible program the Fall semester after high school.
- Enroll in at least 9 semester credit hours each semester by the Official Enrollment date.

APPLY TODAY:

- Review Eagle Promise qualifications.
- Submit a Houston Community College admissions application at hccs.edu/apply.
- Submit a FAFSA Application. Undocumented students who are eligible for state financial aid funds should submit a TASFA application. Visit hccs.edu/financialaid for details.
- Complete Eagle Promise application and commitment form at hccs.edu/freedegree

TUITION FEES BOOKS

HCC does not discriminate on the basis of race, color, religion, sex, gender identity and gender expression, national origin, age, disability, sexual orientation, or Veteran status. The following person has been designated to handle inquiries regarding the nondiscrimination policies: David Cross, Director, EEO, 504, & Title IX Coordinator, 3100 Main Street, Houston, TX 77002, 713.718.8271 or Institutional.Equity@hccs.edu

DIGITAL SIGNAGE

CONTACT FINANCIAL AID



IN-PERSON

Visit a Financial Aid Office
at a campus near you!

→ hccs.edu/contactfinancialaid



ZOOM LOBBY

hccs.edu/financialaidcontact



CALL

(713) 718-2000
Option 2



EMAIL

financialaid.district@hccs.edu



FINANCIAL COACHING SESSION



hccs.edu/financialcoach

Make your
appointment →

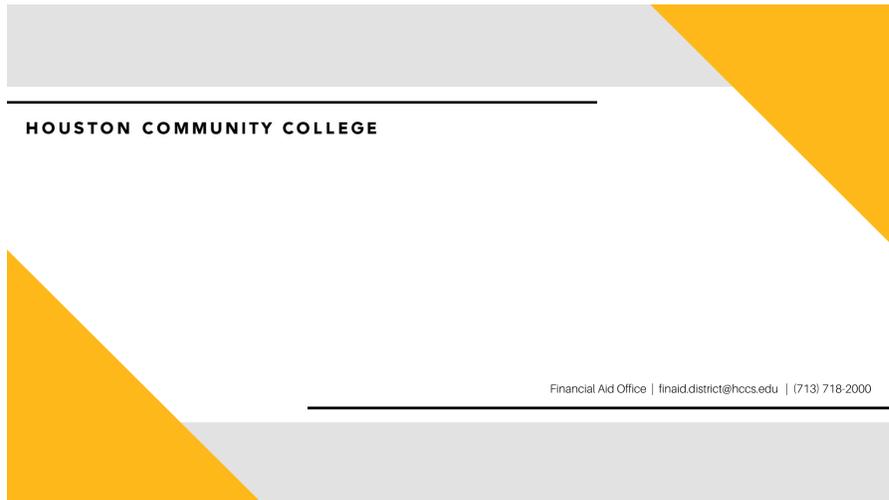
Speak with a
financial coach →

Learn financial
literacy! →

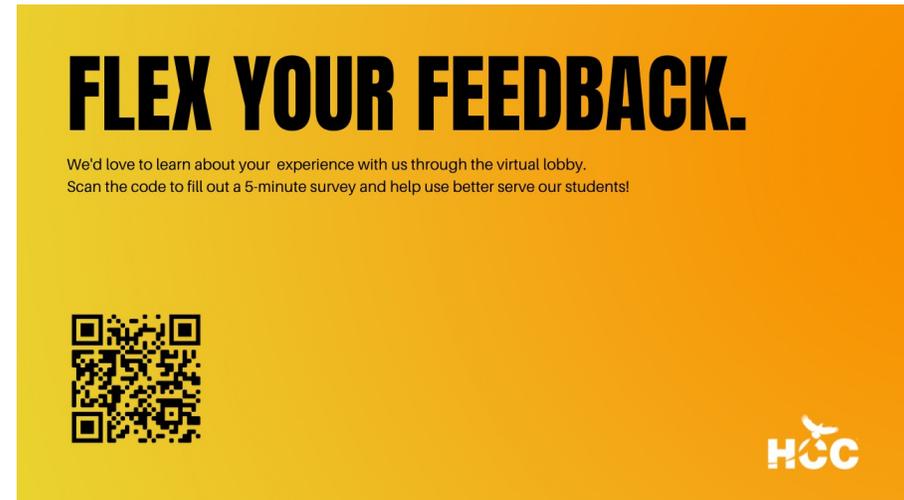


VIRTUAL BACKGROUNDS & PRESENTATION TEMPLATES

POWERPOINT TEMPLATES

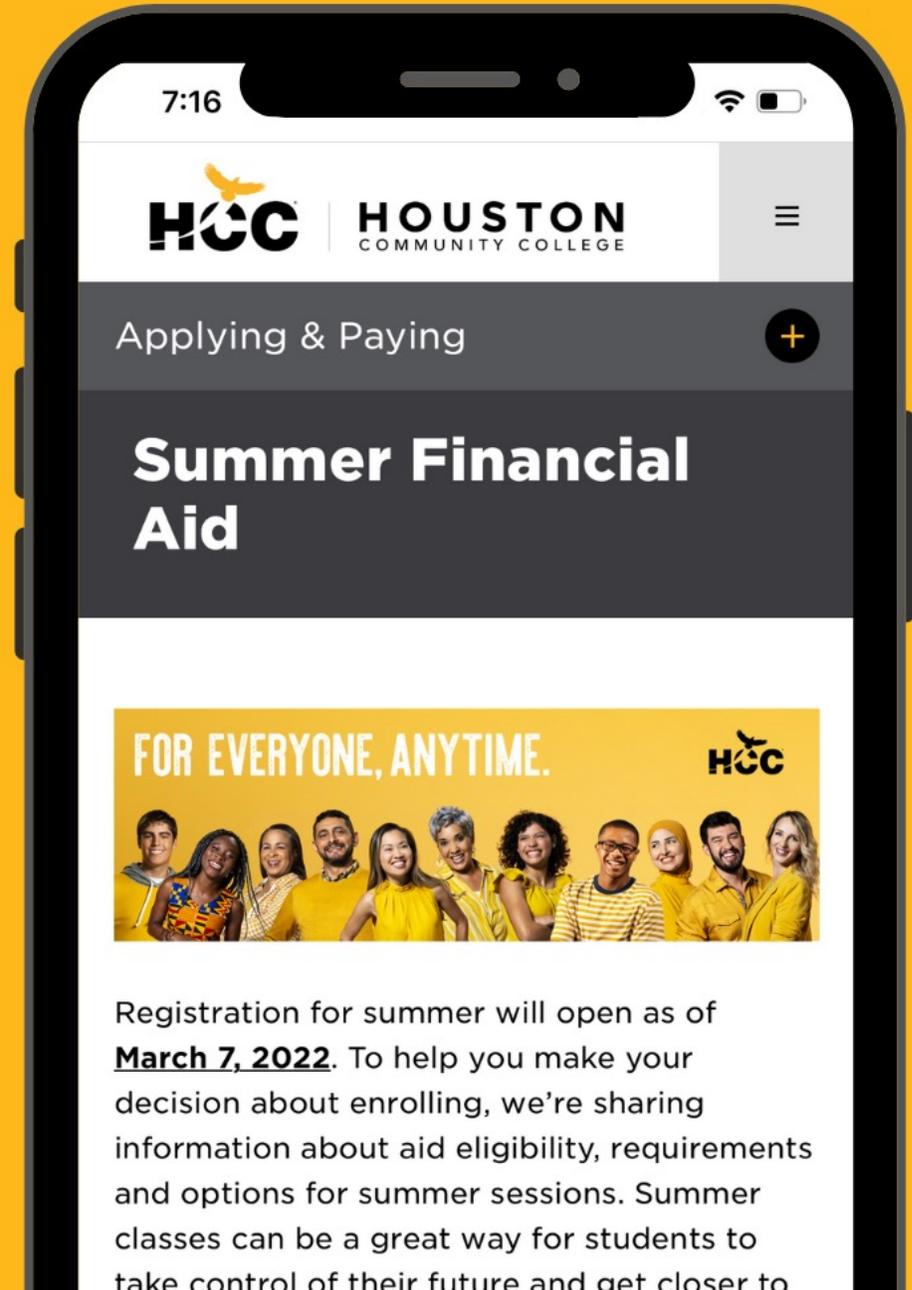


VIRTUAL BACKGROUNDS



WEBSITE

- Organize pages
- Limit text
- Google Analytics
- Vanity Links





TRELLIS

- Text Messages
- Phone Calls
- Survey's

HCC PARTNERS WITH TRELLIS COMPANY



Trellis Company is a trusted partner, affiliated with the U.S. Department of Education, who has partnered with HCC to improve message flow to students. Trellis operates as a catalyst to get important messages to students about enrollment, financial aid, programs, resources, and associated deadlines.

Financial Aid | finaid.district@hccs.edu | (713) 718-2000 Student Services | student.info@hccs.edu | (713) 718-2000





CALL CAMPAIGNS

HOUSTON COMMUNITY COLLEGE

2021 STATS

CALL CAMPAIGNS

There have been 6 call campaigns completed since HCC began partnering with Trellis Company in early August 2021.

CALLS CONDUCTED

HCC has been able to make contact with students through nearly **120,000** calls on behalf of the Trellis call center. These calls let students know important information related to their accounts.

STUDENTS SPOKE TO

Throughout the call campaigns, Trellis spoke directly with nearly **15,000** students to date. These direct conversations help students complete steps to keep them enrolled and allow them to get their questions answered immediately.

TOPIC: FAFSA

DATE: 02/25/22

CALL SCRIPT:

Hello. This is Trellis Representative calling on behalf of Houston Community College. Is Student Name available? This call may be monitored or recorded for quality assurance purposes. If the call drops, may we call you back?

Good Morning/Afternoon Student Name. We are calling to let you know that the 2022-2023 FAFSA is still open. If you would like to apply for federal financial aid for the next school year, you need to fill out the 2022-2023 FAFSA. Have you completed your FAFSA yet?

Y: Great, thank you! If you did not list Houston Community College on the application, you can log back in and do so using HCC's school code 010422. After it is processed, the financial aid office will let you know if they need any additional information from you. If you have any questions, please contact finaid.district@hccs.edu or call 713-718-2000 option 2. Thank you for taking the time to speak with me today.

N: Please fill out the application as soon as possible and be sure to use Houston Community College school code 010422. You can complete the FAFSA at studentaid.gov. After it is processed, the financial aid office will let you know if they need any additional information from you. If you have any questions, contact finaid.district@hccs.edu or call 713-718-2000 option 2. Thank you for taking the time to speak with me today.

DATA:

Population | 2,682 students

Spoke to Student | 783

Voicemail | 1,295

Unreachable Students | 192

Students Requesting Further Assistance | 28



TEXT CAMPAIGNS

HOUSTON COMMUNITY COLLEGE

2021 STATS

TEXT CAMPAIGNS

There have been **43** text campaigns completed since HCC began partnering with Trellis Company in early August 2021.

TEXT MESSAGES SENT

HCC has been able to make contact with students through nearly **578,000** text messages. These messages let students know important information related to their accounts.

STUDENT REPLIES

Throughout the text campaigns, Trellis received nearly **37,000** reply engagements from students with requests for more information or otherwise acknowledgement of the information provided.

TOPIC: FAFSA

DATE: 02/01/2022

TEXT MESSAGE CONTENT:

Hi first name! This is HCC with an important message! If you are planning to attend the Fall 2022 or Spring 2023 semesters, please file your 2022-2023 FAFSA. Delaying this step will delay your financial aid. Use school code 010422. Do you need the link to submit your FAFSA? (Please reply yes or no)

Y: Here it is: <https://studentaid.gov/h/apply-for-aid/fafsa>. Please contact the Office of Financial Aid at 713-718-2000 option 2 if you have any questions.

N: Thank you for letting us know. Please contact the Office of Financial Aid at 713-718-2000 option 2 if you have any questions.

DATA:

Population | 41,217 students

Student Replies | 467

Unreachable Students | 673



SURVEY'S

The stop-out and re-engagement survey was conducted from November 1-22, 2021.

Surveys were sent to 18,355 former students, of which 747 responded for a response rate of 4.1 percent.

Not including open-entry response items, 92.8 percent of respondents completed all questions.

METRICS

POPULATION	18,355 students
RESPONSES	747 students
RESPONSE RATE	4.1%
COMPLETION RATE	92.8%

REASONS FOR LEAVING HCC

Personal Financial Issues	52%
Financial Aid Issues	44%
Family/Personal Reasons	35%
Employment Conflicts	31%
Academics	25%
Health Reasons	15%
Course/Major Offerings	12%
Transferred or Intend to Transfer	11%
Institutional Services	9%

IMPROVED INTERNAL COMMUNICATION

Financial Aid Awareness Month

 tricia.berish
To **Fa Community**

Retention Policy Enabled Hcc 4y (4 years) Expires 1/27/2026

Thu 1/27/2022 3:03 PM

← Reply ← Reply All → Forward  

 FAFSA Benefits_Enroll_COMM_1.25.22.rtf 103 KB	 FAFSA Resources_COMM_1.25.22.rtf 81 KB	 Financial Coaches_COMM_1.25.22.rtf 76 KB
 HCC_COMM_StudentLoanRepayment_1.25.22.docx 25 KB	 Steps to Securing WS_COMM_1.25.22.rtf 88 KB	 Types of Aid_COMM_1.25.22.rtf 88 KB
 UpcomingDeadlines_COMM_1.25.22.rtf	 WithdrawAffectFA_COMM_1.25.22.rtf	

Good afternoon,

In honor of Financial Aid Awareness month beginning in February, Financial Aid will be distributing email communications and corresponding social media posts on important topics to our students. Please see below for more details.

Week 1 (January 31 – February 4)

- **FAFSA** communication & social post
- **Types of Aid** communication & social post

Week 2 (February 7-11)

- **Student Loan Repayment** communication & social post
- **Work-Study** communication & social post

Week 3 (February 14-18)

- **Financial Coaches** communication & social post
- **Upcoming Deadlines** communication & social post

Week 4 (February 21-25)

- **FAFSA Resources** communication & social post
- **Withdrawal** communication & social post

Please let me know if you have any questions regarding these topics.

Thanks and have a great day,

Tricia Berish
Communications Coordinator, Financial Aid Office
Houston Community College
(713) 718-2173
hccs.edu/financialaid

Giving staff a chance to be prepared for increased inquires.



Student Lifecycle Toolkit

Admissions / Enrollment

- Adult Basic Education – Enrollment
- Add class to shopping cart
- Apply for Admissions – Apply Texas
- Calendar of Important Dates
- Continuing Education – Non-credit – Fast Track Training – Enrollment
- Date of Official Record (OE) – Attendance Confirmation
- Drop a class
- Enroll
- SPAN Tran Translation of Transcripts
- Translating Services
- Withdrawing from Classes
- View Enrollment Planner

Advising

- Basic Needs Assessment
- Meet with Academic Advisor
- NSO – New Student Orientation
- Pathways at HCC – COEs, Areas of Studies, Degree Plans, Stackable Credentials
- Review class schedule
- Search for class
- Transfer credit process
- Testing – College Readiness Assessment

Bursar / Student Accounts

- Accessing Tuition Waivers for Special Populations
- Enroll in payment plan
- Explanation of Charges – Billed Costs
- Drop for Non-payment
- Financial Aid Refunds
- Paying for classes
- Pay in full

Financial Aid

- Apply for Financial Aid – Free Application for Federal Student Aid (FAFSA)
- Apply for Financial Aid – Texas Application for State Financial Aid (TASFA)
- Bookstore Credit Process
- Dependency Overrides
- Financial Coaching – Financial Literacy
- Financial Disbursements
- Foundation Scholarship Application Process
- Path to Profession Programs
- Satisfactory Academic Progress (SAP)
- Searching for Outside Scholarships
- Special Circumstances
- Student Loans and Loan Repayment
- Traditional Work-Study
- Undocumented Students (TASFA)
- Withdrawals (Return of Title IV)

Student Services

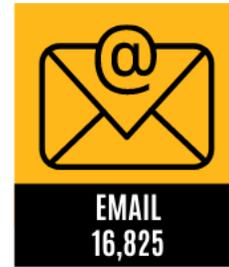
- Accessing Online Classes – Navigate Canvas
- Counseling Services
- Graduation Requirements
- Getting a Student ID Badge
- Getting Student ID, Log-in and Activate Account
- International
- Inquire - Information
- IT Support for Devices and Access
- Navigate Student Home Page
- Obtaining Books and Supplies (IBN Textbook Code)
- Requesting Accommodation for ADA
- Request for Graduation
- Tutoring
- Veteran's Administration
- Virtual Tour or In-person Tour

Office Highlights

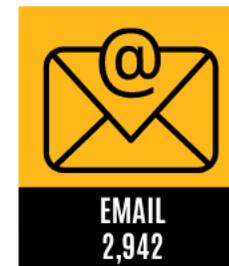
STUDENT LIFECYCLE TOOLKIT



2021 STATS



2018 STATS



TAKEAWAYS

- Helping students navigate financial aid is a cycle of continuous improvement
- In the past two years we've taken the groundwork and expanded it to the visual realm
- We've encountered challenges that require stronger communication with other college stakeholders
- Looking forward to seeing how our department can develop in the next two years





CONTACT US

ANY QUESTIONS?



JoEllen Price

Executive Director
HCC Financial Aid

joellen.price@hccs.edu



Tricia Berish

Communications Coord.
HCC Financial Aid

tricia.berish@hccs.edu