Initiating Comprehensive Reform of Student Financial Services

Presented by: Rhonda Boyd, Title III Director
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PORTLAND COMMUNITY COLLEGE

- Serves 5 counties in Oregon
- Enrolling 90,000 students annually (57,000 credit, 32,700 non-credit)
- Currently 51% of credit students receive Financial Aid

Diverse student population attending 4 comprehensive campuses and/or 7 centers

FUNDING

- Tuition and fees (54%)
- State support (31%)
- Property taxes (15%)

51%

5/7

Sylvania Campus
Rock Creek Campus
Cascade Campus
Southeast Center (soon a comprehensive campus)
Institutional Challenges

- College Systems
  - More students
  - More financial aid requests
  - Higher loan debt
  - Returning Veterans
- PCC Mission
- College Culture
- Environmental

![Credit Only Headcount Graph]

- Thousands
Student Loan Default Rates

- 2008:
  - Nat'l 2Yr: 8.8%
  - PCC 2Yr: 10.4%
  - PCC 3Yr Draft: 15.8%

- 2009:
  - Nat'l 2Yr: 9.1%
  - PCC 2Yr: 12%
  - PCC 3Yr Draft: 18.5%

- 2010:
  - Nat'l 2Yr: 10%
  - PCC 2Yr: 11.1%
  - PCC 3Yr Draft: 20.3%
Educate the College

2009: The Perfect Storm

2010: The Aftermath

2012: Year of Transformation
Find Resources: Title III Strengthening Institutions Grant

• 5 Year $2 Million Grant

• Focus on serving low-income students

• Current PCC Grant - FLAIR Financial Literacy and Access to Improved Resources

• Prior PCC Grants: Online services and Math Curriculum

http://www2.ed.gov/programs/iduestitle3a/index.html
Identify Goals

- Title III FLAIR Grant
  1. Improve Financial Access and Business Process
  2. Improve Access to Scholarships via the PCC Foundation
  3. Demystify Financial Aid
  4. Increase Financial Education
  5. Support Veterans
  6. Establish Loan Default Prevention
Goal 1: Improve Financial Aid & Business Processes

- Revised Policies & Deadlines
  - Registration, Payment, Financial Aid
- Provided online payment plans
  - Accessible 24/7
  - Flexible payment options
- Started deleting classes for non-payment
  - Multiple deletion events
  - Wait-list efficiencies
- Adopted e-refunds
Plan for Changes

Total Payment & Refunds

Thousands

May 2011 Commenced Planning

Manual
Automated
Increased Transparency to Students

Paying for College Tab
Deletion for Non-Payment Timeline

- **Payment Due Date**: (Pay online or make payment arrangements)
  - Feb 25, 2014
- **1st Deletion Post-Deletion Email Message**: March 18, 2014
- **2nd Deletion Post-Deletion Email Message**: March 25, 2014
- **3rd Deletion Post-Deletion Email Message**: April 5, 2014

**TERM BEGINS**
- Pre-Deletion Audit Reports Available: Beginning Tuesday, March 18
- Post-Deletion Reports Available: Sunday, March 23, March 30, and April 6

**Deletion for Non-Payment Timeline Spring 2014**

- Automated waitlist enrollment ends the day before the course begins.
- Student Bills: Ebill sent to students who register online; paper bills sent for other registration methods.
Goal 2: Improve Access to Scholarships

Objective - By September 30, 2015:

- Increase the number of major gift prospects qualified from 20 (2009 baseline) to 60
- Increase the number of alumni who respond to PCC Foundation communications from 400 (2009 baseline) to 1500
Goal 3: Demystify Financial Aid

- Financial Aid TV

- Communication Protocol:
  - Current students: Financial Aid Dashboard
  - New students: Financial Aid Website
  - Call Centers: Financial Aid, Bursary & Registration
Goal 4: Increase Financial Education

“PCC students will have access to financial literacy education that provides accurate and current information, resources and assistance.”

- **Guides to Student Success:**
  - Student’s Guide to Money
  - Managing your Financial Aid
  - Scholarship Application Guide

- **Coming soon –**
  - Education and Employment

http://www.pcc.edu/resources/panther-tracks/
Goal #6: Support Veterans

Implement Online VA Forms
- Certification of benefits
- Military Billing Specialist

Assessment of VA Student Population:
- Data-driven decision-making structure
Goal #7: Loan Default Prevention

• Established Work Groups
• Identified “At Risk” Characteristics
• Developed and Implement Strategies
  • Internal (Completion & Grace Programs)
  • External (Delinquencies)
• Defined Analytics
Financial Preparation is Critical for Student Success!

- Positive faculty/staff feedback
- Retention is improving
- Shift in student culture
- Shift in college culture
- Grant metrics

“Students are prepared to learn on day one!”
Student Loan Default Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Nat'l 2 Yr</th>
<th>PCC 2 Yr</th>
<th>PCC 3 Yr Draft</th>
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<td>8.8</td>
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<tr>
<td>2011</td>
<td>10</td>
<td>11.1</td>
<td>16.5</td>
</tr>
</tbody>
</table>

3.8%
Fall to Winter Retention ↑19%
Questions?
Resources

People

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Websites

PCC.edu +
+ FLAIR (Title III)
+ tuition (rates & calculator)
+ fa (financial aid)
+ myrefunds (e-refunds)
+ foundation (foundation)