

Student Financial Services

2009 - 2010 Outreach Plan

	A	B	C	D
1		Activity	Implementation Plan	Date
2	Strategic Direction	Provide an operational annual plan due every new school year that identifies new opportunities to recruit financial aid populations on-and-off campus.	Plan's purpose must result in an increase participation of low income and disadvantage students in post secondary education.	August
3		Develop a marketing strategy and materials that are consistent with the mission and goals of the MPC strategic plan. Including but not limited to developing content for presentations, handouts, and electronic information web pages.	Review and incorporate changes in legislation, technology, educational trends, and community needs into financial aid workshops, presentations, website, Consumer Information Forms, and reorder Content.	December
4		Provide Outreach Statistics to interested agencies such as CSAC, Department of Education, CCC, or others.	Create and develop surveys, measure surveys to make sure no statistical errors exist, continually work with the signup sheets.	Anytime
5		Coordinate and work closely with Student Services Representatives in the Enrollment Advisory Committee to develop strategies and marketing measures for tracking disadvantage populations.		Ongoing
6		Identify and define audiences.	High School Students, possibly their parents, students from adult schools, re-entry students, MPC students and MPC Student Service Depts.	Ongoing
7		Effectively design and produce the annual financial aid information for students that meet or exceed Department of Education guidelines.	Create appealing and effective financial aid information handouts.	December
8	Newsletter, Consumer Information Form	Update content, listen to audience for content, publish information perhaps even on student run newspaper as well.	Fall Semester	
9	Technology	Annual website management and implementation including updating / revising / adding pages throughout the semester if necessary.	Training from Network Support Member(s) to do future updates and understand the structure of the website.	Ongoing
10		Develop, maintain, and support Access Scholarship Database including adding new features and options to assist in the selection, publication, and management of scholarships and scholars.		Ongoing
11	Presentations & Conferences	Coordinate and facilitate financial aid application workshops for on-and-off campus locations such as local high schools, churches, and other community locations.	Visit HS, local clubs and organizations to target new prospective students.	Year round implementation of programs.
12		Coordinate and facilitate and participate in college outreach activities such as Lobo Day, Career Day, and other events.	Setup booth, help event coordinator(s), and provide financial aid supplies.	Both Fall, Spring and Summer semesters.
13		Attend Financial Aid workshops and conferences as needed or as time permits. Be upto date on the latest regulations, rules, and opportunities.	Attend the CSFAA / CASFAA conference, the L.A. CashforCollege.org conference (for ideas), and other conferences as need arises.	Continuous
14		Coordinate and plan, the annual Cash for College Workshops	Set up and recruit committee members, set event date, confirm rooms, work with logistics.	October

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15		Activity	Implementation Plan	Date
16	Community Community	Assist MPC students preparing their Financial aid applications.	Workshops, starting January advertise the workshops online and MPC campus.	Ongoing
17		Coordinate and facilitate high school financial aid activities.	Create outgoing relationships with HS counselors and groups.	September
18		Assist other departments with campus tours.	Continue to work with ESL, EOPS, Upward Bound & High School Classes.	Ongoing
19		Establish relationships with Monterey Peninsula Adult Schools to coordinate and facilitate financial aid activities.	Setup brochure racks with financial aid handouts, and MPC information in local schools.	Ongoing
20		Coordinate and implement effective presentation systems at local community events such as the Monterey County Fair.	Start by creating lists of annual events that MPC must attend, follow by ensuring application fees and deadlines are met, and set up booth, location, materials, ect.	Ongoing
21	FA Office	File as necessary, assist other FA advisors with their workloads as needed and time permits. Complete and verify students documents, as well as answer student emails on a daily basis.		Continuous
22		Review current Federal Student Aid Handbook	Must be able to learn new guidelines, apply federal and state guidelines to help students qualify for their maximum award.	Continuous
23		Must organize all forms and make sure that there is adequate supply of forms, booklets, and copy requests		Ongoing