

Student Engagement Commitment Plan

Name: Susan Manager

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Unit Name: Financial Aid Office

These are the engagement items on which we will focus:

GOAL CATEGORY:

Confidence

Area of Strength:

Area of Opportunity:

NSU always delivers on what they promise.

This is what we will do to drive increase student engagement on this item:

We will each be responsible for responding to student emails regarding financial aid problems/questions within 24 hours. The initial response will be an email informing the student that we received their correspondence and that we are working to resolve or respond to the request. We will follow up with an email to notify the student that the issue has been resolved and how, or next steps needed by the student to continue the resolution process.

This is what success will look like:

We will see a decline in the number of complaint letters from students regarding problems that have not been addresses by the financial aid office. At the present time, we are receiving on average 9 letters a week from students. George will continue to collect the letters and report on them in our staff meeting each week. While we recognize that we can not alone move the student engagement for NSU always delivers on what they promise, we can ensure that this particular touch point that students are having with the University is a positive one that builds on their emotional attachment.

This is how we will know we are making a difference:

Because the letters are more of a lagging indicator and some students who are angry do not take the time to send a formal letter, we will be tracking the number of problems that are requiring a second, third, or fourth request for action from students through our accounting system. We are making a difference when the number of repeat requests decline. Susan will report each week during our staff meeting the number of reoccurring problems include the problems that have not yet been resolved.

This is when we will review our progress:

We will review our progress each week in our staff meeting. Are we seeing the number of student complaint letters that George reports declining? Are we finding in Susan's weekly report from our accounting system that the numbers of repeat requests are going down? We will look to see if any additional action needs to be taken at the point the first request is made from the student if these two indicators are not showing progress.