

# Helping Campus Partners Understand Financial Aid and FAFSA Simplification

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Staff Development at Carnegie Mellon University

# Your Presenters - Julie Franzetta

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## Education:

Yough Senior High School; Westmoreland County, PA

## Bachelor's Degree:

Major: Business Administration

University: Slippery Rock University; Slippery Rock, PA

## Master's Degree:

Major: Student Affairs in Higher Education

University: Slippery Rock University; Slippery Rock, PA

## Professional Experience:

### Graduate Assistant:

Slippery Rock University's Undergraduate Admissions Office

Duration: 2019-2021

### Admissions Counselor:

Seton Hill University's Undergraduate Admissions Office

Duration: 2021-2022

### Assistant Director of Admissions:

Carnegie Mellon University's Office of Undergraduate Admissions;  
Financial Aid and Staff Development Team

Duration: 2022-present

# Your Presenters

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## Bridget Lavin

### Education

**High School:** Manhasset High School; Manhasset, NY

**Bachelor's Degree:** Women's and Gender Studies, Theatre; Hamilton College; Clinton, NY

**Master's Degree:** Higher Education; Harvard Graduate School of Education; Cambridge, MA

### Professional Experience

Senior Intern at Hamilton College's Office of Admission 2017-2018

Graduate Assistant at Harvard College's Title IX Office 2021-2022

Assistant Director of Admissions at Carnegie Mellon University's Office of Undergraduate Admissions Partnership Management Team 2022-present



# Agenda

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1. Recognizing Campus Partners
2. Cultivating Relationships with Campus Partners
3. Staying Informed: The Importance for Campus Partners
4. Providing Essential Information for Campus Partners
5. Keeping Campus Partners Updated: Strategies for Effective Communication

# Pulse Check!

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Let's see who is in the room today!

- Admission Counselors?
- Financial Aid Administrators?
- High School College Counselors?
- Community-Based Organizations?
- Independent Counselors?
- Other?



# Identifying Campus Partners

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## On-Campus Partners

- Academic Departments
- Alumni Association (CMAC)
- Athletics
- Institutional Advancement
- Pre-College Programs
- ROTC

## Off-Campus Partners

- Community Based Organizations (CBOs)
- Educational Non-Profits
- High School Counselors
- Independent Counselors
- Professional Organizations and Associations

# The Importance of Campus Partners

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- Institutional priorities
- Engage directly with students and families
- Can introduce new students to campus community that might not have otherwise applied
- Opportunity to excite students

# Fostering Relationships with Campus Partners

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- Communication!
  - Transparency (as permitted) and timely updates otherwise
- Quick responses to their constituents
- Engage creatively with their resources
- Provide resources they can reference about your process or organization

## Successful Examples:

April newsletter to high school counselors - focus on Waiting List

Ron Brown Scholars Portal

Athletics Case Study

ROTC Quick Reference Guide



# Keeping Campus Partners Informed

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## Why?

- They cultivate strong connections with students by establishing rapport and trust
- DEIB offices provide support to students from lower economic backgrounds
- Some students may lack knowledge about navigating the campus and identifying the appropriate individuals to address their queries, such as financial aid administrators
- The realm of financial aid is experiencing numerous changes and uncertainties this year

# Education Around Financial Aid

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## On-Campus Partners →

- Recommended contacts for students seeking assistance
  - Example: Guidance on whom to approach if a student is unable to meet their bill payment and information on available options

## Recruiting On-Campus Partners, Off-Campus Partners →

- Determining eligibility for financial aid, including clarification on whether international students qualify
- Explanation of the types of aid offered by the institution, including the application processes for merit-based and need-based aid
- Awareness of financial aid deadlines
- Differentiating between whom students should contact for assistance, considering the distinctions between admissions counselors and financial aid administrators, as practices may vary among colleges

# Education Around FAFSA Simplification

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## On-Campus Partners →

- Inform campus partners about the ongoing progress of FAFSA Simplification and its underlying goals to share with students
- Identify sources to address students' inquiries and provide more information about how these changes may impact them
- Highlight the potential alterations to certain students' financial aid packages resulting from these changes

## Recruiting On-Campus Partners, Off-Campus Partners →

- Modifying deadlines for financial aid submissions
- Adjusting the opening dates of financial aid applications or scholarship applications
- Inform about the impact of these changes on the timing of the financial aid award letter
- Identify individuals or resources available to address additional questions

# Ensuring Campus Partners Stay Informed

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How does Carnegie Mellon's Partnership Management Team work to enhance awareness of financial aid information?

- Arranges on-campus partner presentations for enhanced engagement
- Features updates or important reminders about financial aid in quarterly newsletters addressed to high school counselors
- Enhances communication efficiency with campus partners by designating a point of contact
- Facilitates the establishment of office-wide liaisons for distinct academic and non-academic departments

Other ideas?

- Distribute an email at the commencement of the financial aid season (October 1st) containing reminders, updates, and relevant information.
- [NASFAA's FAFSA Simplification Campus Partner Brief](#) in [Tools and Resources](#)

# Exploration Prompt

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What actions are other institutions taking, and what expectations do Community-Based Organizations (CBOs) have in this regard?