Would You Read Your Own Website

Donna Wilkoski, Bucks County Community College
Kathleen Roebuck, FATV
PASFAA 2017
Today’s Objectives

- Identify your audience
- Organize content for clarity
- Use of Visuals for engagement
- Messaging through storytelling
- Tools to enhance connection
Computers are not technology. Computers, the Internet, and hand-held devices are as much a part of Millennials’ lives as telephones and television are to previous generations.

There is zero tolerance for delays. Millennials were raised in a just-in-time, service-oriented culture. They expect and demand quick turn around in today’s 24x7 culture and do not easily accept delays.

Sources:
• Starlink- 2004
TLDR Syndrome

“too long, didn’t read”

“The WOT”
Remember:

The Back Button is only a click away!
Organize Content for Clarity

- Keep it concise
- Numbers can send a visual message
- Break up content
- White space can help
Keep it concise!

The Culinary Institute of America

http://www.ciachef.edu/tuition-and-financial-aid/
Bennington College

http://www.bennington.edu/students
Keep it concise!

Kansas State University

http://www.k-state.edu/sfa/loans/
Numbers can send a visual message

University of California- Berkley

http://financialaid.berkeley.edu/
Numbers can send a visual message

Angelo State University

http://www.angelo.edu/pay-for-college/
Numbers can send a visual message

Salt Lake Community College

http://www.slcc.edu
Numbers can send a visual message

Brown University

[Link to Brown University's financial aid page](https://www.brown.edu/about/administration/financial-aid/)

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**Did You Know...?**

- **41%** of the Class of 2020 receives need-based scholarship
- **$120.5 million** The amount of need-based scholarship budgeted for 2016-17
- The average need-based award for the Class of 2020 is **$47,940**

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**Application Timeline**

- Early Decision Applicants
- Regular Decision Applicants
- Transfer Applicants
- RUE Applicants
- Current Students
Numbers can send a visual message

The University of Arizona

http://www.arizona.edu
The FAFSA

The FAFSA, or Free Application for Federal Student Aid, is filed each year by students to qualify for institutional and federal financial aid. It is important to remember to file the FAFSA each year between October 1 and December 1 in order to be considered for priority financial aid. The priority filing timeframe is NEW starting with October 1, 2016 for the 2017-2018 FAFSA year.

Completing the FAFSA

Completing the FAFSA for the first time can be confusing, so we’ve compiled a set of instructions to make the process easier.

Dependency

Learn how the FAFSA determines dependency of a student, and how students should classify themselves.

Special Conditions

Do you feel that your financial situation is represented incorrectly on the FAFSA? Learn more about extenuating circumstances.

Making Corrections

Learn about making corrections to the FAFSA application.

Sign the FAFSA

Before a FAFSA can be submitted, it must be signed by the student, and, in many cases, a parent. In addition to a paper signature, a FAFSA may also be signed using an electronic Department of Education FSA ID.
### Break up content

**University of Washington**

[https://www.washington.edu/financialaid/applying-for-aid/](https://www.washington.edu/financialaid/applying-for-aid/)

## Applying for aid

Complete the FAFSA each year by January 15 to be considered for priority financial aid. HB 1079 students should complete the WASFA by January 15th also.

### Key dates and deadlines

Explore a list of key financial aid dates and deadlines that you should be aware of.

### Application process

University of Washington students use the Free Application for Federal Student Aid (FAFSA) to apply for financial aid.

### Award process

We start awarding in the spring before the next academic year begins. Check your UW email for your award notice.

### Maintain eligibility

Once you have been awarded your financial aid, you must meet certain eligibility requirements to keep it.
University of North Texas

http://financialaid.unt.edu/special-circumstances

Special Circumstances

Representatives in the Student Financial Aid and Scholarships office can take special circumstances into consideration as decisions are being made about financial aid award packages. Below are examples of situations that are considered to be "special circumstances."

- Loss or reduction of employment, wages, or unemployment compensation
- Loss of untaxed income or benefits e.g. Social Security benefits or child support
- Separation or divorce
- Death of a parent or spouse
- Parent enrolled in college
- Unusually high medical expenses
Both the FAFSA and CSS Profile for 2017-18 are available to be filed online now, and the priority deadline to each year will be the first business day in January. After that time, we will continue accepting applications on a rolling basis.

Steps to Renew Your Aid for 2017-18:

1. **Step 1: File the FAFSA**

   Submit the [Free Application for Federal Student Aid (FAFSA)](https://www.fafsa.gov) online at www.fafsa.gov and have the results sent to Duke.

2. **Step 2: Complete the CSS PROFILE**

   Complete the [CSS PROFILE](https://cssprofile.org). When answering the questions, please use your 2015 tax information.

   - [Click here for a tutorial on how to complete the CSS Profile](https://www.cssprofile.org/tutorials/)

3. **Step 3: Check your DukeHub To-Do List**

   Keep an eye on your DukeHub To-Do list and Duke email account in case our office has any additional requests for information from you.
Break up content

UNC Charlotte

http://finaid.uncc.edu/aid-basics/four-steps-financial-aid

**Four Steps to Financial Aid**

**Step 1: Apply for financial aid**
- Submit the FAFSA (Free Application for Federal Student Aid). Be sure to enter our school code: 002975.
- The priority filing date is March 1st.
- All students must reapply every year for financial aid.

**Step 2: Review and accept your financial aid award**
- View your award in My UNC Charlotte.
- Make sure you don’t have any outstanding requirements.

**Step 3: Receive your financial aid**
- Some refunds will go out the first week of class. Grants and scholarships may not disburse until after the drop/add period ends.

**Step 4: Maintain financial aid eligibility**
- A FAFSA needs to be completed annually.
- Maintain Satisfactory Academic Progress (SAP).
Break up content

Washington State University

https://financialaid.wsu.edu
Break up content

The University of Central Arkansas

http://uca.edu/
White Space Can Help

University of Illinois at Urbana-Champaign

http://www.osfa.illinois.edu/cost

Cost

We establish budgets to provide you with a reasonable estimate of the cost of attendance at the University of Illinois at Urbana-Champaign.

What It Includes

Our budget includes allowances for tuition and fees, room and board, books and supplies, and other expenses.

Tuition & Fees

Our tuition and fee amounts are based on full-time enrollment of 12 or more hours. Undergrads who have enrolled at Illinois beginning Summer 2004 and after are guaranteed the same tuition rate for 4 continuous academic years by the Illinois Truth In Tuition Bill (Public Act 93-0228). Additional information is available through the Office of the Registrar.

Room & Board

Our room and board allowance is based on a double room in a university residence hall and a meal plan consisting of 10 classic meals and 45 café credits. The allowance for graduate students is based on a single room in a university residence hall with a meal plan that consists of 10 classic meals and 45 café credits. Other living arrangements (private housing or an apartment) may be more or less expensive. Your cost of attendance won’t be adjusted for higher room and board or other living costs.
White Space Can Help

Arizona State University

https://students.asu.edu/loans

Loans

If grants, scholarships and family assistance do not cover the costs of attending college, you might consider loans. Though loan money must be repaid, interest is typically lower than consumer rates. See if loans are right for you by learning more about different types of loans and how to apply for them.

Applying for Loans
There are important differences in applying for a loan depending on whether you are pursuing a federal loan or a private education loan.

Federal Student Loans
As a student, you can apply for loans to pay for your education.

Federal Parent Loans
Your parents can help you pay for college by taking out a Federal Direct Parent PLUS Loan. For Federal Direct PLUS Loan purposes, a parent is considered your biological or adoptive mother or father, but not a legal guardian.
White Space Can Help

University of Wisconsin, River Falls

https://www.uwrf.edu/Admissions/compare.cfm

Compare our cost!

The University of Wisconsin - River Falls provides superb academics, while offering affordable tuition and room and board. Crunching numbers? Take a look at the figures below. We are consistently one of the most affordable four-year institutions in the Midwest.

One way we make college affordable is through our Scholarship Guarantee. At UW-River Falls, every freshman who demonstrates strong academic potential receives an automatic scholarship.

<table>
<thead>
<tr>
<th>Colleges and Universities</th>
<th>Estimated Annual Cost* (before financial aid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Wisconsin - River Falls</td>
<td>$14,485</td>
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<tr>
<td>University of Wisconsin - Eau Claire</td>
<td>$15,700</td>
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<tr>
<td>Winona State University</td>
<td>$16,172</td>
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<tr>
<td>University of Minnesota - Duluth</td>
<td>$24,248</td>
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<td>University of Wisconsin - Madison</td>
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<td>University of Minnesota - Twin Cities</td>
<td>$25,784</td>
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<td>Bethel University</td>
<td>$45,270</td>
</tr>
<tr>
<td>University of St. Thomas</td>
<td>$53,100</td>
</tr>
<tr>
<td>Marquette University</td>
<td>$49,870</td>
</tr>
</tbody>
</table>

* The estimated annual cost includes tuition, fees, room and board and textbooks at each of the individual institutions listed above. These figures were compiled fall 2016 from their individual websites and reflect the approximate average annual cost for a Wisconsin or Minnesota resident.
Use Visuals For Engagement

- Visuals/Images
- Infographics
- Videos
Strategically Insert Visuals

Miami Dade College

http://www.mdc.edu/financialaid/
Strategically Insert Visuals

University of Oregon

http://financialaid.uoregon.edu

THE WORLD COULD ALWAYS USE MORE DUCKS.

Enter PathwayOregon. Every Oregonian who works hard and wants a quality education deserves to get one. We created a program that promises full tuition and fees to Pell-eligible students graduating with a 3.40 GPA. To one of the top public research institutions in the nation.

NEWS AND DATES

August 2: The Office of Student Financial Aid and Scholarship will be closed.

August 17: Financial aid for law students becomes available for fall semester.

September 30: All Perkins loans that have not disbursed will be cancelled.

September 21: Financial aid for fall term becomes available.
Pennsylvania State University

http://www.psu.edu/tuition-and-financial-aid
Strategically Insert Visuals

California State University, Fresno

http://www.fresnostate.edu/studentaffairs/financialaid/
Future Students

Paradise Valley's Community College is committed to helping you develop and successfully complete your Puma Pathway. Our goal is to help you prepare for success by providing you the support you need. It is essential that you be an active participant in your learning and engage in planning your education. We are here to help you commit to a major in order to complete your educational goals that will allow you to thrive here and beyond.

It's All At PVCC, How Can We Help?

- How Do I Become a Student?
- How can PVCC Help Me Succeed?
- How Do I Become a Student Athlete?
- Will I Be Able to Transfer To a Four Year College?
- Can I Get Help Choosing a Career Path?
- How Do I Get Involved?

Paradise Valley Community College

https://www.paradisevalley.edu/future-students

Strategically Insert Visuals
Strategically Insert Visuals

Nashville State Community College

Strategically Insert Visuals

Santa Fe College

http://www.sfcollege.edu/fa/
Strategically Insert Visuals

University of Central Florida

https://www.ucf.edu
We Are UCF

Orlando, FL | 82°F
Strategically Insert Visuals

Cossatot County Community College of the University of Arkansas

http://www.cccua.edu
Strategically Insert Visuals

Boston University

http://www.bu.edu/finaid/
Strategically Insert
Visuals

Strayer University

http://www.strayer.edu/tuition-
financial-aid/financial-assistance-
tools

MORE AFFORDABLE THAN YOU MIGHT THINK.

Federal Financial Aid
You may be eligible to receive grants and loans from the government.

Military Benefits
We offer a variety of scholarships for active duty military, their spouses, veterans and other service members. Your service branch may offer tuition assistance.

Scholarships
You can also apply for Strayer and private scholarships to help cover your educational costs.

Private Loans | Financial Aid Policies | Financial Aid Code of Conduct | Managing Student Debt | Student Exit Counseling
Use Infographics

Linn Benton Community College

Use Infographics

University of Maryland University College

http://www.umuc.edu/students/aid/financial-aid-infographic.cfm
Use Infographics

Florida State University

http://admissions.fsu.edu/freshman/finances/

- **Estimated Cost of Attendance**
  - Total In-State: $18,064
  - Total Out-of-State: $33,231

- **Tuition & Fees**
  - In-State: $6,516
  - Out-of-State: $21,683

- **Housing**
  - $6,550

- **Books & Supplies**
  - $1,000

*The above totals do not include the cost of health insurance. Students who do not show proof of existing comparable coverage may enroll in the school-sponsored plan at a cost of $2,262/year.*
Include Videos

University of Nevada, Reno

https://www.unr.edu
Include Videos

Arizona State University

https://veterans.asu.edu

Transitioning to Civilian Life: Cliff Vellucci

After a successful career in the Marine Corps, Cliff Vellucci returned to higher education to earn an education degree at Arizona State University. Now, as an assistant principal in an elementary school in Phoenix, Cliff continues his lifelong commitment to serve his community.
Tallahassee Community College

https://www.tcc.fl.edu/admissions/financial-aid/general-info/
Include Videos

Colorado State University

http://sfs.colostate.edu/
Why Is “Storytelling” Effective?

- Help your visitors see themselves in examples
- Lead them to their next questions
- Engage through shared experience
- Introduce Ideas & possibilities
Focus on “Storytelling” to convey the message

Bentley University

http://www.bentley.edu/undergraduate/tuition-financial-aid/types-aid

“I picked Bentley for its strong Computer Information Systems program. It offers a unique combination of IT and business skills.”

— Gregg Diamant
Redding, Connecticut
Major: Computer Information Systems
Minors: Management and Global Studies

“We have a lot of annual traditions here at Bentley and one of them is Spring Day.”

— Emily Hamlin
Brockton, MA
Major: Marketing
Minor: Information Design and Corporate Communication

“The reason I came to Bentley was because of the financial aid package I received.”

— Simon Ly
Norwich, Connecticut
Major: Accountancy
Liberal Studies Major: Global Perspectives
Focus on “Storytelling” to convey the message

University of Southern California

http://financialaid.usc.edu/undergraduates/prospective/who-receives-FA-profile-1.html

Who Receives Financial Aid

Juan Luis Bravo

“I have been able to attend USC with great peace of mind.”

Meets Cost of Attendance With:

University scholarship, savings.

Tips to Make USC More Affordable:

Find a job, not have a car on campus.

Because of financial aid at USC, I have been able to:

“attend USC with great peace of mind.”

Video: Meet Juan Luis and learn more
Focus on “Storytelling” to convey the message

University of Alaska Anchorage

https://www.uaa.alaska.edu/admissions/
Focus on “Storytelling” to convey the message

Boston University

https://www.bu.edu/finaid/aid-basics/find-yourself/so-many-possibilities/

SO MANY POSSIBILITIES—INCLUDING BU

Brandon’s story

Brandon was a top student who liked virtually every subject. That made it tough to decide on a college major. While international relations appealed to his love of travel, he also found environmental policy an exciting career option. And with his aptitude for science, he felt he could make real contributions as a molecular biologist studying the human genome. One thing he knew for sure: BU’s College of Arts & Sciences was ideal for him—both for the academics and the ability to explore his interests for two years before declaring a major. However, he also knew that paying for BU would be a struggle for his family. He could only attend if he received financial aid. So he completed the PROFILE and FAFSA applications with his parents.

Brandon’s Application Data

<table>
<thead>
<tr>
<th>ACADEMICS</th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Class Rank</td>
<td><strong>top 5%</strong></td>
<td><strong>4.0</strong></td>
<td><strong>Very Competitive</strong></td>
<td><strong>2100</strong></td>
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<tr>
<td>Grades</td>
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<tr>
<td>SAT</td>
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FINANCIALS

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<tr>
<th>Calculated Financial Eligibility</th>
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<tbody>
<tr>
<td>Family Income</td>
</tr>
<tr>
<td>Family Assets</td>
</tr>
<tr>
<td>Household Size, Number in College</td>
</tr>
<tr>
<td>Special Circumstances</td>
</tr>
</tbody>
</table>
Focus on “Storytelling” to convey the message

Marlboro College

https://www.marlboro.edu/community/undergraduate/stories/student
Tools To Enhance Connection

- Forms Pages- Additional Resources
- Checklists
- Chat Programs
- Social Media
Tools to enhance connection

Butler Community College

Tools to enhance connection

Champlain College


Financial Aid

Now, more than ever, it's important to ensure that your investment in higher education not only provides a world-class academic experience but also prepares you to enter an increasingly competitive marketplace. At Champlain, we are proud of our success in delivering an education that truly gives our graduates a great advantage.

We invest in our students and recognize their academic achievement each year through our financial aid programs. Each year, our students receive more than $25 million in Champlain scholarships. More than 85 percent of students received scholarship funds, which do not have to be repaid, to help pay their educational costs.

Helping our students maximize all of their financial aid opportunities is a key service we provide. Our Office of Financial Aid helps students understand the options available and the process of applying for scholarships, grants, loans, payment plans and employment opportunities. The financial aid staff is always available for in-person or phone appointments with students and families.

- Apply for Financial Aid
- Find an Estimate of the Total Cost to Attend Champlain
- View our Scholarship and Grant Options
- Begin the Benefits versus Costs Evaluation with the Net Price Calculator

91% of our graduates were employed within a year after graduating, and 90% of those employed were in jobs relevant to their career goals.

*Based on data obtained from 87 percent of traditional undergraduates in the Class of 2014.
Tools to enhance connection

Texas State University

http://www.finaid.txstate.edu/contact/contact/fw

Forms and Worksheets

Links to Adobe Acrobat documents (PDF) should only be accessed using Adobe Acrobat Reader version 5.0 or newer. The below forms can be mailed to the below address or uploaded.

Financial Aid and Scholarships
J.C. Kellam Building, Suite 240
Texas State University
601 University Dr.
San Marcos, TX 78666-4684

FA Document Uploader: www.FinancialAid.txstate.edu/upload
Tools to enhance connection

Bluegrass Community & Technical College

http://www.bluegrass.kctcs.edu/bluegrasshome/Financial_Aid.aspx
Use Chat

Embry-Riddle Aeronautical University

http://worldwide.erau.edu/finance/financial-aid/
Use Chat

Ivy Tech Community College

https://www.ivytech.edu/financial-aid/
Use a Chatbot

UNC Charlotte

http://finaid.uncc.edu
Connect with Social Media

Florida State College

https://www.fscj.edu/admissions-aid/financial-aid
Connect with Social Media

Northern Arizona University

https://nau.edu/social-media/
Connect with Social Media

East Stroudsburg University

http://www.esu.edu
Summary

- Keep it concise and use white space
- Avoid jargon
- Headings & bullets break up content
- Consider using graphics and numbers
- Use visuals for engagement – info-graphics
- Students like Videos
- Messaging through Storytelling
- Promote your lines of connection- Social Media
References

- “7 Best Practices for Improving Your Website’s Usability” by Jacob Gube

- “Best Practices for University Websites” by Jar Creative
  http://www.slideshare.net/jarcreative/best-practices-for-university-websites

- “Showcase of Academic and Higher Education Websites” by Cameron Chapman
  http://www.smashingmagazine.com/2010/03/showcase-of-academic-and-higher-education-websites/
BUCKS COUNTY COMMUNITY COLLEGE

HERE ARE A FEW SLIDES OF OUR RECENT REDESIGN OF OUR WEB SITE AT BUCKS.
BACK IN THE GROOVE

FEATURING:
Big Fat Meanies & Solar Circuit

THIS FRIDAY • 7PM
THE ZLOCK

Get Tickets
Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

Small classes, major impact

You'll never get lost in the crowd or the classroom at Bucks, and you'll benefit from your experience here for the rest of your life.

Courses & Majors
Bucks Online
Continuing Education
Workforce Development

Top Stories

Bucks Invites the Public to Hop on the Bus to a Variety of Locales
The Trips and Travel Club heads to New York City, Washington, D.C., Philadelphia and more.

Bucks Holds Free Workshop for Girls to Learn Computer Coding
STEM GirZ/Girls Who Code takes place from 10 a.m. to 3 p.m. Saturday, October 21, at the Epstein Campus at Lower Bucks.

Don't be Afraid of Your Future at ‘Haunted’ Open House
Prospective students are invited to explore all Bucks has to offer on Sat. Oct. 21; register early for a chance to win tickets to the House in the Hollow.

See all news stories

Upcoming Events

Oct 20
Zumba Dance Party
7:00 pm to 9:00 pm; UBC North Building

Oct 21
3rd Annual Creative Inspiration Concert
7:00 pm; Zlock Performing Arts Center

Oct 23
Movie Mondays - "Dakota's Pride"
6:30 pm; Zlock Performing Arts Center

Oct 24
Practical Nursing Information Session
6:00 pm to 8:00 pm; Allied Health Building Room 203

More upcoming events: View academic calendar
Bucks is for
Prospective Students
New & Current Students
Faculty & Staff
Community & Visitors
Alumni & Donors
Business & Community
Parents & Family

Campuses
Maps & Directions
Newtown
Lower Bucks
Upper Bucks
Bucks Online

Stay in Touch
Contact Us
Social Media
Emergency Information
Suggestions and Feedback for the President
System Status

Legal
Disclaimer
Policies & Procedures
Notice of Non-Discrimination

Accessibility
Adaptive Resources
The Accessibility Office
Web Accessibility

215-968-8000
275 Swamp Road
Newtown PA 18940

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Bucks - Before to get to the FA page by way of Admissions
Bucks Financial Aid home  - before
Bucks Financial Aid home -before

Missed our Financial Aid workshop? Download it here!
17-18 Annual Financial Aid Night Presentation

Contacting Financial Aid

Feel free to contact the Financial Aid Office in person, by calling us at 215-968-4036 or via email. All email responses are sent to through Bucks County Community College email accounts. All emails are responded to within 24 to 48 business hours. Please view your Bucks email account regularly, as important information is often disclosed there. We are always here to be of assistance.

Financial Aid Office, (lower level of Linksz Pavilion) Monday - Friday 8:00 to 4:30. Phone: 215-968-5300 Fax: 215-968-5322

Financial Aid TV

Financial Aid TV (FATV) provides current and prospective students and families with instant 24/7 access to short videos that discuss important financial aid topics such as:
- Applying for financial aid
- Financial aid eligibility
- Types of financial aid (e.g., grants and loans)
- Financial literacy
- Satisfactory Academic Progress
- State of Pennsylvania Financial Aid Programs

Why wait in line at the financial aid office? Click on FATV to get quick and easy-to-understand answers to many of your general financial aid questions!

PASFAA
October 12-13, 2017
Seven Springs Mountain Resort

Lifting Dreams
Bucks County Community College is a vibrant center for community engagement and learning, providing innovative paths that inspire educational, career, and personal fulfillment.

We offer associate degrees and certificate programs, continuing education, and transfer opportunities.
FLEXIBLE AND CONVENIENT ENOUGH TO FIT YOUR UNIQUE NEEDS. BUCKS IS THE SMART CHOICE FOR YOUR EDUCATIONAL JOURNEY.

Learn, grow and succeed at Bucks! With modern facilities on beautiful campuses, coupled with passionate teachers who promote individualized learning, it's no wonder that 95% of Bucks students would recommend us to friends and family! Start SMART at Bucks and begin your journey towards a better future!

DISCOVER BUCKS!
TAKE A VIRTUAL TOUR OF OUR CAMPUSES IN NEWTOWN, BRISTOL & PERKASIE

Glide through the halls of historic Tyler Hall or take a gander inside our NEW state-of-the-art Science Center. Explore our three locations and get a feel for life on campus, all from the comfort of your own home! If you like what you see, we invite you to schedule a tour and explore Bucks firsthand.
CHRISTOPHER HOLLY, ‘16

ARMY VETERAN CHRISTOPHER HOLLY SAYS BUCKS GAVE HIM THE FLEXIBILITY TO PURSUE HIS DREAMS WHILE WORKING FULL-TIME AND RAISING HIS YOUNG CHILDREN, AND ALSO OPENED DOORS FOR AN INTERNSHIP AT PECO.

"I was in a particularly difficult situation being a single parent at the time, which meant having to work and go to school full time, but any time I had a schedule conflict, faculty and advisors were willing and ready to work with me. They made me feel less like I was a part of an institution, and more like I was part of a family," he said. After graduating from Bucks in 2016, Holly transferred to Drexel University. "I found that I was ahead of the curve in certain areas of study when I got to Drexel, mainly mathematics," he noted. In addition, a scholarship he earned at Bucks led to a career opportunity. "Bucks opened doors for me through their various partnerships with local organizations. While I was at Bucks I was a recipient of the PECO Scholars Award. After leaving Bucks I reached out to the PECO group that presented the award, and am now working for them as an intern until I graduate from Drexel."
If you click on the Read More Alumni Stories

**Success Stories**

**BROADCAST CAREER BEGINS AT BUCKS**

**BY KIMBERLY KRATZ, CLASS OF 2011**

Whether you are 77 or 17, if you live anywhere around Philadelphia, you might recall having heard the voice of Shadow Traffic's John Brown on your car radio. But you may not know that back in the '70s, John Brown honed his craft at Bucks County Community College.

Brown was bitten by the broadcast bug as a young teen. Born with cerebral palsy, he endured many doctor visits and hospital stays as he grew. While recovering at Schreiber Hospital for Children, he learned that the hospital had a small radio station run by "the kids."

"For an hour a day, over lunchtime, we would play records for everybody to listen to," over the in-house system. One time, a photographer from one of the Philadelphia newspapers came out to take a picture of the children broadcasting and printed it. Brown enjoyed the notoriety and his interest took hold. In high school, he'd often help DJ at the Wednesday night 'tournaments' (the dances).

Right after graduation, Brown headed to Hollywood, California to the Career Academy for radio and TV broadcasting. Once graduated, he sent out audition tapes hoping to get a job in radio. He landed an interview at WOLG in Lemontown, but Brown was told he needed the polish of more on-air experience, which "really bumbled me out," he said.

His mother suggested he enroll in college. Brown admits he first thought about attending either Penn State or Temple, but neither was affordable. Someone suggested Bucks County Community College and after checking, he learned that it had a working radio station called WYYS, so he enrolled.

"When I was there, the professors were excellent as I'm sure they are today. There's upward mobility and an incredible learning environment. I loved the campus. Especially behind Tyler Hall, it's gorgeous back there in the fall."

Majoring in journalism, Brown spent much of his spare time focused on working in the student-run radio station. "When I was there, the studio was a little brown closet in the student cafeteria, and we broadcast our entire schedule out of there," he said.

By the end of his first year as a day student at Bucks, Brown had become General Manager of the school's radio station. In his second year, the budget allowed for a new studio to be built at the base of the student union. It was then when he landed a position at Doylestown's WRUB, working middays from 10 a.m. to 2 p.m.

After work, he'd go home for dinner followed by night classes at Bucks, often until 10 p.m. For a while he held a security guard position too from midnight until 8 a.m. Eventually, the long hours caught up to him so Brown quit the security job and left Bucks to pursue his fledging radio career.

John Brown not only achieved success in his radio career, winning Variety Club's Lifetime Achievement award, but he is also a four-time winner of the March of Dimes Achievement award in Radio ~ Philadelphia's Best Traffic Reporter. He went on to obtain a Bachelor's degree in Broadcast Meteorology setting him two wins as Philadelphia's Best Weather Reporter.

Asked what advice he'd give to his teenaged self given the opportunity to go to Bucks County Community College today, Brown enthusiastically replied, "Go because it's an excellent learning atmosphere, plus it's affordable. In today's economy, affordability is key."
Bucks New landing for Students

providing innovative paths that inspire educational, career, and personal fulfillment.

We offer associate degrees and certificate, and transfer opportunities.
Financial Aid

One of the most difficult aspects of attending college can be figuring out how to pay tuition. The good news is that there are many options for receiving financial aid. These include grants, scholarships, loans, and work-study opportunities. During the 2010-11 academic year, 4,168 Bucks students received some form of financial aid, with the total amount of aid exceeding $20 million.

Steps to Guide You Through the Process

The following will help guide you through the process of applying for and receiving some of these grants, loans and scholarships.

1. Start with the [Free Application for Federal Student Aid](#) or the FAFSA, as it is more commonly known. You will need the college's Federal ID Code: 003239.
2. See these deadlines.
3. Consider Bucks scholarships and search for other scholarships.
4. Loans are available through the [Federal Direct Loan Program](#).
5. A [federal work study](#) or campus based job is a way to earn as you learn.
6. You can estimate your eligibility for aid using the calculator.
7. If, based on your FAFSA, you are determined to be [eligible for a PHEAA State Grant](#), you will receive an email to request additional information directly from PHEAA (Pennsylvania Higher Education Assistance Agency).
Bucks New for Financial Aid 2nd half of the landing page

CONTACTING FINANCIAL AID

Feel free to contact the Financial Aid Office in person, by calling us at 215-968-8200 or financialaid@bucks.edu. All email responses are sent to through Bucks County Community College email accounts. All emails are responded to within 24 to 48 business hours. Please view your Bucks email account regularly, as important information is often disclosed there. We are always here to be of assistance.

Financial Aid Office, (lower level of Linksz Pavilion) Monday - Friday: 8:30 to 4:30; Phone: 215-968-8000 Fax 215-504-8522

FINANCIAL AID TV

Financial Aid TV (FATV) provides current and prospective students and families with instant 24/7 access to short videos that discuss important financial aid topics such as:

- Applying for financial aid
- Financial aid eligibility
- Types of financial aid (e.g., grants and loans)
- Financial literacy
- Satisfactory Academic Progress
- State of Pennsylvania Financial Aid Programs

Why wait in line at the financial aid office? Watch FATV to get quick and easy-to-understand answers to many of your general financial aid questions!

Watch FATV now
Thank you and we hope you enjoyed our session.