

Crafton Hills College - Outcomes Assessment Report

Program/Service Area: Financial Aid

Term: 2012 Spring

1. Service Area Outcomes Statement

Make the financial aid process more accessible via the FAO's webpage.

2. Means of Assessment (Measurement Method)

During the priority period March 1 through June 1 the number of hits the Financial Aid forms links will be counted.

3. Criteria for Success (Benchmark)

30 % of complete files during the priority period will contain forms brought in by students.

4. Summary of Evidence

The FAO contacted the Web Developer, to obtain the number of web link hits however it was discovered that Google analytics does not capture web link information for items that open up in PDF.

5. Use of Results (Implications for Program Improvement & Planning)

It was researched that the forms web links can be coded in such a way that it will capture the number of hits on specific links. The data will be collected from that point forward and for future SAO cycles. As the number of students going to the web to download financial aid forms increases the FAO can order less from the Printing Shop thus reducing printing costs. Additionally an increase or decrease will indicate if students are aware that forms are available via the web. If students prefer this method the FAO will add additional forms to the web site.