Building Communications to Meet University Branding

Becca Dobry
RMASFAA
President-Elect
Going Rogue

Cliched Pictures
- Dollar signs
- Money
- Coins

Accessibility
- Extra copies
- Ability to email

Amount of Work
- Updates based upon new regs or dates
- More communication/webpages
ARE YOU FORGETTING SOMETHING?
Financial Aid has not received your 2016-2017 FAFSA

Name

UNK Financial Aid has not received your 2016-2017 FAFSA!

Our records indicate that you filed a FAFSA in previous years but, we have not received a FAFSA for the 2016-2017 school year. If you don’t fill out the FAFSA, you could be missing out on a lot of financial aid! There are some programs that have limited funds so be sure to apply as soon as possible.

For more information on completing the FAFSA contact UNK Financial Aid at

finaid1@unk.edu
or go online to
www.fafsa.gov

Office of Financial Aid
Memorial Student Affairs Building
905 West 25th Street
Kearney, NE 68849

The University of Nebraska is an affirmative action equal opportunity institution.
What type of communications do we send?

- **Eligibility Related**
  - Verification
  - C-Codes
  - Rejects

- **Aid Offers**
  - Initial Offer
  - Adjusted Aid Offer

- **Loan Information**
  - MPN
  - Entrance Counseling
  - PLUS

- **Required**
  - Cash Disbursement/Right to Cancel
  - Consumer Information

- **Special Circumstances**
  - Change of Income
  - Dependency Overrides

- **Recruitment/Retention**
  - Scholarship Offers
  - FAFSA Completion
**Financial Aid**

Welcome to the University of Nebraska at Kearney! If you’re nearby, feel free to stop in our office. We’re located in the Memorial Student Affairs Building right next to Admissions. Our office hours are 8:00 am - 5:00 pm Monday, Tuesday, Thursday, Friday and 9:30 am - 2:00 pm Wednesday. Contact us by phone at 308-865-8020 or email at finaid@unk.edu with any financial aid questions.

**Student Employment Fair**

UNK Student Employment Services will be hosting a Student Employment Fair August 22, 2018. The fair will be held in the Nebraska Student Union Ponderosa room. There will be employers looking to fill both work study and non-work study positions.

Students interested should dress to impress, bring their resume, and be prepared for an on-the-spot interview.

We ask that students bring their social security card, picture ID and direct deposit information. This way, if a student is hired on the spot, the employer can get this information from them at the time of the employment fair.

Students should receive a reminder about the employment fair closer to the start of the fall semester.

**Upcoming Dates**

- August 10: Financial Aid for fall will disburse
- August 17: Residence halls open at 8:00 am
- August 20: Fall classes begin
- August 22: Student Employment Fair
- August 24-28: Open Add/Drop Registration
- August 28: E-Bill notifications sent to students
- September 20: Tuition & Fees due in full for fall
- October 19: Last day to drop a full semester class with a "W" on lieu of a grade

---

**FIND PART-TIME JOBS ON HANSHAKE**

Handshake is your one-stop-shop for employment opportunities through UNK. Use your UNK email and password to log in to your account and access more than 5,000 jobs for on-campus employment, work-study opportunities, internships and post-graduation professional positions.

Once logged in:
- Upload your résumé and update your profile so employers can identify you as a match for available positions.
- Use the search tool in the "Jobs" section to find and apply for available positions.
- Check the "Events" section to see upcoming career-related events taking place virtually or on campus each semester.

---

**OUTSIDE SCHOLARSHIPS**

If a student receives a non-UNK scholarship, let us know by following these steps:

1. Log in to your MyBLUE account.
2. Click "Financial Aid." 
3. Complete the Outside Scholarship Form under Related Links (on right side of the screen).
4. In the Scholarship Award Period, select "Fall 2021 and Spring 2022."

---

**IMPORTANT 2021 DATES**

- **JULY 26**: Charges posted to students' accounts
- **AUG 20**: Residence halls open at 8:00 am
- **AUG 23-27**: E-Bill notifications sent to students
- **SEP 2**: E-Bill notifications sent to students; "Loper Payment Plan" opens
- **SEP 20**: Full classes begin
- **OCT 1**: FAFSA opens for 2022-2023; must apply each year for financial aid
- **OCT 23**: Last day to drop a full semester class with a "W" on lieu of a grade
- **OCT 23**: Bill due in full; last day to enroll in "Loper Payment Plan"

---

**LOPER PAYMENT PLAN (for students who owe $300 or more)**

The Loper Payment Plan is a budget-friendly option that allows students to pay a semester bill over three months with Nelnet. Enroll and make the first payment between Sept. 2-23. Second and third payments are automatically processed in October and November.

If you have questions about the Loper Payment Plan or your bill, contact the Finance Office at 308-865-8524 or by email at unkfinance@unk.edu.

For details: unk.edu/offices/student_accounts

It's easy to set up:

1. Log in to your MyBLUE account.
2. Go to "Student Accounts."
3. Click on "Loper Payment Plan."

---

**OUTSOURCED SCHOLARSHIPS**

- **June 1**: Scholarship applications due
- **August 1**: Scholarship awards announced
- **September 1**: Scholarship application packages mailed to students
- **September 20**: Scholarship application packages mailed to students
Can you guess how many different financial aid communication, forms, marketing pieces UNK had in 2018?
Can you guess how many different financial aid communication, forms, marketing pieces UNK had in 2018? 137
How do we communicate?

- **Emails**
  - Listserv
  - SIS
  - Personal

- **Presentations**
  - Virtual
  - Admissions
  - Class

- **Texting**
  - Software
  - Policy

- **Website**
  - Updates
  - Links

- **Phone**
  - Effectiveness
  - Call backs

- **In-Person**
  - Office Feel
  - Handouts

- **Paper**
  - Letterhead
  - Cost
  - Postcard

- **Signage**
  - On-Campus
  - Digital

- **Social Media**
  - Videos
  - Facebook
Work-Study – The Basics

Becca Dobry
Game Plan

Communication Strategy
- Verification
- Recruitment
- Retention

Software/Equipment
- Student Information System
- Canva
- CRM

Create/Manage
- Personnel

Budget
- In-House
- Design

PII
- Information that can/should be shared

Honest
- Realistic conversation/look at office capabilities
22-23 MIL Process for All Students
2 weeks between each email

First Email (B31)
Subject Line: UNK Financial Aid - Information Needed

Reminder Email (B32)
Subject Line: UNK Financial Aid – Submit Documents Today

Second Reminder Email (B33)
Subject line: UNK Financial Aid – Immediate Action Needed

Third Reminder Email (B34)
Subject line: UNK Financial Aid – Final Notice to Submit Document(s)

CNR Postcard

Texting Communication Plan

- Sending weekly to with newly loaded ISIR's

FAFSA Received Ready to Go (B3N)
- Freshman continue weekly through end of November
- Continuing Students continue weekly through end of January

FAFSA Received Need Documents (B3T)
- Will continue with all students weekly until April 1st
- Email address that MIL was sent to included in text
**Calling Communications Plan - B35**

- Communication is manually added when call happens
- Note on communication is added about result of call
- Customer Service Reps will pull webfocus list weekly to identify new individuals to call

Checklist for calling campaign - B3VSSN, B3VAGE, B3VBC, B3VSW2, B3VPAT, B3VPHD, B3VPW2, B3VSAT, B3VSA, B3VSHD, B3VPA, B3VSNT, B3VPNT, B3VSAM, B3VPAM, B3REJ, B3VSG, B3VPG
What image does your office want to portray?

*Loper Identity*
Tie into who we say we are

*Office Logo*
University Logo specific to department

*Success*
More than just money
Real UNK people
Know your University Stanards

01 Hex Color Numbers
Classic Gold: #e4a115
Classic Blue: #004f89
Newer Brighter Gold/Yellow: #ff800
Newer Brighter Blue: #004ea6

02 Acceptable Font(s)
License

03 Acceptable Pictures
Image Releases

04 University Logo
Trademark
**Student Employment Fair**

**August 22, 2018**
11:00 am to 2:00 pm
Nebraskan Student Union
Ponderosa Room

**You should:**
- Dress to impress
- Bring your resume
- Be prepared for an on-the-spot interview

**On & Off-Campus Positions Available**
Including Work-Study Positions*

**Bring your:**
- Social Security Card
- Picture ID
- Direct Deposit Information

**BE PREPARED**

- **YOU SHOULD:**
  > Go to unk.joinhandshake.com
  > Use your EAS! credentials to login
  > Create personal profile, upload your resume
  > Get instant access to job openings and internships

- **BRING YOUR:**
  > Social Security Card
  > Photo ID, e.g., Driver’s License
  > Direct Deposit Information

**CONNECT WITH HANDSHAKE:**
Starting the Conversation

Data
- Gather
- Analyze
- Leverage

Student Centered
- Barriers
- Collaboration
- Efficiency

Compromise
- PII
- Game Plan
FINANCIAL AID STARTS AT FAFSA.GOV

EVERY YEAR that your child is ENROLLED at UNK he or she must SUBMIT or RE-SUBMIT their FAFSA (Free Application for Federal Student Aid) to RECEIVE AID such as grants, work study, and/or loans. Eligibility for financial aid can differ from year to year.

SUBMIT FAFSA EVERY YEAR.

To the Parents/Guardian of
Christopher Jones
123 Main St
Anytown, USA 54321-1234

2021/22 FINANCIAL AID
FAFSA.GOV

HOW DO I SUBMIT?

• Submit online at FAFSA.GOV. Use UNK’s school code – 002551.
• Use parent(s) and student FSA IDs, passwords, 2019 tax returns, and W-2s.
• To assist you, use the “IRS Data Retrieval Tool” to pull your 2019 tax information directly from the IRS into your FAFSA. Enter your address on the IRS website exactly as it appears on your 2019 tax return.

SUBMIT AS SOON AS POSSIBLE.

Many parents start the process with their child. Some funds are limited and delaying could reduce award amounts.
Questions
Let's work together.

Becca Dobry
University of Nebraska - Kearney

Phone Number
(308)865-8380

Email Address
dobryrd@unk.edu