

Building Communications to Meet University Branding

Becca Dobry
RMAASFAA
President-Elect



Going Rogue



Clicked Pictures

Dollar signs
Money
Coins



Accessibility

Extra copies
Ability to email



Amount of Work

Updates based upon new regs or
dates
More communication/webpages



Name

ARE YOU FORGETTING SOMETHING?

Financial Aid has not received your 2016-2017 FAFSA

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



The University of Nebraska is an affirmative action/ equal opportunity institution.

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.

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

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

 finaid1@unk.edu

or go online to

 www.fafsa.gov

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

UNK 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 - 5:00 pm Wednesday. Contact us by phone at 308-865-8520 or email at finaid1@unk.edu with any financial aid questions.

Student Employment Fair

UNK Student Employment Services will be hosting a Student Employment Fair August 22, 2018. This will be held in the Nebraskan 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 20-24: Open Add/Drop Registration
August 29: 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

Outside Scholarships

For any outside scholarships please use the Outside Scholarship Form found in MyBLUE to notify the UNK Office of Financial Aid of scholarships you will be receiving from outside (non-UNK) organizations. The form can be found under related links on the financial aid portion of MyBLUE.

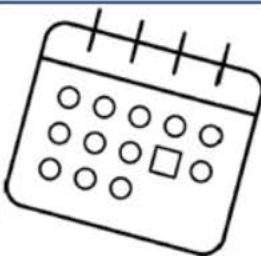
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twitter.com/unkfinancialaid



FINANCIAL AID

University of Nebraska Kearney

OFFICE OF FINANCIAL AID

Memorial Student Affairs Building
2510 11th Avenue • Kearney, NE 68849
308.865.8520 • Fax: 308.865.8096
email: finaid1@unk.edu

Welcome to UNK! Questions about financial aid? Call, email or stop by. We're in the Memorial Student Affairs Building next to Admissions.

OFFICE HOURS:

Mon, Tues, Thur, Fri	Wed
8:00 - 5:00	9:30 - 5:00



UNKfinancialaid



FIND PART-TIME JOBS ON HANDSHAKE

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 positions, internships and post-graduation professional positions.

START HERE: unk.joinhandshake.com

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.



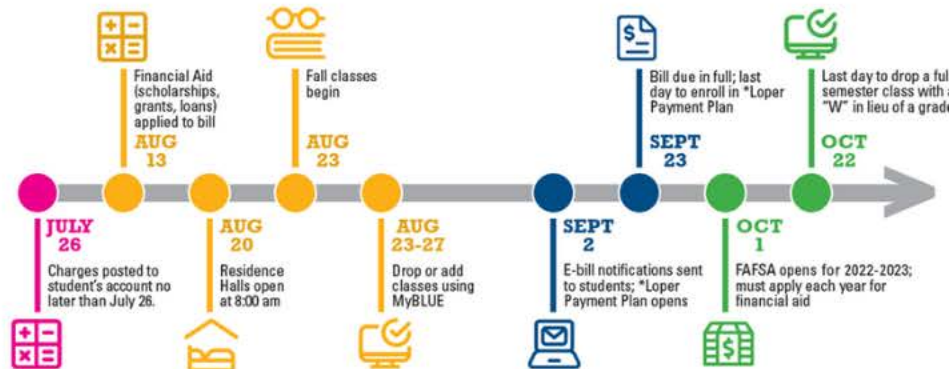
OUTSIDE SCHOLARSHIPS

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



* 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."

ATES.

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



Laurie Weber
Financial Aid Director
Minot State University
500 University Avenue W
Minot ND 58707
Ph: 701.858.3875 / Fax: 701.858.4310
MinotStateU.edu/finaid



Jill Robinson
Financial Aid Specialist

Western Governors University
4001 South 700 East, Suite 700
Salt Lake City, UT 84107
O: 385-428-1803
jill.robinson@wgu.edu



wgu.edu

Becca Dobry, M.S. Ed

she/her/hers

Assistant Director
Office of Financial Aid
University of Nebraska at Kearney
308.865.8520 | (F) 308.865.8096



COMPLETE YOUR **2022-2023**
FAFSA FAFSA.GOV

Amber Brockel
Director of Financial Aid

Presentation College
[1500 North Main Street J. Aberdeen, SD 57401](https://1500NorthMainStreetJ.Aberdeen.SD.57401)
W: (605) 229-8422
F: (605) 229-8537
financialaid@presentation.edu
www.presentation.edu | www.pcsaints.com | [Follow us on Facebook!](#)



PRESENTATION COLLEGE

James Broscheit
Director Financial Aid Services



MONTANA
STATE UNIVERSITY

Work-Study – The Basics

Becca Dobry

BE BLUE. BE GOLD.
BE BOLD.

FINANCIAL AID 101

Becca Dobry

FINANCIAL AID

BECCA DOBRY
OFFICE OF FINANCIAL AID

Loper Open House FINANCIAL AID AT UNK

Game Plan



Communication Strategy

Verification
Recruitment
Retention

Software/Equipment

Student Information System
Canva
CRM

Create/Manage

Personnel

Budget

In-House
Design

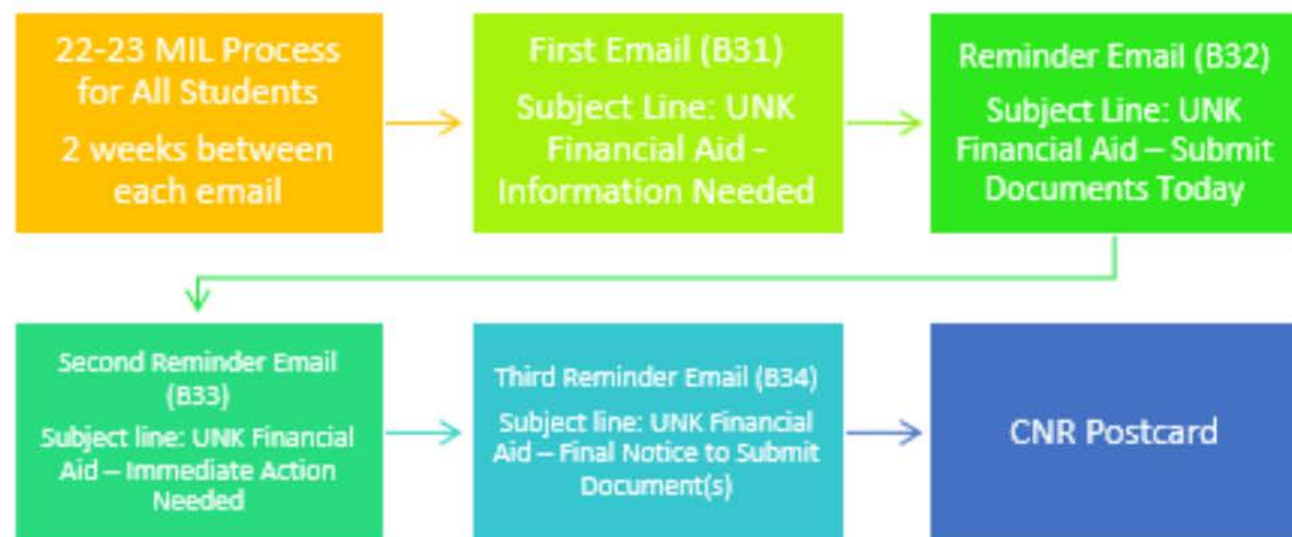
PII

Information that can/should be
shared

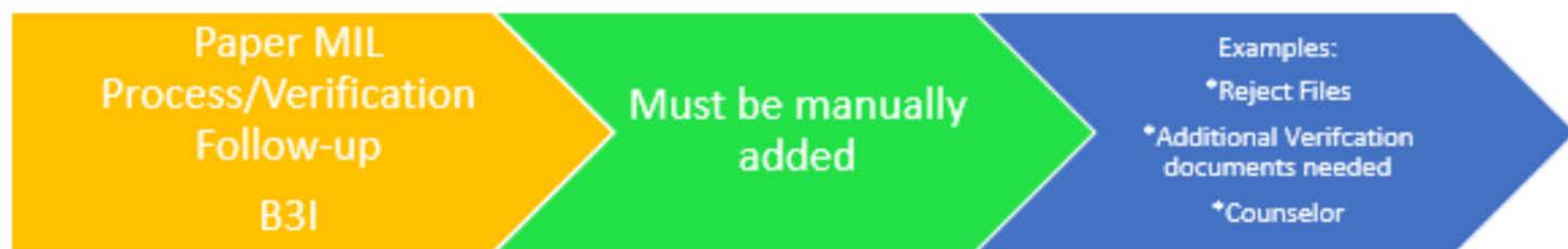
Honest

Realistic conversation/look at office
capabilities

Updated: October 13, 2021



	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

- *Communciation is manually added when call happens
- *Note on commucation 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 Standards

01 Hex Color Numbers



Classic Gold: #e4a115

Classic Blue: #004f89

Newer Brighter Gold/Yellow: #ffa800

Newer Brighter Blue: #004ea6

02 Acceptable Font(s)

License

03 Acceptable Pictures

Image Releases

04 University Logo

Trademark

Join Us!

UNK STUDENT EMPLOYMENT SERVICES FOURTH ANNUAL

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**

Student Employment Services * Office of Financial Aid * Division of Enrollment Management
MSAB #162 * 308.865.8520 * www.unk.edu

The University of Nebraska Kearney is an affirmative action/equal opportunity institution. Individuals needing accommodation under ADA should contact the ADA coordinator at 308.865.8655.

UNK
UNIVERSITY OF NEW KANSAS

UNK.

STUDENT EMPLOYMENT

JOB FAIR!

On and Off-Campus Positions Available
Including work study and other part-time positions

AUG. 28

11:00 AM – 2:00 PM
Nebraska Student Union
Ponderosa Room



BE PREPARED

YOU SHOULD:

- > Dress to impress
- > Bring your resumé
- > Be prepared for on-the-spot interviews

BRING YOUR:

- > Social Security Card
- > Photo ID, e.g., Driver's License
- > Direct Deposit Information

CONNECT WITH HANDSHAKE:

> Go to unk.joinhandshake.com

- > Use your EASI credentials to login
- > Create personal profile; upload your resumé
- > Get instant access to job openings and internships



Individuals needing accommodation under ADA should contact the ADA coordinator at 308.865.2055.

UNK
STUDENT EMPLOYMENT
SERVICES

Student Employment Services
Office of Financial Aid
Division of Enrollment Management
MSA# 4162 • 308.365.6289

Nebraska
It is the policy of the University of Nebraska not to discriminate on the basis of race, sex, color, national origin, ancestry, disability, or sexual orientation. This policy applies to all university activities. Inquiries may be referred to the Office of the Vice President for Diversity and Inclusion, University of Nebraska, 1000 S. 10th St., Lincoln, NE 68508.



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.**



The University of Nebraska is an affirmative action/equal opportunity institution.
UNK Communications & Marketing - 2020



University of Nebraska Kearney

OFFICE OF FINANCIAL AID
2510 11th Avenue
Kearney, NE 68849-2340
308.865.8520
finaid1@unk.edu

Non Profit
US POSTAGE
PAID
UNK

TO THE PARENTS/GUARDIAN OF
CHRISTOPHER JONES
123 MAIN ST
ANYTOWN, USA 54321-1234



FINANCIAL AID

University of Nebraska Kearney

OFFICE OF FINANCIAL AID
Memorial Student Affairs Building
2510 11th Avenue • Kearney, NE 68849

NEED HELP? Call, email or come to our office in the Memorial Student Affairs Building next to Admissions.

Call: 308-865-8520

Email: finaid1@unk.edu

Office Hours:

Mon, Tues, Thur, Fri..... 8:00 - 5:00

Wed 9:30 - 5:00



UNKfinancialaid

UNIVERSITY OF
Nebraska

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2021/22 FINANCIAL AID **FAFSA.GOV**

Aid through FAFSA includes **grants** (free money), **loans**, and **work study**.



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.



Filing the FAFSA is mobile friendly.
Download the **myStudentAid app**.

Understand YOUR 2022-2023 FINANCIAL AID OFFER



UNK UNIVERSITY
OF NEBRASKA
KEARNEY

CONDITIONS OF YOUR OFFER

- Your offer is based on full-time enrollment, which is 12 or more credit hours per semester. Your final financial aid will depend on your actual enrollment at the end of drop-and-add week each semester. If you know that your enrollment will be different than full-time, contact our office so we can adjust your offer.
- Annual offers are subject to change based on the information you provide on your FAFSA, as well as available funds provided to UNK by the federal government, the State of Nebraska, and the University of Nebraska.
- Specific offers are based upon eligibility criteria established in federal and state statutes and institutional policy. It is the intent of UNK to ensure compliance with these requirements. We strive to provide financial aid to need-based and qualified students as fairly and equitably as possible. Visit unk.edu/financialresources to view UNK's Student Consumer Information.
- Your offer is only for the 2022-23 academic year. You must complete the FAFSA each year to continue aid.

SATISFACTORY ACADEMIC PROGRESS

- UNK is required to have minimum Satisfactory Academic Progress (SAP) standards that students must meet to be eligible or maintain eligibility for federal and state financial aid. This includes grants, loans, and federal work study.
- Students who fail to meet these standards for two consecutive semesters (fall, spring, summer) will no longer be eligible to receive financial aid.
- If you do not meet the SAP requirements, you will be notified by e-mail and/or letter following the end of the semester. Visit unk.edu/sap to review the Undergraduate SAP policy.

Invest
IN YOUR FUTURE

YOUR DEGREE IS AN INVESTMENT IN YOUR
FINANCIAL FUTURE THAT WILL LAST A LIFETIME.

\$1 MILLION

Over a lifetime, bachelor degree holders earn \$1 million more than those with a high school diploma.
(U.S. Department of Education)

\$49,000

Median starting salary of UNK grads their first year after school.
(UNK Internal Research 2020-2021)

26.6% LESS

UNK students borrow 26.6% less in student loans than the national average.
(2020 data of public/private institutional)

**YOUR FINANCIAL AID
OFFER IS ENCLOSED**

2022-2023 ACADEMIC YEAR

SPECIAL CIRCUMSTANCES

- Professional Judgment (PJ) refers to the authority given to financial aid administrators to make adjustments to a student's FAFSA based on special circumstances.

Some examples are:

- 1) a change in a family's income or assets, recent unemployment of a family member or an independent student
- 2) high medical, dental, or nursing home expenses
- 3) student or family member who is a disabled/warrior
- 4) a change in housing status that results in an individual being homeless

- The above examples are not the only circumstances that a PJ might apply to. If you believe you have a special circumstance, contact us or visit unk.edu/SCF and complete our online Special Circumstances Form.

BILLS & REFUNDS

- Accepted offers will be credited (applied) to UNK student accounts the week before classes begin each semester.
- MyBLUE e-bill is an online billing and payment system that allows students to view and print bills. An email will be sent to the student's UNK email account when an e-bill is available in MyBLUE.
- If you have more financial aid applied to your charges than required to pay the bill in full, you will receive a refund. You can expect your refund no sooner than the first day of classes or one week after the refund date shown on your "Account Details" in MyBLUE.
- Refunds can be direct deposited into your bank account if you set that up under "Student Accounts" in MyBLUE. Otherwise, you can pick up a paper check at the Finance Office in Warner Hall.
- If you have questions about your bill or refunds, please contact the Finance Office at 308-965-8524 or by email at unkfinance@unk.edu.

NEXT STEPS TO BECOME A LOPER

- 1 Register for New Student Enrollment (NSE). UNK Admissions will contact you when it's time to register for your NSE date.

- 2 The UNK Financial Aid Office will contact you prior to NSE with more information about your financial aid offer. You will have the opportunity to meet with a UNK Financial Aid Counselor to discuss your financial aid offer, if you would like to do so.

- 3 If you plan to accept loan eligibility, log onto MyBLUE, go to the "Financial Aid" tab (left side of the screen) and click "Accept/Decline Offers." **Scholarships and/or grants are automatically accepted for you.**

- 4 In the "Accept/Decline Offers" section, use the drop down next to your offer to accept your desired loan amount. *You do not need to accept your full amount of loan eligibility; you can choose to "Accept a Lower Amount."*

- 5 Congratulations! Your financial aid at UNK should be good to go.

QUESTIONS? CONTACT OUR OFFICE

We're committed to helping you find



University of Nebraska

OFFICE OF FINANCIAL AID
Memorial Student Affairs Building
2510 11th Avenue • Kearney, NE 68849-2350
• Fax: 308.965.8524 • financial@unk.edu

Review OF YOUR OFFER

SCHOLARSHIPS & GRANTS – NO NEED TO REPAY

- UNK SCHOLARSHIPS** – Application and renewal criteria for merit-based scholarships can be found at unk.edu/scholarships.

Scholarship and Grant aid is automatically accepted for students on their MyBLUE Financial Aid Offer page.

- GRANTS** – Requires full-time enrollment (12+ credit hours per semester), except for the Federal Pell Grant and the Federal Supplemental Educational Opportunity Grant (SEOG), which may be retained but reduced if you are not a full-time student.

FEDERAL STUDENT LOANS – MONEY YOU MUST REPAY

- Federal Student Loans require a minimum of half-time enrollment (6+ credit hours per semester).
- Loans are money that must be repaid with interest. Interest rates fluctuate annually, but are fixed for the life of the loan.
- First-time federal loan borrowers must complete: 1) *Entrance Loan Counseling* and 2) a loan agreement called a *Master Promissory Note*. These two requirements can be completed at StudentAid.gov anytime after **April 2022**.

ESTIMATED COST OF ATTENDANCE

- The Estimated Cost of Attendance shown on your Financial Aid Offer is for the 2022-23 academic year at UNK (excluding summer). It is based on 15 credit hours each semester.
- ESTIMATED DIRECT COSTS** – Items billed by UNK include tuition, fees, housing, and meal plan.
- OTHER ESTIMATED EXPENSES** – Items associated with attending UNK, but are not on your bill. This includes books, clothing, gas, entertainment, etc. **Costs are only estimates as they will differ for each student.**

WORK STUDY

- Federal Work-Study provides employment opportunities on and off campus. FWS is not applied to your tuition bill; you will receive a paycheck for hours worked.
- To remain employed with FWS, you must reapply each year by completing the FAFSA annually.
- Visit unk.edu/offices/ses for available jobs and more information.

ADDITIONAL FUNDING OPTIONS – REQUIRES FURTHER ACTION

OUTSIDE SCHOLARSHIPS

- If you receive scholarships from any organizations other than UNK, please report it to us with an *Outside Scholarship Form* (link under related links in the financial aid portion of MyBLUE). **By law, we must adjust federal aid if outside scholarships result in excess aid. We will email you a revised offer if your financial aid changes.**

LOPER PAYMENT PLAN

- Each semester bill can be paid in full by the due date, or you can pay three (3) scheduled payments (33%) with Nelnet each semester for a fee of \$20. Sign up for the Loper Payment Plan via MyBLUE once your bill has been received.

PARENT PLUS LOANS & PRIVATE LOANS

- The Federal Parent PLUS Loan is a loan borrowed in the parent's name. To be eligible for this loan, students must enroll in a minimum of half-time enrollment (6+ credit hours per semester) and parents must complete a separate application, which also serves as a credit check.
- A private loan is a loan obtained through a private lender. We encourage students to visit with a financial aid counselor if they are considering a private loan.
- For more information on Parent PLUS Loans and private loans, please visit unk.edu/loans.

SAMPLE OFFER

UNIVERSITY OF NEBRASKA **UNK** KEARNEY

2022-2023 FINANCIAL AID OFFER

Lacie Loper
USD UNK Drive
Kearney, NE 68849

Dear Lacie,

Congratulations on your admission to the University of Nebraska at Kearney. The Office of Financial Aid is pleased to make the following financial aid offer to you. Details about each specific offer are explained in the enclosed brochures.

UNK SCHOLARSHIPS No Need to Repay	Fall Semester	Spring Semester	A Academic Year Total
UNK Loper Achievement Grant	\$1,000.00	\$1,000.00	\$2,000.00
Total Scholarship Funding	\$1,000.00	\$1,000.00	\$2,000.00
GRANTS No Need to Repay	Fall Semester	Spring Semester	A Academic Year Total
Federal Pell Grant	\$5,000.00	\$5,000.00	\$10,000.00
Federal SEOG Grant	\$400.00	\$400.00	\$800.00
UNK Loper Achievement Grant	\$1,000.00	\$1,000.00	\$2,000.00
Total Grant Funding	\$6,400.00	\$6,400.00	\$12,800.00
STUDENT LOANS Must Repay	Fall Semester	Spring Semester	A Academic Year Total
Federal Direct Unsubsidized Loan	\$1,750.00	\$1,750.00	\$3,500.00
Federal Direct Unsubsidized Loan	\$1,400.00	\$1,400.00	\$2,800.00
Total Federal Loan Funding	\$3,150.00	\$3,150.00	\$6,300.00

Office of Financial Aid • Memorial Student Affairs Building • 2510 11th Avenue • Kearney, NE 68849-2350
Phone: 308-965-8524 • Fax: 308-965-8524 • Email: unkaid@unk.edu

Visit StudentAid.gov/glossary for clarification
on any Federal Student Aid terminology.

UNIVERSITY OF
NEBRASKA

The University of Nebraska at Kearney does not discriminate on the basis of race, ethnicity, national origin, sex, gender, sexual orientation, gender identity, religion, disability, age, marital status, veteran status, or other protected status in its programs, services, and employment.



University of Nebraska at Kearney
Office of Financial Aid
Memorial Student Affairs Building
2510 11th Avenue
Kearney, NE 68849-2350

Questions

Let's work together.

Becca Dobry
University of Nebraska -
Kearney

Phone Number
(308)865-8380

Email Address
dobryrd@unk.edu