

SCHOLARSHIPS AND FINANCIAL AID

Mission

Scholarships and Financial Aid enhances student success through financial resource counseling and assisting in the delivery of scholarship and financial aid programs.

Vision

Scholarships and Financial Aid will be recognized throughout the OSU system and the Tulsa metropolitan area for exceptional service and a student-centered approach in delivering scholarship and financial aid programs.

Scholarships and Financial Aid will also:

- Advance access to higher education through innovative outreach initiatives that make the best use of technological and human resources;
- Enhance funding support for OSU students by continually seeking out external opportunities to supplement federal, state, and institutional resources; and
- Lead the effort to maximize student aid resources and services through strategic partnerships and alliances.

Core Values

Excellence - We seek excellence in all our endeavors and we are committed to continuous improvement.

Intellectual Freedom - We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity - We are committed to the principles of truth and honesty and we will be equitable, ethical, and professional.

Service - We believe that serving others is a noble and worthy endeavor.

Diversity - We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of our resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives and Strategies

Goal One. Support student academic pursuits and accomplishments by providing financial assistance programs that will attract and retain a diverse and quality undergraduate and graduate students body.

Critical Success Factors:

- Host 2 financial aid/FAFSA workshops each year
- 10 % increase in number of electronic FAFSA filers
- 10 % increase in the number of students accessing OSU-Tulsa Financial Aid web site for information and assistance
- Increase number of culturally diverse students applying for scholarships by 2% annually
- Increased number of scholarships for graduate students

Objectives:

Objective 1.1: Facilitate access to financial aid and scholarship information, resources, and processes.

Strategies:

- Host financial aid/FAFSA workshops for current or prospective students.
- Ensure students' comfort in seeking information and assistance by providing professional, friendly assistance.
- Work in collaboration with Development to increase the quantity and award amount of scholarships available to undergraduate and graduate students.
- Develop and maintain a series of financial aid tip sheets that focus on specific financial aid opportunities and processes.
- Maximize the available scholarship dollars to do the most good and help as many students as possible.

Objective 1.2: Assist in attracting top engineering and technology students to support the research mission of the OSU-Tulsa Advanced Technology Research Center (ATRC) through student aid and scholarship programs.

Strategies:

- Collaborate with administrators, Development and Prospective Student Services to leverage current and new scholarship funds for use in recruiting quality graduate students for ATRC programs.
- Collaborate with Minority Support Services and Prospective Student Services in developing recruitment strategies to attract high achieving, culturally diverse students into ATRC programs.

Objective 1.3: Utilize new and available technologies to improve student access to financial aid information and processes.

Strategies:

- Evaluate and update the web site as needed to implement changes that will better serve current and prospective students.
- Align information on web site with OSU-Stillwater Financial Aid site.
- Utilize the Financial Aid Office student computer lab to facilitate individual and group training of online processes.
- Encourage completion of online processes utilizing available technology, including Financial Aid Office student computer lab, students' personal computers or other on-campus computer resources.

Goal Two. Support OSU-Tulsa's strategic enrollment management planning and goals through tracking and analysis of student aid awards and student satisfaction.

Critical Success Factors:

- Development of OSU-Tulsa student aid database
- Ratings on student need and satisfaction surveys significantly above mean for peer institutions

Objectives:

Objective 2.1: Develop and maintain database to track types and amounts of financial assistance awarded to OSU-Tulsa students each semester.

Strategies:

- Develop database to assist in tracking and analyzing student aid data each semester.
- Leverage staff resources by collaborating with OSU-Stillwater Financial Aid systems staff to develop and process data reports.
- Share data with OSU-Tulsa Enrollment Management team.

Objective 2.2: Assess students' needs and satisfaction regarding their financial aid interactions in order to provide beneficial services and maintain quality customer service.

Strategies:

- Conduct interoffice customer service survey on a semi-annual basis to determine needed services and level of student satisfaction.
- Incorporate financial aid service questions on the campus-wide student satisfaction survey administered annually.
- Share findings of survey with OSU-Tulsa Student Services staff, OSU-Tulsa administrators, and OSU-Stillwater Financial Aid staff.
- Implement appropriate suggestions and work to improve any weak areas identified in student surveys.

Goal Three. Educate prospective students and the community about the accessibility of higher education through various student aid opportunities.

Critical Success Factors:

- Host 1 community-wide financial aid program on campus each year
- 10 community financial aid programs each year
- 125+ attendance at College Goal Sunday event
- Increase opportunities for the community to learn about financial aid opportunities
- 5% increase in the number of FAFSA and scholarship applications submitted each year

Objectives:

Objective 3.1: Provide information about financial aid and scholarship opportunities through various forums.

Strategies:

- Host annual community-wide financial aid presentation each year.
- Participate in at least 10 community sponsored financial aid programs each year
- Conduct 2 FAFSA workshops each year.
- Partner with OSU-Tulsa Prospective Student Services, OSU-Stillwater High School and College Relations and Langston University in hosting College Goal Sunday.
- Participate in workshops specific to minority and underrepresented populations.
- Develop and conduct graduate focused financial aid presentation for annual Tulsa Area Graduate Studies Fair.
- Leverage resources with internal and external organizations to provide information on financial aid resources to the public.
- Coordinate with OSU-Stillwater Financial Aid in conducting high school college fair financial aid presentations.
- Provide links to various sites regarding student aid information on the OSU-Tulsa Financial Aid web site.

Objective 3.2: Increase scholarship and financial aid awareness and opportunities for minority students through research and dissemination of information.

Strategies:

- Develop list of Oklahoma Tribal Higher Education contacts to facilitate exchange of information about various financial assistance programs offered by each agency.

- Identify multiculturally-based organizations that provide higher education funding opportunities.
- Research internal and external scholarship opportunities available to minority students.
- Provide printed and web-based information for minority scholarship opportunities.
- Disseminate information about minority student aid opportunities directly to current and prospective students.

Goal Four. Contribute to student development and success by partnering with other units to provide a comprehensive scholarship, financial aid and student work program.

Critical Success Factors:

- 5% increase in number of students receiving scholarships
- Develop 2 new strategies to promote scholarships and financial aid
- Coordinate 1 scholarship donor event per year
- Identify 10 new non-university financial aid sources for students
- Develop marketing materials to inform students of latest financial aid/scholarship sources

Objectives:

Objective 4.1: Market the OSU scholarship program to assist in the recruitment and retention of quality students.

Strategies:

- Partner with Prospective Student Services and Marketing to develop strategies for promoting scholarship opportunities to prospective and current students.
- Collaborate with OSU-Tulsa administrators, Development, Marketing, Prospective Students Services, and academic departments in leveraging current scholarship funds for use in building targeted academic programs.
- Appoint a committee to award OSU-Tulsa based scholarships, which incorporates representation from academic and student services units as well as development.
- Participate in annual scholarship donor event to recognize the accomplishments of student scholars and scholarship donors.

Objective 4.2: Research and promote non-university scholarships, grants and fellowships to help students maximize funding options.

Strategies:

- Identify non-university sources that support the academic programming of OSU-Tulsa.
- Draw on the staff resources of various Student Affairs units, academic advisors and departments as well as student workers in developing a resource list of external opportunities.

Objective 4.3: Promote student work options to aid in career, interpersonal and leadership development.

Strategies:

- Work with university departments to expand on-campus student work-study opportunities.
- Provide a link to the OSU-Tulsa Human Resources Office for students to explore on campus job openings.
- Provide a link to the OSU-Tulsa Career Services web site for students to explore part-time, full-time and internship opportunities.

Objective 4.4: Educate students on the long-range impact of borrowing more money than they need.

Strategies:

- Develop a counseling strategy that provides students with a clear picture of the impact of borrowing money.
- Hold financial success seminars.
- Distribute financial security compact discs.
- Counsel with students about these issues in one-on-one meetings.

Objective 4.5: Help students explore the options to fund their education.

Strategies:

- Educate students about grants, loans, scholarships, paid internships and part-time and full-time work.
- Develop a web site that accurately describes the wide array of funding options.
- Continuously increase the number of funding opportunities available to students by researching and keeping abreast of the latest developments and announcements.

Goal Five. Leverage resources available through OSU-Tulsa and OSU-Stillwater to enhance operations and services provided to students.

Critical Success Factors:

- Participation in weekly meetings with OSU-Stillwater Financial Aid staff
- Combine OSU-Tulsa/OSU-Stillwater scholarship application form

Objectives:

Objective 5.1: Draw on staffing expertise and material resources of the OSU-Stillwater Financial Aid Office to effectively and efficiently serve students in Tulsa.

Strategies:

- Meet with OSU-Stillwater Financial Aid staff weekly, via phone conferencing, to align processes, policies and forms on both campuses.
- Leverage OSU-Stillwater Financial Aid as a resource for training new OSU-Tulsa Financial Aid staff.
- Leverage OSU-Stillwater Financial Aid as a clearinghouse for published literature on student aid and related programs.
- Draw on the breadth and expertise of OSU-Stillwater Financial Aid staff to assist with complex student aid issues and systems needs.

Objective 5.2: Maximize staffing and facility usage with other Student Services units to provide a welcoming and student-friendly environment.

Strategies:

- Work in conjunction with Student Services units to design a common area, which is student-friendly and accommodates multiple student needs.
- Train Student Services intake staff to assist current and prospective students with basic financial aid concerns.
- Expand programming of E-greeter software to include other Student Services staff.

Goal Six. Recruit and retain staff that is technically competent, diverse, innovative and student-centered.

Critical Success Factors:

- Retain 80% of critical staff
- 80% of staff attending annual financial aid conference
- 80% of staff participating in staff development opportunities
- 100% of staff participating in annual performance evaluation

Objectives:

Objective 6.1: Ensure that staff has the competency to provide quality service. Create training plans for each staff member that addresses the developmental needs of the individual, unit and division strategy.

Strategies:

- Utilize on-campus and off-site training opportunities to enhance and develop skills.
- Attend state and regional financial aid conferences.
- Encourage completion of advanced degrees.
- Promote participation and leadership roles in local, state, regional and national organizations.
- Establish a work environment that encourages innovative thinking and creativity.
- Conduct staff development activities in collaboration with other Student Affairs units.
- Require multicultural awareness training for all staff.
- Cross train with other Student Services units to provide assistance as needed.
- Participate in on-going training with OSU-Stillwater Financial Aid staff to keep abreast of changes in federal, state and institutional policies pertaining to financial assistance programs.

Objective 6.2: Manage staff to deliver services in a timely and efficient manner.

Strategies:

- Coordinate staffing so that all students may be seen on a walk-in basis throughout the day.
- Add staff as needed to support growing student body and corresponding demand for financial aid services.

Goal Seven. Strengthen strategic partnerships and alliances with area agencies and institutions, university departments, and academic divisions.

Critical Success Factors:

- Direct pay option established for Tulsa Community College (TCC) consortium students
- 10% increase in number of students applying for TCC/OSU-Tulsa Scholarship program
- Improved communication and processes with various financial aid consortium partners

Objectives:

Objective 7.1: Strengthen alliance with OSU-Stillwater Financial Aid and Scholarships Offices.

Strategies:

- Have monthly meetings with OSU-Stillwater.
- Seek opportunities, in collaboration with OSU-Stillwater Financial Aid, to expand the breadth of services offered by the Tulsa staff.

Objective 7.2: Strengthen partnership and collaboration with Tulsa Community College Financial Services Office.

Strategies:

- Facilitate the establishment of a direct pay option for TCC consortium courses with constituents from TCC, OSU-Tulsa and OSU-Stillwater.
- Refine process for data sharing of TCC/OSU-Tulsa tuition-waiver recipients, consortium students and related items.
- Develop brochure describing TCC/OSU-Tulsa joint scholarship programs and consortium agreements.

Objective 7.3: Maximize financial aid resources for students through partnerships and collaborative efforts with area higher education institutions and agencies.

Strategies:

- Work to streamline the consortium agreement process with area institutions, such as Langston University, Northeastern State University, Rogers State University and University of Oklahoma.
- Build and foster relationships with multicultural organizations in an effort to increase funding resources for OSU-Tulsa students.

Objective 7.4: Work with university and academic departments to leverage human and material resources in support of student development opportunities.

Strategies:

- Communicate with university departments to ensure that information and processes are current.
- Collaborate with Marketing Department in developing OSU-Tulsa Financial Aid literature.
- Continue to develop relationship and communication with OSU-Tulsa advising staff to increase opportunities to better serve students.
- Support and assist other Student Services units in an effort to enhance OSU-Tulsa student development opportunities.
- Participate in transfer day programs and other campus recruitment events.

Goal Eight. Assist in enhancing OSU's image in the Tulsa community.

Critical Success Factors:

- Development of 2 targeted financial aid brochures
- Development of response series for Frequently Asked Questions
- Maintain a user-friendly web site fully integrated with the OSU system

Objectives:

Objective 8.1: Utilize technology to promote a positive image of the OSU-Tulsa Office of Scholarships and Financial Aid that is consistent with the OSU system.

Strategies:

- Collaborate with marketing department to evaluate and maintain a web site that is informative, current, and visually consistent with the OSU system.
- Make relevant forms easily accessible through the web site.
- Develop and disseminate quarterly informational emails to current students.
- Develop collection of responses to frequently asked questions for use in email inquiries.

Objective 8.2: Develop printed materials that provide relevant information and enhance OSU's image in the Tulsa community and surrounding areas.

Strategies:

- Promote financial aid opportunities to current and prospective students through mail and email campaigns.
- Develop brochures that target undergraduate and graduate financial assistance opportunities for students.
- Work with marketing department to develop brochures and poster series highlighting student-funding options for higher education.

Objective 8.3: Participate in activities and traditions that encourage OSU pride.

Strategies:

- Incorporate Operation Orange into financial aid marketing literature, web site and one-on-one contacts with individuals to help them establish a connection with OSU-Tulsa.
- Wear orange on Fridays.
- Attend OSU spirit rallies in the Tulsa area.