

"TFAP Curriculum" Deployment Plan: Delivery Options

Potential Vehicles	Additional Information	Advantages	Drawbacks	Accessibility	Effectiveness	Measurement	Frequency	Maintenance	Push/Pull	Approvals	Expense	Labor	
How can we publicize the curriculum? -*** indicates recomd. options -grey areas indicate considered & rejected options	How do we plan to use the vehicle? What additional logistical information/details do we need to implement the vehicle? <i>Details requiring further research are in bold/italicized text.</i>	What are the advantages of the vehicle?	What are the drawbacks of the vehicle?	How easy is it for our audience to access the vehicle?	How effective is the vehicle?	How do we measure if the communication was successful?	How often do we need to distribute?	How difficult is it to update/maintain this vehicle?	Does the audience need to be active/passive to get the msg?	Who needs to approve/authorize?	How much does it cost to produce this vehicle?	What is the level of effort required to produce this vehicle (include approval)?	
Electronic	*Web Page (w/web links, soft copy of post./flyer)	A link to the FSA Course Curriculum webpage from the Schools Portal will be created by Beth Arbogast. (Graphics provided by Cindy Farrell). Development time estd. less than 1 week once requirements finalized. Approval process estd. less than 1 week and will involve Colleen Kennedy, Jeannette Zink and Bill Ryan. <i>Is there anyone besides Beth who can develop the page in her absence?</i>	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	Schools/ Secty Paige's Office	High	Medium
	Individual cur. Q&A	A tool on the webpage that customizes the curriculum to the individual's needs	Personalized, Paperless	"	Medium	High	# of hits per page	ongoing	?	Pull	"	Medium	Medium
	*Email	An email announcing the availability and location of the series could be sent to FAAs. <i>Currently, no regular email sent to FAAs. What about case management emails to new FAAs?</i>	Consistent message, dir., low cost, immediate, paperless	impersonal, creates 'junk' email, not everyone likes email	High	Medium	Return receipt on mail	one time	n/a	Push	"	Low	Low
	Elec. Annt.	New announcements posted on Schools Portal/IFAP, accessed by FAAs, distributed as needed, approved through OPM	"	"	Medium	Medium	?	one time	n/a	Push	"	Low	Low
	*Listserves	Listserves include: Direct Loan (int.), and FINAID-L and BURSAR-L (ext). Audience for ext. includes business office function (cash handling & actg). A message announcing the curriculum and location would be posted to both national and regional listserves. Any registered member can post a message. <i>Who maintains it? Would we need regional representatives to post messages? Which regions use?</i>	"	Usage varies by region	Medium	High/Low	?	?	n/a	Push	"	Low	Low
	P-Msg	Electronic message pushed out via SAIG, reaches all SAIG destinations. Used by personnel at school responsible for Ed Express. Approval through PEPS/OMB	"	Reqs. help from Schools Chnl. Could delete message	Medium	High/Low	?	?	n/a	Push	"	Low	Low
	*News. Art. (NASFAA or Proprietary)	An article in NASFAA and/or proprietary newsletter announcing the curriculum and describing objective. <i>Names of newsletters and contacts? Approval process? Submission deadlines? Min/Max length? Timing?</i>	Consistent message, low cost, fast	Possibly ignored	Low	Medium	?	one time	n/a	Push	"	Low	Low
	Web bner/IFAP pg	N/A	High Visibility	Dependant on IFAP utilization	Medium	?	?	?	?	?	"	Medium	Medium
	Regional Websites	N/A	Consistent message, self-service, immediate, paperless	Technology may not be preferred by segment of audience	Medium	High	# of hits per page	one time	?	Pull	"	Low	Low
Soft copy of Poster/Flyer	N/A	Consistent message	Requires printing/posting by individuals at every school	Medium	Medium	?	as-needed	?	Push	"	Medium	Medium	
Paper	*Poster/Flyer	Create poster/flyer in PPT using key messages. Cindy Farrell develops. <i>Development time?</i>	Consistent message	Often ignored, requires paper	Medium	Medium	?	as-needed	Requires redistribution	Push	"	Medium	Medium
	*Dist. posters at FSA trng events	Posters created in-house (PPT), distributed at workshops (Cash Mgmt, etc). Approved by Jeannette Zink, <i>OMB approval?</i>	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	ongoing	Requires redistribution	Push	"	Medium	Low
	*Dist. Posters at EAC	Posters created in-house (PPT), distributed at workshops (Cash Mgmt, etc). Approved by Jeannette Zink, <i>OMB approval? Deadline? Contact?</i>	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	ongoing	Requires redistribution	Push	"	Medium	Low
	Wallet Cards	Funding	Convenient to Hold/Carry	Requires Paper, May be \$\$	Medium	Medium	?	one time	Requires redistribution	Push	"	?	Low
	Post Its	Funding	Useful, Success in Past	Expensive	Medium	Medium	?	one time	Requires redistribution	Push	"	High	Medium
	Written Letter	N/A	Low cost, fast, control over target audience	Not face to face, can be uninteresting, requires paper	Medium	Medium	?	one time	n/a	Push	"	Low	Low
Face-Face	Pamphlet	N/A	Consistent message, reaches wide audience	May be difficult to reach target audience, cost varies based on style	Medium	Medium	?	one time	Requires redistribution	Push	"	High	High
	*Announce. at NASFAA/EAC	NASFAA took place in July. Someone from the Schools Channel will briefly announce the FSA curriculum, and mention posters w/links. EACs are in Nov/Dec. <i>Dates? Presenters? Approvers? Demetrius Windom? Is Susan Thayer contact for agenda?</i>	Large target audience	Only reaches those who attend, audience varies (i.e., EAC vs. NASFAA)	Medium/Low	High	?	as-needed	n/a	Push	"	Low	Low
	*Announce. at Training Sessions	Trainers will briefly announce the FSA curriculum and mention posters w/links. <i>Dates? Presenters? Approvers?</i>	Reach target audience, Captive Audience	Inconsistent Message	Low	High	?	ongoing	?	Push	"	Low	Low
*Customer Service Reps.	CSRs need to be aware of the FSA Course Curriculum, and refer FAAs who call the hotline to the webpage. <i>Approval? Training for CSRs?</i>	Reach target audience at point of need	Inconsistent Message, Only reaches those who call the hotline	Low	High	?	ongoing	n/a	Pull	?	Low	Low	

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Potential Vehicles		Contact
How can we publicize the curriculum? * denotes recommendation grey areas indicate option was considered & rejected		Who is the point of contact?
Electronic	*Web Page (w/web links, soft copy of post./flyer, &	Send item to Michaelyn Milidantri and Colleen Kennedy, CSCC (Title IV Delivery/Customer Service Call Center) after the applicable manager has approved its posting. URLs for those not yet familiar with these sites: http://sfa4schools.sfa.ed.gov/SFAPortal/home/index1.htm http://ifap.ed.gov/IFAPWebApp/index.jsp
	Individual cur. Q&A	N/A
	*Email	COD Customer Service
	Elec. Annt.	N/A
	*Listserves	Listserv (Direct Loan) Send item to David Hebrank, Title IV Delivery/Direct Loan Operations after the applicable manager has approved its posting. If you want to subscribe to the listserv, contact David Hebrank. Listservs - external (FINAID-L and BURSAR-L) Send item to Michaelyn Milidantri and Colleen Kennedy, CSCC (Title IV Delivery/Customer Service Call Center) after the applicable manager has approved its posting. If you want to subscribe to FINAID-L, e-mail :FINAID-L-SUBSCRIBE-REQUEST@LISTS.PSU.EDU and leave the subject and body blank. If you want to subscribe to BURSAR-L, e-mail : majordomo@virginia.eduIn the body of the message, type: Subscribe BURSAR-L Firstname Lastname where "Firstname" is your first name and "Lastname" is your last name. Do not use a subject heading or signature line.
	P Msg	Michaelyn Milidantri and Colleen Kennedy, CSCC (Title IV Delivery/Customer Service Call Center), push content out to all schools after the applicable manager has approved the message.
	*News. Art. (NASFAA or Proprietary)	N/A
	Web banner on IFAP page	N/A
	Regional Websites	N/A
	Soft copy of Poster/Flyer	N/A
Paper	*Poster/Flyer	N/A
	*Dist. posters at FSA trng events	N/A
	*Dist. Posters at EAC	N/A
	Wallet Cards	N/A
	Post Its	N/A
	Written Letter	N/A
	Pamphlet	N/A
Face-Face	*Announce. at NASFAA/EAC	Demetrius Windom CAMs SFA University <ul style="list-style-type: none"> Demetrius services external requests for COD conference presentations and maintains a list of all conferences at which FSA has a presence (contingent upon the CAMs' letting her know) CAMs may initiate presentations or service direct requests for presenters COD staff pushes content to SFAU for incorporation into annual training material
	*Announce. at Training Sessions	
	*Customer Service Reps.	

"TFAP Curriculum": Advisor Feedback

#	Action Required	Feedback	Who	Status	Comments
1	Discuss	Did we want to remove the basic descriptions for the curriculum (For example for the "basic" courses we had the following description, "Courses that provide a general, introductory overview of central elements of administering Title IV aid. Recommended for all new financial aid professionals during their first 12-18 months of employment.")?	Miruna Patrascanu	Open	7-Jul
2	Discuss	Decide whether or not you want Front 2 back on the Web available to external customers. (Actually, it already is, they just don't know it.)	Beth Arbogast	Open	
3	Edit prior to deployment	FSA-Sponsored Conferences - per Jacque who is sitting on the EAC team these conferences will probably be renamed. We should check on that before going to print.	Midge Hunt	In Progress	
4	Edit	Sources of Additional Information - How about alphabetizing these? Editing issues - FSA Handbook end paren under frequency of updates on its own line; Audit Guides doesn't have a end paren under frequency of updates.	Midge Hunt	In Progress	
	None	Student Eligibility - I don't think that topic is role based. It seems to be more of a general topic.	Midge Hunt	Closed	6/16 The team discussed the appropriate category for "Student Eligibility" (which was under role-based). Since Student Eligibility is a general name for a variety of courses that vary on an annual basis, the team decided to change the name to either "Student Eligibility Offerings" or "Student Eligibility Issues".
	None	Update "WebEx Training of New Tools" to "Web Conference Training of New Tools" because Web Ex is a product name that FSA may not use	Howard Weitzner	Closed	
	None	Remove "Non-Traditional Programs" from TBD courses.	Kay Jacks	Closed	
	None	For the "COACH" course description, update the name of the "Fundamentals of Title IV" to "Fundamentals of Title IV Administration"	Miruna Patrascanu	Closed	
	None	Change "Training for New Financial Aid Professionals" to "New Financial Aid Professionals Training"	Howard Weitzner	Closed	7-Jul
	None	Instead of referring to the audience as "Financial Aid Professionals" we should refer to them as "Financial Aid Administrators" because that is the term they use to describe themselves	Julie	Closed	7-Jul

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	None	Remove the responsible party under frequency of updates prior to distributing to school personnel.	Midge Hunt	Closed	6/23 This information is included because this is a working document. Insert footer indicating Internal Use Only.
	None	Change "Fundamentals of Title IV" to its full name "Fundamentals of Title IV Administration".	Tom	Closed	7-Jul
	None	For "Fundamentals of Title IV Administration" under the description, remove the text that reads "as well as new or inexperienced FAAs who need to learn the basics of Title IV".	Julie	Closed	7-Jul
	None	Choose a name for all external training so that it can be used to replace the current external FSA U page. Keep in mind that you are dealing with college administrators, so the title needs to make sense in terms of Higher Ed terminology. (such as 100 series does not make sense for a course that carries a prerequisite)	Beth Arbogast	Closed	
	None	Remove the "frequency of updates" column from the curriculum	Bill Ryan	Closed	
	None	Remove "existing/new" column from curriculum format and divide courses into separate pages of "existing" and "to be developed" courses	Bill Ryan	Closed	
	None	Change the name of "How to Read and Understand the Laws and Regulations" to "Statute Regulations, and Subregulatory Documents: How to Understand Title IV"	Bill Ryan	Closed	
	None	Change the name of "Untangling the Web" to "Web Resources"	Bill Ryan	Closed	
	None	Change the description of the "Untangling the Web" course from "A beginner's course for the new financial aid professional on how to access websites related to understanding, participating in, and processing Federal Student Aid. The sites have been divided into different categories or steps in the Financial Aid process. Individuals learn to access all sites quickly from the School's Portal or IFAP." to "A beginner's course on FSA websites related to understanding, participating in, and administering Federal Student Aid."	Bill Ryan	Closed	
	None	For "Untangling the Web" change the delivery format from "Printed manual/Online tutorial" to "Web-based tutorial"	Bill Ryan	Closed	

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#	Action Required	Feedback	Who	Status	Comments
	None	100 Series should be renamed "FSA Course Curriculum"	Bill Ryan	Closed	
	None	Update "non-traditional programs" course description to include specific topics.	?	Closed	
	None	Remove introductory text from "Electronic Access Conferences" that states, "Each year, the U.S. Department of Education (ED), Federal Student Aid (FSA) conducts two Electronic Access Conferences for financial aid administrators and financial aid staff participating in the Federal Student Aid program. More than 3,000 participants attend each year."	Bill Ryan	Closed	
	None	Add "High School Counselors/TRIO Videoconference" to the list of Conferences	Jo Ann Borel	Closed	
	None	Change the name "Professional Association conferences (state, regional, national)" to "Non-FSA conferences".	Bill Ryan	Closed	
	None	Change the "Sources of Additional Information" to "Additional Resources for Financial Aid Professionals"	Bill Ryan	Closed	
	None	Change delivery format for the "Blue Book" from "printed manual, also available online" to "printed version also available online"	Bill Ryan	Closed	
	None	Since the NASFAA basic training is referred to as "core" training I suggest a different name for our "Core" training.	Midge Hunt	Closed	6/16 The team agreed to change the "Core" curriculum to either "Basic" or "Introductory" so it would not be confused with the NASFAA "Core" training.
	None	I don't see program integrity on here. I think it should be included given that this is a primary goal for FSA.	Midge Hunt	Closed	6/16 The team discussed whether to include a placeholder for a "Program Integrity" course and decided against it. Instead, program integrity as an objective of FSA will be discussed in the introduction to the course listing.
	None	Fundamentals of Title IV - we are hoping to add more sessions, so perhaps it isn't necessary to give a total per year. Will school people know what an "RTF" is?	Midge Hunt	Closed	
	None	Functional Courses, EDEXpress Basics - the text refers to three different methods of instruction but the delivery format lists just web-based.	Midge Hunt	Closed	
	None	COD - simply an editing issue - "downloaded" has a funny break under Delivery Format - the "d" is separate from the rest.	Midge Hunt	Closed	
	None	FAA Access - does this belong in role based? Perhaps it is a source of additional information. Also, the columns aren't completely filled in.	Midge Hunt	Closed	

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	None	Advanced Courses - I have already expressed my concern that this name raises expectations that we are unlikely to meet. This training is for experienced personnel but isn't necessarily advanced training. Another editing comment - the description uses the word "requirement" when I think it should be "require".	Midge Hunt	Closed	6/16 The team decided that since the two "Advanced Courses" did not require previous knowledge, they should be moved to the "Functional" category.
	None	Professional Association ... another editing issue under Delivery Format -perhaps that column of the spread sheet needs to be expanded slightly so the whole word "Conference" will fit in the cell. Maybe this is where program integrity should be placed. Don't we expect to be offering some type of training on program integrity annually?	Midge Hunt	Closed	
	None	Blue Book Isn't this going to Mike High's group in the Schools Channel?	Midge Hunt	Closed	
	None	FSA Assessments & Schools Portal - several columns are blank.	Midge Hunt	Closed	
	None	Divide the courses into core, advanced, and specialized	Beth Arbogast	Closed	
	None	Remove manuals and guides in the list of training/curriculum, they are not training. The same goes for web-based tools such as "FSA Assessments"	Beth Arbogast	Closed	
	None	Decide if you want links to these manuals, guides, web tools, etc....in the new site. If so, links to the manuals and guides on IFAP's site can be placed in the website either as individual listings (such as click here for Direct Loans, here for Pell, etc...)or as one link to IFAP that forces people to use the search functions to find what they are looking for.	Beth Arbogast	Closed	N/A
	None	Separate conferences into individual sections/links such as EAC, Videoconferences, Software Developers, etc...	Beth Arbogast	Closed	N/A
	None	Decide which Association site training you want to link to, if any. (NASFAA, EASFAA, etc...) We could do National and Regional pretty easily, but the states have a tendency to change their links fairly often for both cost and ownership reasons, so keeping up with the correct links could be time consuming.	Beth Arbogast	Closed	
	None	I didn't see LAP/LARS training listed or NSLDS web-based training. Don't know if they still exists or not.	Beth Arbogast	Closed	These courses are not for FAAs.
	None	Create a separate page for each category of courses	Bill Ryan	Closed	