



# **Student Financial Assistance Aid Awareness**

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*Audience Analysis*



# Aid Awareness Audience Analysis

## CUSTOMERS

### A. PRIMARY AUDIENCES

#### 1. Students and Prospective Students

##### ➤ **Approximately 14-16 million students enrolled in a college or university**

- Read:
  - Magazines: *Glamour, Cosmopolitan, Self, O Magazine, Sports Illustrated, People, Vibe*
  - Newspapers: College newspapers, *USA Today*, local major newspapers
  - Web sites: mtv.com, rollingstone.com, espn.com, email portals, major search engines (e.g. Yahoo, Ask Jeeves, AOL), attending university web site, shopping (e.g. jcrew.com, gap.com), finaid.org
- Spend time in: student center, class, shopping malls, music stores, fast food restaurants, library, on the internet, watching television
- Listen to: parents, friends, professors, movie, television and music stars (e.g. Howard Stern, MTV's Carson Daly)

##### ➤ **Approximately 2.5-3 million high school seniors**

- Read
  - Magazines: *Seventeen, YM (Young & Modern), Glamour, Sports Illustrated, Teen People*
  - Newspapers: *USA Today*, local major newspapers
  - Web sites: mtv.com, rollingstone.com, espn.com, email portals, major search engines, college portals (collegeclub.com)
- Attend public school, private school, or home schooling
- Spend time in: shopping malls, movie theaters, watching television
- Listen to: parents, friends, teachers, guidance counselors
- Buy class rings, yearbooks, compact disks (cd's)
- Take transportation to school: car, school bus, public transportation

#### 2. Students' Parents

- Read:
  - Magazines: Women's magazines (*Elle, Good Housekeeping, Redbook, etc.*), *Black Enterprise, People, Time, Newsweek, Smart Money, Sports Illustrated*
  - Newspapers: *USA Today*, Major metropolitan newspapers (e.g. *Washington Post, New York Times, Wall Street Journal*)
  - Web sites: major metropolitan newspapers (e.g. *Washington Post, New York Times*), *USA Today, CNN.com, MSNBC.com*, major search engines (e.g. Yahoo, Ask Jeeves, AOL), on line banking
- Listen to: Major news anchors (e.g. Peter Jennings, Katie Couric, Dan Rather), Talk show hosts
- Commute to work
- Spend time in shopping malls, grocery stores, banks, car, post office, IRS offices, Social Security offices



## B. SECONDARY AUDIENCES

### 1. Schools (Financial Aid Officers)

- Work on campus (generally accessible by email)
- Job is to assist students and provide updated information
- Have easy access to students (can often send mass emails or voicemails)
- Belong to National Association for Student Financial Aid Administrators (NASFAA) at the regional and state level
- Listen to the state NASFAA association; Read the state association newsletter
- Web sites: Information for Financial Aid Professionals (IFAP), state NASFAA association
- Most are part of FinAid L, a listserv for financial aid directors (run out of Penn. State University)
- Inundated with mail from guaranty agencies, banks, etc.; Have to be creative to reach this audience; Financial aid offices are overwhelmed with brochures
- Create something easy for FAA's to pass on students (e.g. mass email to be forwarded)

### 2. Secondary Schools (Guidance Counselors)

- Work in a high school
- Constant interaction with students
- Varied internet skill levels
- Belong to PTSA (Parent Teacher Student Association), ASCA (American School Counselor Association), State specific counseling associations
- Report to and influenced by the principal (National Association of Secondary School Principals NASSP)
- Main source of financial aid information for high school students; Often conduct "financial aid evenings"

### 3. Libraries (Librarians)

- Approximately 14,000 public libraries
- Associations: Public Library Association (9,200 members), American Library Association
- Addresses can be obtained from Dept. of Ed or National Center for Education Statistics (NCES) web site
- Work in public libraries; Job is to assist patrons of the library
- Constant interaction with students
- Varied computer access in libraries
- Varied internet skill levels

### 4. States (Board of Education)

### 5. Parent Teacher Associations (PTAs)

- Comprised of parents of high school students, teachers, guidance counselors and students
- Purpose is to educate parents and ensure the safety, education and happiness of children
- National PTA organization

### 6. Associations

- Publications (newsletters)
- Most hold annual conferences
- Can pay to advertise in their publications, on their web site

### 7. Web

### 8. Congress, Office of General Counsel (OGC), Third Party Vendors



## SFA AUDIENCES

### A. PRIMARY AUDIENCES

1. Project Sponsors
2. Application Processing Team
3. Customer Service Representatives (NCS)
  - Prior experience student financial aid
  - Majority are Internet savvy
  - Team structure is hierarchical; Can be influenced through team lead, call center manager, etc.
  - Ability to influence and increase usage; Take calls requesting paper FAFSA
4. Public Inquiry Contractor (PIC)
  - Experience with student financial aid
  - Majority are Internet savvy
  - Ability to influence and increase usage; Take calls requesting paper FAFSA
5. Senior Leadership (represent SFA at conferences)
  - Familiarity with student financial aid
  - Strong buy-in? Concerned with the increase of applications filed on line

### B. SECONDARY AUDIENCES

1. SFA Staff (General)
2. Students Channel Staff
  - a. Paper FAFSA
  - b. Aid Awareness
  - c. Central Database System (CDS) Contract
  - d. Multiple Data Entry (MDE) Contract
  - e. Call Center IPT
  - f. Customer Support
  - g. Student Credit Management
3. CFO Staff
4. Schools Channel Staff
  - a. Training Officers
5. Financial Partners Channel Staff