

Summary Overview of Aid Awareness

The Students Channel is divided into four main areas: (1) Customer Service and Support Call Centers, (2) Student Aid Awareness, (3) Application Processing, and (4) Student Credit Management. The Students Channel is responsible for providing aid awareness and service to potential and current borrowers and their families.

Primary Customers:

Aid Awareness

- Primary Customer: Potential and Current Borrowers, Families
- Internal Partners: SFA Offices
- External Partners: Schools, Financial Aid Community

Services Offered:

Aid Awareness

- Determine which segments of the student population to target for Aid Awareness programs and develop profiles to distinguish target markets
- Develop Aid Awareness programs to suit the characteristics of each target market
- Identify other Department of Education and non Department of Education awareness programs that may be leveraged to support SFA initiatives
- Execute awareness programs for target markets
- Analyze data collected around the success measurements of each Aid Awareness program distribution mechanism to identify drivers of success or failure
- Partner with various entities to facilitate student financial aid awareness

Operating Partner: N/A

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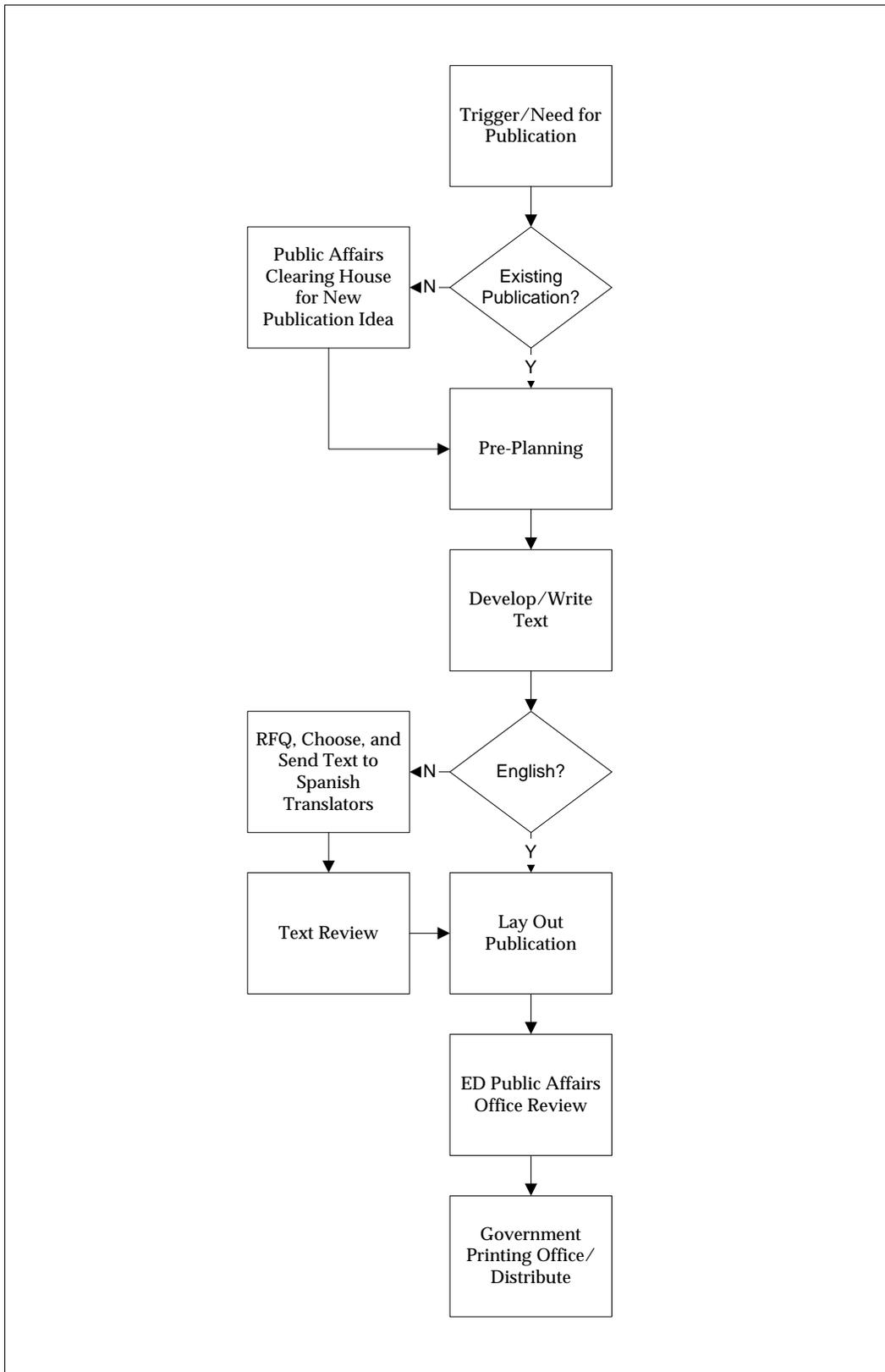
Aid Awareness Process Flow Narrative:

Aid Awareness is responsible for targeting segments of the student population and their families for Aid Awareness programs. Aid Awareness provides information and guidance to assist in postsecondary school planning and decision making for potential program participants. The three components of Aid Awareness include: Program Outreach, Program Information and Publications, and Student Population Research. Processes are not yet determined for Program Outreach and Student Population Research.

The Program Information and Publications group determines audience, purpose, and content for the publication. All new publication ideas must be cleared through the public affairs office. For existing publications, the group determines what happened over the year to consider including and what

trends are applicable from the Public Inquiry Contract. The Government Printing Office must inspect the publication and approve before distribution.

Program Information and Publications Process Flow



Information Sources:

Common Data Used

- Input from the SFA offices

Common Data Sources

- To be defined

Data Analysis Tools

- To be defined

Volumes

- Annual Publications Volume:
- Peak Month for Publications:
- Other

Key Performance Indicators/Measurements:

- To be defined

Current Issues and GAPS:

- Access to all customer history

Future Goals and Objectives:

- Agreement on a 4-year plan for development of new products for targeted audiences
- Established feedback mechanism for determining effectiveness of new products
- Comprehensive series of off-the-shelf information products
- Products available in various lengths, languages, media, and distribution systems
- Established strategic and integrated partnerships to champion access to education
- Employee development system in place
- Fully functioning campaign management tool in place and utilized by all staff

Employee Information:

- FTE Ceiling 29/On Board 11

Other:

Related Projects:

- The Aid Awareness IPT has been put on hold

Sources Utilized:

- Aid Awareness IPT Information
- Request for Organizational Approval Document
- SFA Management Interviews
- Students Channel Draft Staffing Pattern (as of 11/20/00)