

Fall 2022 NCASFAA Conference

October 24-26, 2022
Embassy Suites, Concord, NC

“Being Spooky Since 1966”



Financial Aid + Enrollment Management



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MediaCross

What Financial Aid thinks Admissions does?



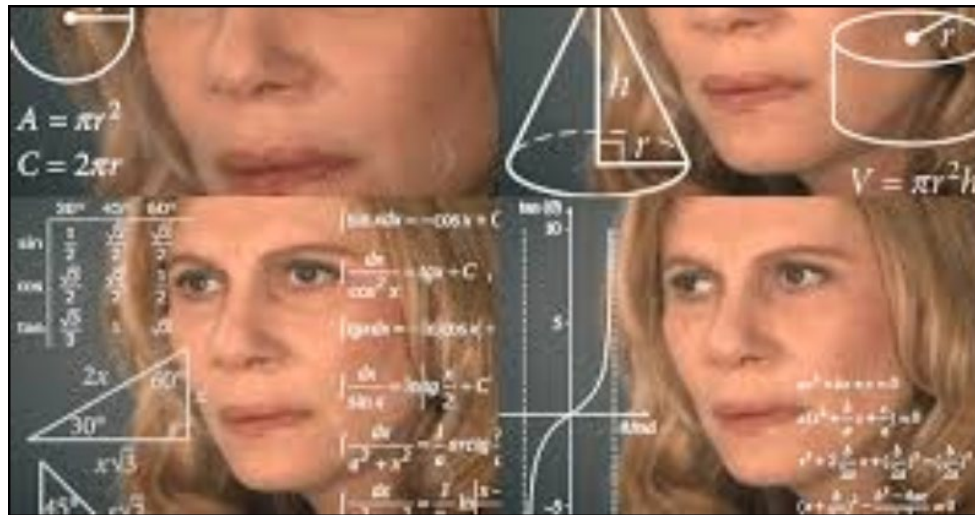
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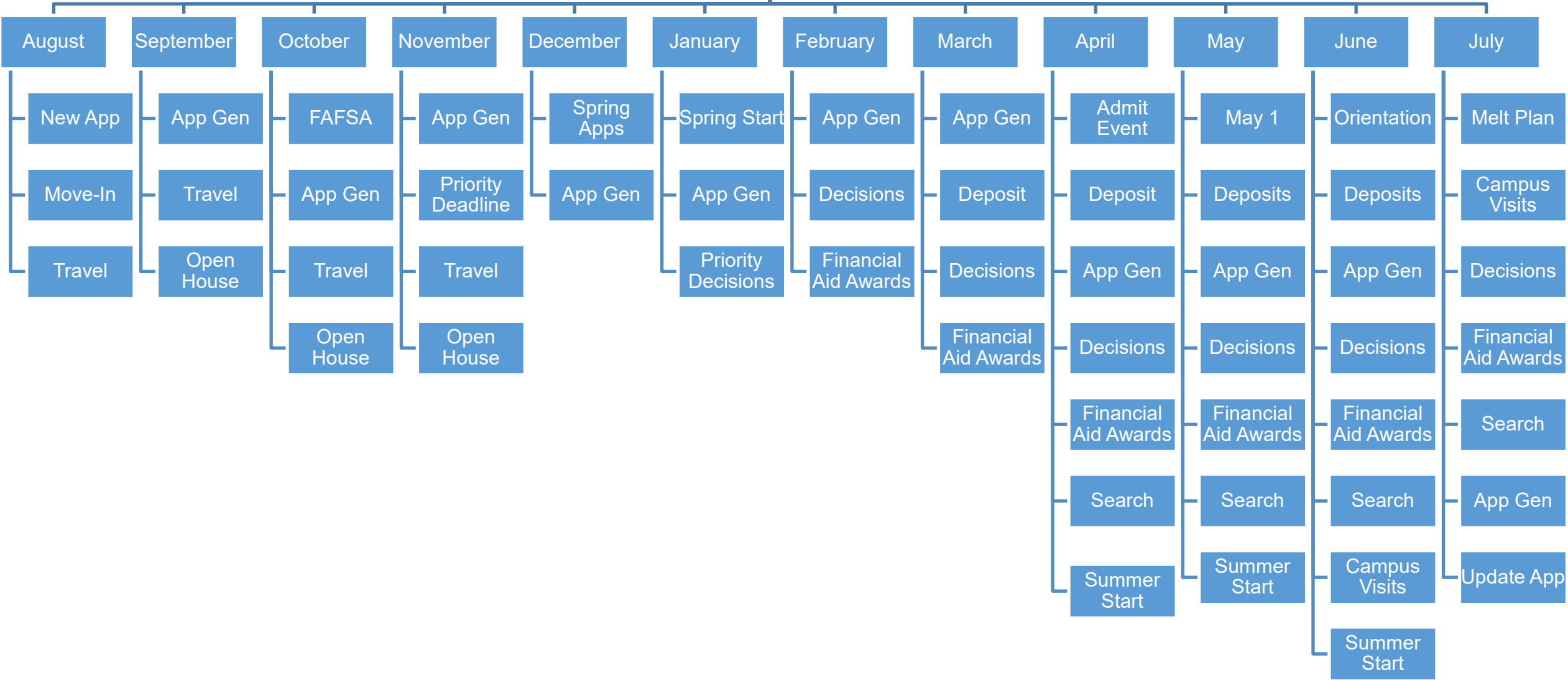
What Admissions thinks Financial Aid does?



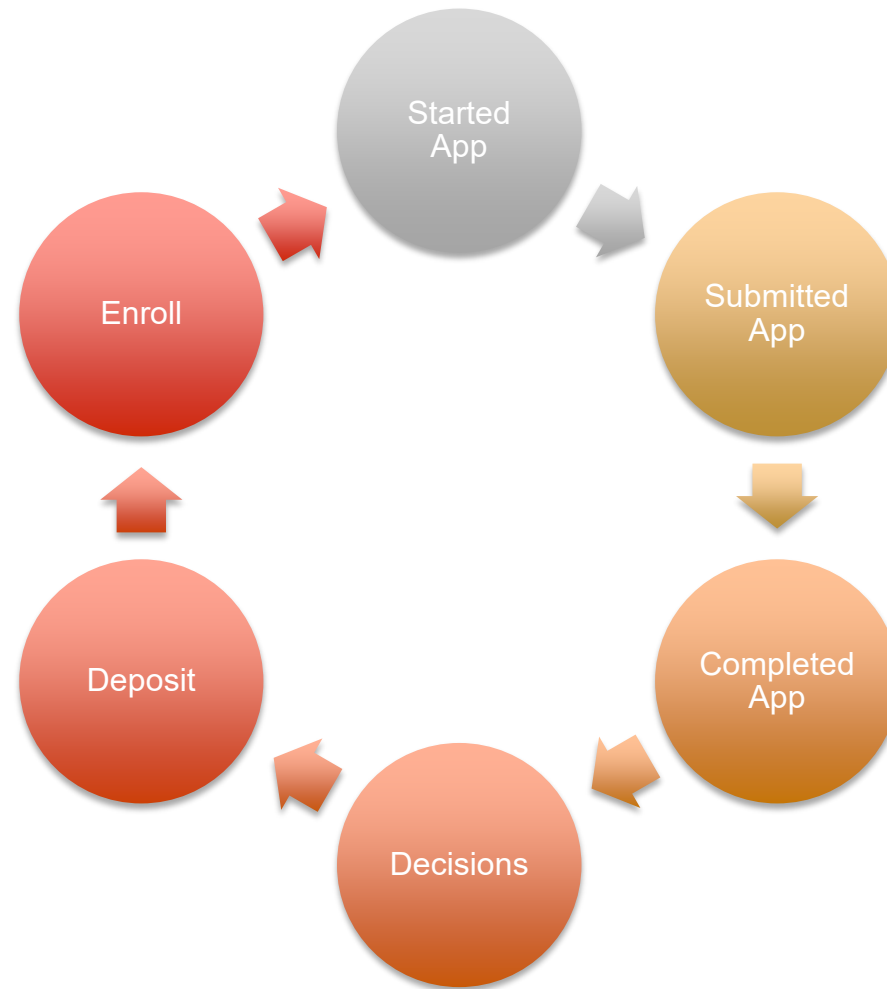
The truth?



Enrollment Cycle



Life of an Application



Communication Flow

ACTIVITY	POPULATION	COORDINATOR
Comm. Flow for sophomore(16F), junior (15F) AND senior (14F) prospects		
Mini-Viewbook	all new, non recipients	JB, RG
Arsenal piece for major	receipt of BBC,EPC,test score	assistants
Visit Piece** Initial activity sent if visit has not occurred, continues in a cycle until visit has occurred	non-visited, and all new	JB, RG
Arsenal Piece For Major	receipt of BBC,EPC,test score	assistants
Arsenal piece for AP and IB	receipt of BBC,EPC,test score	assistants
Additional Activities for SENIORS and Transfers ONLY		
Use RCQ to qualify prospects	all prospects	JB, RG
Visit Piece** Initial activity sent if visit has not occurred, continues in a cycle until visit has occurred - General	all new, non-visited	JB, RG
Arsenal activities begin and continue until admission	ranked and/or qualified	Counselors
Print birthday card from counselor (selected population)	applicants	JB, Counselors
Financial Aid brochure - Value You Can Afford	all seniors and transfers	JB, RG
Visit and Post visit follow-up		
Visit Brochure	all prospects	SA, counselors
Water bottle and drawstring bag during campus visit	all	SA, counselors
Note card from counselor	all visitors	Counselors
Ambassador postcard to campus visitors		SA, Ambassadors
Counselor call to campus visit "no-shows" to reschedule		Counselors
Arsenal piece 30 days after visit	all visitors	ACA
E-Communications for prospects		
email from counselor upon score upload	prospects	Counselors
email from counselor upon submission of application	new applicants	Counselors
Preview Day Email	prospects	RG, JB, PF
Travel email	selected areas	Counselors
Holiday e-card	all prospects	PF, RG
Incomplete application calls/emails	seniors and transfers	Counselors/ACA
Application Reminder Email	seniors and transfers	DB, RG, PF
Application Reminder Email (scholarship deadline reminder)	seniors and transfers	DB, RG, PF
First Unsubmitted Application Contact	seniors and transfers	Debi
Unsubmitted Application Contact	seniors and transfers	Counselors
1 minute e-survey Yes or No	seniors	JB, RG, PF
Telecommunications		
RuffaloCODY Qualification Calls		JB, RG

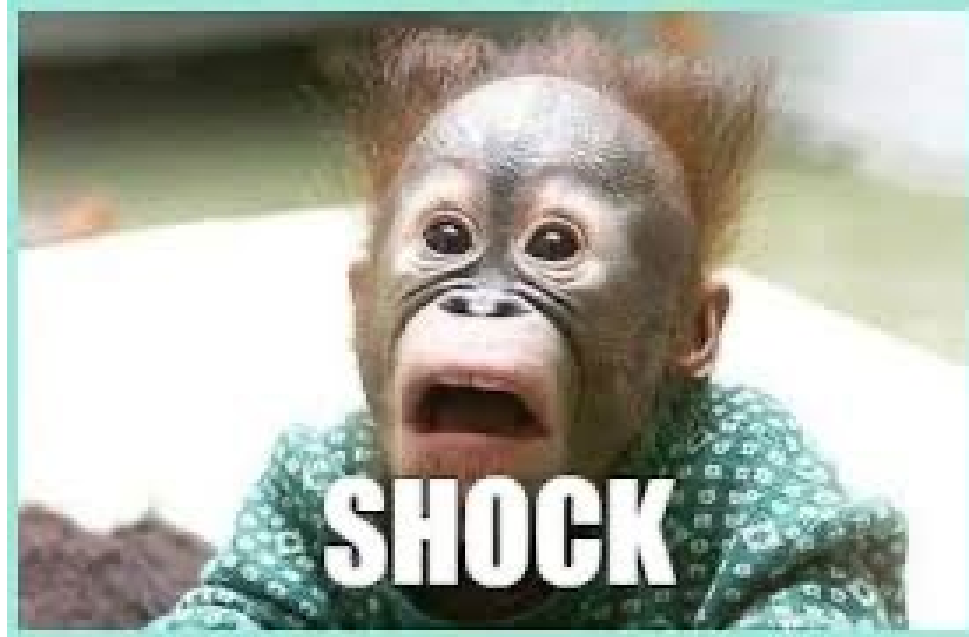
Use telephone as an arsenal piece		Counselors/ACA
Calls to highly ranked non-applicants		Counselors/ACA
Incomplete application calls/emails		Counselors/ACA
Calls to Preview Day reservations		ACA
Call Preview Day no-shows		ACA
Counselor calls to recent self-initiated inquiries		Counselors/ACA
Counselor call FAFSA no app		JB, Counselors
Counselor call to encourage deposit		JB, Counselors
Calls to admits that did not attend Worldwide Winthrop Day		Counselors/ACA
Admitted Student Follow-Up Sequence Seniors and Transfers		
Acceptance Packet mailed to admits		DB, LM, RG
Counselor calls to admitted students		JB, Counselors
ACAs calls to admitted students		JB, ACAs
Department Communications		Campus Depts.
Honors letter and brochure mailed to eligible students		L MI, RG
Residence Life letter from director to students		JB, DC
Academic VP letter to parents		JB, DC
Dean of Students letter and flyer to students (Freshmen Only)		JB, DC
Career Services letter and brochure from director		JB, DC
Student Life VP letter to parents		JB, DC
University College Dean letter		JB, DC
Rock Hill mayor Letter		JB, DC
Invitation to join admit group in admit letter		JB, RG, DB
Worldwide Winthrop Day Save The Date in admit packet		JB, RG, DB
Holiday card from Counselors		Counselors, RG
Worldwide Winthrop Day postcard mailed to admits		JB, RG
Worldwide Winthrop Day email sent to admits		JB, RG, PF
Honors Invitations mailed		RG, K Lyon
Decal Deposit Reminder		JB, RG
Orientation Email		RG, PF, JB
Orientation Reminder Email		RG, PF, DB
Enrollment Fee Reminder Email		DB, PF
Orientation Invitation		DB, RG
TRIO Information Email		DB, Rose Gray
Facebook Invitation Email		JB, Counselors
Admitted Student Questionnaire		PF, RG
AP and IB notification letters mailed to students		BF, L MI, DB
Send Invitation to apply as a transfer to students declined admission as a freshmen		DR, RG
Postcard acknowledging enrollment fee		L MI
Withdrawal Survey (Withdrawn Only)		DB, RG

Where does Financial Aid fit?

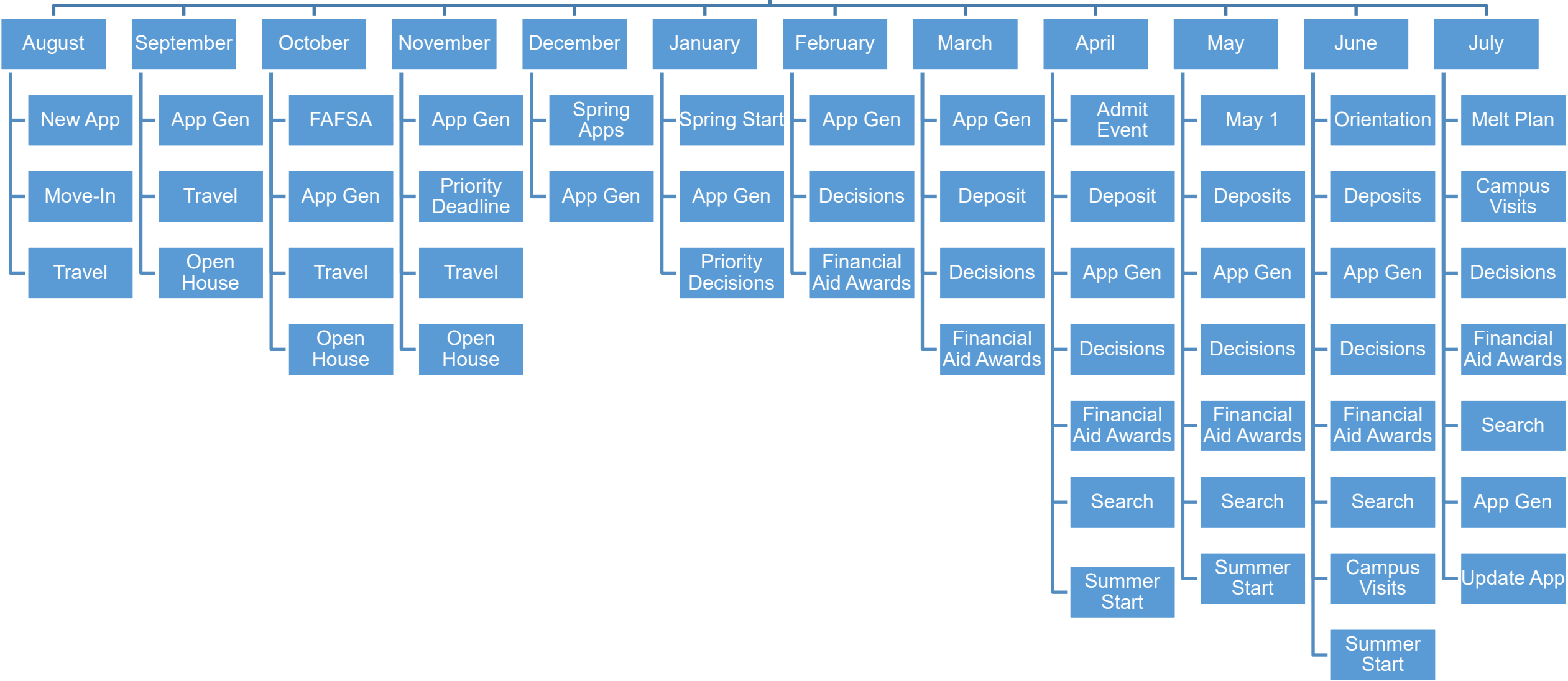


You're in Sales

Sales isn't a dirty word!!!



Enrollment Cycle



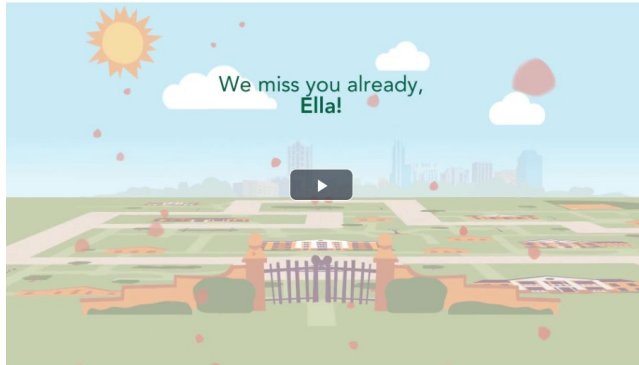
Next Steps

(seek help)

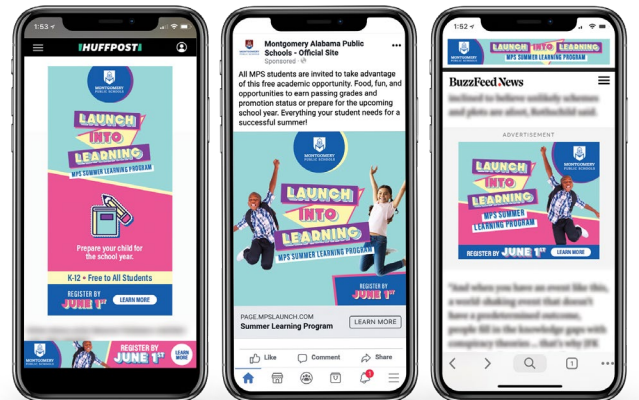


- STOP TRANSFERRING THE CALL
- Training, Training, and more training
Cross-training is critical
- Multi-departmental Meetings
Leadership and teams
- Communications Committee
Audit (audience, voice, tone, look)
Timeline
Responsibility
- Cycle Calendar
When do you need support
When can you provide support

Marketing Financial Aid



Apply Now Academics Student Life Athletics Share this VizVid: [f](#) [t](#) [e](#)



- Communication and materials audit
- Website audit
- Materials Refresh
- Digital and Social
- Consultation
- Training
- VizVid- Personalized and custom video

LET'S TALK

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MediaCross

Platinum Level Supporters



Gold Level Supporters



Silver Level Professional Affiliates



Bronze Level Professional Affiliates

ECMC