

*Numbers, data, research....*

*What does it all mean?*

*How does it relate to outreach?*

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# Information that might already be available...

- District demographic data

gender, ethnicity, unit load, CGPA, total units, first language, ed goal, crossover % with DSPPS, Reentry, etc.

- Financial Aid applicants/recipients-same info

- BOG recipients-same info and units waived

- High School pipeline information

- MIS data

# What we wanted to know, and why.....

- Were there any disproportionate impacts during our “slow” years of processing?
- Where are the poor in our community?  
Now, and in the future?
- Without driving around & just looking!

# Outreach and Financial Aid

- Financial Aid Offices are (were) set up to process applications and disburse funds
- Not set up to do
  - Research
  - Marketing
  - Outreach

# BFAP Funding

- For most colleges, a large increase in funding
- How do you / did you know where to spend it?
- Data can focus efforts and track progress

# De Anza's Use of BFAP

- Additional Staffing for New Center
- In-Reach and Outreach
- Development of On-Line BOG Application
- Application and Award Status On-Line
- Self-Help Interactive Multi-media On-Line
- More Bilingual Access Points
- Development of Email Communication Systems (e.g. contacting students that have a balance due)
- Purchase of Media Materials

# De Anza's Outreach Events

- High school visits
- Classroom presentations
- Personal service
- Follow up on incompletes
- Contact students through referral
- Bilingual Spanish, Vietnamese, Mandarin, and Cantonese

# Data and Outreach for BOG

- Outreach Efforts Can be Better Targeted If We Know:
  - Where BOG Students Live
  - Where Overall College Enrollment Comes From
  - Where Low Income Individuals are More Likely to Reside in the County
  - The Ethnicity of BOG Recipients



# Data Sources (Expanded List)

- Quarterly extracts at about the same time
  - Number and Amount of Awards
  - Unduplicated total financial aid students
- Yearly Demographic Data
  - By ethnicity, fulltime status, zip code
- Special Studies

# Example: Quarterly Reports

## FHDA Student Financial Aid Year to Year Comparison

12-May-05

Award Amounts Paid to Date

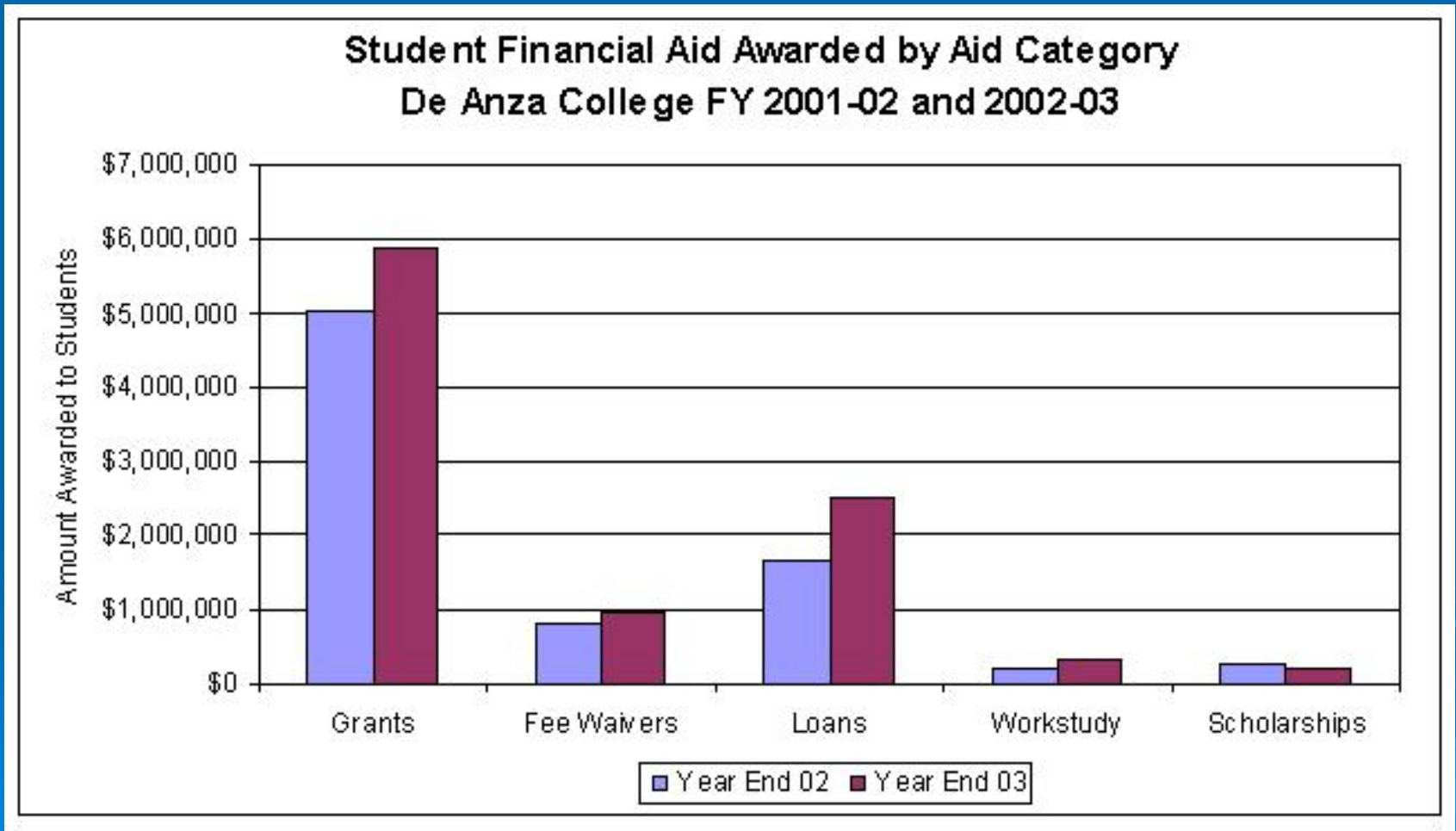
De Anza Research

### De Anza College

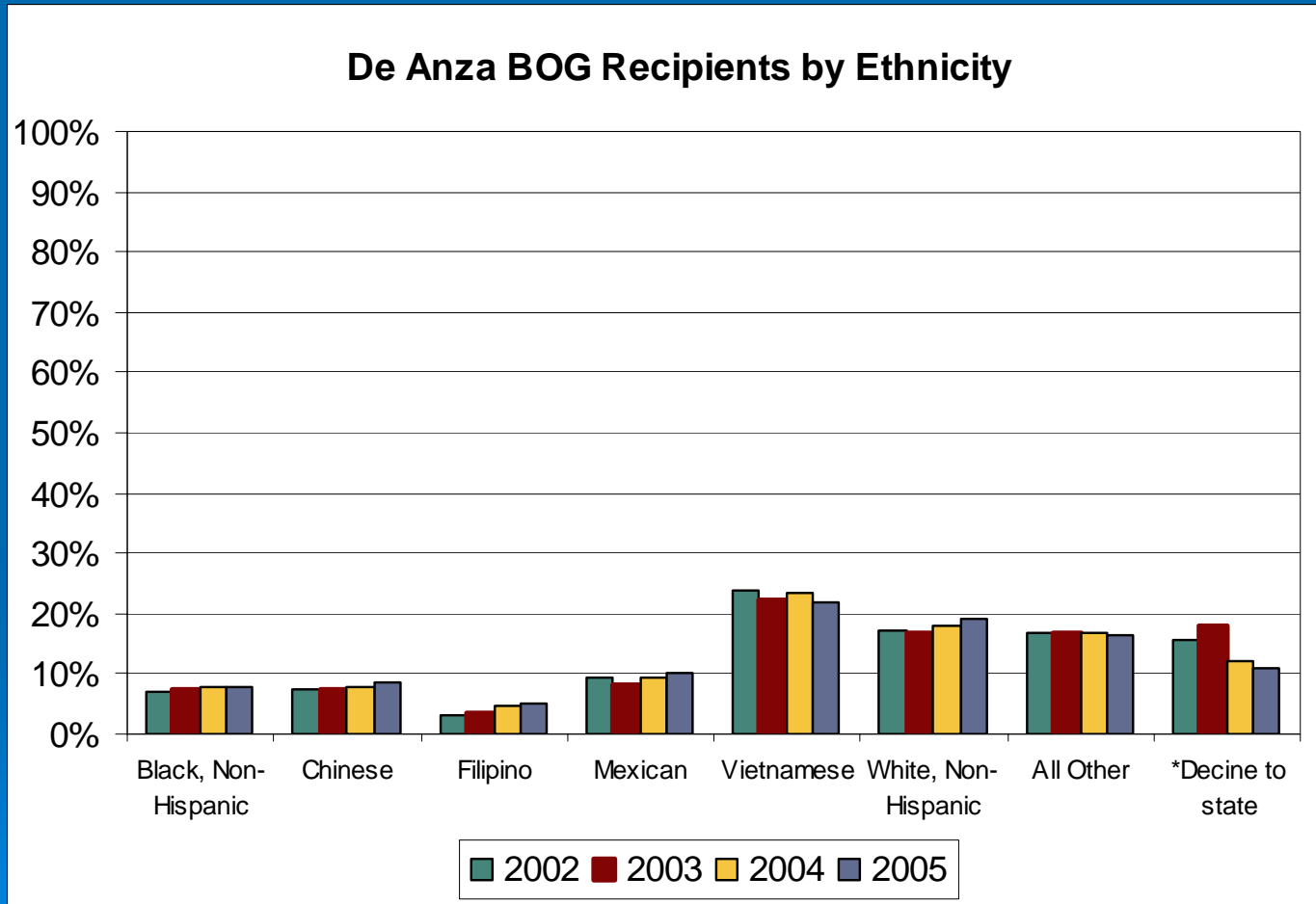
2003	2004	2005	04 to 05 % Chg
Unduplicated Student Count	Unduplicated Student Count	Unduplicated Student Count	Unduplicated Student Count
5,142	5,861	6,403	9%

De Anza College									
				2003		2004		2005	
				05-09-03		05-07-04		05-12-05	
				Award Yr Amt	Award Count	Award Yr Amt	Award Count	Award Yr Amt	Award Count
Grants	Federal	85002	PELL	\$4,465,587	1,952	\$5,566,229	2,317	\$5,764,375	2,280
		85004	SEOG	\$331,168	682	\$296,600	612	\$363,949	718
		85044	AMERI	\$41,324	22	\$36,572	20	\$23,653	13
	State	85024	EOPS	\$47,600	190	\$51,700	93	\$50,800	90
		85031	CALB	\$702,571	555	\$860,857	690	\$899,929	709
		85034	CALC	\$9,936	25	\$9,312	29	\$10,368	25

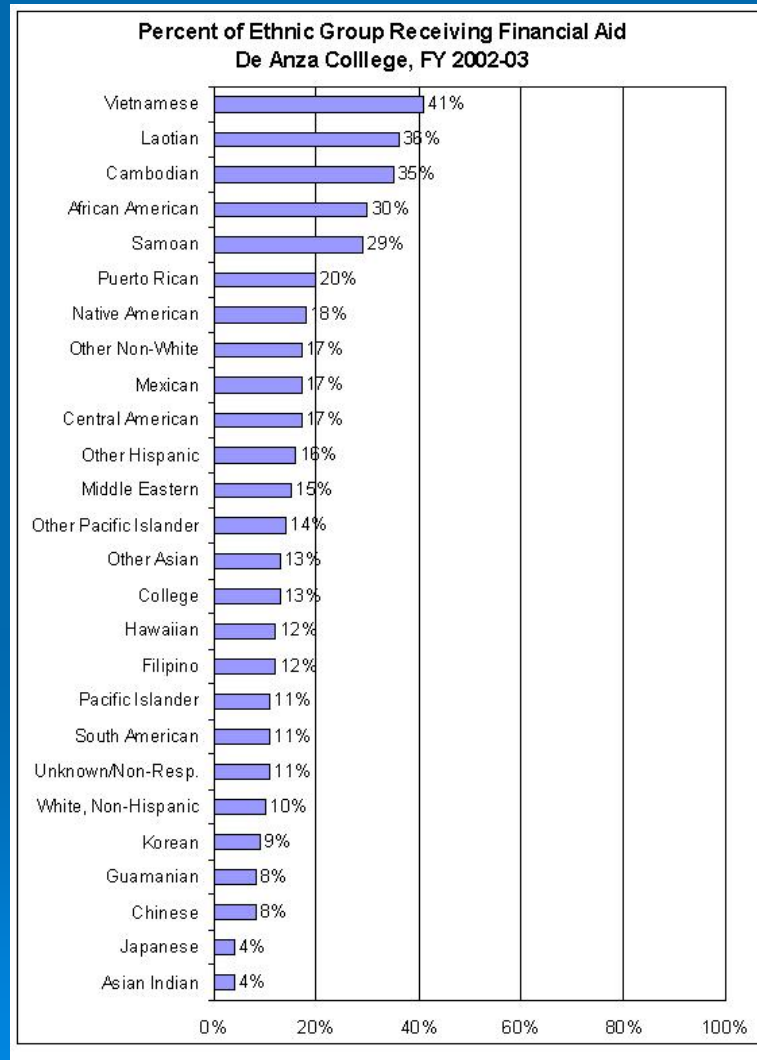
# Example: Award Groupings



# Example: Ethnicity #1

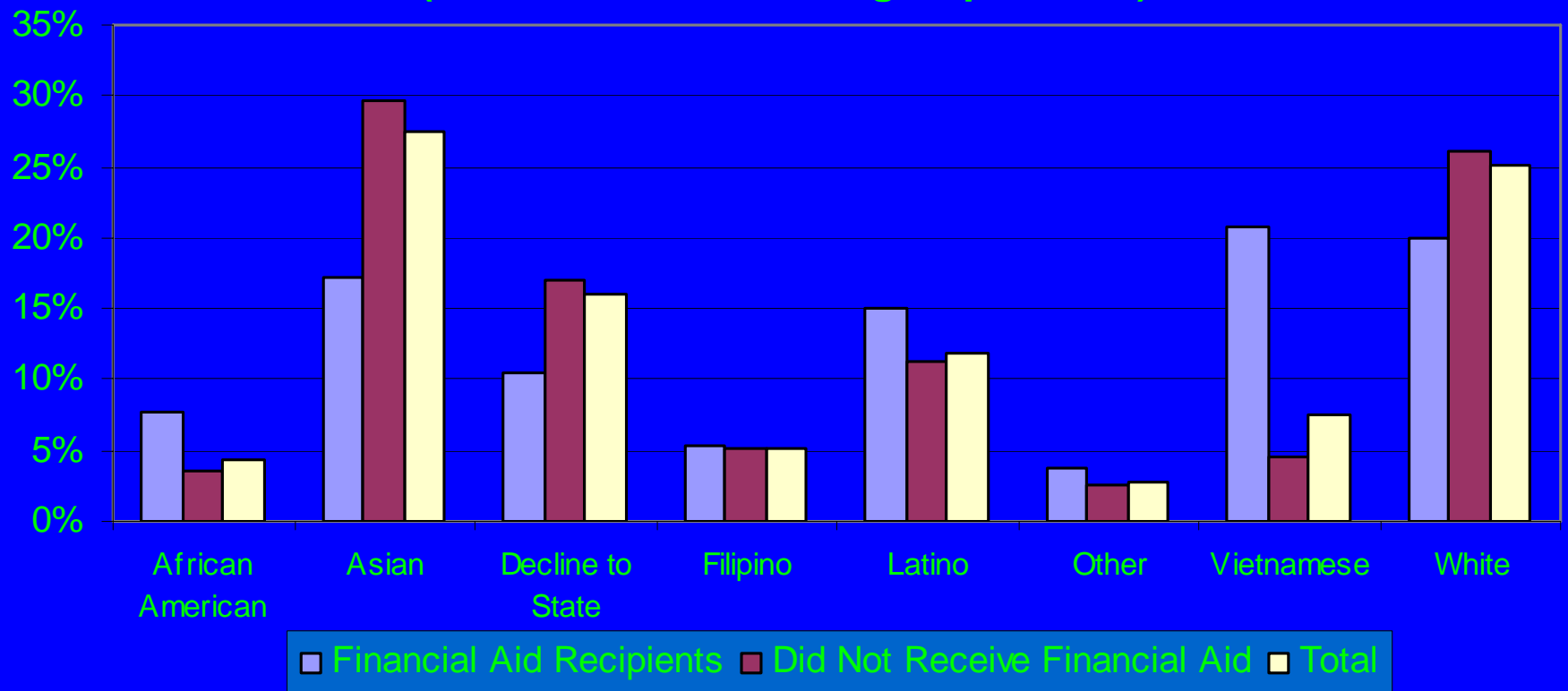


# Example: Ethnicity #2

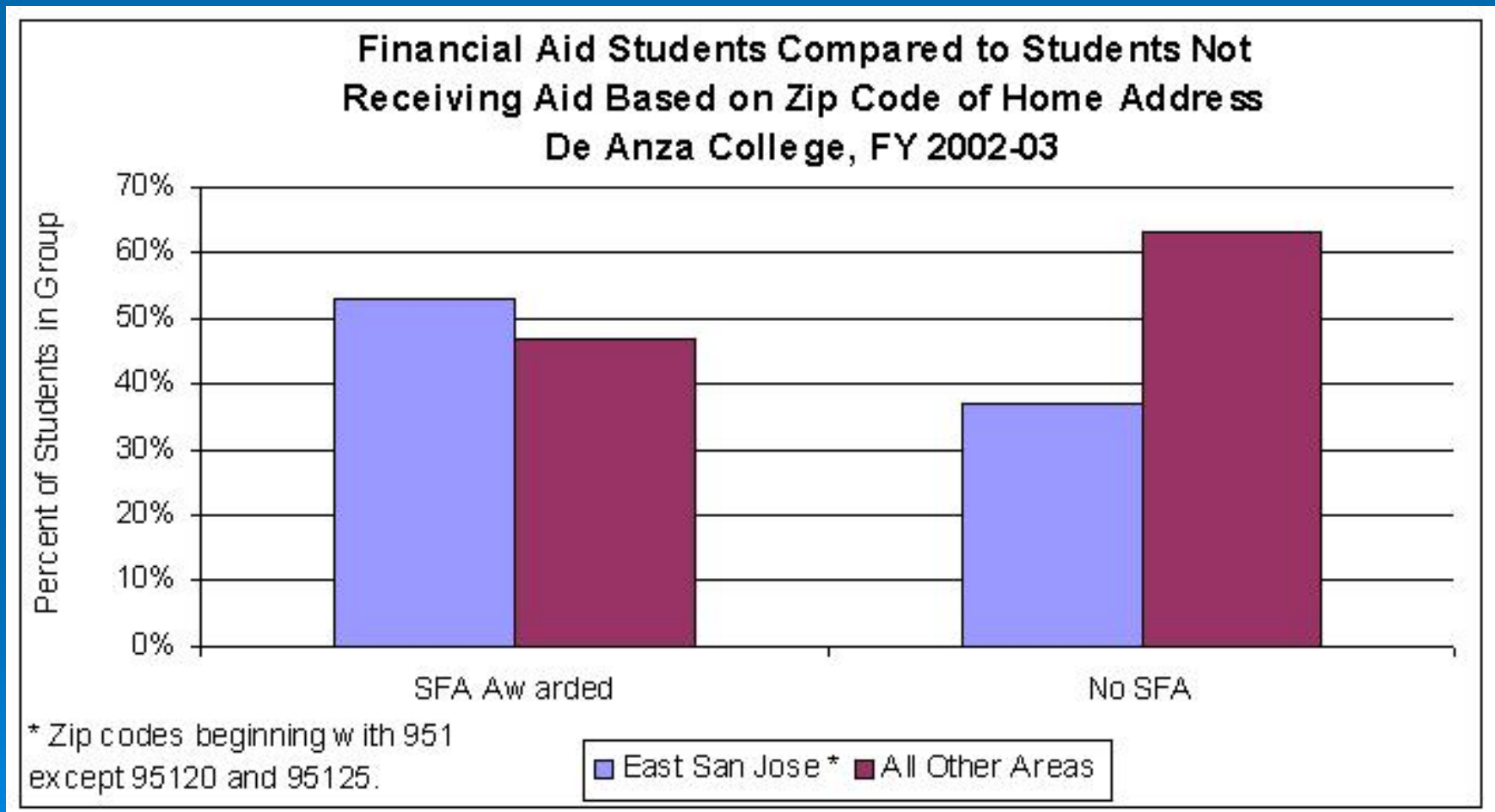


# Example: Ethnicity #3

De Anza College Aid Status by Ethnicity 2005  
(contribution of ethnic group to total)



# Example: By Location

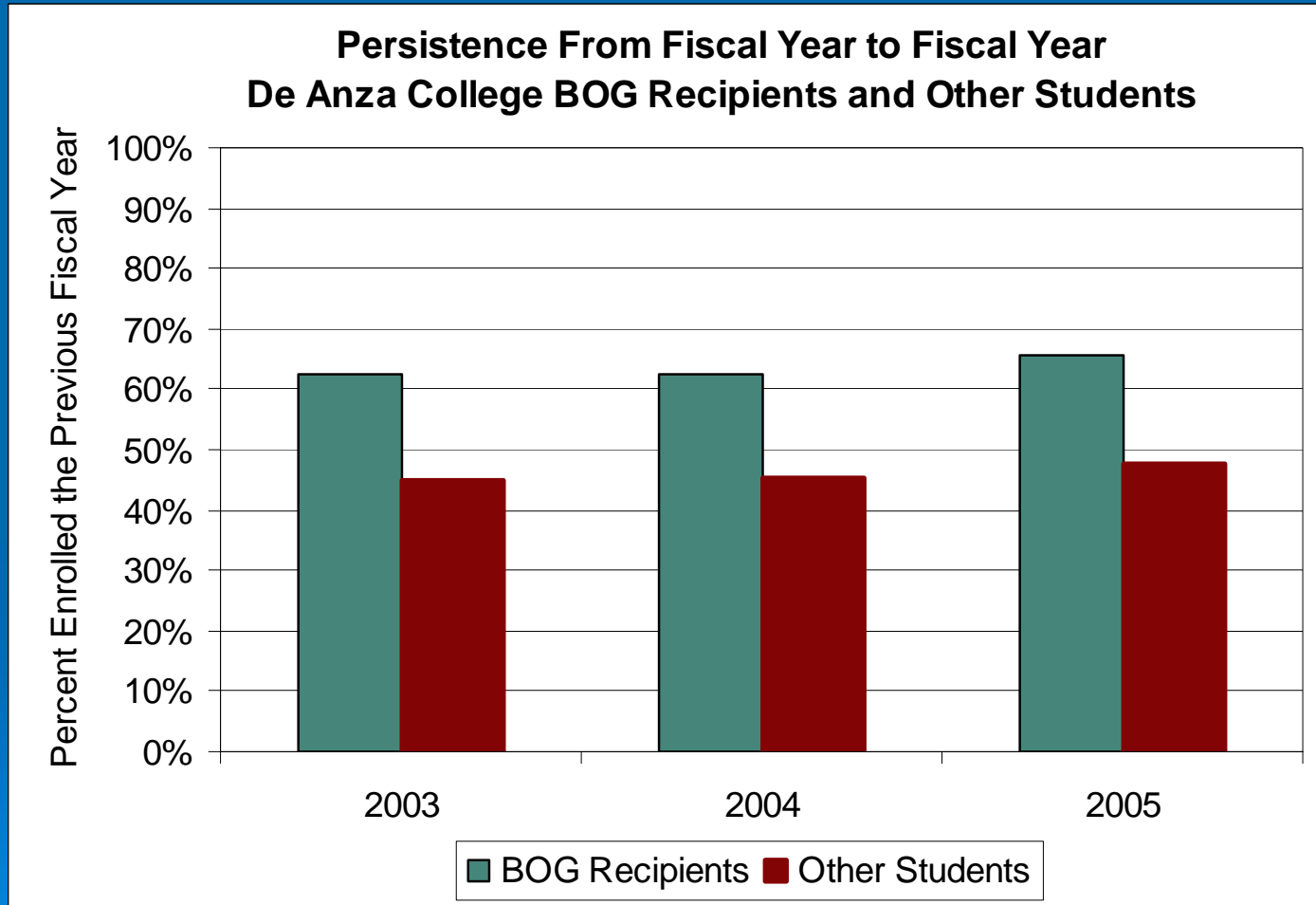


# Special Studies - Examples

- Persistence
- Surveys of students not completing forms
- IRS Data – recipients by zip code



# Example: Persistence



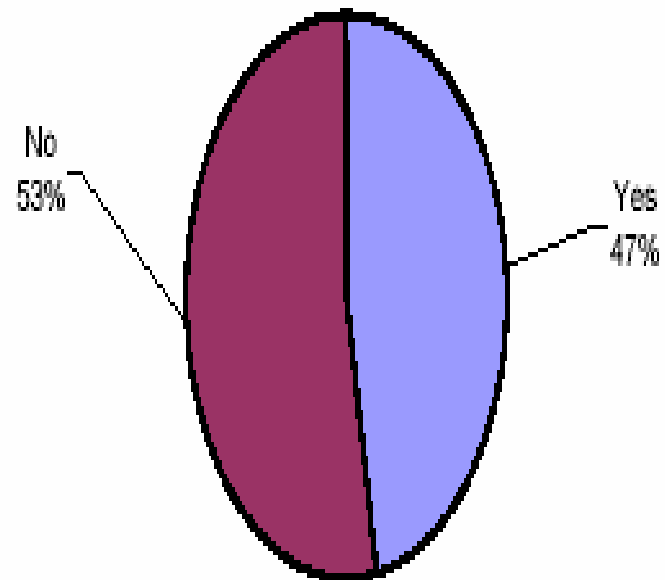
Note: Does not consider enrollment status, e.g. full / part time enrollment.

# Example: Survey Data

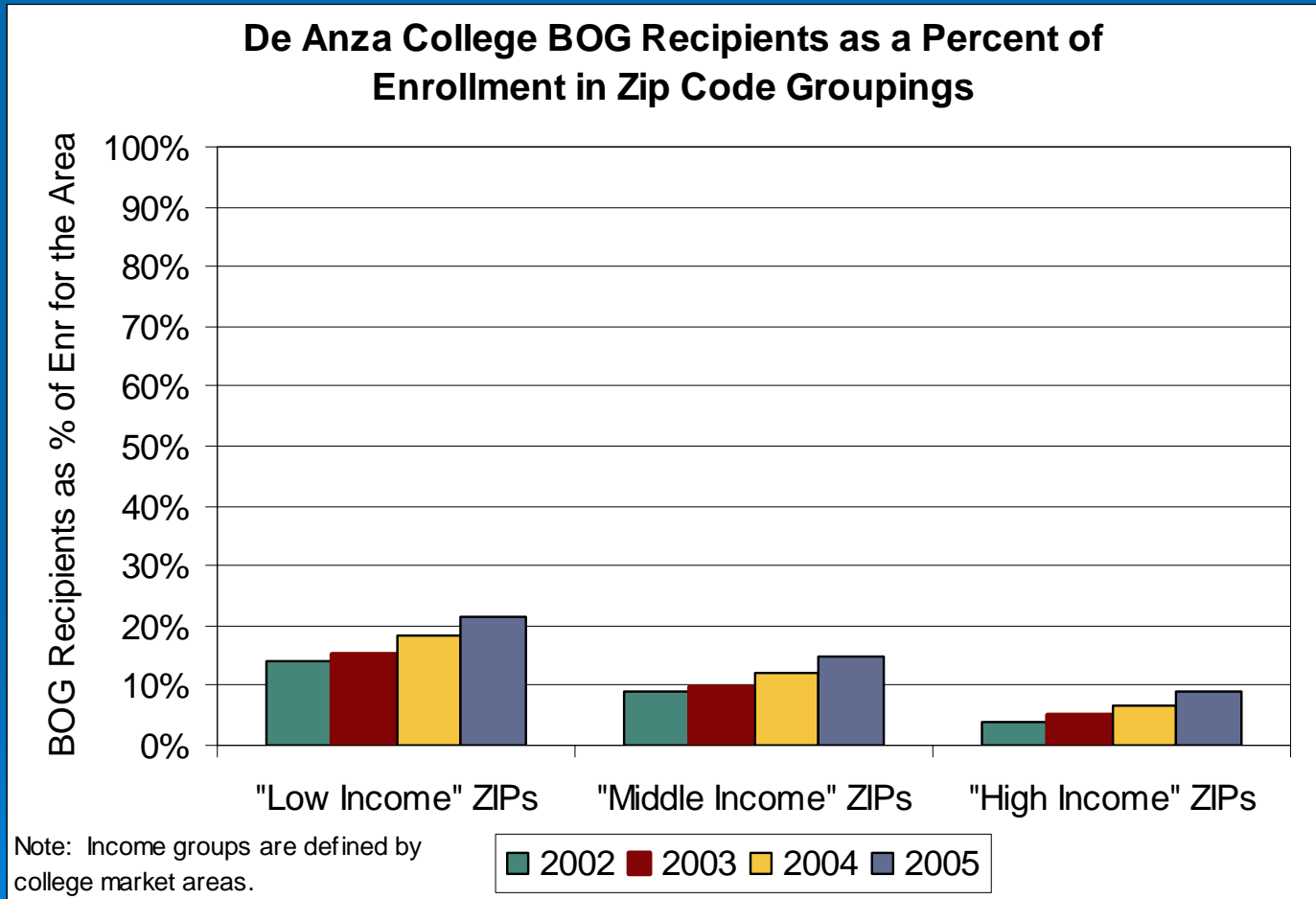
8. Are you aware that De Anza College offers personal assistance and financial aid workshops to help you fill out the financial aid forms?

Label	Frequency	Percent
Yes	63	47%
No	71	53%
Total Valid	134	100%
Total Missing	1	
Total	135	

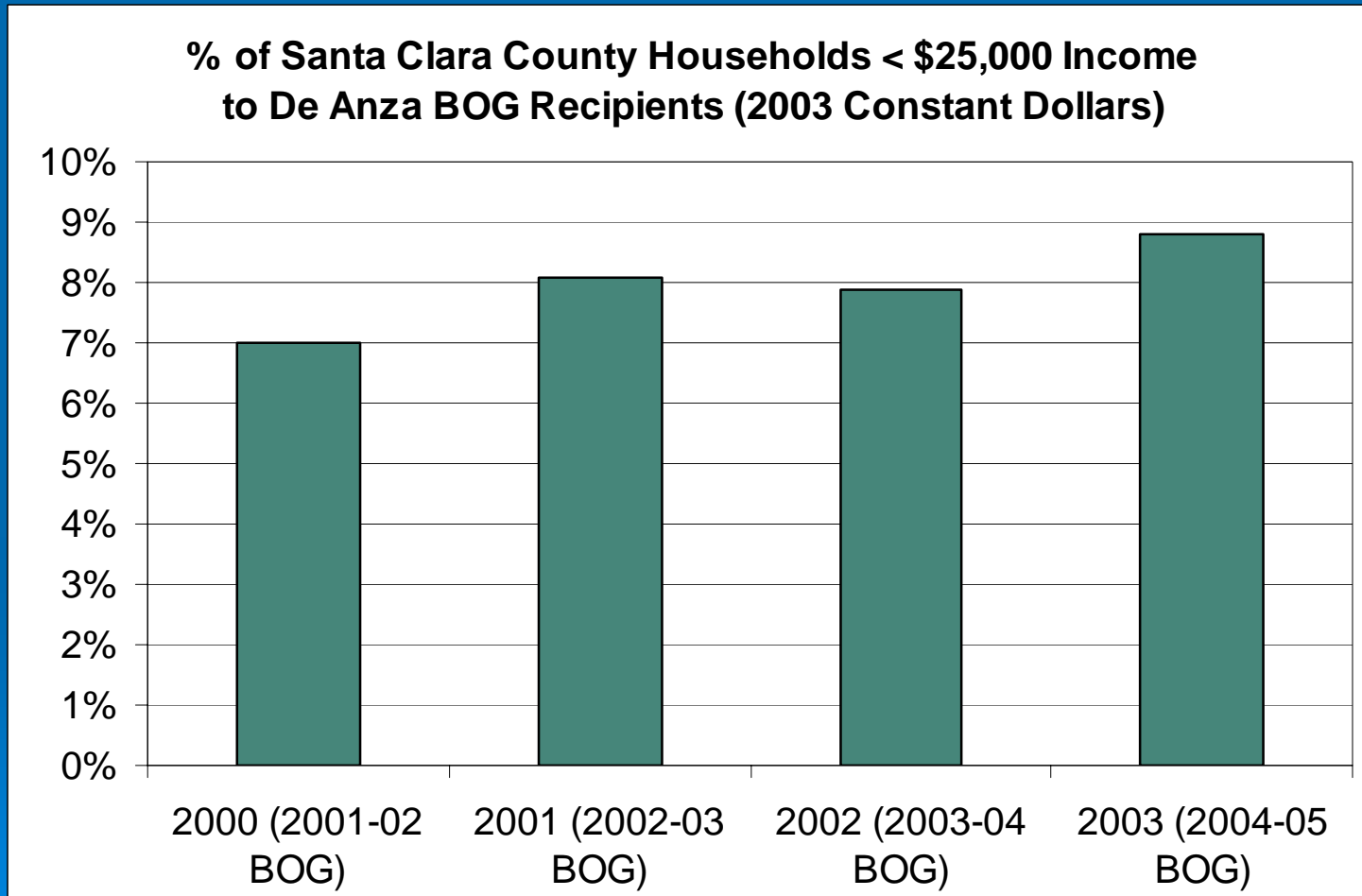
Are you aware that De Anza College offers personal assistance and financial aid workshops to help you fill out the financial aid forms?



# Example: IRS Data



# Example: Census Data



Source: US Census, American Community Survey: [www.census.gov/acs/www/Products/Profiles/Chg/2003/ACS/CA.htm](http://www.census.gov/acs/www/Products/Profiles/Chg/2003/ACS/CA.htm)

# Examples: Summary

- Recipient Analysis By Zip Code Can Assist in Identifying How Well You Are Serving Your Population
- Multiple Measures Can Better Demonstrate the Impact Financial Aid Outreach Has On Achievement of Campus Access Goals

# Impact of the Data

- Data / studies taken together lends weight / supports arguments for:
  - Better space / location for outreach
  - Hiring of bilingual personnel
- Data gives the office a seat at the enrollment management table for overall college efforts

# Questions?

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