

Assessment Plan, Data, and Analysis

Mission Statements & Goals

UNIVERSITY MISSION STATEMENT: East Central University's mission is to foster a learning environment in which students, faculty, staff, and community interact to educate students for life in a rapidly changing and culturally diverse society. Within its service area, East Central University provides leadership for economic development and cultural enhancement.

BURSAR'S OFFICE GOAL: The Bursar's Office's main functions are to collect and maintain accounts receivable and serve as the designated depository for all collections within the university. The goal of the Bursar's Office is to carry out these duties in a manner that provides excellent service to students, staff, faculty and any others with an interest in the university's finances while maintaining a sustainable financial position.

STUDENT SUPPORT OUTCOME 1:

Continually assess and update options for students to meet their financial obligations to the school by providing the most convenient, modern, and secure methods available at a reasonable cost both to the university and students.

Criterion 1.1: Implement Payment Plan System by identifying those students who will have outstanding balances after all aid and outside funding is applied.

Instrument: Produce reports using Touchnet's reporting mechanisms and compare against a report of all enrollees who maintain balances after the disbursement of state and federal financial aid. Begin using Mongoose to communicate with and educate students about their options for payment.

Population: All Students

Standard: Achieve at least 10% enrollment in the payment plan for those students who qualify during the first year it is in place and increase enrollment to 90% of the total who qualify by the end of the fourth academic year at which point this level should be maintained.

Analysis:

Criterion 1.2: Provide a better understanding of billing to students so they are more aware of their bill and pay on time. Communicate dates and deadlines to students.

Instrument: UNIV 1001 Presentations, Mongoose communications, Customer Service Training for Bursars Office staff, Incentives for Students paying on time.

Population: All students

Standard: Less than 25% of students with a Bursar's hold at enrollment time and decrease in debt to the university.

Analysis:

UNIVERSITY SERVICE OUTCOME 2:

Increase revenue collection of current and past outstanding debt owed to the university.

Past debt recovery has been effectively 0% for FY 2015-16 forward due to a number of factors, including abandonment of recovery of small debt amounts by the national collection agencies currently in use. One major obstacle they have faced is a lack of familiarity with the specific needs of Oklahoma based clients and the low priority given to many of the relatively low, individual debt amounts. Several more local companies exist that are centered on this type of debt collection and that work with almost all other Oklahoma universities. One of these has an overall 37% collection rate for debt incurred within the past 2 years and is in the early stages of assisting ECU in developing a plan of action to increase our debt recovery rate as well as revisit "abandoned" debt to determine what, if any, of it may in fact be recoverable with a local approach. An added but currently unmeasured potential benefit of a more aggressive debt collection policy may be to clear hurdles former students have had in returning to a higher education institution.

Criterion 2.1: Provide a consistent standard and timeline for debts to be sent to a collection agency.

Instrument: Integrated reports from local collection agencies' collection reports and Colleague A/R reports analyzing current and past debt levels.

Population: Former students who maintain a debt with the university with a focus on those from the past two years.

Standard: Recover 10% of outstanding debt from FY15-16 through FY19-20 maintain a 30% recovery rate for each successive year.

Analysis:

Criterion 2.2: Re-allocate and find new Bursar's Office resources toward immediate debt collection prior to assigning the debt to a collection agency.

Instrument/Measurement: Colleague reports on current FY outstanding balances.

Population: Current semester students who maintain a debt with the university after application of all third-party payments and aid.

Standard: Increase individual semester revenue collection from its current level of 90% of generated revenue by 1% each semester until a level of 95% has been achieved and maintained.

Analysis:

Criterion 2.3: Offer training and information to staff and faculty who may be assisting students with their bill.

Instrument/Measurement: Meeting with staff and faculty to update them on new policies and procedures. Communicating current dates and deadlines prior to the beginning of each semester.

Population: Staff and Faculty assisting students.

Standard:

Analysis:

STUDENT SUPPORT OUTCOME 3:

Increase financial literacy among the student population.

Financial literacy among the student population, in particular among those who habitually carry outstanding debt, is very low. Many often do not understand what their obligations are and have never come to the point of planning how to meet them. Due dates have become all but meaningless among the student population, and the Bursar's Office is largely seen as an adversary rather than an office that serves students. As a result, debt accrues, and debtors avoid the people who might be able to help them. Personal contact is necessary to create positive relationships with students, and the Bursar's Office is committed to developing these relationships with the hope of providing positive outcomes for students and increasing year-to-year retention levels.

Criterion 3.1: Offer individual, personalized financial counseling to current students.

Instrument/Measurement: Using Colleague and Argos reports, identify populations of students who are likely to experience difficulties meeting their financial obligations to the university and maintain a roster of those students whose financial progress we will track throughout the semester via internal Excel reports aggregated from Bursar's Office employees' individual efforts.

Population: Students who have a record of late or no payments and no third-party aid to assist them. Focus particularly on those students who may not be aware of what resources are available.

Standard: Ensure 95% of students with outstanding debt past the census date have either completed the FAFSA or provided legitimate reasons for not doing so by the beginning of early enrollment periods and that we have made personal contact (phone, e-mail, or in person) with at least 75% of those students.

Analysis:

Criterion 3.2: Bursar's Office will build a better relationship with students, project a positive attitude, and improve the office climate to be more inviting to those in need of our assistance.

Instrument/Measurement: Customer service training for Bursar staff and involvement with on campus activities.

Population: Students, parents, staff, faculty, and community members.

Standard: For each freshman class have personal contact with at least 50% of first year freshmen at the beginning of their first term, providing information about financial responsibilities and options available for financing.

Analysis:

Summary Table of Student Support/Learning Outcomes/Criteria			
Outcomes	Criteria/Instrument (modify table to fit your plan)	Met	Not Met

Staff Meeting: Meeting date(s) and a roster of those in attendance.

Sharing with Stakeholders:

1. Stakeholders for this AES Unit include: Go ahead and identify stakeholders
2. Current assessment reports will be made available on the website of the Office of Institutional Effectiveness:
https://myecu.ecok.edu/ICS/Institutional_Reporting/Assessment_Reporting_and_Outcomes.jnz

Summary of Actions Related to Assessment Data

See glossary of terms for complete explanation of each section.

CURRENT ACTIONS AND/OR CHANGES

SUMMARY OF LATEST VICE PRESIDENT/UAC REVIEW & STATUS UPDATE

SUMMARY OF LAST 5 YEARS' ACTIONS/CHANGES & UPDATE

Academic Year	Current Actions/Changes	Annual Reviews of Vice President/UAC