

Tennessee Student Assistance Corporation

Thursday, September 24, 2015

DISCUSSION ITEM C: **Communication Services Update**

Staff Recommendation: For discussion only.

Background: An update will be provided discussing activities taking place within the Communication Services Division.

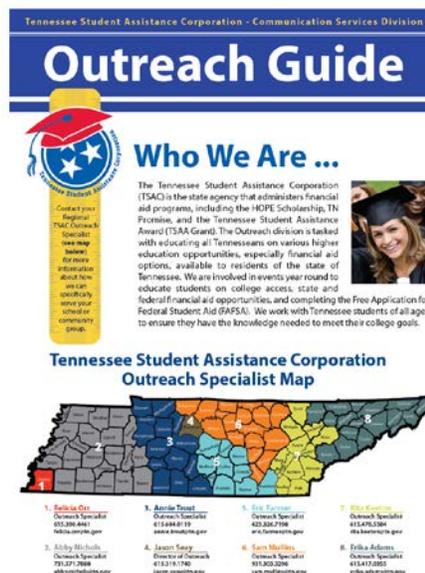
Supporting Document: Communication Services Update: September 2015



TSAC Outreach Presentations Offered

Outreach presentations are tailored to the needs of the organization where presentations are requested. We offer to assist with the following types of events as well:

- * College Fairs
- * College Goal Tennessee Events
- * Financial Aid Nights
- * TN Promise App. Workshops
- * Financial Aid Webinars
- * Career Fairs
- * Personal Finance Classes
- * Scholarship Award Presentations
- * YMCA College Nights
- * Leadership Summit
- * ACT & SAT Workshops
- * Preparing For College
- * Middle School Presentation
- * Focusing on Seniors
- * Junior/Underclassmen Presentations



Snapshot of Outreach Statistics

	2014-2015	2013-2014	2012-2013	2011-2012	2010-2011	2009-2010
College Fairs						
# of college fairs:	227	258	257	234	203	195
Attendance:	44,860	30,632	24,848	36,082	26,499	32,048
Courtesy Visits to Administrators						
# of courtesy visits:	2,163	2,135	2,351	2,052	1,981	1,952
Administrators reached:	3,330	2,939	3,356	3,035	2,841	2,561
Financial Aid Presentations						
# of presentations:	964	929	955	484	497	486
Attendance:	53,874	43,227	45,949	35,065	38,309	43,522
CGT/FAFSA Nights						
# of presentations:	257	250	246	113	76	n/a
Attendance:	6,787	5,120	4,737	2,348	2,020	n/a
TN Promise App. Workshops						
# of workshops:	27	n/a	n/a	n/a	n/a	n/a
Attendance:	1,510	n/a	n/a	n/a	n/a	n/a
Number of Visits						
High Schools:	2,120	1,838	1,755	1,318	1,163	1,116
Middle Schools:	580	759	728	561	465	587
Postsecondary:	335	454	387	339	390	461
Other:	603	621	939	665	739	469

Breakdown of Outreach Activity

	2014-2015	2013-14	2012-13	2011-12	2010-11	2009-10
Adult Learner	52	97	n/a	n/a	n/a	n/a
Boys and Girls Clubs	20	28	53	24	18	7
Chambers of Commerce	65	32	56	64	73	43
Churches	18	30	30	31	10	11
Colleges	335	454	387	339	390	461
High Schools	2,120	1,838	1,755	1,318	1,163	1,116
Libraries	213	183	272	299	237	190
Middle Schools	580	759	728	561	465	587
School District Offices	36	33	30	31	156	71
Legislative	7	15	27	17	83	n/a
Webinar	7	n/a	n/a	n/a	n/a	n/a
YMCA	18	22	33	17	26	29
Other	156	181	438	192	136	118

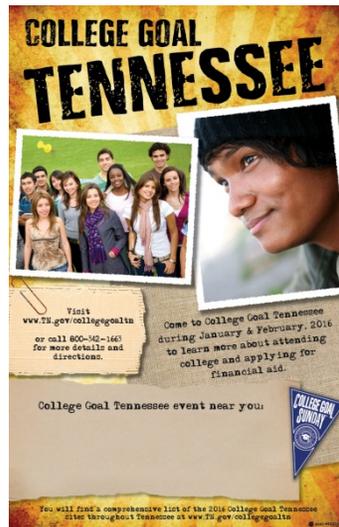
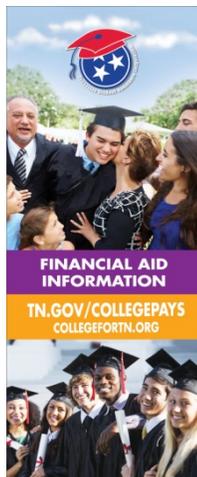
TSAC Call Center Stats

	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Telephone calls received:	28,856*	60,856	36,941	31,391	44,800
Live Chat conversations:	2,557*	4,788	3,653	2,624	3,269
Info Aid Emails:	1,901*	3,331	2,046	1,309	n/a

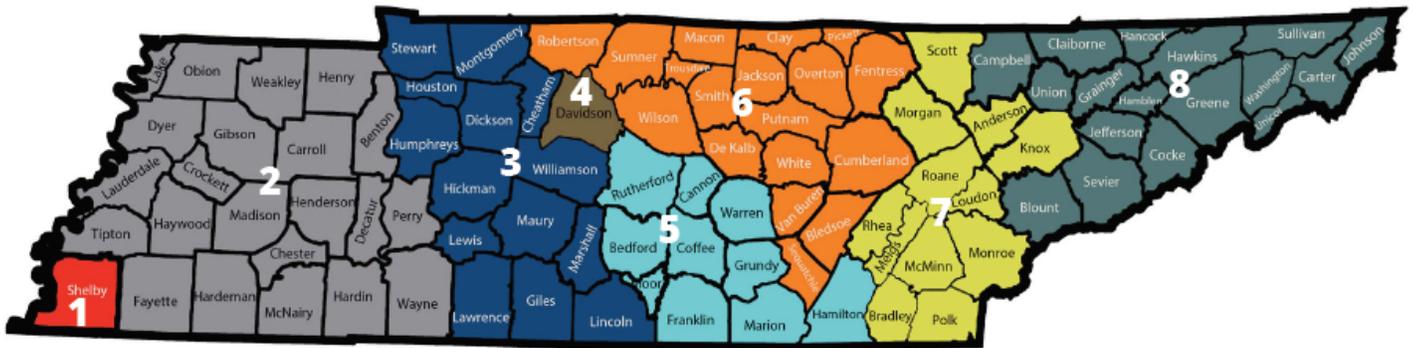
We receive calls, emails and questions through Live Chat about the HOPE scholarship programs, TN Promise, application deadlines, FAFSA completion, transfer school forms, student loan questions, e*GRandS log-in resets, TSAA awards, College Goal Sunday/FAFSA Nights, and brochure orders – just to name a few.

*January 1, 2015 – August 31, 2015

2015 TSAC Communication Services Materials



Tennessee Student Assistance Corporation Outreach Specialist Map



1. Felicia Orr

Outreach Specialist
(615) 390-4461
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3. Annie Trout

Outreach Specialist
(615) 604-0119
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5. Eric Farmer

Outreach Specialist
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7. Rita Keeton

Outreach Specialist
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2. Abby Nichols

Outreach Specialist
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4. Jason Seay

Director of Outreach
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6. Sam Mullins

Outreach Specialist
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8. Erika Adams

Outreach Specialist
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TSAC Communication Services: Social Media

1. TSAC website: www.TN.gov/collegepays
2. Social networking via Twitter: [@TNFinancialAid](https://twitter.com/TNFinancialAid)
3. Social networking via Facebook: <http://www.facebook.com/TnSAC>