

Tennessee Student Assistance Corporation

Friday, April 29, 2016

DISCUSSION ITEM D: 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, April 2016

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
- * FAFSA Frenzy 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



Snapshot of Outreach Statistics

	2015- 2016*	2014- 2015	2013- 2014	2012- 2013	2011- 2012	2010- 2011	2009- 2010
College Fairs							
# of college fairs:	194	227	258	257	234	203	195
Attendance:	19,955	44,860	30,632	24,848	36,082	26,499	32,048
Courtesy Visits to Administrators							
# of courtesy visits:	1,492	2,163	2,135	2,351	2,052	1,981	1,952
Administrators reached:	2,752	3,330	2,939	3,356	3,035	2,841	2,561
Financial Aid Presentations							
# of presentations:	815	964	929	955	484	497	486
Attendance:	41,383	53,874	43,227	45,949	35,065	38,309	43,522
CGT/FAFSA Nights (Frenzy)							
# of presentations:	286	257	250	246	113	76	n/a
Attendance:	6,642	6,787	5,120	4,737	2,348	2,020	n/a
TN Promise App. Workshops							
# of workshops:	83	27	n/a	n/a	n/a	n/a	n/a
Attendance:	3,836	1,510	n/a	n/a	n/a	n/a	n/a
Number of Visits							
High Schools:	1,891	2,120	1,838	1,755	1,318	1,163	1,116
Middle Schools:	433	580	759	728	561	465	587
Postsecondary:	220	335	454	387	339	390	461
Other:	326	603	621	939	665	739	469

Breakdown of Outreach Activity

	2015- 2016*	2014- 2015	2013- 2014	2012- 2013	2011- 2012	2010- 2011	2009- 2010
Adult Learner	13	52	97	n/a	n/a	n/a	n/a
Boys and Girls Clubs	6	20	28	53	24	18	7
Chambers of Commerce	16	65	32	56	64	73	43
Churches	11	18	30	30	31	10	11
Colleges	220	335	454	387	339	390	461
High Schools	1,891	2,120	1,838	1,755	1,318	1,163	1,116
Libraries	42	213	183	272	299	237	190
Middle Schools	433	580	759	728	561	465	587
School District Offices	10	36	33	30	31	156	71
Legislative	13	7	15	27	17	83	n/a
YMCA	5	18	22	33	17	26	29
Other	210	156	181	438	192	136	118

*Partial academic year totals.

TSAC Call Center Stats

	2015	2014	2013	2012	2011
Telephone calls received:	42,763	60,856	36,941	31,391	44,800
Live Chat conversations:	3,255	4,788	3,653	2,624	3,269
Info Aid Emails:	2,916	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, student portal log-in resets, TSAA awards, and brochure orders – just to name a few.

FAFSA Frenzy



FAFSA Frenzy Events:

October 1, 2016 –
January 17, 2017

FAFSA Frenzy Counselor Training Dates & Locations:

Wednesday, June 1:	Northeast, TN (location TBD)
Thursday, June 2:	Pellissippi State
Friday, June 3:	Tennessee Tech
Monday, June 6:	Nashville State
June 6 or 7:	Jackson State
Wednesday, June 8:	Univ. of TN - Martin
Thursday, June 9:	Univ. of TN - Chattanooga
Friday, June 10:	Columbia State
Monday, June 13:	University of Memphis

TSAA & TNP FAFSA Deadline:
January 17, 2017

Tennessee Student Assistance Corporation Outreach Specialist Map



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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>