

Tennessee Student Assistance Corporation

Wednesday, September 27th 2017

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 2017

1. 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
- * TN FAFSA Frenzy Events
- * Financial Aid Nights
- * TN Promise App. Workshops
- * Financial Aid Webinars
- * Career Fairs
- * Personal Finance Classes
- * Scholarship Award Presentations
- * YMCA College Nights
- * Junior/Underclassmen Presentations
- * Leadership Summit
- * ACT & SAT Workshops
- * Preparing For College
- * Middle School Presentation
- * Focusing on Seniors
- * Dual Enrollment Grant Events



2. Snapshot of Outreach Statistics

	2016-2017	2015-2016	2014-2015	2013-2014	2012-2013	2011-2012	2010-2011
College Fairs							
# of college fairs:	204	226	227	258	257	234	203
Attendance:	20,088	21,124	44,860	30,632	24,848	36,082	26,499
Courtesy Visits to Administrators							
# of courtesy visits:	1,551	1,987	2,163	2,135	2,351	2,052	1,981
Administrators reached:	3,684	3,544	3,330	2,939	3,356	3,035	2,841
Financial Aid Presentations							
# of presentations:	1,035	1,055	964	929	955	484	497
Attendance:	52,575	52,647	53,874	43,227	45,949	35,065	38,309
FAFSA Frenzy Events							
# of presentations:	538	335	257	250	246	113	76
Attendance:	11,069	7,114	6,787	5,120	4,737	2,348	2,020
TN Promise App. Workshops							
# of workshops:	58	91	27	n/a	n/a	n/a	n/a
Attendance:	4,555	4,149	1,510	n/a	n/a	n/a	n/a
Number of Visits							
High Schools:	2,360	2,257	2,120	1,838	1,755	1,318	1,163
Middle Schools:	217	552	580	759	728	561	465
Postsecondary:	328	356	335	454	387	339	390
Other:	481	529	603	621	939	665	739

Breakdown of Outreach Activity

	2016- 2017	2015- 2016	2014- 2015	2013- 2014	2012- 2013	2011- 2012	2010- 2011
Adult Learner	68	57	52	97	n/a	n/a	n/a
Boys and Girls Clubs	18	14	20	28	53	24	18
Chambers of Commerce	52	61	65	32	56	64	73
Churches	33	16	18	30	30	31	10
Colleges	328	356	335	454	387	339	390
High Schools	2,360	2,257	2,120	1,838	1,755	1,318	1,163
Libraries	152	127	213	183	272	299	237
Middle Schools	217	552	580	759	728	561	465
School District Offices	21	29	36	33	30	31	156
Legislative	26	17	7	15	27	17	83
YMCA	4	10	18	22	33	17	26
Webinars	6	3	2	n/a	n/a	n/a	n/a
Other	101	182	156	181	438	192	136

3. TSAC Call Center Stats

	2017*	2016	2015	2014	2013	2012	2011
Telephone calls received:	23,404	43,259	42,763	60,856	36,941	31,391	44,800
Live Chat conversations:	1,601	2,203	3,255	4,788	3,653	2,624	3,269
Info Aid Emails:	1,745	2,474	2,916	3,331	2,046	1,309	n/a

*partial calendar year

We receive calls, emails and questions through Live Chat about the HOPE scholarship programs, TN Promise, application deadlines, FAFSA completion, transfer school procedures, student portal log-in resets, TSAA awards, and brochure orders – just to name a few.

4. TN FAFSA Frenzy: October 26th

5. Outreach Courtesy Visits

- TSAC Financial Aid Brochure
- TN Promise Push Cards
- TN Promise Posters
- TSAC Outreach Guide
- TN Promise School Resource Guide
- TDOE: A Path of Choice Brochure

