

TENNESSEE STUDENT ASSISTANCE CORPORATION

Thursday, September 17, 2009

DISCUSSION ITEM C: Communication Services Update

Staff Recommendation: For discussion only.

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

Supporting Document: *Communication Services Update;*
September, 2009

Office of Communication Services

Outreach

Tennessee Student Assistance Corporation (TSAC) employs seven Outreach Specialists that work in different regions of the state of Tennessee. The Outreach Specialists provide presentations at colleges, middle schools, high schools, college fairs, and training seminars to educate students, parents, and school administrators about postsecondary and financial aid opportunities. Free Application for Federal Student Aid (FAFSA) workshops are also conducted targeting high school seniors and their parents to assist with the completion of the FAFSA.



The Division of Communication Services produces a financial aid information brochure each year which is distributed to every public and private high school and postsecondary institution across the state at no cost to the schools. The brochure includes information about every financial aid program administered including the Tennessee Education Lottery Scholarship Program and Tennessee Student Assistance Award. The division also maintains TSAC's website www.tn.gov/collegepays, which contains all the information within our brochure and much more. Moreover, TSAC encourages all students to visit www.collegefortn.org, a website partnership between TSAC, the Tennessee Department of Education, and the Tennessee Higher Education Commission, designed to help students plan, prepare, apply, and pay for college.

2008-09 Snapshot of Outreach Statistics

College Fairs

# of college fairs:	164
Attendance:	29,502 parents/students

Courtesy Visits to Administrators

# of courtesy visits:	1,663
Administrators reached:	2,578

Financial Aid Presentations

# of presentations:	421
Attendance:	33,654 parents/students

Number of Visits

High Schools:	1,172
Middle Schools:	415
Postsecondary:	388
Other:	273

Outreach: Courtesy Visits

The outreach staff made over 2,200 courtesy visits during FY 2009. The following is a breakdown of those visits.

Boys & Girls Clubs	9
Chambers of Commerce	21
Churches	14
Colleges	388
High Schools	1,172
Libraries	57
Middle Schools	415
School District Offices	56
YMCA	5
Other	111

Presentations and Workshops Offered

TSAC's Outreach Specialists offer presentations such as "*Focusing on Seniors*," and "*Preparing For College*" as well as presentations for middle school students related to the new Tennessee graduation requirements. The 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
- * Financial Aid Nights
- * PTO Meetings
- * YMCA College Nights
- * ACT Training Sessions
- * College Goal Sunday Events
- * Career Fairs
- * Scholarship Award Presentations
- * Leadership Summits
- * Gear Up Events

2008-09 Call Center Stats

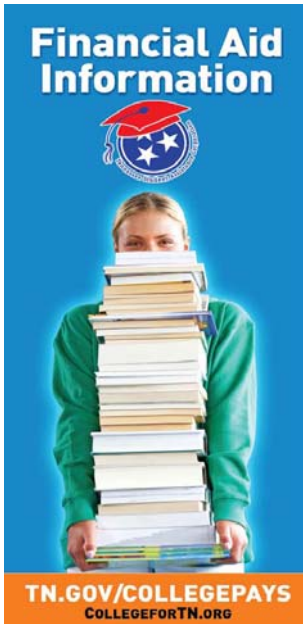
Telephone calls received:	59,380
Live Chat conversations:	1,540

Website Resources

www.tn.gov/collegepays
www.collegefortn.org

Publications

Each year, the Office of Communication Services, primarily through the efforts of the Outreach Specialists, distributes over one million publications, brochures, and worksheets.

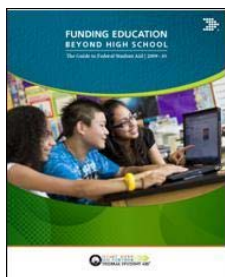


The primary tool TSAC uses to communicate about the numerous Tennessee state scholarship, grant, and loan forgiveness programs is the Financial Aid Information brochure. Annually, we print 750,000 copies to give to all colleges/universities, high schools, and students and parents.

Each month, TSAC publishes a newsletter that is posted to our website in order to keep the financial aid administrators in Tennessee up-to-date with the latest changes in legislation, rules, and at TSAC.



College Goal Sunday is sponsored by the Compliance Division of TSAC annually. Communication Services assists by procuring marketing pieces used to inform students and parents of this important opportunity to get help with filling out the FAFSA. Outreach Specialists assist with distribution.



TSAC's Outreach Specialists make hundreds of financial aid presentations each year to parents and students. TSAC utilizes other educational information pieces developed by the U.S. Department of Education that are available at no cost.



TSAC Partnership Events



College Goal Sunday is hosted each February. This event is designed to help low income and at-risk students. Volunteers assist high school seniors and their parents with filling out the FAFSA online. Outreach Specialists assist at schools across the state.

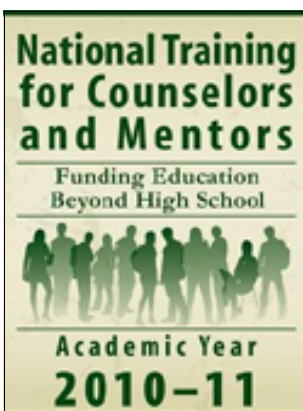
TSAC offers six regional training days in the summer to financial aid administrators at the TN colleges and universities.

**TSAC
Road
Show**



ACT offers eight regional training days each September to high school counselors, teachers, and administrators. TSAC Outreach Specialists offer financial aid expertise.

TSAC works in conjunction with the Gear Up staff of THEC to promote college accessibility to all Tennessee students and parents. TSAC promotes the website www.collegefortn.org maintained by the Gear Up office.



TSAC works together with the U.S. Department of Education to provide free training, information, resources, and tools regarding federal, state, and local financial aid programs for counselors and mentors working with students and their families.