

Tennessee Student Assistance Corporation

Friday, August 17, 2018

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: August 2018*

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
- * TN Distressed County Summits



2. Snapshot of Outreach Statistics

| | 2017-2018 | 2016-2017 | 2015-2016 | 2014-2015 | 2013-2014 | 2012-2013 | 2011-2012 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| College Fairs | | | | | | | |
| # of college fairs: | 183 | 197 | 226 | 227 | 258 | 257 | 234 |
| Attendance: | 16,493 | 19,585 | 21,124 | 44,860 | 30,632 | 24,848 | 36,082 |
| Courtesy Visits to Administrators | | | | | | | |
| # of courtesy visits: | 1,142 | 1,290 | 1,987 | 2,163 | 2,135 | 2,351 | 2,052 |
| Administrators reached: | 3,266 | 3,008 | 3,544 | 3,330 | 2,939 | 3,356 | 3,035 |
| Financial Aid Presentations | | | | | | | |
| # of presentations: | 892 | 907 | 1,055 | 964 | 929 | 955 | 484 |
| Attendance: | 48,740 | 46,819 | 52,647 | 53,874 | 43,227 | 45,949 | 35,065 |
| FAFSA Frenzy Events | | | | | | | |
| # of presentations: | 665 | 516 | 335 | 257 | 250 | 246 | 113 |
| Attendance: | 12,968 | 10,936 | 7,114 | 6,787 | 5,120 | 4,737 | 2,348 |
| TN Promise App. Workshops | | | | | | | |
| # of workshops: | 108 | 57 | 91 | 27 | n/a | n/a | n/a |
| Attendance: | 6,946 | 4,552 | 4,149 | 1,510 | n/a | n/a | n/a |
| Number of Visits | | | | | | | |
| High Schools: | 2,086 | 2,360 | 2,257 | 2,120 | 1,838 | 1,755 | 1,318 |
| Middle Schools: | 130 | 217 | 552 | 580 | 759 | 728 | 561 |
| Postsecondary: | 320 | 328 | 356 | 335 | 454 | 387 | 339 |
| Other: | 489 | 481 | 529 | 603 | 621 | 939 | 665 |

Breakdown of Outreach Activity

| | 2017- 2018 | 2016- 2017 | 2015- 2016 | 2014- 2015 | 2013- 2014 | 2012- 2013 | 2011- 2012 |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Adult Learner | 71 | 68 | 57 | 52 | 97 | n/a | n/a |
| Boys and Girls Clubs | 3 | 18 | 14 | 20 | 28 | 53 | 24 |
| Chambers of Commerce | 42 | 52 | 61 | 65 | 32 | 56 | 64 |
| Churches | 33 | 33 | 16 | 18 | 30 | 30 | 31 |
| Colleges | 320 | 328 | 356 | 335 | 454 | 387 | 339 |
| High Schools | 2,086 | 2,360 | 2,257 | 2,120 | 1,838 | 1,755 | 1,318 |
| Libraries | 156 | 152 | 127 | 213 | 183 | 272 | 299 |
| Middle Schools | 130 | 217 | 552 | 580 | 759 | 728 | 561 |
| School District Offices | 24 | 21 | 29 | 36 | 33 | 30 | 31 |
| Legislative | 40 | 26 | 17 | 7 | 15 | 27 | 17 |
| YMCA | 10 | 4 | 10 | 18 | 22 | 33 | 17 |
| Webinars | 3 | 6 | 3 | 2 | n/a | n/a | n/a |
| Other | 107 | 101 | 182 | 156 | 181 | 438 | 192 |

3. TSAC Call Center Stats

| | 2018* | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|
| Telephone calls received: | 17,416 | 36,219 | 43,259 | 42,763 | 60,856 | 36,941 | 31,391 |
| Live Chat conversations: | 859 | 2386 | 2,203 | 3,255 | 4,788 | 3,653 | 2,624 |
| Info Aid Emails: | 1795 | 2461 | 2,474 | 2,916 | 3,331 | 2,046 | 1,309 |

*partial calendar year (Jan. – July)

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

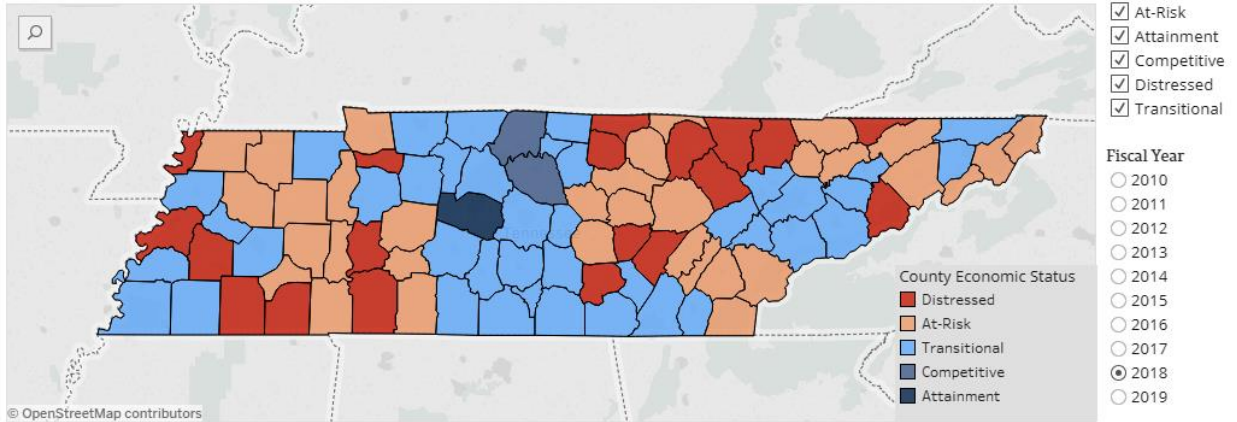
4. TN Reconnect Outreach

The Tennessee Reconnect initiative is designed to help more of our state’s adults enter higher education to gain new skills, advance in the workplace, and fulfill lifelong dreams of completing a degree or credential.

TN Reconnect: # courtesy visits: 36 # of presentations: 35 # in attendance: 665

5. TN Distressed Counties

County Economic Status Map (Fiscal Year 2018)



Legends : Hover to see the definition.



- ❖ 19 Distressed Counties*
- ❖ 28 Proposed College and Career Summits at the public high schools

*2018 TN Distressed Counties

| | | |
|-------------------|------------------|-----------------|
| Lake County | Houston County | Morgan County |
| Lauderdale County | Grundy County | Scott County |
| Haywood County | Jackson County | Campbell County |
| Hardeman County | Clay County | Hancock County |
| McNairy County | Van Buren County | Cocke County |
| Wayne County | Bledsoe County | |
| Perry County | Fentress County | |