



COMMUNICATING FINANCIAL AID AND AFFORDABILITY TO ADMITTED STUDENTS

October 10, 2017 :: 1:00 - 2:00 p.m. EDT

Financial aid packages can be confusing; help your institution clearly communicate the information to families.

OVERVIEW

Do you need a more concise and streamlined approach for communicating financial aid to admitted students and their parents? This example-based online training walks through considerations for proactive and effective financial aid communication during the narrow window of time between admittance and enrollment. Included will be expert approaches from two diverse case-study institutions and many examples of impactful communication tactics.

CASE STUDIES AND REAL-LIFE EXAMPLES

Throughout this training you will hear real-life examples from two diverse institutions. These case studies aim to help you implement the best practices you learn after participating in this webcast regardless of your institution type or size.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/communicating-financial-aid-and-affordability-admitted-students-october-2017



WHO SHOULD ATTEND

Enrollment, admissions, and financial aid personnel from private and public institutions will see and hear examples of how clear and timely financial aid communication can boost yield within the admitted student pool.

LEARNING OUTCOME

After participating in this online training, you will be able to improve affordability messaging and financial aid communication for your admitted student pool.

CONTACT US FOR MORE INFORMATION

Contact Michelle Sponholz, Program Manager at michelle@academicimpressions.com or 720-496-4492 if you'd like additional information about the program.



AGENDA

Tuesday, October 10, 2017 :: 1:00 - 2:00 p.m. EDT

- ➔ **Best Practice Examples: Non-Digital Communication**
 - Written
 - In-Person
- ➔ **Best Practice Examples: Electronic Communication**
 - Email
 - Video
 - Website
 - Net price calculator
- ➔ **Moving Forward: Keys to Concise Financial Aid Communication**
 - Simplifying financial aid language
 - Articulating student loans and scholarships
 - Identifying cross-campus partners for financial aid communication

INSTRUCTORS

W. Kent Barnds, Vice President of Enrollment, Communication, and Planning, Augustana College

Since his arrival at Augustana in 2005, Kent has overseen the largest enrollment in the college's history. He oversees the offices of admissions, financial assistance, and marketing and serves a critical role on the comprehensive retention committee. In the summer of 2012, he served as acting president while the current president was on sabbatical.

Chandra Owen, Office of Financial Aid Training Coordinator, Michigan State University

Prior to working in her current role as the training coordinator/social media liaison Chandra served as a financial aid advisor, scholarship coordinator, and in financial aid application processing.

Chandra has volunteered on several committees for the Michigan Student Financial Aid Association (MSFAA) and the Midwest Association of Student Financial Aid Administrators (MASFAA) often presenting on social media and student communication at regional conferences. She was selected to speak at the 2015 National Association of Student Financial Aid Administrators (NASFAA) conference on evaluating and reporting the effectiveness of online communication with students. Chandra has produced instructional videos for the Michigan State University office of financial aid that were recognized through a NASFAA Gold Star Award Honorable Mention in 2014. Chandra holds a MA in Educational Technology.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before October 3, 2017. After October 3, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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