UCMERCED

Financial Aid & Scholarships

2009 Financial Aid and Scholarships Communication Strategy to ensure accurate and timely information to all new and continuing students regarding the financial aid application and completion process

Communication	Target Population	Frequency	Timeframe
Paper-Acknowledgement letter to applicants with FAFSA instructions (co-authored with Admissions)	New Students	1 time only	January
Postcard-FAFSA/Scholarship Application Reminder	Continuing Students	1 time only	January
E-mail-FAFSA/Scholarship Application Reminder	Continuing Students	2 times	January and February
Paper-Award Information Sheet*	New Students	1 time only	Start in March
E-mail-Award Information Sheet*	Continuing Students	1 time only	Start in March
E-mail-Revised Award*	New and Continuing Students	Any time a students' awards change	Start in March
Postcard-Rejected Student Aid Report (SAR)	N/C Students with a Rejected FAFSA	Everytime we get a rejected SAR	Start in March
E-mail-Requirement Status Changes*	N/C Students selected for verification	Daily-Any time a change occurs	Start in March
E-mail-Outstanding Requirement*	N/C Students with outstanding verification requirements or requirements holding up packaging	2X/month	Start in March
E-mail-Top 10 Things Students Should Know About Financial Aid	New Students	1 time only	May
E-mail-Deadline Reminder, Instructions for accepting/decling awards and Instructions for loans	New and Continuing Students	1 time only	May
Paper-Letter to Parents with PLUS Loan Instructions	New and Continuing Student Parents offered a Parent PLUS Loan	1 time only	June
Paper-Reminder to students regarding promissory notes and entrance requirements for loans	New and Continuing Students who have accepted loans	1 time only	July

*Conditional text personalized to students' situation