**Stewardship for Equity, Equal Employment, and Diversity**

**Communication/Dissemination of Information Sub-Committee**

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**Focus Question**

How to our practices and processes in connection, entry, progress and completion impact campus equity and student success at Skyline College?

**Sub-Committee Research Question**

Considering that a student’s financial success can affect progress, knowledge of financial aid and scholarship opportunities is important. How do faculty receive and share information regarding financial aid and scholarship opportunities with Skyline College students? What is its impact on First-Year students applying for scholarship opportunities?

The purpose of researching the above question was to look into the culture of faculty on sharing scholarship information as well as learn how students best received that information.

**Methodology**

1. A hard copy survey was disseminated to 108 students from Math, English and Communications courses.
2. A hard copy survey was provided to 10 faculty members from the Science, Math and Technology, Language Arts and Social Sciences divisions. Half of the 10 faculty members were involved with Learning Communities and half were not involved in Learning Communities.
3. Online surveys were administered through Survey Monkey. The Faculty Survey was broadcast on Skyline Shines received 1 response. The Student Survey was announced on Vanson Nguyen’s Facebook page receiving 41 responses.

**Faculty Survey**

Faculty were asked:

* About involvement on campus
* If they receive financial aid information
* If they receive scholarship information
* How they would share the above information
* What preference they have for receiving such information
* Reasons for not sharing the information

**Faculty Survey Findings Summary**

Faculty who responded indicated that the best ways to receive information:

* Via email
* Classroom presentation by Financial Aid Office

Best ways to disseminate information to students:

* Via email
* Announcements in the classroom
* Those involved with Learning Communities were more likely to respond with a “yes” when asked whether they receive financial aid and scholarship information.

3 faculty members responded as to why they did not share the information received

* 2 assumed students already knew
* 1 needed time to cover content

**Hard Copy Student Survey Findings**

The top 3 ways students heard about scholarships include:

1. Word of Mouth
2. Instructor
3. Classroom Presentation

* There were not significant differences in the responses of the first-year students versus the non-first-year students.

Why students applied for scholarships/financial aid:

* 16 students responded
* 56% said they needed the money
* 31% said scholarships help

Why students didn’t apply for scholarships/financial aid:

* 23% said they didn’t know
* 19% said they didn’t meet the requirements
* 17% said they were too lazy
* No students indicated that they applied because someone told them to

**Online Student Survey Findings**

Top 3 ways students heard about scholarships

1. Instructor
2. Word of Mouth
3. Classroom Presentations

Top responses as to why they did or did not apply

* Money (those that applied)
* Didn’t know (those that didn’t apply)
* Didn’t meet the requirements (those that didn’t apply)
* Only 2 students said they applied because someone referred them.

**Positives & Opportunities**

* First iteration of data gathering/inquiry is complete
* Interesting data to inform the communication effort on campus
* Learned more about students and faculty
* Involve the scholarship staff in the process in the future
* Share the data gathering process
* Conduct subsequent iterations of the survey

**Implications/Interpretations**

* High touch activities are effective; instructor and classroom presentations were among top responses of how students received information
* Faculty from learning communities were more likely to say they received scholarship information. This may be because learning communities emphasize utilization of student services as support to instruction.
* On November 5, the Financial Aid office is holding an event in the quad providing root beer floats for students to promote national scholarship month.
* The SEEED committee is developing an outreach plan to inform campus of all work done by the committee.