

## Office of Enrollment Management

East Carolina University

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Dear Colleagues:

First, let me thank you for the support you have provided our students and the Offices of Financial Aid and Student Financial Services as we have moved through our first Fall opening using Student Banner to enroll and award financial aid to ECU's largest student body ever.

The mission of student financial services offices is *to assist students in achieving their academic goals through the accurate and timely awarding of financial assistance, primarily through financial aid awards.*

To achieve our mission, ECU is making the necessary commitments to provide high quality service and support to our students. These commitments require changes in our organizational structure, work processes and approach to customer service. The actions listed below are effective October 1, 2007.

### **Commitment to coordinating student financial services:**

1) The Financial Aid and Student Financial Services (Cashiering, Student Loan Collection, and Student Accounting) offices, each headed by a director, will report to the **Senior Director of Student Financial Services**. Serving in the role of Senior Director of Student Financial Services on an interim basis will be Dee Bowling. Ms. Bowling has been working jointly with the two offices on customer service issues since August. The Senior Director of Student Financial Services will report jointly to Enrollment Management and Financial Services. Appropriate protocols will be implemented to assure separation of powers. An organizational chart is attached.

### **Commitment to being a high performing Financial Aid Office:**

1) The Financial Aid Office has been reorganized based upon the workflow processes in Banner Financial Aid and specific talents of staff members.

2) In order to expedite the completion of Fall financial aid award processes and reports, and to prepare for Spring 2008, the University has engaged three additional consultants from Financial Aid Services (FAS) to be with ECU at least until January. We anticipate engaging a minimum of two consultants for nine months to a year. Further, the Senior Vice President of FAS will be on campus at least monthly to assist with evaluating processes and progress. Enhancing staff skills with experienced consultants is not unusual in institutions with major transitions in financial aid leadership.

3) Interim Financial Aid Director Laszewski, on assignment to ECU from Financial Aid Services, will be leaving us in October and will be replaced by a consultant who will serve as Interim Director until July 2008 or until a permanent director is named.

4) The search for a permanent financial aid director, to be chaired by Dean Niswander, will begin in during Spring Semester, ideally in late January.

5) Several financial aid staff members have accepted new responsibilities across campus: Victoria Ogden is joining Career Services; Andrea Savage, Housing; Chandra Johnson and Vivian Merritt, Human Resources. We will be filling these and other vacancies with a combination of consultants and new positions.

6) Financial Aid staff will maintain a high level of quality control in their work through becoming proficient in Banner, managing information and workflow in accordance with best practices and ensuring compliance with applicable regulations.

7) To support Financial Aid staff in providing financial assistance to students in a timely and accurate manner, ECU will provide training opportunities and additional staff to meet critical needs.

**Commitment to improving service to and communication with students:**

1) To improve communications with and service to students, a Customer Service Center will be established. The center will include a full-time call center, staffed with a director and two full-time employees with temporaries added at peak times. Call center staff will be trained to assist students with questions regarding financial aid and student financial services.

2) The center will also be responsible for coordinating messages regarding financial services, including financial aid, available to students. An important part of such communication is to establish expectations for student timeliness and ECU's staff's commitment to meet stated delivery dates when those expectations are met. The center will use a variety of media to communicate with students and will work closely with offices in enrollment management and academic and student affairs to assist with coordinating messages regarding financial information and deadlines that affect students.

**Commitment to measuring our accomplishments:**

The effectiveness of these initiatives will be measured by our success in achieving the following goals:

- 1) Fall 2007 Financial Aid awards are completed by October 15, including ECU CBTI awards.*
- 2) Timely disbursement of financial funds for Spring 2008.*
- 3) Student Financial Customer Services Call Center will be operational November 1.*
- 4) Reduction in number of inquiries/complaints by students and parents regarding disbursement of financial aid.*
- 5) Data entry process will be enhanced, file room will be organized and security issues will be resolved by end of semester.*
- 6) Staff will be proficient in Financial Aid Banner.*

The actions outlined above represent an overall commitment to improve quality of service, timeliness of financial aid awards, and accuracy of communication to ECU students and their families. The specific actions are a beginning and will evolve as our ability to serve our students at a higher standard improves. These are the initial steps.

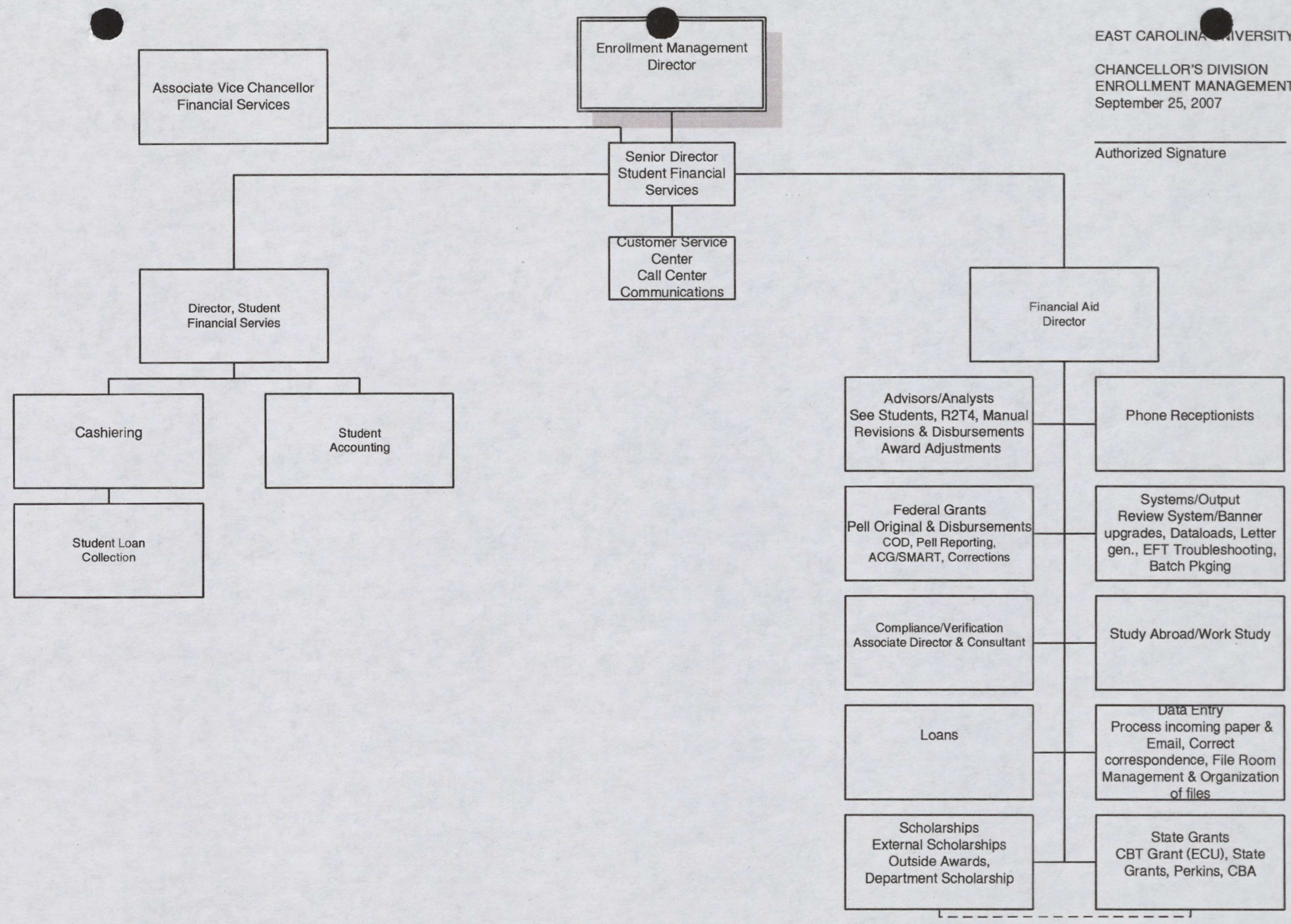
Together, staff will work across departmental structures of Student Financial Aid and Student Financial Services (Cashiering, Student Loan Collection and Accounting) to provide a seamless and helpful experience to our students. However, it is only with the support and dedication of all ECU colleagues that any one office can be successful in meeting students' needs.

Thank you in advance for helping ECU become the university known for outstanding service to students.

Regards,

Judi Bailey  
Enrollment Management Services

Authorized Signature



# East Carolina University

## FRESHMEN CLASS of 2007

### Enrollment

	Number of Students		Average SAT Score
<b>In-State</b>	3536	82.40%	1020
<b>Out-of-State</b>	755	17.60%	1035
<b>Total</b>	<b>4291</b>		* National Average SAT score dropped 5 points
<b>Increased from Fall 2006</b>			
In-state	348		
Out-of-state	107		
<b>Total</b>	<b>455</b>		

### Minority Percentages for Freshman Class

<b>White, not of Hispanic origin</b>	3185	74.6%
<b>Black/African American</b>	568	13.3%
<b>Pacific Islander or Asian</b>	94	2.2%
<b>Hispanic/Latino</b>	88	2.1%
<b>American Indian or Alaskan Native</b>	26	0.6%
<b>Other</b>	307	7.2%

### Home School Information

Initiated Application	61
Completed Application	53
Admitted	34
Enrolled	15

## East Carolina University

### 2006-2007 Academic Rankings of Squads in Conference USA\*

#### Men's Sports

Baseball:	(2.869) 6 <sup>th</sup> out of 9 Tulane (3.07)
Basketball:	(2.512) 5 <sup>th</sup> out of 12 Tulane (2.82)
Cross Country:	(3.123) 3 <sup>rd</sup> out of 8 Marshall (3.25)
Football:	(2.423) 5 <sup>th</sup> out of 12 Rice (2.742)
Golf:	(3.339) 1 <sup>st</sup> out of 11
<b>ECU WON THE AWARD</b>	
Soccer:	N/A Marshall (3.32)
Tennis:	(3.373) 3 <sup>rd</sup> out of 8 Rice (3.445)
Track & Field:	(2.468) 6 <sup>th</sup> out of 7 Rice (3.099)

#### Women's Sports

Basketball:	(2.848) 5 <sup>th</sup> out of 12 Rice (2.871)
Cross Country:	(3.290) 5 <sup>th</sup> out of 12 Tulsa (3.59)
Golf:	(3.610) tied for 1 <sup>st</sup> out of 9
<b>ECU &amp; MARSHALL TIED FOR THE AWARD</b>	
Soccer:	(3.311) 4 <sup>th</sup> out of 11 Rice (3.417)
Softball:	(3.378) 1 <sup>st</sup> out of 9
<b>ECU WON THE AWARD</b>	
Swimming:	(3.018) 4 <sup>th</sup> out of 5 Marshall (3.42)
Tennis:	(3.110) 7 <sup>th</sup> out of 11 Rice (3.444)
Track & Field:	(3.001) 7 <sup>th</sup> out of 12 Rice (3.255)
Volleyball:	(3.180) 4 <sup>th</sup> out of 12 Memphis (3.485)

ECU, with an overall average GPA of (2.839), is 6<sup>th</sup> in the C-USA out of 12 institutions. Rice (3.031) won the Institutional Academic Excellence Award. C-USA Sport Academic Award winners for each spot are noted for comparison.

\*Data taken from *Sport Academic Award and Institutional Academic Excellence Award Information 2006-2007* document compiled by C-USA and distributed to FARs.