

Broward College Financial Aid Cyber Advising

Overview

- In an effort to better serve our students, Broward College has continued to add fully online programs as well as individual online classes over time. Online coursework has proven to be of great benefit/convenience to many of our students, not just those who are outside of the immediate area, but even local students as well.

Overview (contd.)

- Whatever a student's particular reason for choosing to take online classes or programs, we want their experience to be as seamless as possible. We aim to ensure that they experience no additional difficulties or receive any less service simply because they are not "physically attending". It is a goal we are confident we can achieve.

History

- The Broward College Financial Aid office previously utilized a cyber advisor. However, it was only for a relatively short time, and with a relatively limited scope. So in truth, we are 'reviving' our cyber presence.
- During the initial phase contact with students was somewhat limited, with a greater emphasis having been placed on assisting with internal processes etc. Our new approach will be markedly different however.

Current Approach

- Whereas we had a single FA cyber advisor before, we will now have two full-time staff members dedicated to serving our online students.
- Again, while our prior approach could have been characterized as a bit passive, this time we will be decidedly more proactive.

Current Approach (contd.)

- We have already identified our core group of students and will reach out to them with an initial email blast notifying them that we are available to assist.
- We will continually update the status of each student so that we know where they are on the FA timeline at any given time, and until we've seen them all the way to the end will maintain active contact.

Communication

- This time around we will utilize all of the following to communicate with our fully online and blended (at least 6 credits of online coursework) students –
- Video chat (via Lync)
- Dedicated email inbox
- IM (chat)
- Facebook
- Dedicated phone lines

Communication (contd.)

- General Financial Aid Email inbox

Considering society's (and attendantly our student population's) growing familiarity with and affinity for all manner of communication tools, e.g. Facebook, Instagram, Twitter etc., we're confident we will be able to achieve our goals of a seamless FA experience.

Questions, comments

- If interested in our cyber program please contact your Region V Rep and Broward College Senior Financial Aid Advisor, Christine McDonnough at cmcdonno@broward.edu, or Egan Saint-Michael at emichael@broward.edu (Asst Director of SFS).