

2018 Best Practices Proposal Form



CACUBO
Central Association of College
& University Business Officers

Completed proposals are to be submitted to
Fran Willbrant, Coordinator, CACUBO Best Practices Awards, bestpractices@cacubo.org
The deadline is May 1, 2018.

Best Practices Program Submission:

Title: **Protect Your Priority Registration Campaign**

Primary* Contact Information:

The primary contact must be a CACUBO member institution of higher education.

Institution: University of Nebraska-Lincoln

Address1: 1400 R Street

Address2:

City: Lincoln State/Prov: NE Zip Code: 68588

Salutation: Prof. Dr. Mr. Mrs. Ms.

First Name: Justin Middle Name/Initial: Chase

Last Name: Brown Suffix (Jr, III, etc.)

Professional Title: Director of Scholarships & Financial Aid

Email : justin.brown@unl.edu

Phone: 402-472-4001 Fax:

*Additional team contacts may be listed at the bottom of this form.

Institution Information:

Institution: Research/Comprehensive/Doctorate Small Institutions Community College

Year Founded: 1869

Geographical Location: Midwest

Number of Students: 26,079

Website: www.unl.edu

2018 Best Practices Proposal Form

Statement of the Problem:

Provide a brief statement identifying the challenge your institution encountered that benefited from your best practice.

Beginning in the 1960's, prior to our current consolidated billing procedure, our University Housing employed an eviction process before moving on to professional collection in order to secure payment from students. When the University transitioned to a consolidated billing operations in the late 1990's, the evictions process was preserved. After two billing periods with an accrued balance of \$500 or more students would be evicted from University Housing. Evictions occurred before the end of the semester and oftentimes students moved out before Thanksgiving. This created an urgency and pressure for students to figure out their financial aid and pay their bills quickly, but what resulted were students withdrawing early with indications that the University was not willing to help them.

Identify the Solution (250-words maximum):

Describe how you identified and developed your best practice solution including those involved with the process, impact on the organization, finances and resources.

The financial aid office, student accounts office, and university housing office came together to discuss the evictions practice and ways we can better support students. The goal was to develop a new approach that emphasized the privilege of enrollment through priority registration instead of threatening and acting upon evictions during the semester. Not only would this be a campaign with a more positive outlook, to preserve a privilege, but one that would carry less extreme outcomes for students who did not comply. The goal was to still collect on student accounts with as few as possible unintended consequences to student success and to not increase the burden of uncollectible debt for the institution. Secondary objectives were to enhance education to students on the financial options available and adjust student behavior to complete the process of paying their bill earlier (and being eligible for priority registration), provide additional financial support guidance to students who needed assistance, aligning areas of campus that affect student finances by maximizing collaborative efforts, and enhance student self-advocacy to support enrollment management efforts of recruitment, retention, and graduation. This new practice would also be expanded to include all students rather than only those living in on-campus housing.

Implementation Timeline: 3-6 months

Provide a bulleted list of the steps and implementation timeline of your best practice solution.

1. Financial Aid, Student Accounts, & Housing meet to discuss and develop new policies
2. Approach administration for approval and timeline for implementation
3. Communicate with stakeholders on new process, including academic advisors, faculty, residential advisors, and others who help support new students

2018 Best Practices Proposal Form

4. Meet with stakeholders who have financial items appear on the bill to ensure everything possible is listed on the first bill a student receives for the semester
5. Meet with stakeholders to discuss and implement new sanctions or the increased importance of existing sanctions, such as registration holds and N-card inactivation
6. Follow up with stakeholders after implementation regarding the results

Benefits & Retrospect:

Provide a brief statement of the benefits achieved by implementing the best practice solution.

The number of initial registration holds for financial reasons dropped 23.5% from Fall 2016 to Fall 2017 reducing barriers to enrollment for many students. The number of initial holds from Fall 2014 to Fall 2017 dropped 42% (during a time period when enrollment increased 4.3%)! The FY16 bad debt write-offs reduced to 0.31%, the lowest in at least eight years. And students with late fee penalties in Fall 2016 to Fall 2017 reduced by 12.4%.

We plan to continue this successful campaign and process to support students. Once the first billing cycle has passed, communications are sent to students to encourage them to meet with the residence hall director (if in housing), financial aid advisor, and/or student account representative. We reach out personally to each student to advise them of their options and come up with individualized plans and solutions so they may continue their studies. This campaign also included applying parking charges to the first bill, applying early move-in charges to the first bill, proactive outreach to financially needy students, financial aid options for emergencies, more encouraging messaging to students, earlier communications to students allowing them more time to act and make informed decisions, increased collaboration with academic advisors and residential advisors, and increasing enrollment in the monthly payment plans.

Additional Team Contact Information:

Additional Contact #2:

Institution: University of Nebraska-Lincoln

Address1: 1400 R Street

Address2:

City: Lincoln State/Prov: NE Zip Code: 68588

Institution: Research Comprehensive/Doctorate Small Institutions Community College

Salutation: Prof. Dr. Mr. Mrs. Ms.

First Name: Collette Middle Name/Initial:

2018 Best Practices Proposal Form

Last Name: McCurdy Suffix (Jr, III, etc.)
Professional Title: Director of Student Accounts
Email : cmccurdy2@unl.edu
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Additional Contact #3:

Institution:
Address1:
Address2:
City: State/Prov: Zip Code:
Institution: Research Comprehensive/Doctorate Small Institutions
Community College
Salutation: Prof. Dr. Mr. Mrs. Ms.
First Name: Middle Name/Initial:
Last Name: Suffix (Jr, III, etc.)
Professional Title:
Email :
Phone: Fax:

Additional Contact #4:

Institution:
Address1:
Address2:
City: State/Prov: Zip Code:
Institution: Research Comprehensive/Doctorate Small Institutions
Community College
Salutation: Prof. Dr. Mr. Mrs. Ms.
First Name: Middle Name/Initial:
Last Name: Suffix (Jr, III, etc.)
Professional Title:
Email :
Phone: Fax:

2018 Best Practices Proposal Form

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