

Tennessee Student Assistance Corporation

Tuesday September 27, 2016

DISCUSSION ITEM C: Communication Services Update

Staff Recommendation: For discussion only.

Background: An update will be provided discussing activities taking place within the Communication Services Division.

Supporting Document: *Communication Services Update:
September 2016*

TSAC Outreach Presentations Offered

Outreach presentations are tailored to the needs of the organization where presentations are requested. We offer to assist with the following types of events as well:

- * College Fairs
- * FAFSA Frenzy Events
- * Financial Aid Nights
- * TN Promise App. Workshops
- * Financial Aid Webinars
- * Career Fairs
- * Personal Finance Classes
- * Scholarship Award Presentations
- * YMCA College Nights
- * Leadership Summit
- * Preparing For College
- * Middle School Presentation
- * Focusing on Seniors
- * Junior/Underclassmen Presentations



Snapshot of Outreach Statistics

	2015- 2016	2014- 2015	2013- 2014	2012- 2013	2011- 2012	2010- 2011	2009- 2010
College Fairs							
# of college fairs:	226	227	258	257	234	203	195
Attendance:	21,124	44,860	30,632	24,848	36,082	26,499	32,048
Courtesy Visits to Administrators							
# of courtesy visits:	1,987	2,163	2,135	2,351	2,052	1,981	1,952
Administrators reached:	3,544	3,330	2,939	3,356	3,035	2,841	2,561
Financial Aid Presentations							
# of presentations:	1,055	964	929	955	484	497	486
Attendance:	52,647	53,874	43,227	45,949	35,065	38,309	43,522
CGT/FAFSA Nights (Frenzy)							
# of presentations:	335	257	250	246	113	76	n/a
Attendance:	7,114	6,787	5,120	4,737	2,348	2,020	n/a
TN Promise App. Workshops							
# of workshops:	91	27	n/a	n/a	n/a	n/a	n/a
Attendance:	4,149	1,510	n/a	n/a	n/a	n/a	n/a
Number of Visits							
High Schools:	2,257	2,120	1,838	1,755	1,318	1,163	1,116
Middle Schools:	552	580	759	728	561	465	587
Postsecondary:	356	335	454	387	339	390	461
Other:	529	603	621	939	665	739	469

Breakdown of Outreach Activity

	2015- 2016	2014- 2015	2013- 2014	2012- 2013	2011- 2012	2010- 2011	2009- 2010
Adult Learner	57	52	97	n/a	n/a	n/a	n/a
Boys and Girls Clubs	14	20	28	53	24	18	7
Chambers of Commerce	61	65	32	56	64	73	43
Churches	16	18	30	30	31	10	11
Colleges	356	335	454	387	339	390	461
High Schools	2,257	2,120	1,838	1,755	1,318	1,163	1,116
Libraries	127	213	183	272	299	237	190
Middle Schools	552	580	759	728	561	465	587
School District Offices	29	36	33	30	31	156	71
Legislative	17	7	15	27	17	83	n/a
YMCA	10	18	22	33	17	26	29
Other	182	156	181	438	192	136	118

TSAC Call Center Stats

	2016*	2015	2014	2013	2012	2011
Telephone calls received:	29,165	42,763	60,856	36,941	31,391	44,800
Live Chat conversations:	1,617	3,255	4,788	3,653	2,624	3,269
Info Aid Emails:	1,683	2,916	3,331	2,046	1,309	n/a

*Partial Year Totals (Jan.-Aug.)

We receive calls, emails and questions through Live Chat about the HOPE scholarship programs, TN Promise, application deadlines, FAFSA completion, transfer school forms, student loan questions, student portal log-in resets, TSAA awards, and brochure orders – just to name a few.



FAFSA Frenzy Events:

October 1, 2016 –
January 17, 2017

Starts for 16-17 Academic Year

- * Create Financial Aid content for online videos & webinars.
- * Increase opportunities to train undergrad/grad HS Counseling students.

Tennessee Student Assistance Corporation Outreach Specialist Map



1. Felicia Orr

Outreach Specialist
(615) 390-4461
felicia.orr@tn.gov

3. Annie Trout

Outreach Specialist
(615) 604-0119
annie.trout@tn.gov

5. Eric Farmer

Outreach Specialist
(423) 326-7198
eric.farmer@tn.gov

7. Rita Keeton

Outreach Specialist
(615) 478-5584
rita.keeton@tn.gov

2. Abby Nichols

Outreach Specialist
(731) 571-7888
abby.nichols@tn.gov

4. Jason Seay

Director of Outreach
(615) 319-1740
jason.seay@tn.gov

6. Sam Mullins

Outreach Specialist
(931) 303-3296
sam.mullins@tn.gov

8. Erika Adams

Outreach Specialist
(615) 417-0355
erika.adams@tn.gov

TSAC Communication Services: Social Media

1. TSAC website: www.TN.gov/collegepays
2. Social networking via Twitter: [@TNFinancialAid](https://twitter.com/TNFinancialAid)
3. Social networking via Facebook: <http://www.facebook.com/TnSAC>

2016 Financial Aid Resources

