PROJECT SUCCESS: PROPOSED VERIFICATION SUPPORT PLAN

According to the U.S. Department of Education, about one-third of all students who fill out the FAFSA are selected for Verification. These students must provide further documentation and proof that the information they supplied on the FAFSA is accurate. Because of new processes related to FAFSA processing, Texas A&M University – Kingsville reports that they have seen their Verification rates for entering first-year students increase from 33% for the 2017-2018 academic year to 63% for the 2018-2019 academic year.

For entering first-year, first-generation students who may have limited understanding of the process, Verification poses a threat to their likelihood to their goals of college degree attainment. Trellis proposes assisting Texas A&M University – Kingsville with their verification efforts through the following “communication and coaching” campaign.

**Verification Communication and Coaching Support Plan**

The proposed verification support campaign will begin by assisting with outreach efforts to targeted students utilizing a combination of text messages and, for those who need additional outreach, outbound calls. Messages will be informative regarding their selection, what to do next, and a direct access to a virtual personalized coaching resource. Through Trellis’ financial coaches, students are assisted with any questions or issues they may have regarding their Verification situation. Once a student is supported, the coaching resource will direct them back to Texas A&M University – Kingsville Office of Financial Aid to complete their Verification Process. Below is a proposed plan for the type of communication and support service.

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| Outreach Method | Support Service | Objective of Communication and Coaching | Information Required from TAMUK |
| Text Message  (Initial) | - Virtual Coaching  - Online Resource | - Inform student of Verification Selection  Inform students of what documents to submit, where to get the documents, and the deadline  - Inform student that Verification impacts ability to receive aid package  - Direct student to virtual resource that can provide guidance on how to complete Verification process  - Link to a Trellis page with additional resources | - List of students selected for verification, their name and SMS phone number  - What documents are required from each student/parent  - Link to campus-specific documents (e.g. verification worksheet, non-filer document)  - Deadline for submission |
| Text Message  (2nd attempt)  2 Weeks  Post-1st Text | - Virtual Coaching  - Online Resource | - Remind student of their selection  - Ease anxiety and/or confusion regarding selection  - Direct student to virtual resource that can provide guidance on how to complete Verification process  - Provide students with TAMUK Financial Aid contact for additional resource | - List of students who did not respond to initial text |
| Outbound Call  (3rd Attempt)  4 Weeks  Post-1st Text | - Guidance on how to connect with TAMUK | - Outbound call to students to inform them of their verification status  - Direct students to TAMUK Financial Aid contact for assistance with process | - List of students who did not respond to initial text |

As previously indicated, this Verification communication and coaching support plan is a proposal and to solicit any feedback you may have. If you have any questions or concerns, please feel free to communicate with your Institutional Support Consultant.