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Solutions to students’ concerns - our number one priority

Penn believes that coordinating all aspects of student academic and financial services in one office provides the best possible solutions and service to students and their families. Therefore, areas such as registrar, student employment, financial aid, payment option programs, billing, and loan processing join together to form Student Registration and Financial Services (SRFS) at Penn.

The Office of Student Registration and Financial Services (SRFS) is conveniently located in the Franklin Building at the center of campus. To best serve Penn’s community, we strive to make SRFS easy, accessible, and seamless to students, faculty, and staff whenever they need it. A self-service and comprehensive website provides access at any time. During business hours, the Registrar and SFS staff can assist by telephone, email, or in-person visits.

Vision

It is the vision of the Associate Vice President to make Student Registration and Financial Services at Penn easy, accessible, and seamless to students (and other constituents) whenever they need it. Through working together as a team and enhancing the use of technology, the AVP believes that service delivery can be strengthened while maintaining compliance with University policies and regulatory requirements.

Mission Statement

To support the University's goal of recruiting and retaining a high quality diverse student body by planning for, developing, allocating, and delivering financial resources that:

• Make a Penn education financially manageable for all admitted and enrolled students
• Are competitive with those offered by other institutions
• Limit educational debt burden
• Facilitate accessibility to the administration

To provide an array of financial services, products, counseling resources and information to meet the needs of students and their families when planning for and managing the cost of attendance.

To ensure that receivables due to the University from students and their sponsors are efficiently collected.

To provide the means for students to register for courses, maintain accurate records of academic achievement and student data, to provide transcripts, and to schedule the use of classrooms.
This Annual report was written to give the reader a thorough review of SRFS’ activities in the past year as well as an overview of our goals for FY14. As you read this report, you will see that all staff in SRFS have been busy. We have collaborated with many departments within the University as well as our external constituents.

SRFS’ goals are developed based on the overarching goals of the Penn Compact 2020 as well as the Executive Vice President:

- To create incremental resources through effective, collaborative, and innovative approaches by engaging in business process reengineering/process review.
- Recruit, Retain, Develop, and Manage a Highly Talented, Diverse Workforce.
- To enhance the quality of experiences for those who interact in the Penn community by adopting new technology to improve operational efficiency and productivity.
- Plan and implement multiyear initiatives designed to achieve transformational changes.

As a team, we work together to develop methods of improving our service to students, alumni, faculty, schools and centers while we improve our business processes. We are proud of our accomplishments and continue to work together to achieve our goals.

Values and the A-List

The SRFS senior management team collaborated to develop these values:

**Accountability**

The acknowledgment and assumption of responsibility for actions, decisions, and policies including the administration, governance and implementation within the scope of the role and encompassing the obligation to report, explain and be answerable for resulting consequences.

**Leadership**

One’s ability to get others to willingly follow; the ability to affect human behavior so as to accomplish a mission, and influencing a group of people to move towards its goal setting or goal achievement.

**Integrity**

Integrity is described as personal honesty; acting according to one’s beliefs and values at all times. Honesty is the human quality of communicating and acting truthfully.

**Service**

A series of activities designed to enhance the level of customer satisfaction – that is, the feeling that our service has met or exceeded the customer’s expectation.

**Teamwork**

The concept of working together cooperatively as a team to accomplish common goals.
**Mission Statement**

To ensure clear, consistent communication to the Penn community and to the public regarding all aspects of both paying for a Penn education as well as all aspects of registering and accessing academic records.

**Overview**

SRFS Communications is responsible for cohesively integrating and maintaining information in all formats: the SFS, SEO and Office of the Registrar websites and mobile sites, Facebook, askBEN, PennPlan online, printed and online publications, as well as communications to parents and students.

SRFS Communications supports all SRFS divisions: Office of the University Registrar, SRFS Administrative Support, Financial Aid, Credit Services and Operations -- as well as other University departments/schools as needed.

SRFS Communications is the primary liaison between University Communications and the media and serves on the EVP Communications Committee.

SRFS Communications has expanded its presence across campus and collaborates with offices including DAR, PennParents, PennPrivacy, The President’s Office, Business Services, Undergraduate Admissions and University Communications.
Mission Statement
The Office of the University Registrar is dedicated to providing the best possible services to meet the needs of the University community.

The Office of the Registrar serves students, faculty, alumni, staff, and external organizations in support of the University's goals of inclusion, learning, and engagement.

The Office of the Registrar is committed to excellence, challenging ourselves to be efficient and effective in our work, seeking improvement in ways of conducting business for ourselves and the people we serve, and maintaining an environment in the office and on-campus which encourages growth, supports academics, respects people and differences, and promotes communications and participation throughout all areas of the university.

Description
The Office of the University Registrar includes four functional areas: Classroom and Special Events Scheduling, Student Biographic/Demographic Data, Registration and Grading, and Academic Records/Transcripts. A description of each section follows.

Responsibilities
• Academic Records
• Attendance Certification
• Class Lists, Course Problem Notices
• Classroom and Special Events Scheduling
• Course Inventory
• Degree Certification
• Enrollment Verification
• Final Exams Schedule
• Grading-online notification
• Registration
• Student Biographic/Demographic Updates
• Transcripts
• Veterans Affairs Educational Benefits
Mission Statement
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- Limit educational debt burden

Description
The Student Financial Services (SFS) Center serves prospective and current families and provides information and assistance with financing their University of Pennsylvania educations. This is accomplished through the efficient determination of financial aid and/or financing options, providing on-campus and off-campus employment opportunities, and answering family questions and concerns.

The SFS Center is designed with state-of-the-art technology that includes electronic visitor sign-in and displayed wait time. An Assistant Director (AD) or Student Employment assistant is available during office hours for either an appointment or a drop-in visit. In this one stop shop, staff is available to assist undergraduate and graduate students with questions regarding financial aid, student employment, billing, loans, and a host of other financially related concerns.

Responsibilities
- Processing of Financial Aid Applications
- Application Tracking
- Budget Assignment
- Need Analysis
- Award Notification
- Customer Service
- Information/Communication
Mission Statement
The mission of Student Employment is to work with the Penn Community and off-campus employers to provide work-study and non-work-study job opportunities for students. It is our goal to make a student’s employment experience rewarding and beneficial. A student’s contact with our office will always be handled in a professional and courteous manner.

Description
Student Employment is primarily responsible for managing three work-study programs: Federal Work-Study, Penn Work-Study, and International Student Work-Study.

Student Employment also provides students with work-study job opportunities off-campus. Students may be employed by nonprofit organizations and government agencies in Philadelphia during the academic year and throughout the United States during the summer. One in four of Penn’s students are employed in community service.

Through Penn InTouch, the online student portal, students can view their work-study award amount, total earnings, and the amount remaining in their award for current and past terms.
Mission Statement
The Operations team provides quality customer service to our students, families and the University community. We find ways to work efficiently and effectively as we enhance and streamline our services within the Contact Center, Concierge, Document Imaging, and Data Management areas.

Contact Center & Concierge (Customer Service)
The Contact Center is responsible for handling in-bound calls and along with the Concierge email. The team handles inquiries related to student finance, billing, loan/financial aid status, payment options, as well as, when appropriate, waiving late payment penalties. The Contact Center rotates each team member at the receptionist desk serving as the first point of contact for students, families and others visiting Student Financial Services. The receptionist area includes operation of the automated visitor queuing system, scheduling Assistant Directors appointments, and monitoring visitor traffic. The Contact Center team is crossed trained to provide assistance within Operations as well as other SRFS departments.

The Concierge provides service to students, staff, faculty, and campus visitors entering the Franklin Building. Welcoming visitors, answer questions regarding Student Financial Services and general information about the University community.
Mission Statement
Credit Services is responsible for assisting students finance their education by providing efficient and accurate certification of loan eligibility, providing entrance and exit loan counseling to advise students of their rights and responsibilities during loan repayment, and by delivering loan disbursements to student or parent borrowers quickly, via EFT or check.

Overview
The Credit Services department of SRFS is responsible for certifying Federal Direct, State and private loan applications, processing loan disbursements made by EFT or check, providing entrance and exit loan counseling, establishing accounts for Penn’s tuition prepayment program, and collecting delinquent tuition receivable and loan accounts.

Credit Services is also responsible for protecting Penn assets by establishing loan repayment for Perkins and institutional loans and monitoring our loan servicer’s performance, and by recovering delinquent and defaulted loan amounts, and overdue tuition receivables, by utilizing a wide array of collection resources.
Mission Statement
The Student Accounts unit is dedicated to insure that all University Receivables (Tuition, General Fees, Tech Fees, Housing, Dining, etc.) are billed monthly and collected.

Overview
Student Accounts coordinates the update of rate tables and the posting of tuition and related fees with regards to the tuition calculation and drop/add calculation processes. Student Account posts all departmental transactions to the central student accounts, provides website for students and other customers to both view and pay their account balances and presents payment options to our customers. Student Accounts coordinates the running of all interfaces related to posting transactions and payments on a daily basis and is responsible for validating and handling the distribution of refunds.
SRFS Websites
• Created mobile website for Registrar and Student Employment
• Added Financial Aid Videos to SFS Prospective Students Webpage on SFS Site
• Designed and built NGSS website
• Created Veteran’s page for SFS, Registrar website and askBEN
• Financial aid statement and information for undocumented students posted to SFS site and in askBEN

Registrar
• Enhanced the electronic transcript and ease of delivery; this year, 33% of transcripts were electronic
• Updates to the courses register to allow faster updating of course descriptions
• Legacy transcripts available online

Customer Service
• Improved communication with prospective and current Penn families
• Worked to improve ease of financial application for families
• Counseling and Student Employment bridged as one office
• Selection of a vendor to outsource some of the inbound and outbound student service contacts
• Investigation and selection of new visitor queuing and appointment system

Student Financial Services
• Implemented new federal verification rules
• Assumed responsibility for State Grant Programs

Student Registration and Financial Services
• Completed business continuity tabletop exercise
_increase use of askBEN throughout the department of Finance and hopefully the University to support Penn's Global vision.

Integrate front desk services of the Registrar into the Contact service to create a true One-Stop Service Center.

Obtain preferred name so students can have the name they wish to be called when it is different from their official name.

Review & Revise (if necessary) Financial Aid application process for all populations

Increase outreach to current and prospective students

Improve Phone Tree for incoming calls incorporating other areas like the Student Employment Office.

Explore potential space and develop recommendations to move staff from the garden level to upper floors while bringing transient space (conference and training rooms) to the lower level.

Revisit SFS email inbox distribution and process.

Review Email Communications to students and parents and create annual calendar.