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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).

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 and parents, 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.

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.

I trust that you will find this report helpful as you learn more about our department, our accomplishments and our goals in providing the very best services to the Penn community.
This annual report was written to give the reader a thorough review of SRFS’ major accomplishments in FY2015 as well a projection for many of goals identified for FY2016. 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 to support the President’s Penn Compact 2020 vision and the strategic priorities of the Executive Vice President.

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.

This report is organized as follows: the first part of this report gives an overview of SRFS, our vision, mission and values. We include detailed information about the units within SRFS that provide direct service to students and their families: Student Financial Services, University Bursar, University Registrar, Administrative Operations, and Communications.

The report follows with selected SRFS FY 15 accomplishments and FY16 goals.

The primary goal for every Penn student is to achieve academic excellence and these offices serve as a resource to support that goal. SRFS is committed to strengthening the delivery of service while maintaining compliance with University policies and regulatory requirements and exhibiting the values identified in this A-List developed by SRFS Senior Management.

Values and the A-List

**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.
2015 SRFS Organizational Chart

Michelle H. Brown-Nevers, Ed.D.
Associate Vice President

Carolyn Wilburn
Executive Assistant

Lorri Radomicki
Manager
Administration
and Finance

Jane Gilbert
Senior IT Technical
Director Student
Systems

Joel Carstens
University Director
of Financial Aid

Sharon Pepe
University Bursar

Janet Ansert
Deputy Registrar

Janet Ansert
Deputy Registrar

Jackie Smith
Senior Director
Administrative
Operations

Marlene Bruno
Director of
Communications

- Human Resources
- Budgets
- Administration
- Facilities
- Student Administrative Systems
- NGSS/Pennant
- Desktop Support
- Networking
- Reporting
- Emerging Technologies
- Undergraduate and Graduate Financial Aid
- Counseling Services
- Financial Aid Compliance
- Major Scholarships
- Third Party Billing
- Needs Analysis
- Student Employment
- Veterans
- Loan Certification
- Loan Disbursement
- Entrance/Exit Counseling
- Loan and Tuition Collection
- Billing and Student Accounts
- Accounting Operations and Fiscal Management
- Endowed Gift Scholarships
- 1098T
- Registration
- Grades
- Transcripts
- Degree Certification
- Enrollment Verification
- Classroom Scheduling
- FERPA Compliance
- Athletics
- Veterans
- Student Services Center
- Document Imaging
- Mail Services
- Data Management
- Business Continuity
- Strategic Planning
- Websites
- Publications
- askBEN Content
- Penn Plan Online
- Media Liaison
- Social Media
- Special Projects

STUDENT REGISTRATION AND FINANCIAL SERVICES FY 2015 ANNUAL REPORT
Student Financial Services

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

To provide an array of financial services, products, and consultative resources to meet the needs of students and their families when planning for and managing the cost of attendance, and to facilitate accessibility to administration. The Student Financial Services (SFS) Center organization includes student employment services for students who demonstrate financial need and meet certain eligibility requirements.

Description
The 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 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.
University Bursar

Mission Statement
The mission of the Office of the University Bursar is to safeguard the assets of the University while providing courteous and proficient service to the entire University community. We aim to provide guidance towards establishing appropriate fiscal practices, and act as a central collection point for University receipts.

Description
The Bursar’s Office is responsible for following all necessary applicable policies and procedures of SRFS, University, State, Federal or a combination of the four and must have an understanding of which would take precedence in any given situation. The specific responsibilities of this department include: providing timely and accurate billing to students and ensuring payments and credits are received and properly applied to each student’s account in a timely manner, receipt and timely application of all other cash payments made to the University, loan refund payments, collection of delinquent accounts and notes receivable, and administration of the Budget Tuition Program. The University Bursar’s Office also provides oversight for Credit Services, Accounting Operations, and Student Accounts.

Penn’s all-grant financial aid policy allowed 2 out of 3 seniors in 2015 to graduate without loan debt.
Office of the University Registrar

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 schedules classrooms for courses and academic special events, coordinates efforts to provide better classroom facilities, and publishes the inventory of courses and each term’s course offerings and locations. The office creates and maintains academic records on students, provides registration services to departments and students via the PENN InTouch web application, provides advising services to academic advisors and students via the Advisor InTouch web application, provides Class Lists, Course Problem Notices and Online Grading functionality to faculty via the Courses InTouch web application, records and reports enrollments and grades, provides certification of enrollment and degrees to outside institutions and agencies, and maintains and issues transcripts.

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.
**Administrative Operations**

**Mission Statement**
The Administrative 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. We provide timely service to meet our deadlines.

**Description**
SRFS Administrative Operations has responsibility for frontline customer service including the Contact Center and the concierge position in the Franklin Building lobby. Operations manages the document flow and the automated imaging process for SRFS departments, in addition; data entry of financial aid and loan credentials, documents for students applying for aid, archival and retrieval of documents, and mail room services.

**Communications**

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

**Description**
SRFS Communications is responsible for cohesively integrating and maintaining information, and ensuring consistency in all formats: the SFS, SEO and Office of the Registrar websites and mobile sites, askBEN, PennPlan online, printed and online publications, ebooks, and emails to parents and students, is the primary liaison between University Communications, and represents the interests of the department in the local, regional, and national media.
Highlighted Accomplishments for FY 2015

• **Created a Penn 10 List** in response to student group requests to simplify instructions for new students. SRFS Communications collaborated with NSO, Business Services, Admissions and VPUL to produce a succinct ‘must-do’ list for incoming students that will be sent to all incoming undergraduates the summer prior to their arrival on campus.

• **Reviewed the undergraduate financial aid application process** and worked to implement new technology for a more secure submission of financial aid documents. Students and families can now upload documents from the SFS website instead of sending sensitive documents via email, providing a more secure process and instant confirmation.

• **Implemented a new, streamlined Athletic pre-read process** in conjunction with the Division of Recreation and Intercollegiate Athletics.

• **Created a Student Financial Services Advisory Board (SFSAB)** comprised of both undergraduate and graduate student leaders and SRFS administrative representation to provide student perspective and recommendations to the practices that impact the student experience with SRFS.

• **Completed the first phase of implementation of the Next Generation Student Systems (NGSS)** which will enhance the experience of staff managing Student Accounts, Registration and Financial Aid and the students they serve.

• **Supported financial literacy** and other outreach efforts in collaboration with the Netter Center with presentations to at-risk freshmen on topics including budgeting, applying for financial aid, credit cards, loans and writing college application essays and cover letters.
Highlighted Goals for FY 2016

• **Expand collaboration** with University colleagues and the SRFS Advisory Board to provide outstanding service to current and prospective families.

• **Review and consider methods to streamline the financial aid application process** to support Penn Compact 2020 goals of access and inclusion.

• **Expand comprehensive communication strategy** to include web tutorials, videos, financial literacy workshops and social media.

• **Proceed with technological innovation** to improve efficiency including the implementation of Qnomy automated queuing systems, Next Generation Student Systems, and enhanced electronic billing system.

• **Continued conversion of forms and applications** on the SRFS website to keyable PDF’s.