Outreach and Website Development

November 14, 2014

Georgia Student Finance Commission

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Today's Topics

- **Outreach Activities**

- **Website Development**

  - Background

  - Current Overview

  - Next Steps

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Outreach Activities

FY 2014 Outreach Activities

Outreach Activity	2014 Goals	2014 Final
Middle School Visits	808	923
High School Visits	837	1,183
Postsecondary	100	148
YMCA	50	41
Boys & Girls Club	120	178
Foster Care	188	157
Independent Living Programs (ILP)	16	22
Attendees	115,500	112,151

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FY 2015 Outreach Activities

Outreach Activity	2015 Goals	2015 YTD[*]
Middle School Visits	813	332
High School Visits	878	492
Postsecondary	144	68
YMCA	48	14
Boys & Girls Club	114	43
Foster Care	123	26
Independent Living Programs (ILP)	18	2
Attendees	121,000	60,741

*Outreach activities as of November 7, 2014.

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Website Development

Background

Background

- **2004: Agreement signed with XAP**

- **2005: GAcollege411.org launched as mentor site**

- **2009: GAcollege411.org moved to a transitions site**

Highlights

- **4.6 million: Accounts created**

- **1.4 million: Active accounts**

- **12,300: Counselor accounts created**

- **1.5 million: Postsecondary applications submitted**

- **460,000: FAFSAs submitted using GAcollege411.org**

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Current Features

- **Middle School Career Exploration**

- **Career Pathways**

- **Adult Learners**

- **Military**

- **College Applications**

- **High School Planner**

- **GATRACS**

- **Transcript Exchange**

- **FAFSA Completion Tool**

- **Financial Literacy - Life$ense**

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Original Agreement with XAP
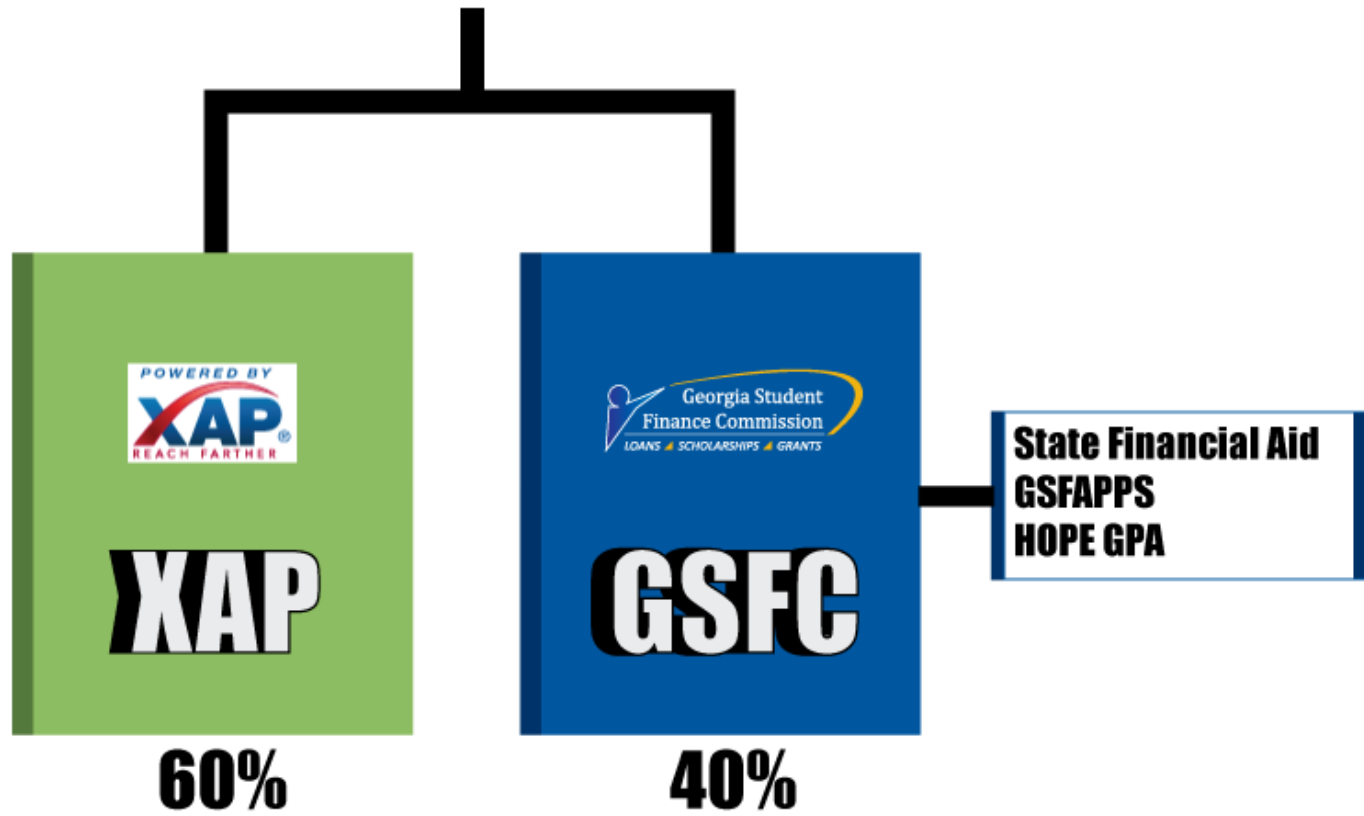
Decision to Change

Strengths	Weaknesses
GSFC's marketing and promotion of website.	XAP as our vendor.
Established relationships with school counselors, DOE, USG and TCSG.	XAP is slow to respond to request for new features from GSFC, DOE, USG and TCSG.
Outreach activities of GSFC field staff.	Most projects not completed on time.
Website has good and useful information.	Website performance is inconsistent.
Established product, users are familiar with current functions and features of website.	Poor customer service for GSFC and partners.
Existing infrastructure.	Loss of customers due to persistent technical difficulties.

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Objectives and Options

- **2014 Objectives**

  - Create new website with strategic partner

  - Improve reliability and performance

  - Implement new features and enhancements

  - Reduce annual costs

- **Options**

  - Enter into agreement with new vendor

  - Build new website with strategically chosen vendors for necessary products and services

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Current Overview

2014 – 2015 Objectives

- **GSFC's number one objective for 2014 -2015: select a new vendor and build a new website**

- **Improve reliability and performance**

- **Implement new features and enhancements**

Georgia Career Information Center

- **Entered into agreement with GSU/GCIC December 2013**

- **Operates the Georgia Career Information System (GCIS)**

- **Offered in middle and high schools, colleges and universities, and technical colleges**

- **Available on more than 1,400 sites throughout Georgia**

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Strategy

- **Merge functionality of GAcollege411.org and Georgia Career Information System (GCIS) websites**

- **Migrate GAcollege411.org data to the new website**

- **Host new website at GSFC**

Benefits

- **Improved product**

- **Improved service**

- **Flexibility and control**

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New Features and Functions

- **Enable single account login for access to all areas of the website**

- **Streamline new account creation**

- **Provide schools the ability to reset passwords**

- **Provide site-wide search and site map for easy navigation**

- **Enhance "Help" functionality**

- **Enhance Transcript Exchange and HOPE GPA processing**

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Transcript Exchange/GPA Processing

- **Calculate HOPE GPAs multiple times on a daily basis**

- **Enable student transcripts to be printed in batch**

- **Allow updates to student Social Security number and name on transcripts until final records verified**

- **Ability to delete transcripts up until final transcript verified**

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Transcript Exchange/GPA Processing

- **Request individual student's transcript with student and/or school approval**

- **Provide super administrators ability to manage school user accounts**

- **Provide school users ability to manage student accounts**

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Key Accomplishments

Completed assessment of GAcollege411.org profile records from XAP

Expanded metro circuit for improved capacity and performance

Developed functional specifications for several major components of the new website

Completed deployment of infrastructure hardware and software

Signed contract with Georgia State University/Georgia Career Information Center

Homepage and user dashboard pages approved

External Advisory Committee meetings

Conducted focus groups to determine website name and branding

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Upcoming Milestones

Finalize branding (logo, colors, images)

Establish and test data sharing interface with GCIS

Complete remaining functional and technical specifications

Develop new account creation and password change functionality

Begin coding and testing new features

Develop the new high school transcript and HOPE GPA processing modules

Review, develop and place content

Complete key vendor contracts

Creative Process

GAcollege411.org	New Website
Complicated/outdated technology	Functional requirements based on customer feedback
Limited content management capabilities	Efficient/effective content management system
Challenging user interface	User interface design based on industry best practices
Poorly organized layout	Strategic information layout
Site access limited based on role	Users able to navigate entire site

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Next Steps

Next Steps

- **Continue site development**

- **Selection of schools to participate in pilot phase**

- **Training**

- **Marketing and promotion**

OUR MISSION
To promote and increase access to education beyond high school for Georgians.

OUR VISION
To be the premier provider of student financial aid and educational services for Georgians.

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