

Student Services SWOT (strength, weaknesses, opportunity, and threats) Financial Aid Analysis
 April 5, 2013

Objective: How can the Student Services Counselors help current Kapiolani Community College (KCC) students apply for financial aid by the priority deadline

	Internal	External
Strength	<ul style="list-style-type: none"> • Counseling skills to help students process their financial aid needs and create an action plan (e.g. Knowing the importance of Maslow’s Hierarchy Of Needs) • One-on-one assistance with the FAFSA application • Knowledge of the various scholarships and community resources • Community contacts • Host events and workshops the focuses on financial aid • Knowledgeable peer mentors that assist students • One of the program objectives that require comprehensive financial aid support 	<ul style="list-style-type: none"> • Monies available for Native Hawaiian students
Weaknesses	<ul style="list-style-type: none"> • Still learning • Lack of knowledge and experience • Knowledge of all the changes/updates with the FAFSA rules and regulations • Access to students in the timely manner 	<ul style="list-style-type: none"> • Not knowing the percentage of prospective students that could qualify for financial aid • Not enough time to help with students with the FAFSA application process
Opportunity	<ul style="list-style-type: none"> • Having a full time APT to help with the scholarship search and preparation • Access to students in class to provide financial aid information and timelines • Students are the very open to talking about their financial needs • Partnerships with the Financial Aid Office to schedule workshops • Financial aid workshops • Peer mentors assisting students with the FAFSA application • Develop comprehensive plan that enhances overall student resilience 	<ul style="list-style-type: none"> • Having external funds to support students with book vouchers and scholarships • New on-line scholarship database • Stipends for unpaid internships

Threats	<ul style="list-style-type: none"> • Lack of buy-in from students • FAFSA process is perceived as complicated • Lack of follow up mechanism • Students are unaware of guideline changes • Work with a very small percentage of KCC students 	<ul style="list-style-type: none"> • GED and high school diploma is now required to receive financial aid • Parents unwilling to sign, uninvolved parents, unsupported household • Welfare policies that limit cash help • Federal legislation that limit Financial Aid opportunities • Federal regulations limits certain type of recruitment and outreach services • Limited accessibility resources for students with disabilities to complete the FAFSA • Loss of grant funds
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