

Administrative Activities Review (AAR) Guidelines Division of Student Affairs - ZipAssist

Mission and Goals.

- ZipAssist serves as a central information hub, intentionally designed to share available resources, and provide support and assistance to help students be successful at The University of Akron. Through campus and community partnerships, our goal is to empower students and aid them in overcoming barriers to persistence.
 - Ultimately, ZipAssist's goal is to support the office's abbreviated mission: Refer. Support. Retain.
- ZipAssist was established in 2015 following institutional reductions in staff and various offices [One Stop, Off-Campus Student Services]. Out of necessity to continue supporting students needing a variety of services, resources, and programs, ZipAssist was created as a central point. In the last year, the office has grown and expanded significantly and has changed in order to meet the varying needs of UA students. Promoted across campus as "your student advocacy and support office", ZipAssist has taken the lead on several institutional processes, launched many new initiatives, and provides a variety of services and resources which help to achieve the abbreviated ZipAssist goal: "Refer. Support Retain."
- **Near-Term Goals:**
 - Through outreach and presentations, increase student and faculty/staff understanding about the various areas within ZipAssist.
 - Alongside the student being served, empower them to access off and on-campus resources which promote growth, self-advocacy, and persistence in goal achievement.
 - Develop and enhance the various areas within ZipAssist by increasing campus and community partnerships, reframing typical functions of the office, and continuously ensuring the core beliefs and goals of the office are at the forefront of our work.
- **Long-Term Goals:**
 - Facilitate intentional partnerships off and on-campus that provide a multitude of resources for students and monetary support of emergency aid programs.
 - Build and sustain an emergency aid program that provides housing, food, automobile, and utilities assistance for students experiencing unforeseen financial barriers.
 - Provide a robust early alert program and series of support mechanisms [with intentional outcomes, assessment, and meticulous record-keeping] which supports and guides students in their persistence and assists them in overcoming barriers to success.

Services.

1. Help-A-Zip [HAZ] Early Alert Referral Program

- This program allows anyone to share information about a UA student who could benefit from additional guidance, resources, support, or services. Upon submitting a referral, a category is selected, which helps to "route" the case to a member of the Help-A-Zip Team.
 - Of the referrals made in FY18, 62% were self-referrals from enrolled students, 31% from faculty/staff, and the remaining 7% were from the community, peers, or family members.
 - The most common category for referrals included 60% for financial concerns [emergency assistance, textbook, or tuition/fees], 20% for academic concerns

[attendance, advising, study strategies], and 13% for personal/social [connectedness, depression, anxiety, skill-building].

- **Critical Partners:** Help-A-Zip Team [which includes all ZipAssist staff and a representative from both Student Financial Aid and the Exploratory Advising Center], Student Conduct and Community Standards [Maxient software system used for record keeping], University Registrar [PeopleSoft software used for student data], and community partners who help serve as additional resources [United Way of Summit County, The Salvation Army of Summit County, Ohio Benefits Bank, Rubber City Arches, LLC].
- **Customers:** Ultimately, students are focus of the program, however based on the needs of the student, others may wish to continue conversation about resources, support, and guidance being provided. Additional customers for the process could also include: parents/families, peers, landlords, faculty/staff, community members, non-profit partners, and various community agencies.
- **Key Performance Analysis:**
 - **Metric: Facilitate the development and guide retention and completion processes**
 - From August 1, 2017 – July 31, 2018, the Help-A-Zip program received 1,400 referrals [1,093 unique students] – this is an increase of 440.54%.
 - **Trends:** Since the expansion of services, grants, and educational programs, ZipAssist has seen tremendous growth with the HAZ program. Attributing most of this growth to more intentional marketing and outreach, the program receives about 30 referrals a week – peak months for needs in FY18 included October, December, January, March, and June.
- **Brief Assessment:**
 - **Success:** As the program has become more well-known across campus, additional measures have been put in place to ensure an educational process is being conducted by each member of the HAZ team. Goal setting models, Geo-Mapping, and basic monthly budgeting spreadsheets/activities are used to help lay the groundwork for the meeting and encourage active participation/thought throughout the process. Students are additionally asked to provide feedback about their experience after a HAZ meeting and continual outreach is made at least three times following a student appointment. Through intentional follow-up messages, students are provided a multitude of resources, services, and available programs in order to ensure their needs are continuously met.
 - **Challenge:** Student response to outreach, particularly for those students who did not self-refer to the program. Continuous marketing of the program and advantages to referring a student for guidance, support, or additional resources. Yielding requests/needs sent to uazipassist@uakron.edu that due to nature of need, should be submitted as a referral versus a basic email inquiry.
 - **Opportunities:** Due to the success of the HAZ program, and significant growth/understanding related to the needs of students, new community partnerships have been established in order to deepen the level of support provided to students [United Way of Summit County, Ohio Benefits Banks, The Salvation Army of Summit County, Rubber City Arches, LLC]. A core belief to the purpose behind the need for program is the ultimate goal that early intervention will lead to retention and persistence. Through utilizing “Student Groups” in PeopleSoft, ZipAssist has begun to track students who have received assistance with the goal of being able to show persistence and ultimately, retention for those who have taken advantage of assistance and the educational meeting structure.

2. Student Emergency Financial Assistance Program [SEFA]

- The Student Emergency Financial Assistance [SEFA] program, is largely supported by the Great Lakes Higher Education Corporation & Affiliates – Dash Emergency Grant. An additional grant, established in 2015 called Family Helping Family Emergency Fund is a UA-supported grant that mimics many of the requirements of the Dash Emergency Grant.
 - These grant programs provide up to \$1,000 in non-tuition related one-time support to a student experiencing crisis or in emergency need. These programs primarily support low-income, at-risk students with an EFC of \$7,000 or less who are in good standing with the University.
 - Referrals to the program are captured through the Help-A-Zip Early Alert Referral Program and thus record-keeping is logged in the Maxient software system. The most common needs referred include: housing, food, auto repairs, utilities, and basic needs [toiletries].
- **Critical Partners:** ZipAssist staff [six members of the team meet regularly with students to assess needs and execute assistance], Great Lakes Higher Education Corporation & Affiliates [grant period for Dash Emergency Grant is 2017-2019], UA community [support of the Family Helping Family Emergency Fund], Student Conduct and Community Standards [Maxient software system used for record keeping], Department of Development [assistance in cultivating donors in order to help sustain programs], Office of the President – Community Relations & Engagement [assistance with navigating community partnerships and relationships], University Registrar [PeopleSoft software used for student data], and community partners who help serve as additional resources and support [United Way of Summit County, The Salvation Army of Summit County, Ohio Benefits Bank, Rubber City Arches, LLC].
- **Customers:** Students are primary focus of the program. Additional customers for the referral process typically include: parents/families, peers, landlords, faculty/staff, community members, community agencies.
- **Key Performance Analysis:**
 - **Metric: Facilitate the development and guide retention and completion processes**
 - As of July 31, 2018, the Student Emergency Financial Assistance [SEFA] program, supported by the Great Lakes Higher Education Corporation & Affiliates – Dash Emergency Grant., has provide \$176,955.55 in emergency aid to 235 students.
 - As of July 31, 2018, over \$32,000 in requests on behalf of 17 students are currently being processed by ZipAssist staff, with 15 additional students in communication with staff about their needs – on average, three referrals to the program are received each day.
 - **Trends:** Since introducing these programs to campus in August 2018, ZipAssist has learned about the tremendous and varying needs of UA students. Many cases are multi-layered and though students are receiving emergency assistance, they have additional needs typically related to academics, mental wellbeing, financial responsibility, and campus/community resources and services.
- **Brief Assessment:**
 - **Success:** In order to ensure a holistic process and educational experience is being provided to students, a Geo-Mapping activity and budgeting spreadsheet/activity is used at the beginning of the first meeting with ZipAssist staff. These tools have been useful to begin these delicate conversations and allow the student the opportunity to develop rapport with staff. After aid has been provided, students are able to provide feedback about their experience and continual outreach is made at least three times following a student appointment. Through intentional follow-up messages, students are provided a multitude of resources, services, and available programs in order to ensure their needs are met. As

ZipAssist has learned about the varying needs of students, great partnerships have been formed with local non-profits in order to provide more long-term support, more robust resources, and avenues for additional aid.

- **Challenge:** Since learning about the vast needs of UA students, ZipAssist staff have been intentional to work with the Department of Development to discuss how in which this program can be sustained after the Dash Emergency Grant period [2017-2019] expires. Now that campus has learned about tremendous need that exists, ZipAssist is working diligently to find partnerships and donors who can help in supporting this program in the future.
- **Opportunities:** Through learning about the financial obstacles faced by students, ZipAssist has been able to forge intentional partnerships within the community. Of these is the collaboration with the United Way of Summit County – Financial Empowerment Center and the opportunity for students to partake in a three-step series of free financial coaching. Additionally, ZipAssist staff now serve as trained Ohio Benefits Bank counselors and can assist students with applying for government programs such as HEAP, WIC, SNAP. A core belief to the purpose behind the need of the program is that emergency financial need can often deter from academic success. By helping to eliminate financial stress and educating students about fiscal responsibility, students are apt to perform better in the classroom and have the ability to persistence at UA. Through utilizing “Student Groups” in PeopleSoft, ZipAssist has begun to track students who have received assistance with the goal of being able to show persistence and ultimately, retention for those who have been assisted.

3. Community Partnerships & Resources

- In order to best meet the varying needs of UA students, ZipAssist has forged intentional partnerships within the community.
 - **The Salvation Army of Summit County [TSA]:** a full-time staff member holds office hours Monday through Friday in the ZipAssist suite. Program supported by TSA to support UA students includes: a textbook assistance program, eyewear, discounted childcare, social service, pre-packaged meals distributed to campus, and housing.
 - **United Way of Summit County:** a staff member from the Financial Empowerment Center holds office hours once day per week to meet with students and host free financial coaching sessions.
 - **2-1-1 Infoline, Inc:** ongoing communication occurs to ensure that students are aware of the vast resources provided by 2-1-1. Staff meet semesterly to discuss new programs, outreach efforts, and ways to better engage the UA campus with service provided.
 - **Rubber City Arches, LLC:** gift cards are donated to ZipAssist every four months in order to provide a hot meal to students in need and being served by the office.
 - **Department of State – Passport Services:** ZipAssist serves as a certified U.S. Passport Acceptance Facility and can process documentation for first-time passport applicants.
 - **Ohio Benefits Bank:** ZipAssist staff are trained counselors and are able to assist students with the completion of government aid assistance paperwork such as HEAP, WIC, and SNAP.
- **Critical Partners:** Department of Development [assist with cultivating donor relationship], Office of the President – Community Relations & Engagement [assistance with navigating community partnerships and relationships], International Center
- **Customers:** Students are primary focus of the program. Additional customers for the referral process typically includes: parents/families, peers, landlords, faculty/staff, community

members, community agencies.

- **Key Performance Analysis:**

- **Metric: Effectively manage and develop financial resources, as well as analyze effectiveness and efficiencies in all areas of the Division**
 - Since opening the U.S. Passport Acceptance Facility [Simmons 120] in December 2017, over 165 passport applications have been processed, generating over \$5,000 in revenue.
 - The Salvation Army of Summit County provided 92 undergraduate students with 317 textbooks, totally over \$29,000 in support to students in need.
 - Average aid provided to a student requesting SEFA is \$800.
- **Trends:** Since introducing these programs to campus throughout the 2017-2018 academic year, the office has received tremendous appreciation from students who now know ZipAssist as a centralized hub for community support and resources. In alignment with many peer institutions, providing these community resources helps to strengthen the town/gown relationship with the City of Akron and helps to address the needs of the student body. See "Student Testimonials" – Appendix D.

- **Brief Assessment:**

- **Success:** As these programs have been implemented and relationships have been solidified, students are very receptive and grateful for the assistance. Additionally, partners are grateful for the opportunity to engage with the UA campus community and are receptive to supporting a variety of initiatives in order to serve students.
- **Challenge:**
- **Opportunities:** Moving into academic year 2018-2019, opportunity exists to better market and advertise these partnerships in order to ensure that the campus community is aware of these resources and programs.

4. Off-Campus Living & Commuter Resources

- This office assists students with finding off-campus housing, ensures commuter students feel connected and informed about campus, partners with local businesses to promote the Akron community, serves as a liaison with local landlords, and informs students of their rights and responsibilities as a renter.
- **Critical Partners:** Landlords, RentCollegePads.com [contract for a UA specific housing database for landlord advertisement], Law School – Legal Clinic, University Communications and Marketing, Undergraduate Student Government [Senator for Commuter Students]
- **Customers:** Students who identify as commuters, students seeking off-campus housing, landlord who may wish to advertise their property or report a concern, parents/families.
- **Key Performance Analysis:**
 - **Metric: Develop and implement programs that educate and engage students to develop skills and attitudes that incorporate personal health, wellness, and safety**
 - Through oversight of Off-Campus Living and Commuter Resources, ZipAssist engaged over 8,890 students online with RentCollegePads, a robust housing search engine, during the 2017-2018 academic year.
 - **Trends:** In alignment with many peer institutions, providing a robust search engine for selecting off-campus housing is much desired by the student body. National data shows that often commuter students feel disconnected from campus and unfamiliar with campus resources. Through working with a variety of colleagues on campus, the office organizes events and programs to help connect commuter students together. Many peer institutions additionally oversee/advise a registered student organization focused on bringing peers

together for comradery, networking, and the sharing of resources.

- **Brief Assessment:**
 - **Success:** Through intentional outreach to local landlords in the 2017-2018 academic year, ZipAssist staff have cultivated an active group of landlords who are receptive to referring students to the Help-A-Zip program when concerns arise. Additionally, this group serves as a vocal focus group that shares concerns regarding safety and student trends. Developed comprehensive support tools for students to be successful while living off campus [apartment tour worksheet, renter's budget spreadsheet, off-campus living guide].
 - **Challenge:** Following institutional reductions in staff and offices in 2015, this area evolved as part of ZipAssist whereas in the past, these services were provided by a standalone office and a variety of full-time staff. In order to fully support the needs of a campus and provide robust services and programs, additional staff time/resources is necessary. Maintaining neutrality between students and landlords when wishing to advocate for both. Commuter students often fall into the three-point commute of school-work-home. An ongoing goal is to educate students about campus programs and opportunities in order to help students feel more connected to campus.
 - **Opportunities:** Moving into academic year 2018-2019, opportunity exists to provide more intentional first-year commuter student programming and support. Additionally, working with campus partners such as the Legal Clinic to provide more robust and education programming. The intention is to continue offering opportunities for landlords to meet, network, and interact with office staff in order to ensure a healthy liaison relationship continues to develop.

5. Parent & Family Association [PFA]

- ZipAssist serves as advisors and has oversight of the PFA functions. This group works to promote student success by engaging parents and family members as active partners. The PFA provides information and resources to help families stay informed about what is going on at UA, understand policies/deadlines, hear about experiences available to their student, and connect/network with other UA parents and families.
- **Critical Partners:** University Communications and Marketing, Athletics, Office of Alumni, PNC Bank, Department of Residence Life & Housing, Student Financial Aid, New Student Orientation, PFA Executive Board, Counseling & Testing Center, Department of Student Life.
- **Key Performance Analysis:**
 - **Trends:** In alignment with many peer institutions, this group provides opportunities for networking for parents and families.
- **Brief Assessment:**
 - **Success:** A new initiative for summer 2018 New Student Orientation was the opportunity for guests to attend an option Parent Mingle hosted at the conclusion of the orientation program. Parents were receptive to the opportunity to engage with other families and were encouraged to complete a short questionnaire regarding additional resources they may need. The questionnaires were reviewed by ZipAssist staff and individual outreach with needed resources, links, websites, and contact information was provided to the parent. With the guidance of ZipAssist staff, the PFA Executive Board [12 members], developed a training manual and standard operations manual to ensure accountability and structure of the group.
 - **Challenge:** Prior to January 2018, the group did not have formal procedure documents in terms of structure, financial responsibility, committees, etc. Additionally, the group was inconsistent in executing programs without the oversight of ZipAssist staff and without their own standalone budget, the ZipAssist office supports all programming, outreach, marketing

efforts of the group.

- **Opportunities:** Aside from supporting ZipAssist in programming efforts related to Family Weekend [early October], the association plans to host quarterly social outings in FY19, provide a more robust newsletter, and beginning in August 2018 will launch a monthly webinar series related to “hot topics” on campus that affect both parents and students. Now that the organization has a procedural manual, accountability clauses, and more robust committee structure, ZipAssist is hopeful that the group will begin to forge community support, host fundraisers, and contribute consistently in order to become more fiscally independent. In order to welcome parents and families at the beginning of the academic year, ZipAssist will host welcome tents at each move-in location the week before classes start. Beginning in the new academic year, the group will additionally begin selling t-shirts branding as “parent” and “I love UA” in order to offset programming costs and as a donation to support the Student Emergency Financial Assistance [SEFA] programs.

6. Educational Programming & Outreach

- ZipAssist provides a variety of educational and social programming to campus. A highlight of programming includes: Sophomore Celebration Week, Juniors: Connection Week, Don’t Stress Over Finals Week[s], Housing Fairs, Commuter Socials, First-Year February, Breaking Grad: Understanding Your Degree Progress Report.
 - ZipAssist also assists with the organization of Homecoming and oversees a committee which organizes a calendar of programming/outreach related to course registration/enrollment. Additionally, the office has oversight of Family Weekend, held typically in October.
 - Beginning in August 2018, ZipAssist will additionally be educating campus on financial literacy as it pertains to budgeting, credit scores, and debt reductions. This new series of programs called “Ballin’ on a Budget” will feature a variety of engagement experiences for students including: webinars, newsletters, weekly challenges, regular workshops, and in-classroom presentations.
 - ZipAssist intentionally partnered with New Student Orientation in summer 2018 and hosted three sessions and two informational tables each day to provide information to parents and new students related to the Parents and Family Association, Off-Campus Living, FERPA waivers, and general information on how ZipAssist can support/advocate for students.
 - ZipAssist additionally supports programs/resources during a variety of campus-wide initiatives and events, a highlight includes: Veteran’s Taskforce, Diversity Week, New Roo Weekend, Commencement, Alcohol & Drug Taskforce, Five Star Friday Taskforce, Taking Care Week
- **Critical Partners:** University Communications and Marketing, Athletics, Office of Alumni, PNC Bank, Department of Residence Life & Housing, Student Financial Aid, New Student Orientation, Student Accounts, Department of Student Life, ARAMARK, Akron Experience, Student Rec & Wellness Center, Counseling & Testing Center, Exploratory Advising, Career Services, Parking Services, University Registrar, Office of Multicultural Development, International Center, College advising units, various campus committees/taskforces, and community partners who help serve as additional resources and support [United Way of Summit County, The Salvation Army of Summit County, Ohio Benefits Bank, Rubber City Arches, LLC].
- **Key Performance Analysis:**
 - **Metric 1: Develop and facilitate student experiences that integrate academic learning with student development**

- Beginning fall 2018, ZipAssist will serve as the primary educational resource on campus for financial responsibility/literacy programming.
 - The new campus-wide program, Ballin' On A Budget, will include co-sponsorship from Student Financial Aid, various faculty, and campus departments. Each month, ZipAssist will provide outcome-based webinars, workshops, in-classroom trainings, and innovative/interactive programs to engage students in conversations about budgeting, financial wellbeing, and tuition/fee gaps.
 - During NSO programs from March-July 1, ZipAssist staff interacted with over 1,540 attendees at the Off-Campus Living presentation, Parent & Family Association Mingle, and ZipAssist on-site assistance with FERPA.
 - **Metric 2: Effectively manage and develop financial resources, as well as analyze effectiveness and efficiencies in all areas of the Division**
 - In order to meet the needs of students in regards to financial/budgeting education , and operating on a modest budget, ZipAssist has forged intentional partnerships with community agencies to aid in providing additional resources, training, and one-on-one financial coaching [The Salvation Army of Summit County, United Way of Summit County].
 - **Metric 3: Assess students' expectations, experiences, and learning outcomes through a variety of means to determine success**
 - ZipAssist conducts regular outreach to students who have not yet registered for the upcoming term, offering financial guidance and assistance as well as resources for scheduling classes and addressing any needs shared by the students.
 - **Trends:** In addition to these programming efforts, and in light of "lessons learned" related to the needs of students, ZipAssist will serve [beginning 2018-2019 academic year] as the primary educational resource on campus for financial responsibility/literacy programming. In alignment with peer institutions, ZipAssist will continue to offer educational programming aimed at persistence and retention of students – these programs are often typical in similar "advocacy and support offices". Understanding that Generation Z/iGen is less motivated by material incentives (ex: t-shirts/gift cards) and more motivated if they feel they are a part of something bigger (a movement), ZipAssist staff will have to explore new methods are encouraging participation/incentivizing.
 - **Brief Assessment:**
 - **Success:** From August 28, 2017 – June 30, 2018, over 5,724 attendees participated in more than 110 programs, events, or presentations hosted by ZipAssist. New partnerships forged within the community are also a testament to the work being conducted and needs of UA students. More than 1,300 attendees took part in Family Weekend in October 2017, a 40% growth from previous years.
 - **Challenge:** Finding ideal times for students to attend programs. Ensuring no duplication of programs across campus – however welcoming collaborations if a possible duplicate programs is being planned.
 - **Opportunities:** Moving forward, ZipAssist is additionally the primary manager for CashCourse and GradReady resources/usage and will be responsible for educating [regarding financial wellness] all students enrolled in the Akron Experience course. Finding better methods for assessing needs of students as it pertains to the varying areas of oversight within ZipAssist – ensuring all students are "finding themselves" in program offerings or taking time to create specialized programs to meet the varying needs of students.

7. **Customer Service & Miscellaneous Responsibilities**

- ZipAssist oversees the Information Desk on the first floor of Simmons Hall and performs typical customer service functions such as wayfinding and welcoming to the building. In order to best serve the campus community, the office oversees a variety of functions including the customer service queue [LobbyCentral], rapid transcripts, add/drop process, name change forms, enrollment verification, Ohio Residency, educating students on MyAkron navigation and functions, assisting students with FAFSA applications, and assisting students with alleviating holds on their accounts.
 - Beginning in December 2017, the office became a certified U.S. Passport Acceptance Facility and can process not only one-time passport applications, but can also provide passport-approved photos.
- **Critical Partners:** International Center, University Registrar, Student Financial Aid, Student Accounts, Admissions, New Student Orientation
- **Key Performance Analysis:**
 - **Metric 1: Develop and facilitate student experiences that integrate academic learning with student development**
 - Since moving to a new queue system for the Simmons Hall – Lobby, from March –July 1 2018, ZipAssist staff assisted over 960 customers with the various needs aforementioned.
 - **Metric 2: Effectively manage and develop financial resources, as well as analyze effectiveness and efficiencies in all areas of the Division**
 - Since opening the U.S. Passport Acceptance Facility [Simmons 120] in December 2017, over 165 passport applications have been processed, generating over \$5,000 in revenue.
 - **Trends:**
- **Brief Assessment:**
 - **Success:** Since implementing the new queuing system [LobbyCentral] in March 2018, ZipAssist has been able to better categorize the needs of customers as they enter Simmons. In addition, the system provides robust analytics which provide a clear snapshot of most visited times, services most needed, and average service time per customer.
 - **Challenge:** Ensuring adequate staffing to meet the needs of students – knowing that each semester the “peak times” of service will likely vary.
 - **Opportunities:** ZipAssist will continue to find ways to increase customer support in order to ensure that student’s needs are met in an efficient and timely manner. With further education related to Ohio Residency, the office is looking at revising practices/procedures and creating more solidified deadlines and a more informative website.

Resources.

1. Personnel

- See Appendix A & B

2. Financials

- As ZipAssist reframed focus and strategic goals during 2017- 2018, the budget was used to launch new initiatives and better engage with the campus community through new programs and outreach events.
- Upon establishing a U.S. Passport Acceptance Facility in December 2017, the office has been able to generate revenue to support programming, outreach, and supplies needed.

Account		FY18-19 Projected	FY17-18	FY16-17	FY15-16
5100	Administration	\$207,500.00	\$174,500.00	\$118,010.00	\$112,510.00
5200	Full-time Staff	\$38,833.60	\$85,238.66	\$47,528.26	\$47,528.26
5300	Graduate Assistants	\$0.00	\$0.00	\$0.00	\$12,499.90
5400	Student Assistants	\$61,065.32	\$48,028.16	\$34,608.88	\$57,998.36
5700	Supplies & Services	\$21,409.00	\$22,277.68	\$4,477.26	\$5,468.53
7000	Travel & Hospitality	\$7,060.00	\$2,676.52	\$1,004.78	\$1,520.20
		\$335,867.92	\$332,721.02	\$205,629.18	\$237,525.25

3. Equipment and Technology

- Utilization of Maxient, Nolji, LobbyCentral and PeopleSoft are critical to the success of the office in terms of confidentiality, record keeping, verification, and appropriate management of customer needs.
- Ability to utilize WhenToWork is needed in order to ensure proper student assistant staffing and professional marketing pieces.
- Canva is used as a mechanism to generate in-house posters or handbills for programs.

4. Space

- **Simmons Hall – Lobby.** Lounge space which provides 16 computers [free for student use], study tables, and lounge areas with access to a TV. Three exempt staff have offices in this area, plus an additional space used for small group meetings with students and supply storage/printer. The Information Desk in the Lobby area is staffed by undergraduate student assistants and serves as the entry point for the queue and to address customer service needs. Beginning in the 2018-2019 academic year will be custom shelving unit which will provide free pre-packaged meals [sponsored by The Salvation Army], community resources/brochures and donated school supplies for students.
- **Simmons Hall – Suite 120.** Used as the U.S. Passport Acceptance Facility location on file with the Department of State. All passport applications and photos are facilitated in this office. Two exempt staff, one non-exempt staff member, and the graduate student assistant have office spaces within this suite. Additionally, two offices are used by community partners [The Salvation Army of Summit County and United Way of Summit County – Financial Empowerment Center]. Additionally, pre-packaged meals and textbooks [programs supported by The Salvation Army of Summit County] are stored within this space.
- **Simmons Hall – 120, University Registrar.** Converted space in the University Registrar suite

is used by ZipAssist in order to store supplies used for programs and events.

Future Plans.

1. Potential Changes

- With new leadership and team members within the ZipAssist office, new focus has been placed on the areas of responsibilities and ensuring that all aspects of responsibility are being maximized.
 - In the near future the office will look at ways to increase impact in the current areas of oversight and will use various assessment methods to analysis effectiveness and utilization. As this data becomes more readily available, the office assumes that new community partnerships and donor support will likely be needed in order to help sustain programs and address student needs.
- As the Student Emergency Financial Assistance [SEFA] program [supported by the Great Lakes Higher Education Corporation & Affiliates – Dash Emergency Grant] grant period ends in 2019, the office will look at how to sustain the SEFA program in order to meet the emergency needs of students. Through continued partnership with the Department of Development, it is the hope that UA supporters and local foundations will have interest in helping to sustain programs. Since the graduate student assistant for the office supported through the grant, ZipAssist will additionally explore ways of including this staff member regularly within the budget or perhaps offer an internship in order to fill this role/need.
- Working alongside the University Council – Communications subcommittee, it is the goal for 2018-2019 to reinvigorate support behind the Family Helping Family Emergency Grant Fund [supported by UA community] and to make this giving opportunity more known across campus.
- As the relationships with local landlords are strengthened, ZipAssist hopes to leverage these relationships in order to better address the needs of students and aid in the educational process of renting. Additional opportunity exists in terms of building relationships with commuter students and ensuring that opportunities for networking and involvement exist for those who identify as a commuter.
- As the Parents and Family Association becomes more solidified in their structure and purpose, it is the goal for 2018-2019 that this group becomes more actively involved and accountable for supporting their peers. It is anticipated by ZipAssist staff will serve more in an advising role in the future, whereas currently the relationship is more of a managerial and hands-on position for ZipAssist staff.

2. Trends

- **Paying for college and emergency support.** Through “lessons learned” this past academic year and forecasted concerns across higher education, ZipAssist assumes that there will be varying opportunities to support students experiencing emergency hardships and/or opportunities to find creative ways to ensure student persistence and retention. With this need will come the financial implication of being able to sustain emergency aid programs for students.
- **Retention.** Understanding that retention is a campus-wide focus, ZipAssist will continue to serve as a campus partner with colleagues/offices in order to ensure that the needs of students are met and when needed, that additional outreach/guidance is provided to a student facing distress, concern, or simply in need of additional support or resources.
- **Student mental health.** In 2018-2019, 13% of the referrals to the Help-A-Zip program were

related to “personal/social”. Of these, the majority were centered on homesickness, connectivity, anxiety, and depression. Working with colleagues on campus, attending educational training/webinars, and being diligent to resources available in the community will all be necessary in order to ensure that students in mild distress are receiving immediate response and guidance. Continuing to work with CARE Team and colleagues in the Counseling & Testing Center will additionally be needed in order to ensure that student needs are being fully addressed.

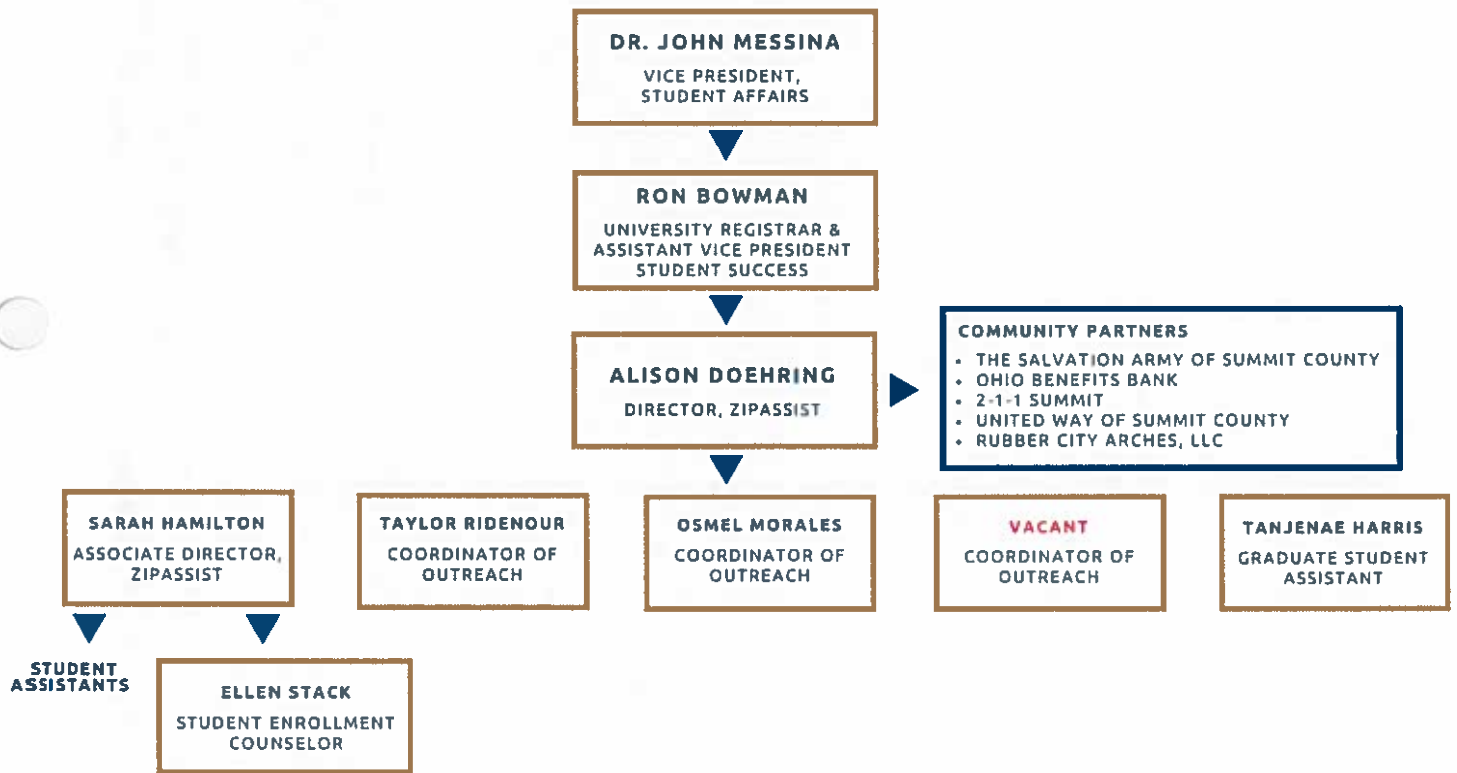
- **Continued collaboration & further developed/additional community partnerships.** As ZipAssist continues to evolve and serve as a “centralized hub of resources and information for campus”, there will be a programmatic need to collaborate with colleagues throughout the university [Division of Student Affairs, College advising units]. In order to ensure that wrap-around services are provided for each student, community partnerships and collaborations across campus are key.
- **Technology.** As online learning and blended classrooms continue to expand and grow, learning how to adapt ZipAssist support services to “meet” with students will likely be explored. The office is looking at ways, and will continue to explore, of using WebX and other campus software programs in order to provide timely response, education and support from a distance.

ZipAssist

The University of Akron

ZipAssist serves as a central information hub, intentionally designed to share available resources, and provide support and assistance to help students be successful at The University of Akron.

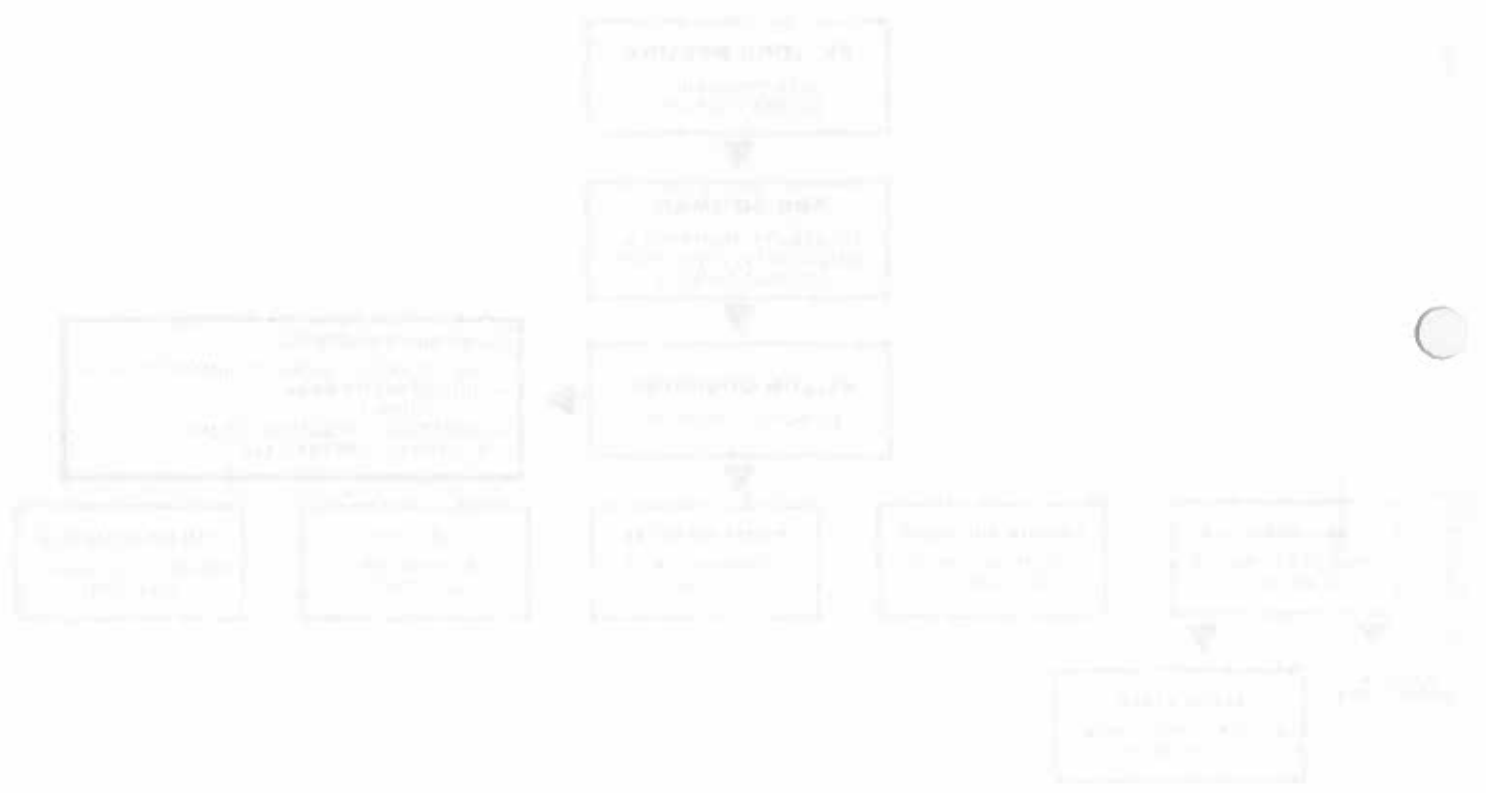
Through campus and community partnerships, our goal is to empower students and aid them in overcoming barriers to persistence.



Teicoplanin

16 mg/ml (0.5 mg/ml)

Teicoplanin is a glycopeptide antibiotic with a broad spectrum of activity against Gram-positive bacteria. It is active against staphylococci, streptococci, enterococci, and pneumococci. It is also active against some Gram-negative bacteria, including *Acinetobacter baumannii* and *Legionella pneumophila*. Teicoplanin is used to treat a variety of infections, including pneumonia, skin and soft tissue infections, and endocarditis.



Title	Description	Number of Staff
Director, ZipAssist	<ul style="list-style-type: none"> • Oversight of all Department functions • Responsible for hiring, supervision, training, and ongoing development • Oversight of Department budget • Oversight of Department assessment • Oversight of case management and response/delegation • Oversight of Student Emergency Financial Assistance [SEFA] programs and grants • Maintenance and oversight of community partnerships/relationships and donors • Facility Manager for Ohio Benefits Bank • Oversight of registration/enrollment outreach programming • Oversight of Help-A-Zip Early Alert Referral program and HAZ Team • Facility Manager for U.S. Passport Acceptance Facility & U.S. Passport Agent 	1
Associate Director, ZipAssist	<ul style="list-style-type: none"> • Oversight of Off-Campus Living & Commuter Resources • Oversight of Parents & Family Association [PFA] • Supervision of student staff and non-exempt staff • Oversight of HAZ [personal/social] caseload • Support educational/social programming and outreach efforts • U.S. Passport Agent 	1
Coordinator of Outreach	<ul style="list-style-type: none"> • Oversight of campus outreach and programming efforts • Oversight of financial wellness education and coaching • Lead response to website and email inquiries • Lead for case management/meetings and execution of aid for SEFA program[s] • Facilitate assessment methods for various programs/services • Oversight of customer service queue in Simmons Hall – Lobby • Process customer needs in Simmons – rapid transcripts, verification, add/drop, FAFSA filing, MyAkron navigating/understanding • Assist with Ohio Residency • Management of textbook assistance program • Assist with registration/enrollment outreach programming • Oversight of financial wellness education and financial coaching • Social media and marketing outreach • U.S. Passport Agent 	3

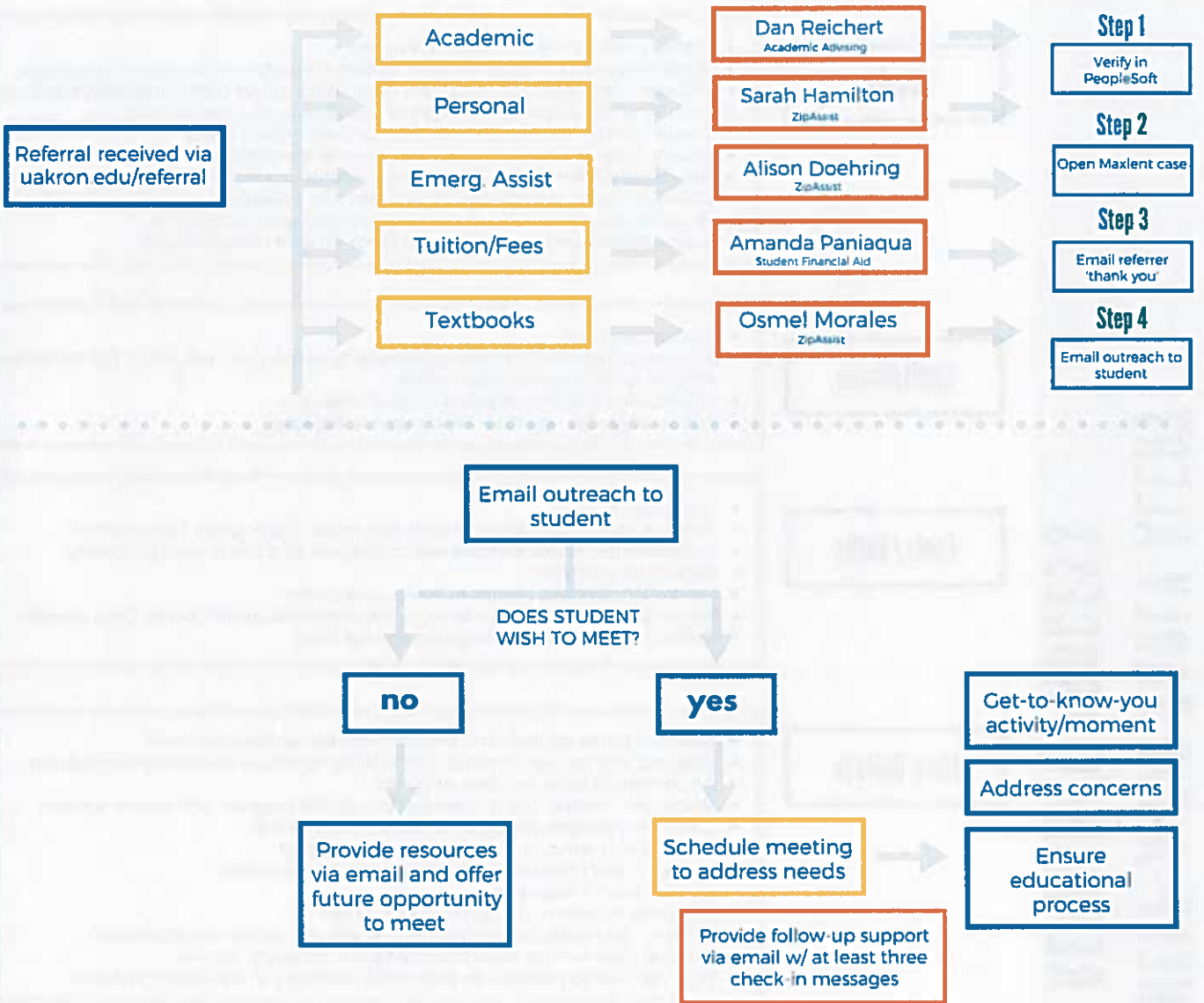
ZipAssist

The University of Akron

<p>Student Enrollment Counselor</p>	<ul style="list-style-type: none"> • Oversight of Ohio Residency requests/process • Support educational/social programming and outreach efforts • Lead to perform day-to-day customer service needs/queue in Simmons – rapid transcripts, verification, add/drop, FAFSA filing, MyAkron navigating/understanding • Execute payments on behalf of SEFA program • U.S. Passport Agent 	<p>1</p>
<p>Graduate Student Assistant</p>	<ul style="list-style-type: none"> • Assist with creating student assistant schedules • Primary lead for SEFA case management and execution • Process payments and billing for student receiving SEFA assistance • Oversee assessment methods/responses for emergency aid programs 	<p>1</p>
<p>Undergraduate Student Assistants</p>	<ul style="list-style-type: none"> • Customer service for Simmons Hall – Lobby • Daily management of LobbyCentral queue system • Responsible for scanning and verification of student records 	<p>15</p>

HELP-A-ZIP EARLY ALERT REFERRAL PROCESS

ZipAssist



HELP-A-ZIP EARLY ALERT REFERRAL PROCESS

ZipAssist

Goals

- Address referral within two business days
- Provide educational experience so student learns UA resources and processes
- Provide timely response to student needs throughout communication/meetings
- Ensure needs of student are addressed and resources are provided
- Ensure student feels respected and that their voice is heard
- Ensure student's immediate/basic needs are met (food/shelter/safety)
- Assess satisfaction and learning post-meeting via emailed survey
- Based on needs, provide additional referral to colleagues on HAZ or CARE Team
- Accurate record-keeping and clear communication is essential
- Assess effectiveness of intervention program with retention data

Limitations

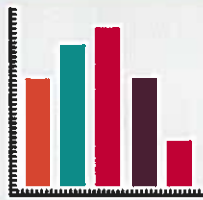
- Student response
- Student comfortability meeting/addressing concerns <-- esp. when not self-referred
- Student and/or referrer expectations
- Individualized approach based on HAZ colleague
- Course absences - multiple reporting mechanisms

Tools/Skills

- Listening/empathy
- Get-To-Know-You activity/moment [geo map, GROW goals, conversation]
- Collaborations across campus with colleagues to address needs/concerns
- PeopleSoft & Maxient
- PeopleSoft: Student Groups to assess persistence
- Partnerships: The Salvation Army, United Way of Summit County, Ohio Benefits
- Campus "roadshow" for education and resource

Core Beliefs

- Respond to the student first, then address the problem/concern
- Ongoing and regular communication is key to ensure future/ongoing success
- All communication includes resources
- Dedicated "central point" is needed to monitor program and ensure success
- Check-in messages are personalized and less formal
- Campus education/knowledge/buy-in is essential
- Outreach and intervention should be timely and holistic
- Intervention --> retention
- Response to referrer is important and valued
- "Experts" are needed to ensure referrals are given accurate information
- External partnerships are additional keys to program success
- One, centralized pathway for referrals is necessary to eliminate confusion



HELP-A-ZIP YEAR-IN-REVIEW

AUGUST 1, 2017-JULY 31, 2018

PROGRAM IMPACT

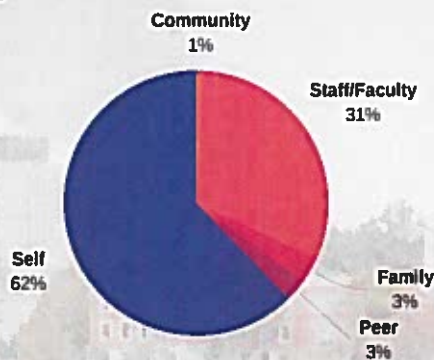


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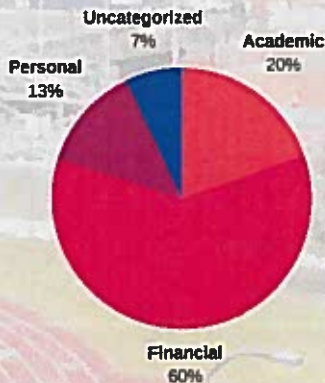
INCREASE IN REFERRALS
COMPARED TO 2016-2017

REFERRAL SOURCE

- Help-A-Zip early alert referral program provides additional support and guidance to any UA student.
- Anyone can refer a UA student
- Referrals are made at www.uakron.edu/referrals
- Information about the program is also available at www.uakron.edu/zipassist
- Average turnaround time from referral to outreach is two business days.



REFERRAL CATEGORY



EXAMPLE OF REFERRAL TYPE:

- academic concerns [advising, absences, tutoring, study skills]
- personal and/or social wellbeing [anxiety, depression, counseling services, homesickness, sense-of-belonging]
- assistance with campus or community resources/services [community agencies/referrals or campus offices/resources]
- emergency financial crisis [SEFA program, food insecurity, eviction notice, utilities assistance]
- financial aid, tuition/fees, and/or student account [FAFSA, hold on a student account, loans]

ZipAssist
The University of Akron

MORE INFORMATION ABOUT THE
HELP-A-ZIP EARLY ALERT REFERRAL
PROGRAM IS AVAILABLE AT
UAKRON.EDU/REFERRAL

HELP-A-ZIP YEAR-IN-REVIEW

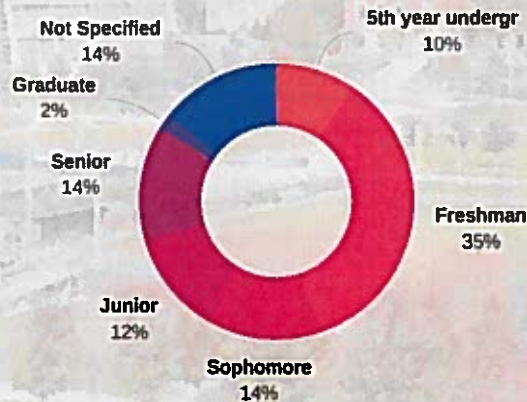
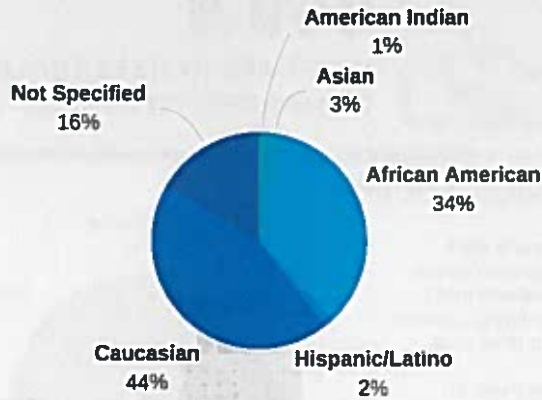
STUDENT DEMOGRAPHICS



1.76

AVERAGE CUMULATIVE GPA
OF STUDENTS REFERRED

*the majority of students served have been financially
and academically at-risk*



Student Testimonials – Student Emergency Financial Assistance [SEFA] Program

Student Testimonial 1: “ZipAssist helped me tremendously when I was in a time of need, and helped me get through the winter. I had a flat tire and all worn out tires that wouldn't have got me through, and [I was] very tight on money. They also helped with gift cards that helped me get by. December would've been a really rough month without the help of ZipAssist, and I was able to comfortably finish the semester. I was also able to comfortably come into the Spring semester, and I appreciate all of the help from ZipAssist” – Anonymous, June 2018

Student Testimonial 2: “This program impacted me by having a secure mind that I have money for food and water. I have been struggling a lot with my mental state and I needed a safe mindset for my needs that needed met I am grateful for this program and what you guys do. It really helped me get back on my feet and start this new semester. Please keep going on impacting other student's lives and hopefully I can come back and give back whatever I received. Thank you!” – Anonymous, January 2018

Student Testimonial 3: “Being an adult student isn't easy. Firstly, trying to find funding to even go to college is a challenge in itself. Thankfully the ZipAssist program was able to provide books for my previous semester and assisted with part of my schooling and food. If it wasn't for this program I am not sure how I would have gotten through last semester. Since I received help with ZipAssist, I was able to return some of that aid by volunteer teaching two night classes on top of my course load. I met some interesting people and heard some amazing stories along the way.” – Craig H., May 2018

Student Testimonial 4: “I recently got MARRIED to my beautiful wife she unfortunately got sick, I was behind on bills, medical expenses, juggling school, work, being a wife, a mother, a student, a mentor etc. I have been surviving on a negative account for weeks not knowing my next move, BUT GOD, I was led to this program I never heard of, and the staff was very friendly, non-judgmental, (it takes a lot to ask for help) they didn't make me feel ashamed at all, the act of kindness that they showed to me towards my family is unforgettable and I can get through school so much easier now, I JUST WANT TO SAY THANK YOU SOOO MUCH! – C. Allen, February 2018

Student Testimonial 5: “I had two jobs, working both minimum wage and around my hectic class schedule. My parents helped me buy a car so I would be able to travel off campus to find a better job. I was low on funds and short on rent. I spoke with two ladies and not only did they grant me with rent money for the month, but they also gave me gift cards to buy food and other necessities I may need! My apartment gave me another eviction notice and the ZipAssist staff called and handled the situation that day. Due to ZipAssist, I was able to worry about my classes rather than working two jobs, concerned about food and my housing. Honestly, I do not know what I would have done if it wasn't for UA and the help of this amazing program! I cried when I was awarded the help. It was like a weight had been lifted off my shoulders. I had to take this time to show my appreciation. Thank you all for everything! I mean it...” – Anonymous, April 2018

Student Testimonial 6: “I had been out of work for 6 weeks with less than half of pay to maintain my bills. I ran short on groceries and it was hard to catch up. Received a God send email from Zip assist and the young lady was so helpful and followed up with me consistently. She understood it was hard for me to take time off of work and went out of her way to meet me on a Saturday. She was friendly and great at her job. She made sure I understood the program and how it could benefit me in the future. I was given gift cards that day for groceries. Myself and my children were so grateful.” – Anonymous, February 2018

Student Testimonial 7: "This program has helped me out on a couple different occasions. After buying my first car, it wasn't long until my check engine light came on. The mass air flow sensor went out and it was looking to be over a \$500 fix. Which wouldn't have been too bad if, I didn't spend majority of my money on the new car. They hooked me up with a great mechanic and grant money to get the car fix. Fortunately, I haven't had a problem since. The program helped me again later in the year. My roommate was struggling with mental illness and in a dark place. I was able to refer her through help assist to provide my roommate with options during this time. It eased my mind knowing that they had several staff members in line talking to my roommate and making sure she didn't need anything. I overall had a great experience and, it relieves a lot anxiety knowing that the wonderful staff has my back." – Anonymous, July 2018

Student Testimonial 8: "As I near the end of my degree, I have excitement AND fear. I've been a non-traditional student for many years. I've dreamed of becoming a teacher for most of my life and now that it's close to happening, I have lots of mixed emotions. These emotions were spun out of control recently when my personal life took an unexpected turn. All of a sudden, I found myself possibly unable to take classes for the current semester. This would put me behind, and to be honest, be a huge blow to my momentum. Thankfully, the services I received from ZipAssist helped me to quickly get back on track and not only restore that momentum, but push me forward with renewed steam! I am so very grateful for this assistance!" - Anonymous, July 2018

Student Testimonial 9: "College can be difficult. With matters outside of college going on, college can become even more difficult. These are the years to do well academically and create lifelong lasting relationships. Situations are preventing students from achieving those things, and wonderful programs like this one are put in place to ensure student success. Because of this program, I have been given the opportunity to put my stressors on the back burner and actually dedicate my time to my school work and become a better student. I feel that through this program, I actually matter to my university and I wasn't just an "oh well." Because of the assistance I have received, I am beyond words and can only truly say thank you! - Anonymous, January 2018

Student Testimonial 10: "I am in my senior year here at the University of Akron. I started out this year with so much stress, worry and anxiety, as I had completely exhausted all of my financial aid, and was taking 18 credit hours. This made finding a steady job difficult and very quickly, I was in over my head with my rent and still needed to get textbooks. When I heard about this program through Zip Assist, I actually thought it was too good to be true, but I just had reached out to them. Within a matter of a week, all of my rent bill worries were laid to rest. I was also able to get textbooks and even help with food costs. Ronald and Allison helped me out and I am so grateful, words can't really explain. I was able to get back on my feet and focus on my studies instead of where my next meal was coming from. It can be so hard when you're in school and it feels as though nobody cares because you should have it all figured out. But this program knows and understands the struggles of real life and how they can greatly affect your studies. I'm not sure where this program has been my entire college life, but I'm definitely glad it's here now!" - Anonymous, November 2017