

**TENNESSEE STUDENT ASSISTANCE CORPORATION**

Thursday, March 19, 2009

**DISCUSSION ITEM J:** Communications Services Update

**Staff Recommendation:** For discussion only.

**Background:** An update will be provided discussing improvements taking place within the Communications Services Division.

**Supporting Document:** *Communications Services Update*; March 2009

**Tennessee Student Assistance Corporation**  
Office of Communication Services

TSAC Board Meeting  
Thursday, March 19, 2009

**Communication Services Update**

**A. Call Center**

1. Call statistics
2. Live Chat statistics

**B. Outreach**

1. Results from 2008-09
2. New State Territories
3. Middle School Report

**C. Publications**

1. Math and Science Teacher Loan Forgiveness Program Flyer
2. Rural Health Loan Forgiveness Program Flyer
3. Non-Traditional HOPE Scholarship Program Flyer

## 2008-2009 TSAC OUTREACH ACTIVITY

### A. Call Center

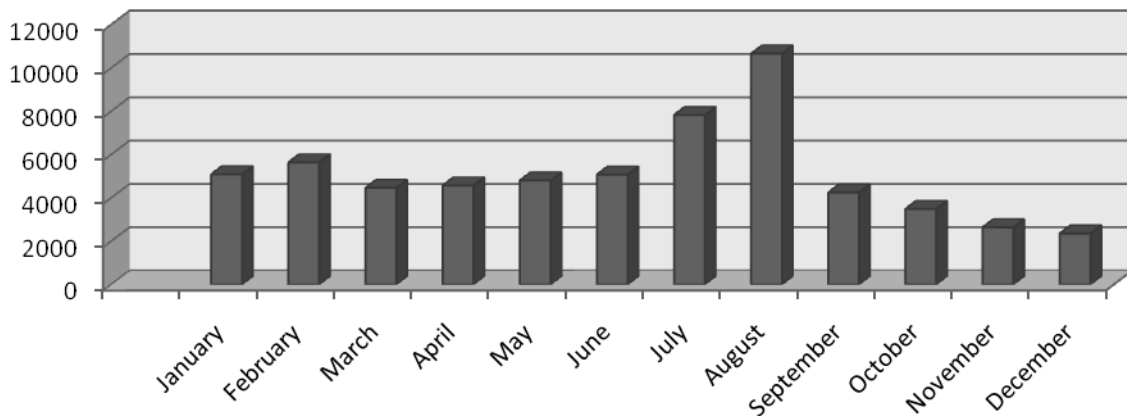
#### 1. Call statistics (calendar year)

Calls received for 2007: 55,000 (est.)  
 Calls received for 2008: 60,870  
 Calls received for 2009: 12,783 (19% increase)

#### 2. Live Chat statistics

Live Chat conversations: 1,363  
 (April '08 through February '09)

### TSAC Call Center - 2008



### B. Outreach

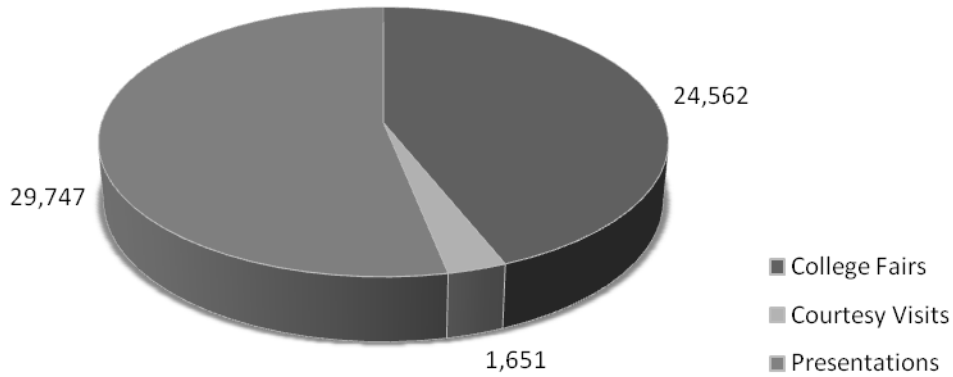
#### 1. Results from 2008-09 School Year

The Outreach Specialists have met with, thus far in the 2008-09 school year, over 50,000 TN middle school, high school, and college students, as well as parents, High School Counselors, and Financial Aid Administrators across the state.

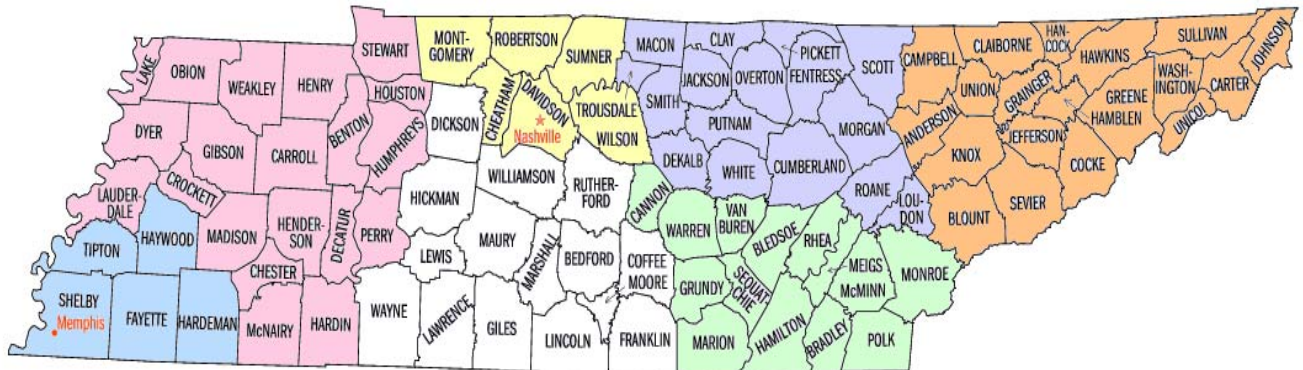
TSAC OUTREACH ACTIVITIES	08-09 ATTENDANCE	07-08 (thru 02/08)	07-08
Financial Aid Presentations	29,747	22,846	30,894
College Fairs	24,562	27,073	29,750
Courtesy Visits	1,651	808	1,122

TSAC OUTREACH VENUES	08-09 VISITS	07-08 (thru 02/08)	07-08
University and College Visits	314	150	255
High School Visits	1,001	560	661
Middle School Visits	87	24	45

## TSAC 2008-09 Outreach Event Attendance



### 2. New State Territories



Southwest – Felicia Orr

North Middle – James Snider

Upper Cumberland – Sam Mullins

East – vacant

West – Carol Stephenson

South Middle – Annie Trout

Southeast – Eric Farmer

### 3. Middle School Report

#### C. Publications

1. **Math and Science Teacher Loan Forgiveness Program Flyer**
2. **Rural Health Loan Forgiveness Program Flyer**
3. **Non-Traditional HOPE Scholarship Program Flyer**