President’s Letter

Steve Herndon, WASFAA President       California State University, Bakersfield

Congratulations are extended to WASFAA Past-President Jim White and the 2004-05 Executive Council and Committee Chairs/Co-Chairs and committee members for an outstanding year! Much was accomplished during their year of service to the WASFAA membership and they will truly be a hard act to follow. The year culminated with the 36th annual WASFAA Conference held April 17-19, 2005, at the Doubletree Hotel Portland – Lloyd Center. If you were unable to attend, you missed a superb and well-orchestrated conference. Conference Chair Tracy Reisinger and her outstanding Conference Committee organized an impressive set of keynote speakers, interest sessions, and social activities that included a trip to Portland’s beautiful Historical Chinese Gardens and a Fun Center/Carnival. A record number 600 WASFAA members attended the conference, with some 162 being newcomers. What a way to end a great year of leadership by Jim and his Executive Council and Committee team!

If you were unable to attend the annual conference, or haven’t submitted your dues separately, it is time to renew your WASFAA membership. The quickest way to renew your membership is to go to the WASFAA website at: http://www.wasfaa.org/docs/forms/memApp.html. If you have any questions about your membership status, please contact Wendy Olson, the WASFAA Membership Chair at email wolson@witworth.edu.

I am pleased to report that the 2005-06 Executive Council and Committee Chairs/Co-Chairs began our year of service in a proactive fashion with Strategic Planning and Transition Meetings in San Diego on March 15 – 16, 2005. The first day brought the core membership of the 2004-05 and 2005-06 Strategic Planning Committees together to continue working on a five-year strategic plan for the organization. Much of the meeting was facilitated by WASFAA’s strategic planning consultant, Gayle Northrop, of Northrop Nonprofit Consulting, and consisted of: 1) a discussion of what WASFAA should be like in five years, and what the organization should do or continue to do as a result of the development of a five-year strategic plan; 2) a situation assessment, which consisted of review of the results of the recent WASFAA Membership Services Survey, the NASFAA Environmental Scan document, and a previously administered online WASFAA SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; 3) a review of the WASFAA Mission Statement; 4) discussion of the need for a WASFAA tagline, i.e. a brief statement that captures, in a concise and clever way, what the Association does and is trying to accomplish; 5) identification of the core values of the organization, which the participants recommended should be Advocacy, Collaboration, Inclusiveness, and Professional Growth & Development; 6) development of a list of goals (top priorities) for WASFAA for the next five years; and 7) a determination of the next steps in finalizing the five-year strategic plan.

The second day brought the new Executive Council and Committee Chairs/Co-Chairs together for the first time to review a variety of resources to assist them in their transition into their WASFAA leadership roles. The day’s agenda consisted of an overview of WASFAA facts and items of interest including bylaws and policies & procedures; a Treasurer’s Report and discussion of the budget revision request format; review of the inventory of equipment; discussion of WASFAA Travel Guidelines and the Claim for Reimbursement of Expenses; a review of the recent Conference site history and the activity site selection process; highlights of the ATAC User Guide for Executive Council and Committee Chair/Co-Chair use (ATAC maintains and hosts the WASFAA website); discussion of the WASFAA Impact Sheet prepared by the 2004-05 WASFAA Federal Relations Committee in response to the President’s FY 2006 budget and reauthorization recommendations; review of draft 2005-06 WASFAA calendar information, proposed Executive Council meeting dates and locations, and general meeting guidelines; discussion of a list of 2005-06 tentative task considerations including the topic of individual vs. institutional membership; and a review of the results from the Strategic Planning meeting from the day before along with goal and objective continued on page 2.
Meetings of the Executive Council are open to all members of the Association.

The 2005-06 WASFAA Federal Relations Committee has already been active on the advocacy front by developing appropriate WASFAA comment for submission to the Department of Education concerning the draft 2006-07 FAFSA. They will no doubt continue to be active this year with Reauthorization just around the corner.

The 2005-06 Executive Council voted to re-activate the WASFAA Research Committee. The organization now has the resources to fund the sponsored research grant program that was provided in the past to fund research projects. The WASFAA Research Committee is currently developing criteria for the program; however, it is likely that the funds provided will be intended to help aid administrators or scholars at non-profit organizations cover the direct costs of undertaking research projects that focus on state, federal, or institutional financial aid policies that might benefit the profession and the students we serve. Applications will be evaluated by the WASFAA Research Committee.

In addition, the 2005-06 Executive Council has voted to enlist the services of a new committee titled Volunteer Development. Findings from the recent WASFAA Membership Services Survey suggest the need for such a committee in order to help solicit and coordinate the placement of volunteers on the various WASFAA committees; develop a program for and coordinate the Newcomer’s Reception at the annual conference; consider the need for a newcomer’s booth at the annual conference; review the necessity for a WASFAA “buddy” or mentoring system; and consider the need to make a Policies & Procedures change recommendation to Executive Council stipulating that a minimum number or percentage of committee members need to be relatively new to the profession or to the committee.

I assure you that the year will be filled with many challenges and much activity by your Executive Council, Committee Chairs/Co-Chairs, and Committee members. Our purpose is to serve you, the membership, and we welcome your input and feedback concerning the activities and services that the organization provides. We appreciate your support, and look forward to serving you in the months ahead!
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New York, N.Y. (July 1, 2005) – The National Association of Student Financial Aid Administrators (NASFAA) and the Pathways to College Network announced today the availability of a new online resource to improve communication campaigns aimed at encouraging students and families to pursue college opportunities. The Pathways Network is managed by The Education Resources Institute (TERI), and comprises 30 partner organizations, including lead partners NASFAA, the College Board, and the Southern Regional Education Board (SREB).

Named College Access Marketing, the Web site is designed for schools, programs, organizations, and government agencies that provide students and families with support and guidance about going to college. The site explains how to use marketing techniques to reach students with messages that resonate, and emphasizes the importance of investing in good audience research and solid evaluation. It also features a multimedia gallery of examples from past and current campaigns, including TV, radio, print, and other materials.

While college access marketing is still a young field, the use of marketing techniques to promote positive behavioral change has been a well-accepted practice in the public health sector for decades.

NASFAA President Dallas Martin applauded the site, saying, “This is a great resource for NASFAA members and others committed to college access. It takes what we are already doing and makes it more effective. Ultimately, this is about the students. Are they hearing what we are trying to say? If not, what do we need to do differently? This site helps people find constructive answers to those questions.”

“The College Access Marketing site is really breaking new ground,” said Ann Coles, Director of the Pathways to College Network and TERI senior vice president.

College Access Marketing is available free of charge to all users at: http://www.collegeaccessmarketing.org.

About the National Association of Student Financial Aid Administrators (NASFAA)

The National Association of Student Financial Aid Administrators (NASFAA) is a nonprofit membership organization that represents more than 10,000 financial aid professionals at nearly 3,000 colleges, universities, and career schools across the country. Based in Washington, D.C., NASFAA is the only national association with a primary focus on student aid legislation, regulatory analysis, and training for financial aid administrators. Each year, members help more than eight million students receive funding for postsecondary education. In addition to its Member Web site at www.NASFAA.org, the Association offers a Web site with financial aid information for parents and students at www.StudentAid.org.

About the Pathways to College Network

Launched in 2001, the Pathways to College Network is an alliance of 41 national organizations and funders committed to advancing college access and success for underserved students, including those who are the first generation in their families to go to college, low-income students, underrepresented minorities, and students with disabilities. Pathways emphasizes connecting policymakers, education leaders and practitioners, and community leaders with research on effective strategies for improving college preparation, enrollment, and degree completion. In 2004, Pathways published A Shared Agenda: A Leadership Challenge to Improve College Access and Success, summarizing research-based effective policies and practices drawn from over 650 studies. For more information, see www.pathwaystocollege.net.
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Joyce Hall
Director of Financial Aid
Purdue University
During the 2004-05 year, WASFAA launched the important process of developing a five-year Strategic Plan. As part of this process, the Strategic Planning Committee commissioned the development and administration of a Membership Services Survey. The purpose of the survey was to gain a greater understanding of the current activities, strengths, and weaknesses of the Association from the perspective of the WASFAA membership.

The online survey instrument was developed with input from a variety of stakeholders, including members of the 2004-05 Strategic Planning Committee (comprised of the Association President, President-Elect, Past-President, Vice President, Secretary, Treasurer, Treasurer-Elect, and Representative at Large for Ethnic Diversity) and other invited members.

The survey was open to respondents from November 30, 2004 through January 7, 2005. While survey completion was voluntary, an incentive was used (a random drawing to receive one of ten $50 gift certificates to Amazon.com) to encourage membership participation in the survey.

The specific objectives of the Membership Services Survey were to:

- Gain a greater understanding of WASFAA’s membership in terms of demographic data;
- Gather information to better understand the needs and interests of WASFAA’s membership;
- Collect information for use in developing the Association’s 2005 – 2010 Strategic Plan;
- Determine how well WASFAA has performed in the past in serving its members, and develop a baseline of data against which to measure future performance; and
- Provide WASFAA leadership with the information needed to make well-informed decisions to better serve the membership.

The survey was comprised of 46 questions falling into six categories: Demographics; Communication; Training; Advocacy; Association Services; and General Information. Both multiple choice and open-ended response questions were used in the survey. While survey responses were kept confidential, respondents were invited to provide their names and email addresses, if they wished, to provide more feedback to WASFAA, to be contacted directly by someone from WASFAA, or to participate in the incentive drawing for completing the survey.

The survey was made available via the internet on the survey host’s website, www.surveymonkey.com. WASFAA’s listserv, website, and direct communications to Executive Council members and Committee Chairs were all utilized to communicate with members about the goals of the survey, and to encourage them to participate in the survey process. In addition, the Presidents of each of the state associations within the western region were asked to post information on their respective state listserv concerning the availability of the survey.

Of the approximately 1,176 WASFAA members at the time the survey was conducted, 186 or 16% completed the survey as of January 7, 2005, when the survey was closed. Of the total respondents, 138 or 76% were female; 117 or 64% were Caucasian; and 145 or 79% had earned a Bachelor’s, Master’s or Doctoral degree.

In reviewing and analyzing the survey results, it is important to keep in mind that the results of the survey are only as informative as the extent to which the survey respondents represent the demographics and opinions of WASFAA’s membership as a whole. However, upon studying the demographic data of WASFAA members, it was determined that survey respondents were highly reflective of membership characteristics overall. Highlights of the findings coming from the respondents to the survey as a group are summarized in the following:

Findings concerning Communication revealed the following:

- While communication from WASFAA, in general, appears to be considered quite good by respondents, there is room for improvement. Approximately one in ten respondents (12%) felt that communication from WASFAA has not provided them with the information they need. Eleven percent (11%) indicated that WASFAA has only been Fair in providing them with needed information, and 1% (2 respondents) indicates that communication has been Poor.

Continued on page 7
The WASFAA Listserv is likely not understood by many of the Association’s members. It may be under-utilized as well, although this is difficult to assess from the survey results. Since there are a number of people who are not aware of or not using the Listserv (or at least do not think they are using it), WASFAA should consider communicating more about the Listserv (e.g., its function, how to sign up, how to use it to communicate, etc.) and emphasizing the valuable role it plays in communications with the membership.

WASFAA should continue to use Email and the Website as primary vehicles for sharing information with the membership.

Mailings from WASFAA appear to be considered less important and less effective as communication tools. Since nearly half (46%) of the respondents feel that Mailings are only Somewhat Important or Not Important, WASFAA may want to re-evaluate how Mailings are used to communicate with the membership, and whether or not time and/or financial resources devoted to Mailings could be allocated more effectively to other communication vehicles.

The WASFAA Newsletter also appears to be considered less important and less effective than other communication vehicles. Since 42% of the respondents feel that the Newsletter is only Somewhat Important (30%) or Not Important (12%), and a majority of respondents are only reading the Newsletter occasionally, WASFAA should consider ways to make the Newsletter both more attractive to readers (i.e., ensure the content is considered valuable and important) and effective as a communication vehicle. One way to do this would be to consistently incorporate information in which respondents have shown a strong interest, such as Training, Federal Issues, and Upcoming WASFAA Events. Also, a survey could be conducted to get specific input on Newsletter content and structure, what people would like to see changed about it, etc.

The survey respondents are most interested in hearing from WASFAA about Training, Federal Issues, and Upcoming WASFAA events. To the extent that their interests mirror those of the entire membership, these topics should perhaps be the focus of regular communication from WASFAA to its members.

The findings pertaining to Training can be summarized as follows:

- **WASFAA should continue offering all four types of training opportunities to members (i.e., Annual Conference, WASFAA fall and spring Training, Jerry R. Sims Management Leadership Institute, and Sister Dale Brown Summer Institute).** The organization should find ways to leverage the success of the Sister Dale Brown Summer Institute, since it is seen as both very effective and very important by those respondents who are familiar with it.
- **WASFAA should assess current training evaluations (or implement an evaluation system) to identify ways to enhance the effectiveness of the Annual Conference, WASFAA fall and spring Training, and the Jerry R. Sims Management Leadership Institute.**
- **WASFAA should maintain the current fee structure for training/events, or increase it only slightly if necessary.**
- **WASFAA should continue to offer the Sister Dale Brown Summer Institute annually.** The organization should consider whether or not to continue offering the Jerry R. Sims Management Leadership Institute annually as well. A majority of respondents (75%) feel that they should both be offered annually.
- **When planning the Sister Dale Brown Summer Institute and the Jerry R. Sims Management Leadership Institute, WASFAA should initially work to keep costs more reasonable, even if it may be at the expense of not being able to rotate the location around the western region. To get a better sense of the true relative importance of cost versus rotating locations from those individuals who are actually participating in the programs, the organization should find ways to assess participant perceptions at each of these training events.** For example, program evaluations or some other mechanism should be used to obtain participant opinions in order to augment the membership services survey data, which likely includes responses from people who have not or will not attend these events.
- **WASFAA should continue to provide decentralized NASFAA training opportunities.** The organization should consider ways to communicate more about the training, so more members are aware if its existence.

WASFAA should consider how its training opportunities can incorporate the survey respondents’ greatest interests (e.g., Federal Issues, Advanced Level Financial Aid, Leadership, Management/Supervision). In addition, if training is currently provided on topics in which the respondents appear to be less interested, the organization should consider how these can be eliminated or “marketed” to be more interesting to members.

WASFAA should attempt to schedule training activities and events in the months of November, October, February, and March whenever possible. These months are the best in terms of timing for the most respondents (considered “Good” timing by the most respondents), and are also not “Bad” timing for the most respondents (considered “Okay” timing). If these are not the months in which training is currently held, scheduling events during these months may also help to overcome one of the perceived barriers to attending training, which was “time of year.”

Even though training fees are considered reasonable, budget constraints are cited as the most consistent barrier to attending WASFAA training events. In addition, the next most commonly cited barriers to attendance are inconvenient location and workload, which could be interpreted as too much time away from work that needs to get done in the office. This information would suggest the importance of investigating distance learning tools and local training opportunities so members do not have to pay for or hassle with travel, or spend as much time away from the office. This suggestion is further supported by the fact that nearly half of the respondents indicate that they would participate in interactive web-based financial aid training, and another 43% would at least be open to the possibility.

With regard to the Association’s Advocacy role, the findings suggest the following:

- **Many respondents (nearly half) were unable to comment on the effectiveness of WASFAA’s current advocacy efforts.** Since such a significant proportion of respondents may not feel they have enough information or knowledge to comment on the issue, WASFAA should first focus on informing and educating its membership.
While survey respondents seem to believe that advocacy is important, the data does not create a compelling case for channeling significant financial resources into WASFAA’s advocacy efforts at this time. Forty percent (40%) of the respondents don’t know or have no opinion about whether or not WASFAA should spend money to accomplish its advocacy goals. Another 30% oppose it. The organization should perhaps consider investing a minimal yet meaningful amount of money in advocacy to determine if the results are worth the investment.

The survey results suggest that when advocacy work is done, equal attention should be paid by the Association to both Regional and National issues.

The findings concerning Association Services revealed the following:

- WASFAA should maintain its current membership fee of $40, or increase it only slightly if necessary.
- WASFAA should further explore the possibility of implementing an institutional membership fee structure. Most respondents are either in support of the idea or at least appear to be willing to consider it. Due to the apparent lack of understanding of the concept and its implications, extensive communication about any changes to the membership fee structure would be critical to its successful implementation.
- The Association may be able to attract and recruit additional volunteers by addressing some of the barriers to volunteering, particularly those which are under the organization’s control. For example, WASFAA might ask more frequently for volunteer participation, contact prospective volunteers consistently and repeatedly when they indicate an interest in volunteering, and clearly outline the time commitments required of various volunteer positions. In addition, more communication about the benefits and services of WASFAA could help work supervisors understand the value of Association membership and volunteer participation. More communication about volunteer and leadership activities and opportunities could serve to overcome the perception that there is a WASFAA leadership group that has to be “broken into”.
- The Association should seek ways to improve the effectiveness of its key services to members. Members clearly value Scholarships, the Newcomers Program and the Placement Service provided by WASFAA, but the perceived effectiveness of these programs lags behind their perceived importance.
- WASFAA should continue to provide funded research opportunities. More effort should be put into communication about these opportunities and the impact of the activities. When general awareness is increased, the membership will be able to provide more informed feedback on the value and therefore the continuation or elimination of the program.

Findings pertaining to General Information suggest the following:

- Training (both the annual conference and other training opportunities), staying current on financial aid issues, and opportunities for networking are the benefits/services valued most by the survey respondents. Consequently, WASFAA long-range and short-term planning should focus on how to maximize these opportunities for members.
- There are a variety of ways in which WASFAA’s Executive Council and/or Strategic Planning Committee can follow up on the information obtained through the survey or to gather information about topics not addressed in the survey. Survey respondents were quite open to the possibility of participating in follow-up discussions regarding their needs and interests as WASFAA members. Focus groups conducted at the Annual Conference, or requests for written submission of comments, could also provide valuable additional information, if deemed necessary.

A number of the survey questions allowed respondents to type in their own answer, if the appropriate response was not available among the choices offered. The questions with the most responses that were written in were questions about respondents’ title, primary responsibilities/duties, and responsibilities/duties in addition to financial aid.

Approximately half of the responses that were written in about respondents’ intent/attitude regarding their future career in financial aid relate to their intent to retire or move out of financial aid in the near future. While this reflects less than ten responses, it does support a trend illustrated in other areas of the survey.

Twenty-four (24) respondents (13% of the total number) provided written comments in response to a question asking if they wanted to add anything about any of the questions, provide additional feedback, or address an issue that was not brought up in another question. The written comments cover a wide variety of topics and provide quite interesting insights into the opinions, perspectives and concerns of some WASFAA members. These responses fall into the general categories of General Comments, Training, Volunteer Participation, and Survey Design/Administration.

From the findings of the membership services survey, the WASFAA leadership obtained valuable feedback on what the Association is doing well, what it is not doing as well, which programs and services should be maintained and/or expanded, and which should be re-evaluated, restructured or potentially even eliminated.

The first step in the process of utilizing the data from the survey involved a review of the results and the raw data by all of the stakeholders involved. The conclusions/recommendations from the findings were then discussed in great detail by the Strategic Planning Committee and the Executive Council to determine which ones, if any, would be implemented or acted upon. Those recommendations that were considered relevant and appropriate are being incorporated as strategies into the Association’s five-year Strategic Plan.

In addition, the feedback gained through the survey was shared at the Transition Meeting in March of 2005 in San Diego with everyone in a leadership position within WASFAA, who has the opportunity and responsibility to make things happen within the Association for its members.

It is important that the WASFAA membership know that through their participation in the Membership Services Survey, their voices have been heard. Rest assured that the results of the survey were reviewed and analyzed in great detail, that specific changes will be made in response to the survey, and that the WASFAA leadership is committed to continuous improvement of the organization’s activities and services, as well as to addressing the needs and serving the interests of its members.
TOP TEN THINGS TO DO IN RENO

1. CHECK OUT A WEATHER WEBSITE BEFORE ARRIVING IN TOWN
2. CHECK OUT FABULOUS LAKE TAHOE
3. GO WHITE WATER RAFTING
4. ATTEND THE 2006 WASFAA CONFERENCE @ THE NUGGET
5. GO TO A CONCERT OR SHOW @ THE PIONEER THEATRE
6. VISIT HISTORIC VIRGINIA CITY
7. SEE A SHOW AT THE PLANETARIUM
8. VISIT THE NATIONAL BOWLING STADIUM
9. GO TO THE NEVADA ART MUSEUM
10. CHECK OUT RANCHO SAN RAFAEL

Come early and stay late, enjoy “The Biggest Little City in The World”!!!

From your WASFAA 2006 Conference Committee
So….I’ll bet you wonder what it is like to be retired! Well, I’d kind of like to know that too. I retired in January, 2004. Our dear friend, Paul Phillips, called and emailed that Cal State San Marcos needed someone as an Interim Director while they did a search for a permanent director. I was supposed to be there one year. After a year and a half, I’m finally retired and home again.

You’ve probably heard from your parents that they are busier retired than they were when they worked. It is true. Now that I’ve been back for two weeks, I don’t know where a day goes—just jam packed with “stuff” to do.

My son owns a pool company. He has asked me to help him organize his route and billing—I have yet to answer that call—tomorrow is probably the day. I owe him BIG TIME—he and his significant other helped me move from NorCal to SoCal and then from SoCal to NorCal. He has 140 pools and travels all over Sacramento, Placer and El Dorado counties. We’ll be doing mapquests and building an “Access” database for his clients. I LOVE this stuff!

My daughter owns a dance studio with a touring dance troupe. I have agreed to chaperone the girls (13-20) on a “gig” to Japan in July. Currently she is the Executive Producer of the Miss El Dorado Scholarship Pageant (the winner goes to the Miss California America and hopefully to Miss America competition), so I was at the fairgrounds until 10:30 last night for the dress rehearsal and again today at 3:00 for the competition that starts at 7:30 tonight. I LOVE this stuff!!!!

Having agreed to chair the California Mini-Conferences, I am wondering where in the WORLD my mind was when I agreed to do that! The bags were delivered yesterday and are sitting on my front porch. I need to go proof the final copy of the program, signs, nametags, etc. today so they can go to the printer. I LOVE this stuff!

I took a part-time job with CASFAA and am busy printing, faxing and mailing letters to the Governor and the Assembly and Senate budget committees about action taken by the Student Aid Commission that needs CASFAA input. I LOVE this stuff!

All I can say is that if you are looking forward to retirement, prepare to be busier than you ever were when you were working. I made a vow that when I retired I would sleep until 7:00 am everyday. I wake up every morning between 5:30 and 6:00. The difference is, I don’t have to get out of my jammies all day if I don’t want to—no make up, no shoes, no hour commute. Tomorrow I will sleep until 7:00!!!!

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I’m Going to College!

Pam Doerner
University of Alaska–Anchorage

Imagine a roomful of active, energetic 5th and 6th graders. Several hundred of them! And when asked how many of them have thought about going to college, how many do you think raise their hands? A little less than half, and even then they are not sure. But by the end of the day, almost every hand is raised with genuine enthusiasm when the students are asked the same question!

During the month of April and in early May, University of Alaska in conjunction with NELA and ACPE gave students from elementary schools in the Anchorage, Juneau and Fairbanks areas an opportunity to experience a day in the life of a college student. These young recruits attended classes—from automotive to logistics to engineering to anthropology and more. They ate lunch in the cafeterias, they met student athletes and motivational speakers piqued their curiosity. When the day was over, they went home with a backpack full of school supplies, including their own dictionary.

This event is held each year during the spring to provide an early awareness of higher education. The kids love it! The teachers are ecstatic! But more than that, there are often parents who come along with their students giving us an opportunity to reach more than our target group. It is so fun to watch the faces and listen to the excitement in their voices. The whole event of course takes some planning. And volunteers are an absolute must! But with the exceptional help from our guarantors and other vendors, it’s worth doing. If you have thought about starting or adding an early awareness program on your campus, consider the I’m Going To College day. What better way to show off your campus and for some of the students, it’s a campus that is practically in their own backyard!!

Top to bottom: Mr. Angaiak’s 6th grade class at the University of Alaska Fairbanks. 6th grade class is getting ready for the “Start speaking French” session with Professor Trina Mamoon. 6th graders are learning Japanese with instructor Mike Matsuno. 6th graders are learning to write Japanese characters.
Let Your Voice Be Heard
Tami Sato
WASFAA Federal Issues Chair

In WASFAA’s Membership Services Survey, about 49% of the respondents were unable to comment on the effectiveness of both regional or national advocacy efforts. But 90% seem to believe that advocacy is very important.

Advocacy from WASFAA can come in two methods. The first is in the form of letters or e-mail messages that respond to bills or issues that voice an opinion from the WASFAA region. It is difficult to come to consensus on controversial issues but there are some issues that we can all back. WASFAA has sent position letters and comments to support the funding of the Perkins program, provided an impact sheet on President Bush’s FY 2006 Budget, commented and made suggestions on the IRS match with the FAFSA and responded to the Reauthorization Bill, H.R. 4283 last year.

We can also promote regional advocacy by encouraging WASFAA members and their students to contact their legislative representatives. Usually this is done with list serve messages. A summary of a pending issue and the links to write your representatives are provided to make it easy for you to let your voice be heard. We know that your office load may make it difficult to take the time, but it is so important. You can just groan about another regulation that will make your office load more difficult or be detrimental to your students, or you can let your representatives know why this or that won’t work. They listen to their constituents.

A new section has been added to the WASFAA website. You can go to www.wasfaa.org, click on the Resources button, scroll to the bottom to the “Let Your Voices be Heard” link and get to this section. There are links to U.S. Senators and Representatives contact numbers, hints on telephoning or writing a letter, talking points and a sample letter. This was developed by the WASFAA 2004/2005 Federal Issues Committee. Please keep up being empowered and proactive!

Merit Versus Need-Based Aid
Tami Sato
WASFAA Federal Issues Chair

As financial aid professionals we are committed to removing financial barriers for those who wish to pursue postsecondary education. Sufficient resources for any qualified student to have access and choice has been a long-term goal of financial aid. Recently there have been discussions and articles on the disturbing trend of colleges offering more merit-based aid than need-based aid.

On a recent National Public Radio (NPR) radio show, Kenneth Redd and two college administrators discussed this issue. Kenneth Redd is the Director of Research at NASFAA. Kenneth stated that the amount of merit-based aid has more than tripled since 1990 when it represented $1 billion. Today this figure is at $6 billion. At the same time the largest federal grant program, Pell Grants, has not increased as fast. The total awarded in Pell Grants has increased from $9 billion in 1990 to $13 billion today. One of the reasons for the increase in merit-based aid is that as college prices go up, more middle-income families cannot afford the sticker price. Middle-income families make too much to qualify for need-based grants but don’t make enough to pay a high cost education.

Another reason for more merit-based aid is the higher competition for students with high scholastic scores. Colleges are under pressure to rate higher in rankings such as the U.S. News & Report magazine. Kenneth said that this ranking has been done for 20 years but students and families are looking at it more as they try to get the most for their limited dollars. Some states distribute funding based on accountability factors such as graduation rates or test scores.

A caller said that her daughter received merit aid in her package for Georgetown University but it was so small of an amount that her daughter chose to go to a college in Houston that offered her a full scholarship. Robert Massa from Dickinson College stated that this showed how families are “Dialing for Dollars.” Colleges like Harvard don’t have to leverage support but smaller, less well known colleges use merit funding to attract talented students. Merit-aid must be significant in order to also address need.

In summary, Kenneth stated that we should not get rid of merit aid totally. There should be room for both but we have to remember that the primary role of financial aid is getting funding to students who are in need of it the most. The dilemma for colleges is maintaining the ethnic and economic diversity in student population. With merit-based aid only, the growing population of African-Americans and Latino students may be left behind.

Fund Development
Judy Saling
University of Oregon
Theresa Bosworth
Blue Mountain Community College

Wow! WASFAA is fortunate to have such a great group of vendors with which to work. They have proven to be very generous and helpful to our committee as we take on the task of raising funds to support the many outstanding training events sponsored by WASFAA.

This past year we had 26 vendors offer their financial support over and above their participation at our conference in Portland this past April. Washington Mutual was our only Diamond Sponsor this year with a contribution of $10,000. Total sponsorship from all vendors was $73,461.

In addition to sponsorship, 54 vendors exhibited at our conference. Those of you who attended the conference know how much help these representatives provide our organization as volunteers also.

In the coming year, we hope to have a new look for our web pages. Our goal is to clarify levels of sponsorship and the process for contributing. At present one of our committee members, Brooke Mitts, is the master of spreadsheets in tracking the levels of sponsorship, contacts, and various other information necessary to not only provide accurate accounting but also ensure that vendors ‘get what they pay for.” We’re hoping that our new web design will also assist Brooke in this area.

Our committee would like to thank all of the vendors who have been so giving this year. We wish you prosperity as we continue to work with you in the future!
Summer already! It seems like just yesterday I was in Washington, D.C. at the NASFAA Leadership Conference, visiting with staff on the hill and looking with excitement to my year as NAFAA president. Now the summer solstice is nearly here and in Reno we are waiting for the warm weather to finally arrive.

Leadership transition
In May NAFAA held its second annual transition meeting, modeled on WASFAA’s own transition meeting. It was a wonderfully productive and energizing meeting, allowing the Executive Board members to get to know each other and map out their year at the helm. We have many goals for the coming year and will meet by teleconference again in early July. For 2005-2006 I feel fortunate to be working with five dynamic individuals: (Next column)

2005 NAFAA Conference
The next NAFAA conference is November 9 & 10 at Harrah’s Hotel Casino in scenic Stateline (South Lake Tahoe), Nevada. On a site visit in early May, conference committee members were delighted with the spacious rooms. Each guest room contains two full bathrooms, making the location ideal for sharing rooms so those attending can stretch their travel dollars. There is ample, newly-renovated meeting and exhibiting space as well. Since the hotel site is approximately 1 1/2 hours from the airport, the conference committee is exploring options to provide group transportation which would be free to attendees. The conference theme is being held tightly under wraps by the conference committee but co-chairs Paige Hurley (TMCC) and Lisa Connor (Citibank) promise an announcement soon.

2006 NAFAA Conference
The 2006 conference will be conducted in the southern part of the state. NAFAA executive board members are currently reviewing options in the Las Vegas metro area as well as in Laughlin. A site will be selected in late summer/early fall.

Scholarships
For 2005-2006 NAFAA will be sponsoring as full slate of scholarship opportunities to members to attend the following trainings/conferences: WASFAA Jerry Simms Management and Leadership Institute, Department of Education Electronic Access Conference, NAFAA Conference (4), WASFAA Conference (2), WASFAA Sister Dale Brown Summer Institute. Details and applications will be posted soon on the NAFAA website: http://www.nafaaweb.org.

Past-President: Jacquie Carroll, University of Phoenix, Reno
President-Elect: Christina Twelves, Nevada State College, Henderson
Treasurer: Jake Olsen, Le Cordon Bleu College of Culinary Arts, Las Vegas
Secretary: Shawn Claxton, Community College of Southern Nevada, Las Vegas
Rep.-at-Large: Sue Stokes, University of Nevada, Reno

Great Lakes’ personal financial management tools can help students create a secure financial future – that’s part of our job too.

Our job doesn’t end once she’s received her funds.

At Great Lakes, we know that many first-time student loan borrowers lack the money management skills they need during and after college to be able to repay their student loans.

Our personal financial management tools can help borrowers make informed money management and financial aid decisions, even before they’ve obtained their first loans. These tools include three downloadable guides and an interactive budgeting tool, the Budget Manager. The guides and the Budget Manager are available in the Borrower section of Great Lakes’ website at www.glhec.org, along with information on money management, credit card usage, and navigating the financial aid process.

For more information on Great Lakes’ personal financial management tools or other products, call toll free 1-866-464-7855 or visit www.glhec.org.
Aloha All,

With the recent election results announced at the annual conference on Maui the PacFAA leadership is as follows:

Past-President  Frank Green, Travel Institute of the Pacific
President-Elect  Jannine Oyama, Honolulu Community College
Vice-President  Catherine Ganung, Hawaii Pacific University
Secretary  Lori Nakata, University of Hawaii-Manoa
Treasurer  Josephine Stenberg, Hawaii Business College
Treasurer-Elect  Terry Shima, Travel Institute of the Pacific
Representative-at-Large  Cathy Bio, Maui Community College
Representative-at-Large  Hansford Chock, ASAP/Union Bank
President  Jeff Scofield, University of Hawaii-Hilo

PacFAA celebrated its 30th anniversary at our annual Spring Conference held on the beautiful island of Maui. The tranquil Diamond Resort was the perfect place for “A Time For Reflection...Celebrating 30 Years of PacFAA Service.”

What a superb job conference co-chairs Paula Purdy (Kamehameha Schools) and Cathy Bio (Maui Community College) did in creating a wonderful experience for all of us. The speakers, sessions and training were excellent and the food superb. A long soak in the hot waters of the spa washed away many worldly cares. Mahalo Paula and Cathy. Thanks to Jannine Oyama (Honolulu Community College) for efficiently handling all of the conference registration chores.

At the Spring Conference, Lorraine Teniya (USA Funds) received a Lifetime Achievement Award honoring her three decades of service to our organization. Congratulations!!

Also on Maui, Ray Ceo (EDFUND) was honored with a Presidential Citation in recognition of his efforts to help PacFAA organize its fund development program.

PacFAA members were fortunate to have both NASFAA President, Dallas Martin and WASFAA President, Jim White in attendance at the conference.

As the 2005-06 year gets underway, PacFAA members are organizing the association’s many activities as we collectively try to fulfill our mission, “We Serve Students and Their Needs.”

Webster Has A New Entry:

Real-Time (rēal tīm), n. 1. the act of moving data so fast it takes your breath away. 2. the method by which ELMNet routes student loan transactions and status inquiries. 3. a tool that gives you answers now. adj. 4. the definitive answer on how to process student loans: Real time loan processing means origination and changes are done immediately. 5. the most complete and current loan inquiry system available: Real time loan inquiry gives me all the loan information I need in a single screen.

Contact ELM today to learn how we can deliver results NOW!
Sister Dale Brown lived a life of faith and service. She was loved and respected by those who had the opportunity to know her. Her quick wit and probing mind were admired by all. Many benefited from Sister Dale’s dedicated service and treasured her friendship. She was loved by her Community of the Holy Spirit.

Sister Dale became Coordinator of the Student Employment Center at the University of San Diego in 1979. Later she became Financial Aid Counselor for Loans, then Assistant Director for Financial Aid Systems, and finally Associate Director of the Office of Financial Aid Services. In total Sister Dale Brown served USD students, parents and colleagues for over twenty-five years.

During that time, Sister Dale also served financial aid professional associations in many different capacities. She became widely recognized in California, the western region, and the nation for her work in training new financial aid advisors and technicians. She was honored by her financial aid colleagues on many occasions and those honors are listed on the next column:

Sister Dale Brown will be remembered and appreciated for years to come. Her life of faith and service provides an example for all who knew her and will, in the future, inspire those who learn of her life through the opportunity of a scholarship.

A scholarship fund has been established in her honor at the University of San Diego. Donations may be made to the Sister Dale Brown Scholarship. Checks for that purpose should be made payable to USD and sent to:

University of San Diego
Sister Dale Brown Scholarship
Degheri Alumni Center 312
5998 Alcala Park
San Diego CA 92110-2492

California Association of Student Financial Aid Administrators
CASFAA Committee of the Year: Training Committee 1988
CASFAA Segmental Leadership Award – Independent Colleges
CASFAA Distinguished Service Award 1998
CASFAA Lifetime Membership Award 2004

Western Association of Student Financial Aid Administrators
Faculty Appreciation Award – WASFAA Summer Institute 1997
WASFAA Committee of the Year – WASFAA Newsletter 1998
Co-Chair Award – WASFAA Summer Institute 1998
WASFAA Conference Committee Service Award 1999
WASFAA Dedicated Commitment to Training Award 1999
Faculty Appreciation Award – WASFAA Summer Institute 2000
WASFAA Distinguished Service Award 2000
WASFAA Awards Committee Service Recognition 2001
WASFAA Life Membership Award 2003

National Association of Student Financial Aid Administrators
NASFAA Site Coordinator--Electronic Aid Office Training 1998
NASFAA Commissioner Service Award 2000-2001
NASFAA Board of Directors Service Award 2001
NASFAA Leadership Award 2004
WASFAA 2005 Conference Report

Cub Reporter
Teresa Romero
Cal State San Marcos

The WASFAA Conference 2005 in Portland, Oregon was one of the best financial aid experiences I have ever encountered. I am really thankful that I was one of the Ethnic Diversity scholarship recipients. Without this scholarship I would have not been able to attend, due to budget constraints at my California public institution. This was a wonderful opportunity for me to obtain a wealth of knowledge and at the same time meet such dynamic people. They were not only friendly, but very professional!

When our Interim Director, Addalou Davis, told me about this scholarship I was really excited and applied right away. I thought how could I let this valuable opportunity go by? When I received the email from Frank Silva, letting me know I was one of the selected members, I was thrilled! As time passed, I started to get really nervous. I wasn’t sure what to expect. I had heard and read magnificent things about the conference, but it was a bit intimidating since I had never even flown by myself and knew that I would not know anyone attending - at least that's what I thought. Boy was I surprised to see none other than Gerrie Hatten, my former boss! Leonard Walker made me feel so welcome—he is one of the friendliest people ever! Even though I was nervous, I was still very excited at the same time because I want to increase my knowledge in this field. I am the type of person who loves to help others, and knew this was a great opportunity to come back to Cal State San Marcos and help our students, parents, community, and co-workers. I know the huge impact financial aid professionals make on students and their parents. I was a financial aid student myself. In fact, I got into financial aid because I used my work-study eligibility to work in the financial aid office.

After I attended the WASFAA conference I knew I hadn’t been wrong that this would be a wonderful experience. It was an experience I will never forget. I learned many new things about federal regulations and techniques we can use in our office. I also re-confirmed that financial aid professionals are exceptionally unique and wonderful. I was treated extremely well and greatly appreciate everyone’s help and kindness. I met a fantastic group of people, and my thanks to Addalou for letting me know about this outstanding scholarship. I encourage anyone who wants to increase their knowledge (and have a bit of fun too), to attend a WASFAA conference.


Cub Reporter
Jen Frey
Northern Arizona University

Please allow me to introduce myself. My name is Jen Frey and I have been working for Northern Arizona University for about four years and this was my first time to a WASFAA Conference.

What a fantastic conference in such a beautiful city! WASFAA 2005 Rose Festival of Learning Conference was quite eventful for this newcomer to the Western Association. I was warmly welcomed by those around me, especially during the information yet comical Newcomers Welcome hosted by WASFAA past President Jim White and other prominent members of the association. Dr. Bertice Berry was an exceptional keynote speaker and very inspirational! The gang from Hawaii was very entertaining, particularly Frank Silva and Frank Green. Leonard Walker from UNR was cordial and welcoming. It was great to see the faculty from the 2004 Jerry R. Sims WASFAA Management and Leadership Institute and to see familiar faces from my own state association.

I am a member of AASFAA and was on the Conference Committee in 2004/2005. I had my own expectations of this year's WASFAA conference, but I did not realize the magnitude of membership and participation in this regional division. Thanks to everyone, both new friends and familiar acquaintances, for providing such a hospitable surrounding and educational conference.
Parade Wagons (clockwise): Oregon, Nevada, and Mountain Peak Floats.

Casino Night
States having fun brought in by the King and his Court.
Above: WASFAA banner, MC, and future financial aid administrator.

Below: Conference attendees having a good time and always smiling.
The Chinese Gardens were an unexpected pleasure to see and to just relax from all the conference happenings.