President’s Report

Pat Peppin
Financial Aid Director, Mesa Community College, WASFAA President

I have finished my Fall WASFAA World Tour. I had 5 conferences in the month of October, and I was out of the office for about a month from Mid-November to Mid-December. I ended my tour with CASFAA. While I was busy doing my WASFAA duties, back in my office we had a computer conversion earlier in the year. Needless to say this is not a good combination. I have to thank my wonderful staff for holding on and not losing their sanity while I was away. They did a fantastic job in keeping the office a float and the students happy. I could not have done all the traveling without their support. It feels great to know you have an excellent crew back home picking up all the little things that come up with a computer conversion, student issues, and just running a financial aid office. I would not trade any of them for the world.

I also want to THANK all of you for supporting WASFAA in one way or another. First, of all the State Presidents, THANK you for your invitation to attend your state conference. I enjoyed learning from all the states on how they run their association. To all the members of the conference committees, all your hard work paid off. Every conference was a success. Each one of them had outstanding sessions. I went to all the sessions that I could attend. Can you believe that CASFAA had 268 newcomers? Second, to all the people who attend the Jerry R Sims MLI, and WASFAA/NASFAA Regional Training. We work really hard to put excellent training sessions for you. Please give a big hand to Laura Hughes, Kay Soltis, Cindy Pollard, and Susan Shogren for organizing these two events. Third, I want to THANK the individuals who make up the Executive Council. They have come up with some excellent

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ideas and changes to the committees they serve. They are an awesome team and a great group of people to work with. And of course an association cannot function without the help of all its volunteers. Thank you for taking time out of your normal job to assist me during my year as president.

Speaking of training, there were left over materials and they will be on sale for those who would like a set. Please check our web pages for more information, www.wasfaa.org.

Tami Sato has put an outstanding ballot together. Make sure you vote. This is also very important for our future WASFAA leaders. The ballot will be out in early January.

I hope you have been paying attention to Ted and Colleen’s emails. They have a packed agenda for the WASFAA Conference. They have put so many sessions together, that I think you will have a hard time choosing which one to attend. Registration is also available right now at www.wasfaa.org. If you are having a hard time finding funds to attend the conference there is the WASFAA Scholarship available. Yes, you guessed it. It is available on our web pages for you to apply. Good Luck!

I hope your time off during the Holidays was a restful one and enjoyable with your friends and family. Wishing you a great start with your Spring Semester.

PS Please do not forget that the WASFAA Conference will be held in Anchorage, AK from April 26-29. I hope to see you all there.
Greetings from the Newsletter Chair!

Tracey Lehman
Director Financial Aid,
Oregon Institute of Technology,
Co-Chair WASFAA Newsletter Committee

Welcome to our winter edition of the WASFAA newsletter. I would like to thank the members of the newsletter committee for their untiring editing and quick turn around. Also, thanks to all of you who have submitted articles and pictures. I know how busy all of you are; the piles on your desk, the messages to return, the reports to run, but I feel strongly that by sharing and by communicating with each other we in turn serve our students better and support our profession.

The next issue of the newsletter will be the paper edition. María, our new designer, no doubt will do an excellent job with the publication and I am excited to get started on it. So, please keep us in mind for your stories, insights, news and advice.

As the New Year gets off to a start I encourage you to get involved with WASFAA. My experiences serving on committees and the executive board have been nothing but fabulous. I have learned so much and met so many wonderful people; I can’t possible list all the benefits.

As this issue reaches the web, many of you are busy packaging and awarding, trying to decipher HERA and its intricacies, answering questions from stressed out students and families; and sometimes it’s hard to remember why we do what we do. Take a breath, you’ll remember.

Happy New Year!
Reminiscing and making plans for the future are activities a lot of folks do before the beginning of a new year and at the WASFAA Executive Council meeting in San Francisco in November we did just that. We discussed our accomplishments over the past 2-3 years, talked about unfinished business or areas we would like to improve, identified some of the external threats and/or opportunities and finally, things WASFAA should do differently in the next 2-3 years. Here is a summary of the discussion. As usual people in financial aid are not shy about speaking up.

What are the accomplishments we have made over the past 2-3 years?

- We’ve kept up with the strategic plan, setting annual goals, keeping track of important measures and addressed issues brought up by the 2004 membership survey by establishing a Volunteer Development Committee or trying new collaborations like the separate State Presidents Group and their conference exchange program.
- We’ve continued to build leadership of the association and brought new members into active involvement on the council and on committees.
- We expanded scholarships to apply to different training opportunities like scholarships for the NASFAA Conference when it was held in our region.
- We have worked to build up our asset reserve and stuck to our plan to accomplish that.
- Have you seen our newsletter? Oh guess you are reading it now. It is exciting, attractive, informative and just plain WOW.

What unfinished business do we need to work on from the past 2-3 years? Are there things we would like to improve?

- We’ve made some headway but we still need to continue to develop new leaders and pursue more collaborations.
- We need to determine why not enough members are using scholarships. Could it be not enough publicity or the additional cost not covered or just that members cannot take time out of the office?
- Some training events have had less participation. Should we evaluate and make changes to our training delivery mode, i.e. web-based training?
- Most of the committees and officers have developed timelines but we need to expand and develop operational handbooks that will go from one committee chair/ officer to the next in future years.
- We need to be proactive in strategically planning our annual conferences including the sites and what the registration fee will cover.
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What are our external threats and or opportunities?

- Obviously the biggest thing is the economic crisis affecting investments, credit, jobs, and budgets. All financial aid associations have felt the affects of diminishing number of lenders/vendors both in attendance numbers and reduced fund development support. Even the number of people in the financial aid industry is going down because of hiring freezes and staff cuts. With fewer people in the financial aid office, there will be less time for outside travel, volunteering and training events.
- And of course we have major changes occurring from the HEOA that make our compliance and procedures more complicated.
- This can be looked at negatively and positively, but the economy and demographic trends have made a huge increase in the number of students going to college (and needing financial aid).
- We might have an opportunity for collaboration if some of the WASFAA states find benefits in holding joint state conferences. This occurs presently in other regions.
- Remaining in the financial aid field is a huge challenge. There is sometimes low pay for an increased demand for new skills/knowledge, increased expectations and the perception that we are not professionals.

What should we do differently in the next 2-3 years?

- Evaluate current membership services and approaches including training fees and different membership structures. We should make sure we are not duplicating what other associations or organizations are doing and think about collaboration more as a way of meeting goals.
- One suggestion was to look long and hard at all our activities and see if they are working, serving our members and fitting in with our strategic goals. Once we do the review we should zero-base the budget and start clean.
- Consider alternative approaches to the State Presidents’ exchange program.
- Increase the accountability of our committees and chairs to make sure there is follow through on goals. Quality quarterly reports, meeting agendas and minutes and event evaluations can assist in assessing value and provide advice and suggestions for the future.
- To enhance continuity there should be more training and support for new committee chairs like a handbook for better knowledge transfer from outgoing to incoming groups.
- Consider eliminating or consolidating committee, i.e. fewer committees. For example, could the Volunteer Development chair also cover Membership?
- Implement web-based solutions and other new models for both training and committee work.
- Consider rotating JRS Management Leadership Institute to every other year.
- Do a better job at marketing our events to increase attendance and scholarship applications.
- Lastly, finding a balance between depleting our reserves and maintaining the core activities for our members.

Whew, that’s a lot of ideas. WASFAA will be using this input and the results of our recent 2008 Membership Services Survey to reconsider how we change doing “business as usual” in order to keep WASFAA financially balanced and viable.
When I first read the WASFAA Jerry R. Sims Management and Leadership Institute agenda, I immediately recognized it as an exceptional opportunity for professional growth. Taking place in Lake Tahoe, Nevada, just made it more enticing. I am the Director of Financial Aid at San Diego Christian College, and being a small private college, I have limited staff to assist me in the vast responsibilities. Receiving a WASFAA Scholarship to attend the MLI has given me the opportunity to invest time for powerful, in-depth discussions to enhance the management of my unique shop.

At times I was reassured of my office policies, procedures, and systems. Other times I was challenged to expand my own philosophies and entertain new concepts. We did not receive typical “slide reading” from the experienced and engaging faculty. Mary SanAgustin, William Boyd, and David Tolman, lead by MLI Co-Chairs Kay Soltis and Laura Hughes, delivered thought-provoking presentations that stimulated discussion amongst our small group of 22 students.

Although I have been a Director for several years, “A Year in the Life of a Financial Aid Director” given by Kay Soltis reinforced my accountability to the government and the need to have various departmental calendars to stay on track. Having the same fund programs, technical requirements, and regulation monitoring as larger independent schools, I wear many hats and am spread too thin. I learned how to better manage my position with sessions on budgeting and personnel issues lead by Mary SanAgustin and Kay.

I always enjoy seminars on the generations and how we can learn more about them in order to improve relationships. During “Keeping the Student Perspective/Who are our Customers?” Laura Hughes drove it home with the Millennials and introduced the Lawnmower Parent; a relative of the Helicopter Parent. I knew they existed, but didn’t realize how common this challenge is.

Having a collective goal of student retention and customer service, I have implemented systems for other departments including Admissions, Student Accounts, and Athletics. However, David Tolman’s session on “Importance of Collaboration with other Campus Departments” gave me more insight on how to reinforce the bridge and be a better team player. Additionally, the complexities of Financial Aid require a Director to “manage up” in order to effectively inform Administrators of the constant changes in the industry and their impact on our school. “Strategic Thinking in Implementing Reauthorization” was lead by William Boyd and strengthened my effectiveness in this new challenge that we all face.

We even had time scheduled on our last day for “Participants’ Choice,” in which my colleagues and I were able to share our experiences on a variety of hot topics. I had the opportunity to bring to the table various issues at hand for counsel, support, and encouragement.

I would like to extend my gratitude to the MLI Faculty and WASFAA Scholarship Committee for giving me this much-needed “time out” for professional development. I look forward to sharing all I have learned with my staff and Administration, so that together we can better serve our students and institution.
Congratulations to the 2009 Jerry R. Sims Management and Leadership Institute scholarship winners!

The WASFAA scholarship recipients are:

CASFAA - Nancy DeMars
IASFAA - Travis Osburn
WFAA - Cindi Lee Turner

The Ethnic and Diversity Action Committee (EDAC) scholarship recipient is:

CASFAA - Angelina Arzate

You too can be a winner!

Apply online at:

www.wasfaa.org/docs/forms/Scholarship_app.html

Karla B. Gonzalez
Financial Aid Tech, Mesa Community College, Chair Awards and Scholarships Committee

The WASFAA and Ethnic and Diversity Action Committee (EDAC) scholarship applications are now open for the upcoming WASFAA Annual Conference which will be held April 26-28, 2009 in Anchorage, AK, and the Sister Dale Brown Summer Institute which will be held June 7-12, 2009 in Reno, NV.

Each year, our association funds scholarships so that members—just like you—can take advantage of the training opportunities available through WASFAA to enhance your professional skills and knowledge. The training opportunities include attending the annual conference, the Sister Dale Brown Summer Institute or the Jerry R. Sims Management and Leadership Institute.

WASFAA and EDAC will be awarding a total of $6000 ($3000 available from WASFAA and $3000 available from EDAC) in scholarships to members who plan to attend the 2009 Annual Conference. The scholarship amount per person is $375. However, the award amount may vary depending on the applicant pool. Take advantage of this opportunity and apply online at www.wasfaa.org/docs/forms/Scholarship_app.html. Don’t wait too long to apply because the scholarships close February 24, 2009. For further information about the various scholarships visit www.wasfaa.org or contact Karla Gonzalez at karla.gonzalez@mccmail.maricopa.edu.

NAFAAA Report

Lori Tiede
Director of Financial Assistance, Western Nevada College

The Nevada Association of Financial Aid Administrators did not have a conference this year due to the state’s budget woes. Plans are on track for next year’s conference to be held at Lake Tahoe. As the state deals with the budget crisis the NAFAA executive council is committed to continuing to support our constituents.
Greetings from Oregon to all of our WASFAA colleagues! Just as last month found us counting down the days to Christmas, so now in January many of us are also counting down the days to the OASFAA Annual Conference which will be held at Salishan Spa and Golf Resort on February 1-3, 2009. The title of the conference is “Going the Distance.” Co-chairs, Melinda Dunnick and Anna Manley, and their committee have been hard at work planning a great conference. At the conference I will also be passing the gavel to Donna Fossum our incoming OASFAA President. Donna is the Director of Financial Aid at Western Oregon University.

FA101 is our next training workshop which will be held at Reed College on January 14, 2009. This workshop provides financial aid personnel with a beginning course in the history and philosophy of financial aid, an introduction to the types and sources of aid, and an in-depth view of need analysis, verification, and application and processing procedures.

The OASFAA Support Staff Workshop was held Friday, November 7th at Clackamas Community College’s Wilsonville campus. 50 valuable support staff attended as we explored the topic of leadership. The workshop titled, "Take Me to Your Leader; Discovering the Leader Within" centered around three areas, Those areas were self leadership, leadership within your team and leadership within your community. The goal set forth by the committee was to help attendees learn how to see themselves as a leader even in a supportive role.

OPB’s “Financial Aid for College” Broadcast
OPB: The 14th annual television program, "Financial Aid for College" will air on Oregon Public Broadcasting (OPB) Thursday, January 22, 2009, at 9:00 p.m. During show time, viewers will be encouraged to call in and ask questions of a bank of knowledgeable financial aid professionals.

Membership
Current OASFAA membership is 316. New members to date are 53.

Oregon Opportunity Grant
The economy is an obvious concern for all of our states. Here in Oregon the Oregon Student Assistance Commission has been told by the governor that they must come up with a 1.2 percent reduction of all General Funds received for this biennium to cover its share of the state’s projected deficit for 2007-09. This reduction would mean over $1 million from the General Funds marked for the Oregon Opportunity Grant (OOG), reducing it to less than $74 million available for awards to students. The outcome is that all new OOG awarded will cease as of December 1, 2008.

Mentoring Project – Phase I
OASFAA has hired a contractor to work with an OASFAA member volunteer task group to create a document that clarifies OASFAA organizational goals, and defines the content and processes for a mentoring program that will make it possible to fulfill those goals. The consultant will facilitate the process and create the document. The design of the program includes a long-term plan for the development and implementation of a sustainable mentoring program. This agreement began on December 17th and will go through March 30, 2009.

We look forward to having Pat Peppin with us at the annual conference in February and providing our members with the opportunity to meet her and to hear from WASFAA.

OASFAA elections for this coming year were held with the following results:

President-Elect: Patti Brady-Glassman
Secretary: Michelle Frei
Treasurer-Elect: Karen Fobert
Private 4 yr VP: Heather Hall
Public 2 yr VP: Bert Logan
Public 4 yr VP: Nancy Hanscom
Proprietary VP: Scott Money

Oregon State University
Klamath Community College
Lewis & Clark College
University of Portland
Lane Community College
University of Oregon
Art Institute of Portland
You can’t beat free money for college. That’s why smart students use a 1-2-3 approach to paying for college: first, use money that doesn’t have to be repaid—like grants and scholarships; second, explore federal loans; and third, fill any gap with private loans.

**How do students find scholarships?** What are some keys to qualifying for them? The following are some tips you can give your students to help them locate and take advantage of scholarship dollars.

- **Don’t rule yourself out.** Scholarships are not limited to class valedictorians and star athletes. They’re awarded based on any number of factors—from career goals to exceptional writing skills displayed in an essay contest.

- **Apply for as many awards as you qualify for.** Even small awards can be helpful in covering costs such as books and other expenses, and, taken together, they can really add up.

- **Understand the conditions of the award.** You may be required to maintain a specific grade point average or even play in an orchestra to qualify.

- **Proofread: Review everything before you send it.** Having a typo on your application may limit your chances of being considered for a scholarship.

- **Enlist support:** Supplement your application with personal letters of recommendation.

- **Pay attention to deadlines.** Miss a deadline and you’ll likely miss out on scholarship money. You may even want to try to submit your application early to stand out from the crowd.

- **Follow up.** Confirm that the organization sponsoring the scholarship received your application.

- **Send a thank-you note after you receive a scholarship.** This small courtesy often has a disproportionately big effect.

**Make use of free scholarship directories.** Never pay for scholarship information. There are several free scholarship searches that allow you to set up a “mailbox” where they feed scholarship information that seems to apply to you. Then it’s up to you to do the work of getting the application and applying.
IASFAA held its annual conference October 6-8, 2008 in Boise, Idaho.

The theme was “Building Dreams Through Change.” Dr. Andrew Hanson, Dean of Student Affairs at Lewis-Clark State College, was the Keynote Speaker. The conference’s 67 attendees received some federal updates and enjoyed networking with old and new colleagues. IASFAA enjoyed WASFAA President Pat Peppin as one of our attendees. Our Scholarship Auction was once again tons of fun.

Nichole Franklin, from Scot Lewis Schools in Boise, is IASFAA’s President-elect. She is excited to represent our state this next year and is eager to participate in the NASFAA Leadership Conference in March.

Build a better lender list.

Your financial aid career — no one said it would be simple. Questions, reports, and deadlines compete for your attention, and your students still expect a lender list.

TG’s newest product, List Assist™, can help you automate the lender RFI process and provides a customizable library of more than a hundred survey questions vetted by industry professionals — and it’s free. Valuable reports provide you with clear documentation of the List Assist process, helping you share your lender list with confidence.

Learn more at www.tgslc.org/WASFAA
Sandi Guidry  
University of Nevada Reno,  
Historical Achives Chair

As we prepare to celebrate our 40th anniversary the Historical Archives committee is working closely with the conference committee to provide a historical montage of our first 40 years. We are reviewing newsletters, committee reports and photos. It has been great fun going down memory lane. If you have photos in your office of WASFAA events our committee would appreciate copies – names and dates to go along with the photos would be helpful. You can contact Sandi at sguidry@unr.edu.

The Historical Archives Committee is responsible for maintaining WASFAA’s records. These responsibilities include:

✓ Annually review the “History of WASFAA” to assure it remains current.

✓ Review and maintain the Asset Inventory in conjunction with Fiscal Planning. A report is prepared for each Executive Council Meeting. A storage unit is maintained in Reno, Nevada which contains items such as excess conference bags to be used at later events, LCD projectors, name badge holders, and conference/training materials.

✓ Discard items from the inventory as needed and donate them to charities

✓ Ensures all committee and officer reports are properly stored. All documents are scanned, filed and stored electronically in two formats including CD’s and flash drive.

✓ Submit articles to the WASFAA newsletter

✓ Maintain the lists of officers, scholarship recipients, conference themes, meal counts, room counts, attendees and award recipients.

✓ Provide information to the officers, committee chairs, and membership as needed

As you can see the Historical Archives committee deals with lots of documents. These include old newsletters, policies and procedures, training materials and committee reports. Become a part of WASFAA’s history – volunteer to serve on a committee, apply for scholarships and

**SUBMIT AN ARTICLE TO THE NEWSLETTER!**
WASFAA/NASFAA Fall Trainers successfully delivered information and essential tools of the trade to more than 260 participants at 11 locations across the western region this fall. The months of October through December were filled with travel, questions, clarifications and communication. With tremendous dedication and unwavering enthusiasm, these Trainers did an outstanding job and we thank them for their many hours of volunteer service to the Financial Aid Professional community:

- Ron Diaz, Stanford University;
- Allyson Galloway, Washington State University;
- Adam Hatch, Hawaii Pacific University;
- Paige Hurley, Truckee Meadows Community College;
- Jennifer Knight, EdFund;
- Bert Logan, Lane Community College;
- Cindy Pollard, Warner Pacific College;
- Sue Shogren, NELA;
- Corinne Soltis, South Puget Sound Community College;
- Rick Weems, University of Alaska Anchorage.

Comments about this fall’s workshops entitled “Aspects of Student Eligibility” were very positive and the workshops were rated highly. Participants appreciated the handouts created by NASFAA and the way in which the experienced Trainers delivered the information. One participant said, “It was really helpful to have a first glance at several policy/regulatory changes expected for 2009, 2010 and 2011.” Another participant declared, “Best presentation from NASFAA I’ve been to!” Several people commented on the value of the opportunity to discuss these issues with other colleagues and learn from each other about the variety of ways professionals handle things at different campuses.

Even before Fall Training wrapped up the Training Committee began gearing up for Spring Training. Several WASFAA members have suggested topics already and the Training Committee has developed a preliminary agenda. We’re interested in hearing your opinion as well, so a survey will be distributed to give you an opportunity to inform us of the training needs of your office. Your response is important as we create WASFAA’s Spring Training agenda and format. How can we help you?

In the meantime, would you like to serve on the Training Committee? Fill out the volunteer form via the WASFAA web page and we’ll contact you! If you don’t hear from us, feel free to contact us. We’re interested in continuing to ensure that the work of this committee is effective and fiscally responsible. Your voice is important and your help is needed.
Lake Tahoe, Nevada was the place to be for this year’s Jerry R. Sims Management & Leadership Institute. Not only was it a great conference, but Lake Tahoe was blue skied and unseasonably warm for October so that when we weren’t busy learning, (which we did a lot of) we were able to take in great views of the Lake and meander through the shopping and touristy areas without the onset of winter breathing down our necks.

“Leadership Through Change” was this year’s theme and “change” was definitely the key word as a majority of the attendees were or had just changed jobs, had transition going on within their offices or were currently in the process of filling key positions. Conference size was kept to a fairly small group. The size of the group provided a more open and intimate atmosphere that enabled us to dialogue and network with other people within the WASFAA and Financial Aid communities more closely than at some of the bigger conferences I’ve attended.

After getting settled in, Kay Soltis (our designated task master in keeping us on schedule) started us off with a session entitled “A Year in the Life of a Financial Aid Director.” Kay began by urging us to “see the big picture” when working on an office calendar and to use a more campus-wide approach when setting up timelines for each year.

We were then introduced to “Strategies for Moving Up” with Bill Boyd. With simple ideas like being a problem solver and not a problem finder, Bill definitely helped us all get a better sense of what areas in the bigger campus picture we can focus on to build resumes, become a reliable and trusted advisor and be a “player” at our institutions just by taking the time to learn how the organization works and using that knowledge to our benefit.

To finish up our first day, Mary San Agustin led an intriguingly named session “Personnel Issues – 90% of the Headaches with 10% of the Staff.” Let’s just say that if we hadn’t been vocal before, this was definitely the time that the dialogue and conversations started! It seems almost everyone had a story or two to share on the subject and while definitely not an easy topic to address, it certainly brought the group together.

No one could say they weren’t given enough opportunities to eat. Meals or snacks were certainly plentiful and tasty—the tray of chocolate goodies was a big hit! A large and filling breakfast awaited us on our second day of training before our ever diligent leaders led us through a variety of topics. We began with Laura Hughes and a discussion on who our customers are in regard to the four different generation groups and how they interact with each other as well as with other generational groups. We then moved on to discussing the problems, issues and strategies of budgeting FA dollars as well as an office operational budget followed by the steps to creating, implementing and evaluating office policies and procedures. Our last session of the day challenged us to do some strategic thinking as a whole and in terms of the upcoming changes associated with Reauthorization.

Before we were left to our own devises for the evening, Kay hosted a reception in her suite. Fortunately for all, the Harrah’s standard room comes equipped with two complete bathrooms, which made for a nice mini bar situation in the bathtub of the “spare” facility. Relaxing and chatting was definitely a great way to end the day.

On our last day David Tolman focused on the importance of collaboration with other campus departments and how to get buy-in from those offices to help get the job done. We ended our time together with a roundtable discussion on topics ranging from the current loan outlook to time management and better communication tactics.

As a WASFAA scholarship recipient I want to thank those who helped me get to this conference. I also want to thank Kay, Laura, Bill, Mary and David for taking the time and effort it took to put on such a great event. It’s reassuring to know that WASFAA encourages and supports those of us in the Financial Aid community with such great opportunities. I encourage anyone who gets the chance to attend next year’s Management and Leadership Institute. As Kay would point out—this is the time to put it on the calendar.
Wilstar.com provides insights into the history, traditions and customs of New Year’s Day and states that the practice of making resolutions dates way back to the Babylonians, whose most popular resolution was to “return borrowed farm equipment.” We have come a long way, haven’t we!

Merriam-Webster Online Dictionary tells us that “decide” is a good synonym for “resolve” and that one of the definitions for this word is “to reach a firm decision about.” Also, the dictionary defines “resolution” as “something that is resolved” or a “firmness of resolve.” What these words tell us is that making a resolution, whether it is for New Years or for any other reason, is a serious matter. So what is your resolve this New Year? We can make resolutions all day and at times all of us glibly start the New Year touting what we hope to do differently. However, making a serious “resolve” is a bit more of a challenge it seems. A 1997 survey conducted by the University of Washington showed that, even though 61% of adults make New Year’s resolutions, only 9% stick to them for the entire year. In addition, the survey demonstrated that 17% of those making resolutions need six or more attempts to finally achieve their top resolution.

A variety of well meaning sources have attempted to help us all as we strive to make and keep New Year’s resolutions that work for not just the day we make them but for the long term as well. Here are some of the “tried and true” hints that reflect the best of ideas to help us all succeed once and for all:

- Keep a good dose of realism in any New Year’s resolution made. We set ourselves up for major failure and disappointment when we strive for something unreachable.
- Remember that change of any kind takes a major commitment and that commitment has to be to a process, not an “event.” None of us wakes up one day a different person. We may determine to think or act differently but actually becoming that new person takes more than just stating it. New behaviors and attitudes evolve over time and take time for us to grow into.
- Understand and accept that big obstacles often fall into the path of a person determined to do things differently. Those obstacles might come in the form of other people who aren’t necessarily on board with our plans, or circumstances completely beyond our control. Be proactive and try to think about what those barriers might be before proclaiming future success. And be careful to share the resolution with those who believe most strongly that it can be achieved....those who will hail successes no matter how small or seemingly insignificant. Even writing it down in a personal journal provides strength in the face of obstacles.
- Take baby steps. If the goal is to pay off debts this year, then lay out a plan that allows you to make progress based on small but steady steps that work within your budget guidelines.
The annual October WFAA conference, *A New Landscape, A New Vintage*, was a great success. It was held at the Marcus Whitman hotel in Walla Walla. The overall WFAA membership has decreased and in relationship to that it was well attended, even though there were fewer participants and sponsors than usual. A hearty thanks to our conference co-chairs Ron Noborikawa (Pacific Lutheran University) and Kim Schreck (EdFund) and also Teri Booze who was co-chair until she had to step down.

At the conference we honored several retired or soon to be retired WFAA members who have devoted many years to our organization and our profession. In honor of their service, the WFAA Executive Committee has bestowed Lifetime Membership to Linda Burkhardt (Department of Education), Varga Fox (Whitman College), Betty Gebhardt (Higher Education Coordinating Board), Buzz (James) Gorman (Lower Columbia College), Wayne Sparks (Washington State University), Karen Specht (Clover Park Technical College) and Bob Walker (Pierce College).

WFAA was delighted to have our WASFAA President, Pat Peppin (Mesa Community College) and the PacFaa President Cathy Bio (Mai Community College) attend our conference.

We are gearing up for College Goal Sunday under the direction of Danette Knudson from NELA. College Goal Sunday Washington aims to reduce the barriers students face in paying for college by supporting events that connect them to financial aid opportunities. These annual events take place in several locations around Washington state. The events are staffed with volunteers who give students and their families free, on-site professional help with the FAFSA.

The WFAA Early Awareness Committee, Carol Moye and Marie Rynnig (co-chairs from University of Washington) and Becky Thompson (EdFund) provided financial aid workshops at the Seattle International College Fair to about 500 students over two days in September.

WFAA’s Ethnic Awareness Committee, under chair Lisa Fortson (Pierce College), awarded six $1000 scholarships to very deserving students.

Every WFAA committee is doing amazing work for our organization and each deserves a round of applause. Without our volunteers the state, regional and national financial aid organizations would not exist. We are always promoting more involvement and hope it continues in this tightening economic climate. Students need financial aid more than ever and we need our professional organizations for networking, training and resources.

*Hope to see you at the WASFAA conference in Anchorage!*
A Day in the Life of your Finances

8:00 a.m. Breakfast.
Eating a healthy breakfast sets you up for a good day and saves you money. For many of us, breakfast can often become the first thing we skip during a hectic morning. We may even end up spending five or six dollars by buying coffee and a bagel on the way to work. If you go out 3 days a week, 50 weeks a year, you'll spend at least $750 on breakfast on the go. Cut back by making coffee at home and buying easy to bring breakfast items from the grocery store. Bringing an extra apple or banana may prevent hitting the vending machine for a mid-morning snack.

9:00 a.m. Be free from video rental late fees.
You rented a movie on Sunday. Your week at work was so hectic that by Thursday you remember you haven't watched it yet and the late fee is more than the cost of buying a new DVD. Sound familiar? Netflix (www.netflix.com) or Blockbuster (www.blockbuster.com) allow you to search their listings and create a rental queue. For about $20 a month, you can rent as many DVD's as you want, keeping them out for as long as you want, depending on your contract. When you return one, the company will send you the next one from your queue. Each movie comes in a prepaid envelope, which you use to return the DVD, and you'll never pay late fees again.

9:30 a.m. Save money on groceries.
To save money on groceries, consider joining a warehouse club like BJ's Wholesale Club, Costco, or Sam's Club. These clubs can be 20 to 50 percent cheaper than regular grocery stores when it comes to products like coffee, bottled water, meats, and fruits and vegetables. But don't forget your local grocery store all together. They may have better deals on items like deli meats, chips, and cookies.

Bring lunch to work. You will be amazed at how much this saves you. On average, lunch can cost around $7. However, when you bring lunch from home, it costs an average of $2 for a sandwich and a snack. So, five days of bringing lunch at $2 equals $10 per week. Eating out every day would cost $35 per week, so bringing lunch 5 days a week would save $25 a week. That's $100 a month. Who couldn't use that?

1:00 p.m. Cut heating and utility costs.
The U.S. Department of Energy estimates that the average family spends $1,400 a year on energy bills. This past season, prices soared up to 45 percent, partly due to increased demand. To lower your bill, minimize electricity use during peak hours (weekdays during work hours). Turn off the tap when brushing your teeth. Consider turning off the shower when shampooing and soaping. Use curtains to keep your house cool in summer and warm in winter. Keep thermostats lower in the winter and wear extra layers. Also, use ceiling fans in summer and winter (reverse directions to push warm air down).

2:00 p.m. Donate old items.
Go through your closets and bookshelves for clothing and household items you can donate. If you haven't worn or used it in the last two years, give it away. Try to do this at least twice a year, and remember to get a receipt from the charity. When it comes tax time, you'll be able to itemize these deductions and receive a tax break for your donations.

3:00 p.m. Get a better credit card rate.
If you tend to carry a balance and your credit card company is charging you more than the average interest rate of 12 to 13 percent, call to negotiate a better deal. If your issuer won't budge go to www.bankrate.com to look for a lower rate. If you can save even 1 percent on a $5,000 balance, you'll be saving $50 a year.

4:00 p.m. Find a better checking account.
Look at your recent checking account statement and add up the fees you pay for ATM withdrawals, monthly maintenance, and any penalties for letting your account dip below the minimum balance. Do the research to find better products offered at various banks, along with rates, fees, and minimum-balance requirements that would benefit you the most. It pays to shop around. You could potentially save yourself a significant amount of money by choosing the right checking account for you.

5:00 p.m. Commuting Costs.
There are many ways to reduce transportation costs. If you are in the market for a car, consider buying used. Because cars lose most of their value in the first few years, buying used allows you to drive a vehicle you probably couldn't afford brand new. And you'll pay less for collision insurance and taxes, too. Also consider taking the bus to get where you need to go.

Continued on page 17
Public transportation can save you on commuting costs because you won't have to spend money on a parking space, gas and auto maintenance. And last but not least, consider car pooling. Sharing the ride and expense with another person heading your way can cut your gas costs in half.

5:30 p.m. Dinner Time
Make a weekly dinner menu. Having a plan for the week will save you money and time on dinner. After working all day, the last thing we want to do is think about what to make for dinner. Also consider making a few nights worth of dinners on the weekends and store in your fridge. That way dinner is ready, and all you need to do is heat it up. If you are eating out, consider ordering an appetizer. The portions are a little smaller than an entrée, but cost much less. It is also a healthier choice from a calorie standpoint. If you don’t see anything you like on the appetizer menu, consider ordering your entrée with a doggy bag. Put half of your entrée in the doggy bag before you begin eating. You’ll have a meal to eat at home tomorrow and you won’t be tempted to overeat today.

6:00 p.m. Convert coins to cash and get a library card
After dinner, gather up all your spare change and go to one of the free change counting machines that are available in many local grocery stores. While you’re out, sign up for a library card. Borrowing hardcover books instead of buying them can save even the casual reader a significant amount of money. Libraries also carry many new DVDs. So consider your local library to help save on other entertainment costs.

9:00 p.m. Give yourself a pat on the back
Getting started on controlling your expenses can be intimidating. You should feel good about yourself that you’ve started. Paying attention to the small expenses can add up to big savings and gets easier with practice.
Consistent with the theme of this year’s NASFAA Chair, Dave Gruen, the Awards Committee asks that you "cowboy up" and bring in a herd of nominations for the 2009 NASFAA awards.

NASFAA has a wide range of awards to recognize financial aid professionals for their hard work, leadership, or special projects. True to cowboy competition, the 2009 Awards Committee is challenging all states and regions to rustle up not only the best nominations, but also the most nominations. We promise a special buckle of honor for your efforts at our annual conference in July! Your state and regional leaderships need your help to round-up deserving nominations for this year’s awards.

NASFAA has a wide range of awards to recognize financial aid professionals for their hard work, leadership or special projects. Please submit nominations for the following award categories:

**State and Regional Leadership Award**

This award is presented to individuals who need not be financial aid administrators, who have made outstanding contributions to the financial aid profession at the regional and state levels over a sustained period of time (seven years or more).

**State Awards**

This award category recognizes individual state associations for outstanding projects that contribute to the financial aid profession and other groups. The intent of this award is to encourage creative and innovative service to individuals or groups of individuals who are directly or indirectly involved in student financial aid.

**Lifetime Membership Award**

This is the highest award that NASFAA can bestow on a member or individual who is affiliated with a member organization. The contributions by this person must be truly outstanding and significant.

Do you know of someone deserving of national recognition for leadership or contributions to the financial aid profession?

**Meritorious Service Award**

This award is presented to an individual who has made an important contribution to NASFAA or to the profession that NASFAA wishes to recognize. It is based on an important single contribution or significant multiple contributions.

We’re countin’ on you to corral as many award nominations as you can for the 2008-09 season! Specific information about the nomination process can be found at www.nasfaa.org in the membership area. You can also contact any of the Awards Committee members listed below. Thanks in advance for your help! Let’s git-r-done pardner!

**NASFAA Awards Committee**

Janet Dodson, Chair RMASFAA janetd@nslp.org
David Myette, EASFAA dmyette@vermontlaw.edu
Judy Florian, MASFAA florianj@macomb.edu
Kimberly Davis, SASFAA kim.davis@ttcatlens.edu
Judi Sears, SWASFAA jsears@cavern.nmsu.edu
Sheri Dewey, WASFAA dewesher@isu.edu
David Levy, WASFAA dlevy@scrippscollege.edu
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How Does Defining Purpose Help You Develop a High Performance Operation?

Leonard Gude  
Vice President,  
Financial Aid Solutions,  
Regent (previously Director of Financial Aid at South Florida)

What distinguishes a high performance operation from others? What are the reasons for its consistent excellence in performance? This is the first in a series of articles which will outline actions that you can take to move your operation forward and increase your stature within your organization.

Purpose. The first step in developing a high performing operation is to understand why the operation even exists in your organization. What purpose does it currently serve? What purpose should it serve? How does it influence and how is it influenced by other parts of the organization? What would be the consequences to the organization and its clients if your operation ceased to exist?

As the leader, you need to be able to thoughtfully and honestly answer these questions and to clearly articulate the responses to them to the leadership, the staff and the clients of your operation. You should think in the future tense, so as to define what you see as the purpose of your operation for the years that lie ahead instead of simply looking at the current state.

Example: The purpose of the office of financial aid is to assist students and prospective students in obtaining the financial resources necessary to enroll in the institution so that they can complete their educational program and enter the workforce.

Once you have articulated purpose, you then need to seek common understanding and agreement about your operation’s purpose from the leadership of your institution. This provides the organization with the information necessary for making strategic decisions related to your operation and for the allocation of resources to your operation.

Your operation’s mission statement should clearly articulate purpose. All operational goals must be based upon both the mission and purpose of the operation. The goals of the operation must be clear and well defined and they should be updated and refined frequently. The goal statements should each include a quantifiable definition of success.

Purpose should drive all of the daily activities of your operation. All the members of your operation need to have a clear understanding of the operation’s purpose and you need to obtain their personal commitment to it. Each individual’s goals and performance should be measured and rewarded based upon how they contribute towards the operation’s satisfaction of its purpose statement.

When you submit requests for additional resources, you should ensure that they are consistent with the leadership’s understanding of the purpose of your organization and you should articulate how these resources will assist the organization in achieving its goals and objectives.

By taking this action, you are actively and consciously creating the roadmap for the future of your operation rather than allowing others to define it for you.
Ryan West
Associate Director of Financial Aid,
Western Oregon University

College Night in Oregon was held simultaneously at 14 sites across Oregon on Monday, November 24, 2008. The event is a college access program targeted to students of all ages (and family members) with the goal of providing information on choosing a college, the financial aid process and scholarship searches and scams. College Night in Oregon is a joint effort between Education Credit Management Corporation (ECMC), the Oregon Student Assistance Commission (OSAC), Oregon ASPIRE, Oregon GEAR-UP and the host sites, which included community colleges, universities and a high school.

The event started at 6:00 PM with free pizza and soft drinks for attendees. After a short overview of some of the reasons why it is important to go to college, breakout sessions began. All participants received a copy of the Opportunities booklet and OSAC Scholarship E-App Workbook (you can check out the Opportunities booklet and OSAC Workbooks online at http://www.osac.state.or.us/publications_info.html). After attending all three 35-minute breakout sessions, all participants came together for a scholarship drawing. In total, ECMC sponsored four $500 scholarships at each of the 14 sites in Oregon.

The feedback from the Western Oregon University site was encouraging and positive. People felt that they had received a lot of good information. As a first year site in a rural area of Oregon, we were unsure how many participants we might expect. We were thrilled to have nearly 200 participants, including 19 participants who chose to participate in the event entirely in Spanish. We were also excited that, through a partnership with the Upward Bound program on campus, we had 34 Upward Bound students in attendance.

As a first-time site coordinator, I can honestly say that the event was a lot of fun and we were relieved to see so many people come out. This event is a great precursor to the College Goal Sunday programs held throughout the nation. Hopefully, students will be actively thinking and planning for college and will turn out in great numbers to College Goal Oregon (www.collegegoaloregon.org) to take the next steps in paying for their education.

Information, including the actual presentations used at all the College Nights in Oregon, can be accessed online at www.collegenightinor.org. I encourage other colleges, universities and high schools to review this model and consider whether it may be valuable in your state or location in future years.

Wendy Olson
Whitworth University, Conference 2009 Committee Member

The 2009 WASFAA Conference
Community Service Project
The Arc of Anchorage

This year’s NASFAA National Chair, David Gruen, requested that the various regional organizations consider providing support to organizations that assist families touched by autism. Consequently, we are pleased to announce that The Arc of Anchorage has been selected as the organization that we will support with charitable gifts from our members for the 2009 WASFAA conference in Alaska. The Arc is a private, not-for-profit organization dedicated to promoting community integration and quality of life for children and adults who experience developmental disabilities, behavioral health issues, or deafness. You can learn more about The Arc of Anchorage at their website, http://www.arc-anchorage.org. This organization is a group of dedicated people fighting for the rights of children and adults with disabilities and is a chapter of The Arc of the United States, a grassroots organization with more than 140,000 members.

WASFAA members will be able to assist the Arc of Anchorage by providing monetary donations. We will have a table and representative from The Arc of Anchorage at the conference. If you have any questions, please let me know, wolson@whitworth.edu or visit their website. Thank you for your generous support of this quality organization.
California Governor Arnold Schwarzenegger has told schools and community colleges to brace for deep funding cuts in the current fiscal year, and to expect additional reductions as the state deals with a projected $28 billion budget gap expected to arrive by 2010.

All three of the state’s public higher education systems were already feeling the impact of budget cuts included in the 2008-2009 state budget and now must endure additional mid-year reductions. Additional cuts are also expected for the 2009-2010 fiscal year, which come at a time when the current funding levels for the California Community Colleges, California State University and University of California Systems are already far below those needed to support current enrollment numbers.

California Community Colleges

The California Community Colleges is the largest higher education system in the nation consisting of 110 colleges that educate over 2.7 million students annually. The system absorbed a $290 million reduction as part of the 2008-2009 state budget and now must deal with an additional $332.2 million cut built into Governor Schwarzenegger’s mid-year budget proposal. The Governor’s 2009-2010 budget proposal is expected to be released in January, and further cuts are expected.

Community colleges play an important role in California by educating the majority of the state’s workforce, particularly in depressed economic times when thousands of displaced workers are seeking additional training. With the increasing unemployment rate in the state, the system has already experienced a 10% increase in enrollment.

Prior to the proposed mid-year cuts, the state-funded system was already educating 100,000 full-time students beyond the level for which the colleges were funded. This new round of cuts would leave colleges without the funding to serve an additional 64,000 full-time equivalent students.

California State University System (CSU)

The CSU is a 23-campus system that received approximately $2.97 billion in general funding support from the state for 2008-2009, which is roughly $215 million less than what is needed to meet projected enrollment growth. The system is currently educating roughly 10,000 more students than for which funding is being provided by the state.

The governor’s mid-year budget proposal calls for a $66.3 million cut in addition to the $31.3 million one-time reduction that was part of the initial 2008-2009 budget. The CSU plans to manage the current cuts internally by deferring purchases and delaying filling vacant positions. However, additional cuts will begin to disrupt campus operations.

Perhaps the biggest indicator of the fiscal upheaval is the decision by CSU Chancellor Charles Reed to declare a system-wide enrollment impaction. The extraordinary step will require the University to reduce enrollment levels down to the state-funded level, a 10,000 student reduction, mostly through freshman and transfer admissions. CSU will still be expected to provide access to local area first-time freshman and upper division community college transfers; however, out of area and non-resident applicants will have a lower priority than local students.

As part of the 2009-2010 budget request, the board of trustees has requested adequate funding to avoid a fee increase. Absent such funding, students can expect to see another fee increase for the 2009-2010 academic year, and the potential for 2008-2009 mid-year fee increases has not been eliminated from the picture as of yet.

University of California (UC)

Like the other two state public higher education systems, the UC system is also grappling with major funding cuts. The 10-campus system, which receives approximately $3 billion in funding from the state, was hit with a $65.5 million mid-year budget cut, on top of the $48 million reduction that was part of the 2008-2009 state budget. The UC intends on addressing this latest cut by reducing expenses of the office of the president and curtailment of hiring, travel, and consulting services.

Funding levels on a per student basis have been reduced by 40% since 1990, when adjusted for inflation. In 1990, the system received $15,860 per student compared to the inflation adjusted figure of $9,560 today. The UC is also overenrolled by more than 10,000 students, which translates to a $120 million cost to the system.

The 2009-2010 System budget calls for reduced freshmen enrollment if the state does not provide sufficient funding in an effort to preserve access and affordability while maintaining the high quality education expected of the UC. The proposal also asks the state for additional funds in lieu of fee increases, equivalent to a 9.4% increase in mandatory system-wide fees, but, absent funding, fees will increase.

WASFAA Winter Newsletter
It’s a new year and we can only hope that we see more ups than downs in 2009 when compared to the turbulence and volatility of 2008! With a new year comes the opportunity to “make some noise”. The challenges we face are enormous and no one can help make a difference more than this profession.

- Provide NEW dollars and not “recycled” dollars as federal investments to support higher education financial aid programs
- Fully fund and dramatically increase Pell Grants
- Strengthen the campus-based programs
- Convince Congress to delay the 7/1/09 implementation of the parent PLUS auction

If you prefer the nitty-gritty details of the regulations, then get involved with negotiated rulemaking – a process mandated by the Higher Education Act that provides the community the opportunity to work with the Department of Education to develop the regulations that govern our financial aid programs. The negotiated rulemaking process will be in full swing in early 2009 due to the passage of the Higher Education Opportunity Act of 2008.

Pick your topic or add to the list but whatever you do please get involved in helping ensure that federal laws and regulations truly are the best they can be and serve the needs of students. There is no issue too small or unimportant in this profession so please share your expertise – be it on the legislative and/or regulatory front - step up and please MAKE SOME NOISE! Your students and their families are depending on YOU as subject matter experts in all things financial aid.

Happy New Year and here’s to a great 2009!

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**Launches the Dallas Martin Endowment for Public Policy and Student Aid to support student aid research and policy analysis**

With the goal of expanding student aid research and policy analysis, the National Association of Student Financial Aid Administrators (NASFAA) launched its fundraising campaign for the Dallas Martin Endowment. The endowment was created to further NASFAA’s mission by advancing research and best practices in public policy and student aid, as well as to grow the next generation of leaders in the student aid arena.

The U.S. spends billions of dollars on student aid each year, but many questions remain unanswered: Is our current system effective? Is it helping enough? Is it reaching the students who need it most? What kinds of aid encourage enrollment and program completion? Are there better ways to eliminate financial barriers to college? Current research simply isn't enough to fully answer these questions. Without greater focus on student aid research and policy analysis, lawmakers, policymakers, and advocacy groups are all operating in the dark, gambling with taxpayer money and students’ futures.

The endowment's namesake, Dr. Dallas Martin, Jr., worked tirelessly on Capitol Hill as an advocate for student aid before retiring as NASFAA president in 2007.

“Dallas dedicated his career to helping students achieve their higher education goals,” said NASFAA President & CEO Dr. Philip R. Day. “His was the constant voice of reason when legislation and regulations endangered equity in student aid.”

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**NASFAA launches the Dallas Martin Endowment for Public Policy and Student Aid to support student aid research and policy analysis**

“But we are still a long way off from achieving those goals,” said David Gruen, Director of Financial Aid at the University of Wyoming and the 2008 NASFAA National Chair. “Unfortunately, lack of funding still prevents many low-income students from attending or completing their degrees. More must be done.”

Finding the best ways to achieve those goals is the primary purpose of the Dallas Martin Endowment. Endowment funds will be used to sponsor at least two, semester-length internships for upper-division undergraduate or graduate students who have an interest in student aid with a particular focus on policy analysis and/or research. The work of these interns will contribute significantly to the knowledge base and advocacy efforts of the financial aid community.

The funds will also be used to create an Information Resource Center and Library on Public Policy and Student Aid – the first of its kind in the United States.

For more information, visit [http://www.nasfaa.org/DME.asp](http://www.nasfaa.org/DME.asp).

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Ted Malone
Colleen MacDonald
Conference Co-Chairs.

Dear WASFAA Member,

Winter has come to Alaska. We are in the midst of the shortest days of the year. Pam Doerner just sent out an Instant Message to everyone in our office about the incredible sunrise we are having. It's 9:35 AM. It really is gorgeous, the sun is still behind the Chugach Mountains to the east, but the top of the mountains are an orange glow. It is December 15th as I write this and official sunrise is 10:10 AM and sunset is 3:40 PM for 5 hours and 30 minutes of daylight in Anchorage.

Anchorage is in South Central Alaska, so we have more moderate changes than they do in the Interior and on the Arctic coast. Fairbanks will have 3 hours and 46 minutes of daylight today and Barrow has not seen the sun since 1:27 PM on the 19th of November and won't see it again until 1:18 PM on January 23. Don't worry though; we will have lots of daylight by April. One of the real treats of winter is that the wildlife comes into town.

Anchorage has a moose population of about 1000 in the winter. They come down from the hills to find food. Last night there was one on my street as my son and I drove to a basketball game. They are very impressive creatures. When you are here in April for WASFAA, we will be just ahead of the main tourist season (just because they are in season, we are not allowed to shoot tourists...not even the governor). There should be much to do and see. You really should think about spending a few extra days here at least and see some of the "Great Land." Conference registration is open now. Just go to www.wasfaa.org and click on the conferences link on the right hand side.

You can REGISTER NOW [http://www.wasfaa.org/docs/forms/memConf09.html](http://www.wasfaa.org/docs/forms/memConf09.html) even apply for a scholarship [http://www.wasfaa.org/docs/forms/Scholarship_app.html](http://www.wasfaa.org/docs/forms/Scholarship_app.html) to attend.

You can also book your room reservation at the same time.

We look forward to seeing you in Anchorage
The fall semester is winding down and there is fewer than 2 weeks left of school. It has been snowing all weekend (we received about 4-6 inches in Fairbanks) and today on the way to work my thermometer said that it was 18 degrees!

I have had a great year so far as state president. The state conference was held October 2-4 and what a success with 54 attendees and 7 vendors! I attended Arizona’s state conference (AASFAA) as part of the WASFAA State President Exchange Program and had an amazing experience. I attended AASFAA’s board meeting, participated in the national conversation, NASFAA and the Future of Financial Aid (you can read more about the National Conversation Initiative on the NASFAA website), attended sessions, and dressed up in prom attire to celebrate 40 years of AASFAA!

Also last week, eight financial aid administrators from Alaska attended the FSA Conference in Las Vegas. I have heard things said like “Wow, I have never seen so many financial aid people in one place at once;” “The sessions were great!;” “I would attend FSA again next year!” Hearing all of this just makes it evident that training is so critical for us in the financial aid profession, and, even though many of us have limited budgets, it is still worthwhile to try to send someone to these trainings. So, I hope that everyone is saving up and putting their funding aside for WASFAA 2009. There are approximately 138 days, 4.6 months, 3,312 hours until April 26. See you in Anchorage, April 2009!

I just would like to wish everyone a joyous winter break and I will talk with you all next year!

Strolling down Memory Lane with WASFAA...

Scott Nielsen
Jean M Russell
Fund Development Co-Chairs

Do you have a favorite memory, story, photo or thought from the many activities WASFAA has celebrated over the past 40 years? Well, start gathering the details and the evidence as we will be embarking upon the 40th Anniversary Celebration of WASFAA throughout 2009!

All members, past and present of WASFAA, will be given the opportunity to support YOUR Association by submitting a “toast” to WASFAA online beginning in January 2009.

Be as creative as you would like...poem, cartoon, picture..or as simple as you like...greeting or tribute. The cost will be $40 per submission. All submissions will be posted online, at the conference, and at our many activities brought to you throughout 2009.

We also wanted to make our valuable vendor partners know that online sponsor opportunities will be posted in late December/early January.

Should anyone have questions about the 40th Anniversary or Partner Opportunities, you may contact Scott Nielsen at scottn@gwmail.gbcnv.edu or Jean M Russell at jrussell@amsa.com. We would be happy to answer all of your questions.

Happy Holidays and New Year to all of you!
The holiday season is synonymous with the financial aid outreach season and here in Hawaii, we’re busier than ever! By mid-December, we will have visited over 50 schools and have seen more than 3000 workshop participants! The increase over last year’s numbers is startling. We’re finding a 50 to 100% increase in the number of people attending our high school workshops.

For the last two years, many of us financial aid professionals in Hawaii have been “under the gun” in terms of recruitment and increasing financial aid participation. Looking at it from that perspective, this increase is EXCITING news! Even more uplifting, we’re finding that more and more students and families are grateful and sincerely appreciative of the information we provide. I’d like to share a couple of quotes from parents who attended a Financial Aid Night:

"Wow! That Financial Aid thing the other night was great! It answered questions I didn't even know I had -- I am very, very, very glad I went...after that meeting, I'm feeling jazzed and prepared...good prepping of the parents."

"A hundred thousand years ago, I worked in the financial aid office in college. I figured I could fill out the FAFSA forms myself without too much mishap and mainly went for ideas on financial aid in general. Who knew the astounding availability of resources and/or what these guys are all looking for? It was like an Executive Summary. I realized as he was speaking that he was saving me many weeks of Type A personality anal researching.... Immeasurably helpful..."

How good does THAT make us feel?! (Great job, Frank!)

As elated as we are about getting more students and as fulfilled and satisfied as we are with our efforts, we can’t help but think “What does this mean for us in the aid offices?” The numbers are clearly telling us that more people are seriously concerned about paying for college, and rightly so. Will the economy force more students to stay in-state and attend school closer to home? Will we have an influx of adult students looking for retraining? Do we need to rethink our awarding philosophy and policies to better address the situation? Are we sufficiently staffers and structured to handle this? The answers to the first three questions are probably “yes.” And the answer to the last question is probably “no.”

As always in our profession, we are again faced with the unknown. Coming from a very small state in the middle of the Pacific Ocean, I can’t help but wonder how different (or how similar) it must be for those of you in different geographical areas. Keep up the great work, all of you. Wishing you a healthy and prosperous new year!

Cathy Bio
Financial Aid Administrator,
Maui Community College,
PacFAA President
### WASFAA Calendar of Events

**January**
- January 14th: OASFAA Financial Aid 101
- January 1-31st: WASFAA Conference Scholarship available

**February**
- February 1-3rd: OASFAA Annual Conference
- February 1-24th: WASFAA Conference Scholarship available
- February 8th: College Goal Sunday Alaska and Arizona
- February 19-20th: WASFAA Executive Council Meeting, Portland, OR
- February 24th: WASFAA Conference Scholarship application due

**March**
- March 1st: Summer Institute Scholarship Application available
- March 12-13th: WASFAA Executive Council Transition Meeting

**April**
- April 5-6th: PacFAA Conference
- April 7th: Summer Institute Scholarship Application due
- April 9th: Arizona Mini Conference

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