



Program Draft

(Sessions are subject to change, dates & times TBD)

Pre-Conference Sessions:

You Said What?! Effective Communication Tools A-SAP: Learn and practice new skills to assertively communicate and negotiate in critical situations. Session includes Satisfactory Academic Progress (SAP) NASFAA-U credential preparation, study guide and credential test voucher. Registrants for the pre-conference will also receive a copy of the book *Crucial Conversations: Tools for Talking When the Stakes are High*.

Additional charge: \$35 with a WASFAA 2019-20 membership

The Basics of Enrollment Management: Enrollment management models are being developed at schools across the country. The financial aid office should be involved in the development of the plan, to create a comprehensive strategy that includes all students at all stages in their education. Our colleagues at the Pacific Northwest Association for College Admission Counseling (PNACAC) will share their experiences including some comparisons of some common differences in the discussions at public versus private institutions with enrollment management including setting enrollment goals, marketing, financial aid awarding strategies, tuition revenue modeling and data analysis.

Additional charge: \$35 with a WASFAA 2019-20 membership

NASFAA Presentations:

Special guests: NASFAA President Justin Draeger and National Chair Lori Vedder. One General Session and Two Breakout Sessions (See Breakout Sessions for descriptions)

Department of Education Presentations:

Federal Update: Hear from the Department of Education on important updates.

Internal and External Threats Facing Title IV Institutions: Special agents from the Office of Inspector General (OIG) will discuss internal and external financial aid fraud and cyber security threats currently facing institutions of higher education. The presenters will discuss real case examples of these threats, and how OIG's investigative mission to combat fraud and abuse in federal student aid programs can help your organization safeguard those programs by identifying and detecting fraud. The presenters will illustrate complex and common fraud schemes, brief you on indicators that can help you detect internal and external fraud, discuss the criminal and civil remedies sought by the OIG, and inform you concerning how to report potential fraud to the OIG. A question and answer period is planned as part of this presentation.

Administering Disbursements: Come learn with Department officials as we explore the flexibilities and restrictions when handling Title IV funds. In this session we will discuss various aspects of properly disbursing Title IV funds including Title IV credit balances, early and late disbursements, post-withdrawal disbursements, and retroactive disbursements. In addition, we will review G5 drawdowns, G5 and COD interactions, and timely and accurate system reporting. We will also provide information regarding how to disburse or return funds if improper payments occur or if a student regains eligibility.

SULA Misunderstandings & Misreporting: This session will address common Subsidized Usage Limit Applies (SULA) misunderstandings and misreporting. We'll begin with an overview of concepts and the requirements of the 150% limit. We'll delve into how reporting mistakes and some processing shortcuts can impact a borrower's subsidized loan eligibility or result in a loss of subsidy. Included will be guidance on how to configure a loan when remaining subsidized eligibility is less than 1.0 year. The goal is clean SULA processing and no longer needing a prior award year re-opened to make necessary corrections.

Program Review Essentials and the Top 10 Compliance Findings: Would you like to learn about the program review process and the most common compliance findings? We will conduct a walk-through of the program review process, highlighting the areas with the current "Top 10 Program Review and Audit Findings." Learn what you can do to improve your school's program administration and to remain in compliance.

R2T4 – Programs of Study Taught in Modules: This session will focus on the Return of Title IV (R2T4) funds when a student withdraws from a program that is either taught within modules or has modules in the program.

Business Solutions:

Come hear from some of our Corporate Partner Sponsors on how they can help you find solutions and tools to help you and your financial aid office.

Your Students' Success—it's in our DNA: Financial Wellness, Student Debt Letters, and Borrower Outreach; Presented by Ascendium Education Solutions (Formerly Great Lakes): Attend this session to learn about Attigo™, our new suite of student success solutions that take

a multiple channel approach to provide your students with the support and tools they need to navigate enrollment, persist, and graduate. GradReady™ empowers students with financial wellness, College Cost Meter™ is a student debt letter that helps students understand their debt to stay on track, and Cohort Catalyst™ provides borrower outreach to prevent student loan delinquency and default. These cost-effective solutions can be bundled or pieced out to support your initiative needs, all driving students to college completion and lifelong success.

Retention and Persistence: the role you play; Presented by ECMC: We all know financial aid plays a huge role on campus in assisting students with paying for school. We also play a role in both retention and persistence. This session will look at this and offer ways to think about how you and your administration can work together.

Financial Aid Communication; Presented by Global Financial Services: We will explore the expectations and mindset of your Generation Z students and how their unique perspective impacts their buying choices. The session will also introduce you to CommonBond; how we and other organizations strive to meet those expectations, while offering an open forum for discussion on what factors are most important to them, and if your Financial Aid Office is meeting their expectations.

Funding Gen Z; Presented by CommonBond: We will explore the expectations and mindset of your Generation Z students and how their unique perspective impacts their buying choices. The session will also introduce you to CommonBond; how we and other organizations strive to meet those expectations, while offering an open forum for discussion on what factors are most important to them, and if your Financial Aid Office is meeting their expectations.

Make Your Office More Efficient; Presented by Financial Aid Services (FAS): Process Mapping can help you and your staff identify and eliminate unnecessary steps in your office practices. This presentation will provide attendees the basics of how Process Mapping can be applied to every day problem solving, plus information and data management. Attendees will be provided with low-tech tools associated with this concept.

The Impact of Funnel Friction on Enrollment; Presented by CampusLogic: Collectively schools spend \$1.5B in advertising annually to attract prospective students, yet 67% of colleges didn't meet enrollment targets. And 90,000 low-income and first-gen students won't complete verification because it's stuck in the dark ages. Reducing funnel friction increases enrollment, Ways to reduce verification melt, Utilizing metrics to optimize conversion. Join this session to learn how student-centric financial aid is key to your enrollment funnel's effectiveness.

Engaging with Students in the Age of Artificial Intelligence and Chatbots; Presented by FATV: Looking for innovative, leading edge ways to engage with your students? Come learn how Artificial Intelligence (AI) is helping campuses answer student questions. In a 24/7/365 world, students expect consistent answers all day every day through their phones, tablets, laptops and other media. This session will explore utilizing technology to assist in engaging with your

students. It will include audience participation that will share their experiences & successes when it comes to engaging students.

Breakout Sessions: (Check back often for updates)

NASFAA Session: Finding the Leader In You. Have you decided that leadership may be in your future? Think you possess some of the skill set required but are not sure just how to get noticed? Come to this interactive session to learn some of the do's and don'ts and how to demonstrate you have the potential.

NASFAA Listens with Justin Draeger & Lori Vedder: In 2019 the NASFAA Association Governance Committee will perform a comprehensive review of NASFAA's Strategic Long Range Plan (SLRP), which expires in 2020. The SLRP serves as a guide for staff and the board in their efforts to best help NASFAA members. This open listening session is an opportunity to share your thoughts and ideas as to how NASFAA can best meet your needs.

Diary of a Federal Work Study Program Performance Improvement Process: Lessons learned, best practices and new techniques to help your program stay in compliance while serving your students, colleagues and your community better!

Charting your Financial Aid Career: Panel discussion with four financial aid professionals from a diverse set of institutions (two-year, four-year, public and private) about their experience in charting a career path through the fields of higher education and financial aid. The session will be interactive between the panel and audience: questions, follow-up, and learning will be a collective experience.

Reimagining the Financial Aid Experience: Learn how to provide the next level in customer service. Join us for an interactive session on creating magic in the financial aid office, inspired by concepts from the Disney book, *Be Our Guest: Perfecting the Art of Customer Service*. Attendees will view their offices, and their roles within them, in a new light, and take away tools to exceed their customers' expectations.

Balance: Finding Our Best (not more) Work in Enrollment Management Jobs: Jobs in enrollment management can be fulfilling, but also challenging, unpredictable, and stressful. Sisters Katie (Director of Admission at Seattle U) and Sarah (Director of Financial Aid Operations at Gonzaga) know this all too well. Aggressive enrollment goals, software implementation projects, office reorganizations, demanding travel schedules, and department moves are just a few of the recent challenges they've been dealing with in their respective campuses. Join Katie and Sarah as they reflect on finding their way out of burnout and into satisfaction and balance. This engaging session will explore ideas from a number of bestselling authors, including practical time management tips, goal setting, and values clarification to help you find your best work.

Aspects of 21st Century Financial Aid Leadership: After briefly placing financial aid leadership in its historical context, participants will discuss the kinds of leadership skills and abilities that work best for effective financial aid administration in the 21st century. Using scenarios from offices and associations, we will try to identify and explore what makes financial aid leadership different from leadership in other areas.

Smart Borrowing - Guide Your Students to Non-Profit Resources: We're in an information age, meaning students and their families want to be well-informed – and you can help them! In this session, learn about non-profit resources to help students increase their financial literacy and make smart borrowing choices related to paying for college, and identify ways to communicate to your students the importance of comparing loan options before borrowing.

Understanding Credit: This presentation is focused on all things credit, and is geared towards borrowers new to credit with a focus on student loans, auto loans and credit cards. It highlights credit basics, FICO Scores and their importance, credit reports, credit monitoring, credit knowledge and financial health tips. The session will also help you understand the components of a credit report and how to read it and tips on what to do to correct errors on the report. It will help you counsel students on the importance of establishing and maintaining a strong credit score.

Connecting With Your Students Through Video Chat, Screen Sharing, and Document Uploads: Students may not always be able to come to campus, but they still want answers to their financial aid questions. In 2017, Mesa Community College Financial Aid Office staff started connecting with our students and answering financial aid questions using live video, audio or text-based chats, with screen-sharing and document-sharing features. Feedback from students has been great - they like using their home or work computers or smartphones to chat with a financial aid specialist.

Everyone Else - Funding FAFSA- Ineligible Students: Financial need is a requirement for awarding need-based funds, and need is generally determined by the Free Application for Federal Student Aid (FAFSA). However, because the FAFSA can only be filed by U.S. Citizens or eligible non-citizens, this process allows our institution a way to determine financial need for international and other FAFSA-ineligible students. From marketing to awarding we will present a different way to consider students in awarding your institutional dollars.

Connecting SAP to Retention: Every institution has to have a Satisfactory Academic Progress policy. But how can we turn something we have to do into something that can help struggling students succeed, retain, and graduate? This session will be a discussion of how different schools have approached this question. You'll learn about retention theories, cross-campus partnerships, how SAP fits into broader campus retention efforts, as well as what you may want to explore on your campus.

Communicating and Connecting with Gen Z: What comes after GenZ? Many of us are still reacting or preparing for GenZ, and they are already on your campus. How about the next

generation? Come find out what changes you should be making to best interact with this group, and how we may be able to prepare for the group coming up behind them.

Preventing Data Breaches and Identity Theft: Colleges and Universities continue to be prime targets for data breaches. With the nature of higher education institution's open data environment and budget restrictions, it can be difficult to identify and protect against data breach threats. Join us to learn what colleges and universities can do to address cyber threats and review data breach risk assessment.

How to Protect Students from Scholarship Scams: 75% of college students have unmet financial need. With the growing gap between federal aid dollars and the rising cost of higher education, scholarships are crucial to increasing accessibility and driving down student borrowing. But the high demand for scholarships makes students more vulnerable to predatory scams than ever before. Approximately 1 in 5 scholarships are fraudulent (think identity theft, solicitation, and illegal use of intellectual property). In this session, we'll discuss ways to protect students from scholarship scams.

NIC Connect: NIC Connect is a traveling program which takes the entire onboarding process on the road and to our local high schools. We make 5 purposeful visits to high schools in North Idaho, assisting students with college applications, financial aid and scholarships, Math and English placements as well as advising and registration. High school seniors who have applied and enrolled to NIC will have a college schedule in hand and an understanding of their financial aid package before they even graduate high school, while never having to drive to main campus. Our numbers indicate an increase in enrollment and retention with this cohort. Ninety percent of all students surveyed also indicated they felt more comfortable with the college and staff and were more prepared after participating in NIC Connect visits.

Trends in Higher Education: Join this session to discuss the latest findings of higher education trends, including recession and post-recession enrollment, college pricing, and financial aid trends. This session provides a foundation of evidence to strengthen policy discussions and decisions about higher education, as well as illustrate how the payoff of higher education is high.

How to set up a Financial Literacy workshop for College Students: This presentation will give an overview of what to consider when creating a Financial Literacy Workshop for adults. We will review what our students needs are, undergraduate and graduate are slightly different. We'll discuss what possible local resources are available in your community and about online resources and free apps. How to create the workshop, what it will look like. I'll also share a secret weapon, marketing, tools and handouts.

Generations in the Workplace: Have you ever felt like you and your co-workers aren't on the same page when it comes to technology? How about communication? Conflict? Work ethic? Being from different generations can feel like we are from different planets. Come to this

session if you're interested in learning a little more about how different generations are wired and how we can work together more effectively.

How to tame your inner jerk! In this session we will discuss why it is important for supervisors and leaders to tame their inner jerk. By sharing our own stories and insights from leadership, we will highlight effective strategies and areas of growth. The session will review principles from Robert Sutton, author of "The No Asshole Rule" and "Good Boss, Bad Boss: How to be the best...and Learn from the Worst" as well as other leading experts including Joe Dunn, Dolly Chugh, Greg Lukianoff, and Jonatha Haidt. Join us for this fun, engaging, and very honest session.

How to support Native American students through the financial process: Panel of school and tribal representation, and Native American students will go through the process, challenges, initiatives students go through the Financial Needs Analysis Process.