

## November 2017 WASFAA President's Update

Hello, dear WASFAA members!

October was a busy, busy month—one of my responsibilities as WASFAA President is to attend each state conference in the region throughout the year, bringing WASFAA updates and presenting sessions. Guess what? There are FOUR state conferences in October! I've been to Idaho and Washington so far, I'm headed to Nevada in just a few days, and I'll be in California at the end of the month. Meanwhile, WASFAA Fall Training is underway, and WASFAA Jerry R. Simms Management and Leadership Institute will take place November 7-9 in Portland—never a dull moment.

The Idaho Association of Student Financial Aid Administrators' annual conference was held in beautiful Boise this year—what a treat it was to visit the lovely city where WASFAA's Annual Conference will be held in April 2018! Boise offers the perfect mix of big-city amenities, natural beauty, and small-town charm. I want to thank IASFAA President John Bender and his team for including me in their fun and informative superhero-themed conference—I enjoyed providing the WASFAA update and presenting a breakout session on effective advocacy. I hope to see many IASFAA members again in April at the WASFAA conference, along with aid administrators from all across our beautiful and diverse region.

The Washington Financial Aid Association's annual conference was held in downtown Vancouver, right across the Columbia River from Portland, where WASFAA'S Jerry R. Sims Management and Leadership Institute will be held on November 7-8. I enjoyed co-presenting a break-out session on career development with a panel of accomplished female financial aid leaders—we jokingly referred to ourselves as the “lady bosses.” We had a great audience, and I hope they found our tips helpful and encouraging. I'm passionate about developing leadership in the financial aid profession—with the growing cost of postsecondary education, increasing regulatory complexity, and financial aid dollars at risk, we need strong, sensitive, intelligent leaders to guide our offices and advocate for our students at the institutional, state, regional, and federal level. Many thanks to WFAA President Linnea Todd and her crew for their hospitality and dedication to our profession.

By the time this newsletter is published, WASFAA Fall Training will have already started and will continue to go strong through early December. For sites, dates, and registration information, go to [https://www.wasfaa.org/docs/toc\\_training.html](https://www.wasfaa.org/docs/toc_training.html). WASFAA's Training Committee works tirelessly to develop excellent content for a remarkably affordable one-day training event that the team delivers to you in person in every state in our region. This is no small feat—it takes a lot of coordination with our state association partners, in addition to all the work of selecting topics, assembling training materials, and training the trainers. This year's topics include NASFAA University material on student eligibility (with the opportunity to earn a NASFA credential!) and creating magic in the financial aid

office through excellent customer service. I hope you'll be able to attend—and bring your colleagues!

And last but not least, WASFAA's Jerry R. Sims Management and Leadership (MLI) conference! This event is being held from November 7-9 in downtown Portland, at the lovely Benson Hotel. As a MLI alum myself, I'm very grateful I had the opportunity to attend just as I was beginning my first Financial Aid Director job. This year, I get to pay it forward as a member of the MLI faculty, and I am excited to get to know our attendees and to help them discover and develop their unique leadership skills, as well as learn from our other faculty: Jim Brooks from the University of Oregon, Scott Cline from California College of the Arts, Lauren Patterson from the Art Institute, and our chair, Doug Severs from Oregon State University.

I'll have more fun updates next month! Thanks for being an amazing financial aid administrator. WASFAA and your students are grateful for your dedication.

Sincerely,  
Helen Faith