



March 28-30, 2012

Lodge of the Four Seasons

Lake Ozark, Missouri

Welcome!

We are excited that you will be joining us for a fantastic spring conference at the Lake of the Ozarks this year. Throughout the past few months we have been preparing a full schedule of general sessions, interest sessions, and activities that you will find both informative and fun. This spring we are focusing on the mind, and how your changing your thoughts can help you to accomplish your dreams. We also want to bring you up-to-date on all of the regulatory changes that are in store for us this year.

Thank you for the opportunity to plan this conference for you. We hope you have as much fun attending as we have had planning it.

Sincerely,

The Program Committee

## The International Olympic Committee (IOC) (Program Committee)

**Amanda Brown**

Missouri Department of Higher  
Education

**Dena Johnson**

University of Missouri-St. Louis

**Will Shaffner**

Missouri Higher Education Loan  
Authority

**Ginny D'Angelo**

Commerce Bank

**Pam King**

Nelnet Education Loan Servicing

**Laura Steinbeck**

Sallie Mae

**Jamie Crowe**

Missouri Baptist University

**Katie Lewis**

Commerce Bank

**Keri Szwarc**

Logan College of Chiropractic

**Kelly Fleming**

Goldfarb School of Nursing at  
Barnes-Jewish College

**Jessie McCoy**

Commerce Bank

**Karen Thompson**

Lincoln University

**Mindy Hager**

The First Marblehead Corporation

**Julie Meyer**

Missouri Department of Higher  
Education

**Frank Tucci**

Saint Louis University

**Jennifer Haynes**

Moberly Area Community College

**Sherry Pennington**

Cottey College

**Karen Walker**

Southeast Missouri State University

**Kim Howe**

Missouri Department of Higher  
Education

**Jay Rhodes**

Texas Guaranteed Student Loan  
Corporation

**Christal Williams**

Kansas City Art Institute

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## **Technology and Communications**

### **Co-Chair**

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*Columbia College*

## **Ex-Officio/MDHE**

Leroy Wade  
*Missouri Department  
of Higher Education*

## Exhibitors

Commerce Bank	MDHE
Discover Student Loan	MOHELA
First Marblehead	NELNET
Great Lakes Education	Pampered Chef
Loan Services	PNC Education Lending
Lia Sophia Jewelry	Stonecrest Book/Toy
Mary Kay	Thirty Once Gifts
IHELP	Wells Fargo
Inceptia	U.S. Bank

## General Support

MOHELA

## Advertising Support



# General Session Speakers

## **Joyce Layman Blackburn, *Chief Dot Connector***

Joyce is an accomplished speaker, trainer and change agent. She is known for her straightforward and high energy style of equipping audiences with the insight, tools and practical applications necessary to maximize their full potential. It was through searching for her own truth in regards to life experiences where Joyce discovered amazing information that changed her life. She sought training in The Pacific Institute's processes, and now uses the latest techniques in cognitive psychology and social learning theory to help others understand how their thoughts determine their results. Only she puts them in layman's terms. Joyce's programs are content rich and engaging so be prepared to laugh while you learn. Her message is more than motivation, it's sustainable.

## **Justin Draeger, *President of the National Association of Student Financial Aid Administrators***

Justin is President of the National Association of Student Financial Aid Administrators (NASFAA), the largest postsecondary education association with institutional membership in Washington, D.C. and the only national association with a primary focus on student aid legislation, regulatory analysis, and training for financial aid administrators. NASFAA represents more than 20,000 financial aid professionals at nearly 3,000 colleges, universities and career schools across the country.

In his prior role as Vice President of Public Policy and Advocacy for NASFAA, Mr. Draeger acted as a senior association spokesperson to the media and policymakers, with responsibility for developing and advancing the Association's public policy and advocacy goals. Mr. Draeger has been featured on NBC's Today Show, National Public Radio, CNBC, ABC World News, and Fox Business News. He has been quoted in publications such as The New York Times, The Wall Street Journal, the San Francisco Chronicle, and Kiplinger.

Mr. Draeger knows the concerns of NASFAA's membership first-hand, having served as a financial aid administrator on campus, as a lead analyst for a guaranty agency helping schools resolve regulatory issues, in NASFAA's communications and policy departments. He earned a B.S. in Resource Management and Planning from Brigham Young University and M.B.A. in Finance from Baker College. While still in college, Mr. Draeger spent two years working with Latino populations in the California Ventura Mission, participating in barrio rehabilitation and community service projects, English as a Second Language programs, and ultimately coordinating the efforts of 200 full-time volunteers.

**Leroy Wade, Assistant Commissioner for Financial Assistance, Outreach, & Proprietary Certification for the Missouri Department of Higher Education**

He has served since 1986. Leroy has also served on the New Bloomfield public school board since 1999, rounding out his experience in education administration. He has a B.A. in Political Science from Westminster University and an M.P.A. from the University of Missouri-Columbia.

**Al Hermsen, MASFAA President-Elect, Director of Financial Aid at Wayne State University**

Al is the Director of Financial Aid at Wayne State University in Detroit, Michigan, a large urban Carnegie I Research Institution. He is responsible for all scholarships and financial aid that total over \$400M, and include the Law School, the School of Medicine and Athletics. Over 24,000 students are assisted with financial aid at Wayne State each year. Al has been Director at Wayne State for over four years. Prior to that he was at the University of Michigan and served in a variety of positions for over 27 years. His most recent position was Associate Director in the Financial Aid Office responsible for scholarships and fiscal management. He has also served as controller in a private company.

Al is very active in state, regional and national financial aid associations. He has served as President of the Michigan Association and has held numerous other positions. He has served on the MASFAA Board and is currently President-elect. He is active in NASFAA and has chaired the Research Committee several times, plus served on various other committees. He is a frequent speaker at financial aid related conferences.

Al received his BA from Michigan State University and his MBA from Eastern Michigan University.

*Olympics Trivia: The early Olympic Games were celebrated as a religious festival from 776 B.C. until 393 A.D., when the games were banned for being a pagan festival (the Olympics celebrated the Greek god Zeus). In 1894, a French educator Baron Pierre de Coubertin, proposed a revival of the ancient tradition, and thus the modern-day Olympic Summer Games were born.*

*Join us*

Thursday Night for the  
*Going for the Gold Auction*

Supporting

**Special Olympics Missouri**

Special Olympics transform lives through the joy of sport, every day, everywhere. We are the world's largest sports organization: with nearly 4 million athletes in more than 170 countries -- more than 15,000 of them here in Missouri. We are also a global social movement. With initiatives to activate youth, engage kids with intellectual disabilities, build communities, and improve the health of our athletes - we're changing the game for people young and old and asking *you* to be a part of it all.



**Special Olympics**  
Missouri

## Wednesday, March 28<sup>th</sup>, 2012

10:00 am – 3:00 pm                      MASFAP Board Meeting                      Seachase

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11:00 am – 1:00 pm                      Vendor Set up                      Granada A, B, C

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1:00 pm – 6:00 pm                      Registration Open                      Granada A, B, C

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1:00 pm – 5:00 pm                      Exhibit Area Open                      Granada A, B, C

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2:00 pm – 3:00 pm                      Newcomer Session and Tour                      Lookout

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3:00 pm – 4:00 pm                      General Session                      Cinema

### **Olympic Trials: Are You Ready To Compete?**

Competing in the Olympics requires more than just physical training, but intense mental training too. Winning the game of life requires the same skill sets. Have you ever talked yourself out of possibilities because the thought of having to overcome one more challenge and deal with change holds you back? Successfully overcoming challenges and navigating change requires three things; understanding your subconscious 'autopilot', embracing rather than resisting the unknown, and taking action. Are you ready to push your own comfort zones, shift your mindset and change the way you think about change? Let the games begin!

*Presenter: Joyce Layman Blackburn, Chief Dot Connector*

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*Olympic Trivia: Host Greece won the most medals (47) at the first Olympic Summer Games in 1896.*



# Wednesday, March 28<sup>th</sup>, 2012

4:00 pm – 5:15 pm

General Session

Cinema

## **Competing in the High Jump: Is Missouri Up To The Challenge?**

Attend this session to hear the latest news from Missouri's capitol city. As Missouri continues to face budget limitations and yet is also dedicated to improving postsecondary credential attainment, there are a number of higher education bills being debated in the General Assembly. Leroy Wade, Missouri's own high jump champion, will discuss legislative issues as well as the latest information regarding state aid programs.

*Presenter: Leroy Wade, Assistant Commissioner, Missouri Department of Higher Education*

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6:00 pm

Dinner and Auction

Granada A, B, C

*Roma Salad, Frenched Free-Range Chicken Breast, Apple Strudel w/ Vanilla Sauce for Dessert.*

Auction Benefiting the Special Olympics

Auctioneers:

*Jerry Cox, Adult Education Supervisor, Pike-Lincoln Technical Center*

*Leroy Wade, Assistant Commissioner, Missouri Department of Higher Education*

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*Olympic Trivia: The five Olympic rings represent the five major regions of the world-Africa, the Americas, Asia, Europe and Oceania, and every national flag in the world includes one of the five colors, which are (from left to right) blue, yellow, black, green, and red.*

# Thursday, March 29<sup>th</sup>, 2012

7:30 am – 8:15 am                      Breakfast and Committee Meetings                      Granada A, B, C

*Fruits and Berries, Yogurt, Cold Cereals, Scrambled Eggs, Bacon, Sausage, Breakfast Potatoes, and French Toast.*

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7:30 am – 11:30 am                      Registration Open                      Granada A, B, C

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7:30 am – 4:30 am                      Exhibit Area Open                      Granada A, B, C

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8:30 – 9:45 am                      General Session                      Granada A, B, C

## **Keeping Your Head in the Game and Believing in Miracles**

Are you ready for a new perspective? Joyce shares the Mind By Design™ philosophy which asserts that by understanding and shifting the subconscious thoughts that determine 95% of your daily actions, you take control and eliminate excuses that impact you both personally and professionally. This new perspective integrates science, psychology and self to help you keep your head in the game so you can experience ‘miracles’. Along with being interactive and experiential, Thursday morning’s session adds to the insights from the keynote to help you and your teams win!

*Presenter: Joyce Layman Blackburn, Chief Dot Connector*

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9:45 am – 10:15 pm                      Break                      Granada A, B, C

*Assortment of Apples, Dried Apple Chips, Hot or Cold Apple Cider. Coffee, assorted sodas, bottled water.*

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10:15 am – 11:30 am

Interest Sessions

**Gold Medal-Aid for Veterans**

Madrid

Soldiers may be eligible for education and incentives benefits which could help them to further their education. We are here to help them to learn about and access the benefits they have earned- that's our job as aid administrators to veterans. Attend this session to learn what incentives and educational benefits are available to students. Members of the Missouri National Guard will discuss GA Bill information and guidance in detail.

*Presenter: Staff Sergeant Kenneth Falter, Missouri National Guard and Staff Sergeant Leonard McDowell, Missouri National Guard*

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**Winning a Medal: the College Readiness Partnership**

Escollo

Missouri is one of only seven states participating in a national initiative, the College Readiness Partnership. This partnership brings together state, local, and institution leaders at the higher education and K-12 levels to achieve the collaboration necessary to make this initiative successful. The CRP will promote the implementation of a new Common Core Standards in Mathematics and English Language Arts.

*Presenter: Heather MacCleoud, Research Associate Academic Affairs, Missouri Department of Higher Education*

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**Managing Student Debt, Delinquency, and Defaults**

Seachase

This session will provide an overview on default rates, market trends and the new cohort default rate calculations. Learn about the tools and resources available to schools and students and how they can be used to manage defaults. Understand the importance of maintaining good credit, understanding debt loads and tips on helping students. Hear best practices for cohort management, delinquency and default aversion, as well as tips for your students.

*Presenter: Eric Johnson, Director and Regional Vice President, APG, Sallie Mae Inc.*

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## **Gainful Employment-School Impacts**

Valencia

Gainful Employment continues to be a topic of substantial interest for schools, taxpayers, and the Department of Education. Several final rules packages have been published that provide significant new requirements for schools offering educational programs that are intended to prepare students for gainful employment in a recognized occupation. This topic most directly impacts for-profit school; however, public and private non-profit schools that offer certificate or other non-degree programs are also impacted. Join us for panel discussion with schools sharing how they have dealt with GE programs. This session will review the current requirements for reporting and disclosures, and adding new educational programs of this nature; as well as new regulations on program metrics on student debt levels and repayment success that become effective on July 1, 2012.

*Presenter: David Garza, Senior Policy Advisor, Texas Guarantee; Brice Baumgardner, Financial Aid Director, Hannibal-LaGrange University; Amy Hager, Director of Financial Aid, Moberly Area Community College*

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## **Get in the Game-Networking Your Way to Gold**

Lookout

Charlie Tremendous Jones said, "You will be the same person in five years as you are today except for two things, the people you meet and the books you read." Networks are vital to succeed both personally and professionally. Creating a network is more than just making contacts; it's also about developing the brand of YOU. Joyce Layman Blackburn and Mindy Hager will share "How to Network Your Way to Gold". You'll learn how to be known as a connector within your institution and MASFAP. You'll also come away with the insight and tools to use social media to expand your network in ways never thought possible.

*Presenter: Joyce Layman Blackburn, Chief Dot Connector; Mindy Hager, Regional Director, First Marblehead*

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## **Staying on the balance beam: What's new with A+**

Barcelona

Attend this session to hear the latest updates regarding Missouri's A+ Scholarship Program. As recent program changes continue to receive attention, there is always something new to learn about A+.

*Presenter: Kelli Reed, Student Assistance Associate, Missouri Department of Higher Education*

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11:45 am – 1:00 pm

Lunch/Business Meeting/MASFAA

Granada A, B, C

*Salad, Roasted Pork Loin, and Boston Cream Pie for Dessert.*

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1:15 pm – 2:30 pm

Interest Sessions

**Verification Doesn't Have To Be As Heavy As a Shot-Put**

Seachase

Verification is ever changing and can seem like a heavy burden for institutions. This session's presenters recently conducted a national webinar about this topic. Attend to hear the latest information about verification as well as some of the top Q & A's from the webinar.

*Presenter: Holly Wolfe Walkenbach, Compliance Reviewer, Missouri Department of Higher Education; and Lesley Hendrix, Training Services Coordinator, Missouri Department of Higher Education*

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**Communicating with Elected Officials**

Escollo

Financial aid administrators offer valuable insights on student aid and higher education policy. Policymakers at the local, state, and national level greatly benefit from hearing your perspective. In this session, attendees will learn how to make their voice heard—who to contact and how to effectively communicate your opinions to legislators. The rules and regulations that guide the programs we administer are molded by the opinion and response of the constituents. Be the change you wish to see in the financial aid world—communicate your stance on an issue early rather than endure the consequences of not voicing your opinion.

*Presenter: Amy Hager, Director of Financial Aid, Moberly Area Community College; Sam Richardson, Regional Director, State and Federal Affairs, Molina Healthcare, Inc.; Will Shaffner, Director Business Development and Government Relations*

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**The Importance of Financial Literacy**

Lookout

Designed to provide you information on financial literacy efforts you can support in your office, this session is a “how to” for this important topic. The advent of the 3-year Cohort Default Rate and challenging economic times makes financial literacy programs a must have for all financial aid offices. Learn tips and access tools you can use to promote financial wellness with your students.

*Presenter: Ron Hancock, Regional Director, Nelnet Partner Solutions, Nelnet Education Loan Servicing*

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**Satisfactory Academic Progress (SAP)**

Valencia

To be eligible for Federal Student Aid funds, including Title IV loans, a student must make satisfactory academic progress-that seems simple enough. However, the duality of SAP’s quantitative and qualitative standards complicated by frequency, consistency, and consumer information requirements can confound anyone. This session unravels SAP’s complexity, addresses special situations, and explains the issues of regaining eligibility.

*Presenter: David Garza, Senior Policy Advisor, Texas Guarantee*

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**ABC’s of Financial Aid**

Madrid

So you’re a beginner in financial aid? No problem! Come and learn the beginning steps and important concepts of financial aid.

*Presenter: Karen Walker, Director of Financial Aid, Southeast Missouri State University*

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**MASFAP Leadership Series-The 5 Dysfunctions of a Team**

Barcelona

Get ready for another installment of the MASFAP Leadership Series. This professional development session explores what makes a team dysfunctional through an interactive activity. We will discuss what can go wrong and how to avoid it, so that all team members are headed in the same direction.

*Presenter: Keith Broadus, Assistant Director, University of Missouri-Columbia; Dena Johnson, Assistant Director, University of Missouri-St. Louis; Katie Lewis, Account Manager, Commerce Bank*

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2:30 pm – 3:00 pm

Break

Granada A, B, C

*Assorted Jumbo Cookies, Brownies, Soda, Bottled Water, and Milk.*

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3:00 pm – 4:15 pm

Interest Sessions

**Winning Gold: Distance Education Rules and State Authorization Requirement**

Seachase

Does your campus offer distance ed/online courses? Are you in need of the latest information related to the state authorization process and rules? Attend this session to hear how Missouri as well as various states are addressing this requirement.

*Presenter: Leroy Wade, Assistant Commissioner, Missouri Department of Higher Education*

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**Counseling Students Using Social Media**

Lookout

This session takes a look at the millennial student their communication preferences. It will also delve into Facebook, Twitter, and other social media formats with an eye toward how aid offices can use these forums to connect with and counsel students.

*Presenter: Ron Hancock, Regional Director, Nelnet Partner Solutions, Nelnet Education Loan Servicing*

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**PLAying for Gold: Why being in a preferred lender arrangement can help your students win**

Valencia

With the cost of attendance on the rise, the elimination of subsidized graduate loans and private loans being more competitive than in recent years, schools are evaluating their option of creating a preferred lender list, managing a historical list or sending their students online to Google. In this session, the panel will share their insights into creating, or not creating, a preferred lender list for their students. If it's been a few years since you have evaluated your policy on PLA's or not exactly sure of what having a PLA is all about, we invite you to attend this session and learn from your Missouri and Midwest colleagues.

*Presenter: Al Hermsen, Senior Director of Financial Aid, Wayne State University; Jackie Lewis, Assistant Director, Missouri State University; Keith Broadus, Assistant Director, University of Missouri-Columbia; Becky Davis, Senior Marketing Associate, Great Lakes*

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**How to use the MASFAP/NASFAP Website**

Escollo

Come and learn the ins and outs of all the important information at your fingers tips on MASFAP's and NASFAA's website. Plus, be guided through how to post to the listserv and find who your current leaders are.

*Presenter: Linda Loyd, Senior Financial Aid Counselor, Columbia College*

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**Running the Hurdle Race: MASFAP's EAC and the Missouri College Access Network**

Madrid

Missouri has a wealth of organizations and programs working to improve student access to and success in postsecondary education-including MASFAP's own Early Awareness Committee. There have been many calls to action at regional, state, and national levels to improve the percentage of citizens with a postsecondary credential. What is the EAC's role in reaching postsecondary attainment goals? And how does the EAC fit into the broader Missouri picture? This session will focus on both the role of the EAC and the creation of a new Missouri College Access Network (MOCAN). Come to this session prepared to ask questions, offer perspectives, and share any concerns.

*Presenter: Julie Meyer, 2012 MASFAP Co-Chair Early Awareness, Missouri Department of Higher Education; Dan Dick, 2012 MASFAP Co-Chair Early Awareness, Saint Louis University*

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**Graduate/Professional Concerns: How Grad Students will perform in the post Budget Reconciliation environment**

Barcelona

Significant changes will take place for Graduate and Professional Students effective July 1<sup>st</sup>. Please join a panel of aid administrators from Medical, MBA, and Graduate schools to learn how they are educating their students on the changes and how these will impact their students and their office.

*Presenter: Kyle Cronan, Associate Director of Graduate Business Financial Aid, Olin School of Business, Washington University of St. Louis; Steve Jorden, Director of Financial Aid, A.T. Still University of Health Science; Angela Karlin, Director of Financial Aid, Rockhurst University*

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4:30 pm – 5:30 pm

Peer Groups

**Public 4-year**

Valencia

Moderator: *Vicki Mattocks, Director of Financial Aid, Missouri State University*

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**Community College**

Lookout

Moderator: *Karen Koenig-Griffin, Director of Financial Aid, East Central College*

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**Private/ICUMs/Theology**

Seachase

Moderator: *Brice Baumgardner, Director of Financial Aid, Hannibal-LaGrange University*

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**Proprietary/Private Career**

Barcelona

Moderator: *Greg Elsenrath, Financial Aid Director, Stevens Institute of Business and Arts*

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**Public Technical/Career**

Madrid

Moderator: *Jerry Cox, Adult Education Supervisor, Pike-Lincoln Technical Center*

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**Associate**

Granada A, B, C

Moderator: *Melissa Findley, Sales Manager, Commerce Bank*

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6:00 pm – 7:00 pm Dinner/Service Awards/Entertainment Following

Granada A, B, C

*Wild Mushroom Bisque, Peppercorn Crusted Roasted Beef Tenderloin, and Crème Brulee for Dessert.*

Entertainment:

Let the games begin....

You're NOT going to want to miss this!!!! The MASFAP Olympic Games will be one for the record books. It's the Olympic Games with a special MASFAP twist, so don't be scared to participate. Join in on the fun by signing up for a team, or sit back and enjoy the competition as six teams compete for the Gold.

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# Friday, March 30<sup>th</sup>, 2012

7:00 am – 8:00 am

Quick Start Breakfast

Granada C

*Fruit Salad, Bran Cereals, Yogurt, Muffins, and Fruit Smoothies.*

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8:00 am – 9:30 am

One on One with Justin Draeger

Granada B

NASFAA President Justin Draeger will provide an overview of President Obama's FY2013 budget request, including proposals and funding levels for the major student aid programs. Draeger will also provide predictions about how the budget may move through the political process during this election year and highlight future challenges that aid administrators can take back and share with college leaders.

*Presenter: Justin Draeger, President of the National Association of Student Financial Aid Administrators*

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9:45 am – 11:00 am

General Session

Granada B

Effective Data Analysis and Presentation

Financial aid offices are often overwhelmed with data about the financial aid they offer their students. And, it is ever changing. How do you put this data into logical order to help in your decision making, how do you present this data to administrators at your school to help them understand the issues better, and how do you provide consistent information for surveys done within the school and from outside organizations. This session will address these issues and provide examples that will hopefully prove useful to attendees.

*Presenter: Al Hermsen, Senior Director, Wayne State University, MASFAA President*

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11:15 am

Brunch/Town Hall/50-50 Drawing

Granada C

The Town Hall is an informal listening session that is designed as a feedback mechanism for determining ways the national, regional, and state associations can better serve members out in the field. Attendees should bring their ideas, opinions, and experiences.

This will help in addressing:

- Topics related to NASFAA, MASFAA, and MASFAP
- Issues regarding the future of student financial assistance and access
- Issues and problems that impact the work you do on campus
- How NASFAA can attempt to impact federal financial aid policy to better serve schools, students, and family

*Smoked Salmon, Scrambled Eggs, Asparagus Polonaise, German Potato Pancakes, Applesauce, Cheese Blintzes with Fruit Sauce.*

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*Olympic Trivia: The United States has won more medals (2,189) at the Summer Games than any other country.*

# Upcoming Conferences

## **NASFAA**

July 22-25, 2012

Chicago Hyatt

## **MASFAA**

October 14-17, 2012

Milwaukee Hilton Downtown Milwaukee

## **MASFAP Fall Conference**

November 4-6, 2012

Lake Ozark, MO

## **MASFAP Spring Conference**

March 13-15, 2013

Lake Ozark, MO