

CONFERENCE PROGRAM 2024
LAKE OF THE OZARKS, MISSOURI

WINNING AT
FINANCIAL AID

MASFAP | Nov 4-6, 2024





Get Your Game Face On, MASFAP Family!

We're thrilled to welcome you to the Lodge of the Four Seasons and the 2024 MASFAP Conference where we are celebrating **"Winning at Financial Aid"**. We're excited to have you here as we gear up for an incredible day of learning and connection. Just like a championship team, we're all in this together, ready to tackle the challenges of our profession head-on!

Navigating the financial aid field can feel like a challenging match, but with the right playbook, you can score big! Throughout the next few days, you'll hear from expert players—our keynote speakers, special guests and presenters—who are ready to share their winning plays and insights. From the opening whistle to the final buzzer, we encourage you to engage, ask questions, and connect with fellow attendees.

Remember, every great game requires teamwork. So, let's cheer each other on, share our experiences, and collaborate on strategies that will help us all win. Together, we'll tackle obstacles and create a financial aid process that's a winning play for everyone!

**Thank you for being part of our winning team today.
Let's get ready to make some great plays and achieve our goals!**

IMPORTANT INFORMATION ABOUT THE CONFERENCE

NAME BADGES

Name badges are required for admissions to all conference sessions, meal functions, and activities. This helps with networking, knowing where someone is from, being able to identify those with the same responsibilities and (for those of us who are bad with names) it will help us remember your name when we visit. Your name badge is also how you know which team you are on and your silent auction number! Lost your name badge? Go to the Registration desk in the Granada Foyer to obtain a replacement.

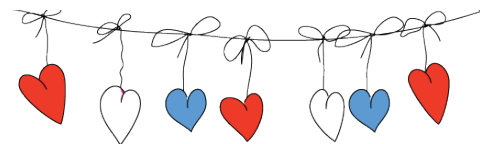
CONFERENCE ATTIRE

Attire for the conference is business casual. During evening activities please feel free to change to jeans.

MEETING ETIQUETTE

Sensitive to the concerns of our members, MASFAP affirms the right of all individuals to function in an environment free of offensive behavior.

- No talking during presentations and please refrain from having loud conversations directly outside of the meeting room.
- Silent all cellphones, watches, and any electronics during conference functions
- Use perfume or cologne sparingly, as others around you may be allergic



Big Thank Yous!!!

MASFAP would like to extend a special thank you to all our Corporate Support Companies for supporting MASFAP this year.

A very special thank you to Kathy Dixon and the staff at MOHELA for their contribution in the design of the MASFAP conference program and all the conference materials.

Presidents Welcome



Welcome to the 2024 MASFAP Conference!

This year's conference theme is inspired by the world of sports—one that emphasizes teamwork, resilience, and pushing through challenges. As financial aid professionals, we've certainly had our fair share of hurdles this past year. With changes in regulations, staffing shortages, and the ever-evolving landscape of higher education, it's been a tough game. But just like in sports, we've continued to show up, work together, and strive for success.

I'm thrilled about the strong conference agenda we have lined up for you. With an incredible lineup of topics and presenters, there's something for everyone, whether you're new to the profession or a seasoned expert. From in-depth training sessions to thought-provoking discussions, the Program

Committee has put together a conference that is both highly educational and, of course, fun.

My hope is that over the next few days, you will walk away with new tools and resources that will help you in your day-to-day work. But beyond that, I encourage you to take the opportunity to connect—not just with colleagues from your own institutions, but with peers from across the state. We are all in this together, and the support we provide to one another is what keeps our community strong.

As we head into what is sure to be another interesting year in the world of financial aid, remember that you are not alone. Lean on each other for support, both here at the conference and in the months ahead. Together, we can continue to achieve great things for the students and institutions we serve and keep **WINNING AT FINANCIAL AID.**

Thank you for being here, and let's make this conference one to remember!

Sincerely,

Dr. Matthew L. Kearney

President, MASFAP 2024





MONDAY EVENING | TAILGATE PARTY

As football season gears up, there's more than just strategy and scores on the minds of fans—it's tailgating time. Whether you're a gridiron guru or just in it for the grills, there's no better way to kick off game day than in a parking lot packed with camaraderie and cold brews. No need to host your own; we've got the hookup on where to find the best tailgates this season. Of course, it's at the MASFAP Conference! Okay, so we may not have the grills, it may not be in a parking lot, and cold brews are optional....this Tailgate party will be like no other! ***Come on out and show them what Tailgating is all about!***

On Monday evening, following dinner in Marbella, our Exhibitors will be hosting a MASFAP original Tailgate Party. Make sure to bring your scorecard, found in the registration packet, to join in on the fun. There is something for everyone. Yes, it may be competitive, but no skills are required. We promise lots of laughs and camaraderie and at the end of the night we will tally up the points and our top "10" winners will take home a fabulous prize!

Hope to see you on Monday Evening!

Our Charity



HELP MASFAP TACKLE FOOD INSECURITY

FEEDING MISSOURI

Feeding Missouri is a coalition of the six regional Feeding America Food Banks dedicated to providing hunger relief across every county in the state. Collectively, they distribute over 120 million pounds of food each year through a network of more than 1,500 community feeding



programs. Many higher education institutions already collaborate with the food banks, supporting regional, local, and on-campus pantries that aid our college students. These Food Banks include Second Harvest Community Food Bank, Harvesters - The Community Food Network, The Food Bank for Central and Northeast Missouri, St. Louis Area Foodbank, Ozarks Food Harvest, and Southeast Missouri Food Bank.

Every Donation Counts!

Funds raised for Feeding Missouri will support students and their families facing food insecurity across the state of Missouri. Here are some examples of what Feeding Missouri can do with your donations:

- \$50 - 45 boxes of whole grain cereal or 50 lbs
- \$75 - 100 cans of soup or 140 lbs
- \$250 - 1000 lbs of Potatoes
- \$500 - 750 Cartons of Eggs or 1,125 lbs
- \$1000 - Four Pallets of Fresh Fruit or Vegetables between 2,000 and 10,000 lbs!


Food Banks in Missouri make your donation go a long weigh!
\$1 EQUALS 12 POUNDS ON AVERAGE!

Scholarship for Charity Team Winners!

Not only does your dollar go to help feed students in Missouri, but schools on the winning team will also be entered into a drawing for a scholarship to directly support students on their campus!

How to Donate!

Find where your school or organization is on the map and that's your team!

1. Use the QR Code 
2. Select or enter the amount you want to donate to Feeding Missouri
3. Click Donate
4. Under Payment Summary select your team from the drop down
5. Enter your payment details.
6. Click Donate



Menu

MONDAY

Newcomer and Executive Board Breakfast: Sliced seasonal fruits and berries; Fruit yogurts; Assorted cold cereals; Scrambled eggs; Apple-wood smoked bacon; Sausage; Breakfast potatoes; French toast with pure maple syrup; Skim and 2% milk; Coffee, tea, orange juice

Lunch: Variety of boxed lunches

Dinner: Chicken Marsala **or** Honey-Garlic Glazed Salmon (*chosen at the time of registration*); House garden salad; Fresh baked rolls

TUESDAY

Breakfast: Sliced seasonal fruits and berries; Fruit yogurts; Assorted cold cereals; Scrambled eggs; Apple-wood smoked bacon; Sausage; Breakfast potatoes; French toast with pure maple syrup; Skim and 2% milk; Coffee, tea, orange juice

Lunch: Club sandwich **or** Southwest salad with Soup Du Jour and fresh baked rolls

Dinner: BBQ quartered chicken; Pulled pork; Summer greens salad topped with fresh berries; Southwest slaw; Country style potato salad; Cowboy beans; Roasted red skin potatoes; Grilled corn on the cob

WEDNESDAY

Breakfast: Sliced seasonal fruits and berries; Fruit yogurts; Assorted cold cereals; Scrambled eggs; Apple-wood smoked bacon; Sausage; Breakfast potatoes; French toast with pure maple syrup; Omelet stations; Skim and 2% milk; Coffee, tea, orange juice

Who's Making a Difference Scholarship

It's that time of the year again! While students are waiting on the FAFSA form to open, they are applying for scholarships. MASFAP's Early Awareness Committee is on the front lines at Financial Aid 101 Nights, FSA ID Creations events, offering training to high school counselors and handing out scholarship money!

Last year we were able to award five students with a one-time \$1,000 scholarship to use in the first year of postsecondary education in Missouri.

We are excited to be able to offer this opportunity again this year! We opened the MASFAP Who's Making a Difference Scholarship through My Scholarship Central on September 1st. Students had until October 1st to submit their application. My Scholarship Central is an easy-to-navigate scholarship resource that students can use to find and apply for scholarships across Missouri.

The committee has narrowed the applicants down to the top ten, and now we need you to help us pick the top five (5).

WHAT WE NEED FROM YOU, THE MEMBERSHIP:

1. Take a moment during the conference to read the finalist essays at the Early Awareness exhibit table or at the QR code below
2. Vote for the five applicants who you believe are the most deserving by Tuesday at 5PM



Executive Board Members

**Matthew Kearney, President**

Director of Student Financial Services
Southeast Missouri State University

Valerie Jensen, President-Elect

Deputy Director of Student Financial Services
Washington University in St. Louis

Tony Lubbers, Past-President

Director of Student Financial Assistance
University of Central Missouri

Bridgette Betz, Vice President

Senior Director, Student Financial Services
Missouri University of Science and Technology

Keri Gilbert, Treasurer

Director of Financial Aid
Stephens College

Marla Fernandez, Treasurer-Elect

Director of Financial Aid
Truman State University

Anna Plattner, Secretary

Associate Director of Financial Aid
Grand River Technical School

Julie Finn, Delegate at Large (Associate Members)

Head of Campus Development
College Ave Student Loans

Emily Haynam, Delegate at Large

Executive Director of Student Financial Aid
University of Missouri-Columbia

Jennifer Wright, Delegate at Large

Director of Student Financial Services
Rockhurst University

Jessi Tabbert, Delegate at Large

Financial Aid Advisor
North Central Missouri College

Leroy Wade, Ex-Officio

Deputy Commissioner of Higher Education
Missouri Department of Higher Education and Workforce
Development

Program Committee



Bridgette Betz (Chair), Missouri University of Science and
Technology

Alexandria Miller, Missouri Scholarship and Loan Foundation

April Mason, University of Missouri

Becca Diskin, Missouri Scholarship and Loan Foundation

Cassandra Hicks, Southeast Health College of Nursing and
Health Sciences

Charissa Davis, University of Central Missouri

Charles Mayfield, Northwest Missouri State University

Dan Dick, Washington University in St. Louis

Ethan Miller, Southeast Missouri State University

Ginny Burns, MOHELA

Hannah Masters, Cottey College

Heather Gaumer, Sallie Mae

Jamie Davis, University of Missouri

Julie Loftin, Ozarks Technical Community College

Kaley Williams, Kansas City University

Kari Lenz, University of Missouri

Kathy Dixon, MOHELA

Kevin McNamara, Earnest

Krissy Loenneke, Southeast Health College of Nursing and
Health Sciences

Manda Riley, University of Missouri College of Veterinary
Medicine

Matthew Kearney, Southeast Missouri State University

Melissa Findley, Missouri Scholarship and Loan Foundation

Natalie Crawford, Drury University

Pamela Brooks, Harris-Stowe State University

Rob Moore, Missouri State University

Sarah Williamson, North Central Missouri College

Scott Young, University of Missouri-Kansas City

Tony Lubbers, University of Central Missouri

Valerie Jensen, Washington University in St. Louis

Will Shaffner, MOHELA

Committee Chairs



Archives – Beth Walker
Saline County Career Center

Association Governance & Legal Concerns – Tony Lubbers
University of Central Missouri

Awards – Derek Bohnsack
Missouri Valley College

Communications – Melissa Findley
Missouri Scholarship & Loan Foundation (MSLF)

Corporate Support – Ginny Burns
MOHELA

Diversity, Equity & Inclusion (DEI) Ad Hoc – Jennifer Bell
Webster University

Diversity, Equity & Inclusion (DEI) Ad Hoc – Ethan Miller
Southeast Missouri State University

Early Awareness – Taylor Grimm
Missouri Scholarship & Loan Foundation (MSLF)

Early Awareness – Cherelle Washington
MOCAN

Early Awareness – Hannah Smith
Saint Louis University

Leadership Development – Amy Hager
Moberly Area Community College

Legislative – Rob Moore
Missouri State University

Legislative – Will Shaffner
MOHELA

Membership – Krissy Loeneke
Southeast Hospital College of Nursing & Health Sciences

Newcomer – Julie Loftin
Ozark Technical College

Newcomer – Charissa Davis
University of Central Missouri

Professional Development – Dena Norris
Metropolitan Community College

Professional Development – Kaley Williams
Kansas City University

Research – Jason Enright
Stephens College

Site – Alexandria Miller
Missouri Scholarship & Loan Foundation (MSLF)

State Aid Ad Hoc – April Mason
University of Missouri - Columbia

Technology – Hannah Masters
Cottey College

WANT TO JOIN A COMMITTEE?
You can volunteer now by scanning the QR code



Thank you!

Exhibitors



Ascendium Education Solutions

Citizens

College Ave Student Loans

Earnest Student Loans

Inceptia

ISL Education Lending

KHEAA/KHESLC Advantage Education Loan

Missouri College and Career Attainment Network

**Missouri Department of Higher Education and Workforce
Development**

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We are excited to meet you and discuss potential opportunities, and share news about MOHELA.

Thank you for stopping by our booth!

Will Shaffner | WillS@mohela.com
Alexandria Miller | AlexandriaM@mohela.com

Stop by our booth!



ASK US ABOUT OUR PROGRAMS FOR MISSOURI STUDENTS

- Access EXTRA Scholarship
- Director's Choice Emergency Grant
- Finish Line Degree Completion Grant
- Missouri Family Education Loan Program (MOFELP)
- My Missouri Scholarship Promise Program
- Purdy Emerging Leaders Scholarship

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@MOSLFoundation

A photograph of a young woman with long brown hair, wearing a red and white striped shirt and a white vest, smiling warmly. She is in a classroom setting with other students and a teacher in the background.

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As student debt grows, so does the need for comprehensive support services. Our individual solutions bring value to student success and alums programming. When combined, their power to transform lives is exponentially greater.

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Solve the financial aid mystery

(Hint: All clues point to fixed-rate low-interest Advantage Loans.)



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For additional questions, please contact your campus representative:

DEB GOSSMAN, Head of Campus Development - Central States
dgossman@collegeave.com | 317-626-5991

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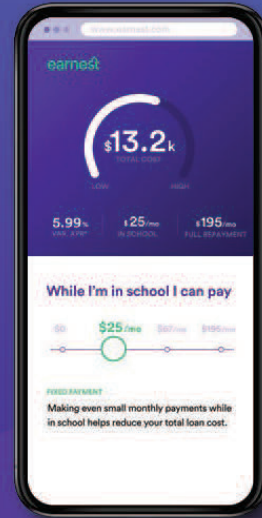
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¹ Nine-month grace period is not available for borrowers who choose our Principal and Interest Repayment plan while in school.
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- SAP is not required
- Students can apply to cover a past due balance

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See our conference ad and interact/ask questions at our booth. Visit citizensbank.com/faa to learn more.



Notes



Keynote Speaker



LARISSA ANDERSON | Head Softball Coach | University of Missouri

As Anderson enters year seven in Mid-Missouri that new era has already gotten off to a successful start, and her ability to change the culture of the program in such a short time was a big reason why. Anderson has led Mizzou to a 217-115 record over her six seasons and owns a career record of 350-189-1 as a head coach.

In her time at the helm of the Tigers, Anderson has steered Missouri to five NCAA Regional appearances and a pair of Super Regionals. She has led the Tigers to 35 or more wins each season at Mizzou – in all but the COVID-19 shortened 2020 season.

Missouri most recently hosted a Regional and Super Regional in 2024 after home postseason runs in 2021 (Regional and Super Regional) and 2022 (Regional).

Anderson has been part of eight NFCA Regional Coaching Staff of the Year award winners, including seven as an assistant or associate head coach and one as the head coach.

In 17 seasons at Hofstra, she helped the Pride to a 610-267-2 (.695) record). Before taking over as head coach from Hall of Famer Bill Edwards, Anderson spent 13 seasons on the Hofstra staff as an assistant, including the last 10 as the associate head coach, helping the program to 10 NCAA Tournament appearances and 10 CAA titles. As associate head coach, she helped Hofstra win 24 NCAA Tournament games and make six appearances in the regional finals.

Prior to joining the Hofstra staff, Anderson served as an assistant coach for two seasons at LIU Post, where she helped the Pioneers to a combined 75-33 record, including a school-record 42 wins during the 2000 season. She assisted in all facets of the program at LIU Post and oversaw coaching the pitchers and catchers. Her efforts helped the Pioneers to the 13th-best team earned run average in Division II (1.11) in 2001. She was also part of a Post staff that received the Northeast Region Division II Coaching Staff of the Year award from the NFCA in 2000.

Anderson spent one season as an assistant coach at Gannon University in 1998, after being named a regional All-American outfielder in 1997. She graduated from Gannon in 1997 with a bachelor's of science degree in therapeutic recreation.

An active NFCA member, Anderson was elected NFCA President on Oct. 25, 2022, and is one of eight members who were voted to the NFCA's Board of Directors.

She is married to former Hofstra Baseball Coach Patrick Anderson, who manages the St. Louis Cardinals' Class A affiliate in Peoria, Illinois.

Guest Speakers



DR. BENNETT BOGGS | Commissioner of the Department of Higher Education & Workforce Development

Dr. Boggs comes to Missouri with an extensive background in higher education. He hails from the Colorado Department of Higher Education where he served as the Deputy Executive Director as well as the Chief of Staff to the Executive Director. Prior to his role in Colorado, Dr. Boggs worked across many areas of higher education, including the National Conference of State Legislatures, the Kentucky Education Professional Standards Board, the Kentucky Council on Postsecondary Education, and the Kentucky General Assembly. Dr. Boggs also has experience working within both public and private institutions of higher education.

Dr. Boggs earned a bachelor's degree in psychology from Wake Forest University, a master's of education from The College of William and Mary, a Ph.D. in Higher Education Policy Studies from the University of Virginia and completed the Institute for Management and Leadership in Education at the Graduate School of Education at Harvard University.

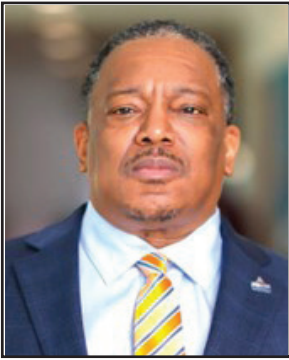


DR. BETSY JOHNSON | Director, Student Financial Aid & Scholarships | Bowling Green State University

Dr. Betsy Johnson has been in financial aid for over 27 years. She is currently Director of Student Financial Aid and Scholarships and has been there over 8 ½ years. Prior to that Betsy was at Owens Community College in Toledo, Ohio over 15 years serving as Director of Financial Aid for several years before becoming VP of Enrollment Management there. Betsy is currently the President of MASFAA and is looking to serving the membership this year! She was elected as Treasurer Elect in 2021 and served in numerous Chair roles for MASFAA over the years. Betsy has also been extremely active with the Ohio Association of Student

Financial Aid Administrators and served on the executive board for close to 20 years and was President of OASFAA in 2007-2008. She has also been a NASFAA Standards of Excellence Team Lead, along with a SOE Peer Reviewer since 2007. Betsy received the MASFAA State Leadership Award in 2019, the OASFAA Alex Murdoch Award in 2010 and the OASFAA James W. White Award in 2018. Betsy earned her PhD from the University of Toledo, her M.Ed. from Ohio University, and her BS from Clarion University of Pennsylvania. Betsy is an avid Pittsburgh sports fan and has two children, her daughter who just started "adulting" and is an Athletic Trainer at a high school in Ohio and her son is a junior in BGSU's nursing program.

Guest Speakers



TRENT BALL | Senior Director, Postsecondary Equity and Attainment | Missouri College and Career Attainment Network (MOCAN)

Mr. Trent Ball serves as the inaugural Senior Director, Postsecondary Equity and Attainment, for the Missouri College and Career Attainment Network (MOCAN). MOCAN exists to ensure Missouri students who could most benefit from education beyond high school have what they need to earn a credential leading to a rewarding career. MOCAN is a network of institutions, organizations, and professionals committed to greater equity in college and career access, affordability, and completion. By working for change at the institutional and systems levels, MOCAN aspires to create a postsecondary education system where outcomes are no longer predictable by race or socio-economic status.

As Senior Director, Mr. Ball leads MOCAN's postsecondary attainment strategy including the Postsecondary Equity Network (PEN), as well as the organization's research agenda and advocacy work. Prior to joining MOCAN, Trent retired from Southeast Missouri State University in May 2022 and holds the title Associate Provost Emeritus. During his tenure at Southeast, he provided leadership and management of the Academic Support Centers, including Educational Access Programs, Learning Assistance Programs, and the TRIO Programs (McNair Scholars and Student Support Services).



DR. D'ANDRE BRADDIX | Executive Director of Diversity, Equity, and Inclusion | St. Louis Community College

Dr. D'Andre Braddix is the Executive Director of Diversity, Equity, and Inclusion at St. Louis Community College (STLCC). In this role, Dr. Braddix is responsible for providing strategic vision and direction for district-wide diversity and inclusion initiatives; he also serves as a liaison to community partners and constituents on a wide array of diversity and equity issues. Prior to joining STLCC, Dr. Braddix served as Associate Vice Provost & Dean of Students, Senior Equity Officer, and Clinical Assistant Professor of Education at the University of Missouri-St. Louis.

Dr. Braddix currently serves as co-chair for Missouri's Postsecondary Equity Network – a coalition of more than 20 higher education institutions and community partners working to eliminate equity gaps in degree completion for low-income and BILPOC students. Additionally, Dr. Braddix serves as a consultant to the American Society of Criminology, where he supports their organizational efforts to infuse diversity, equity, and inclusion principles into their policies and practices.

Guest Speakers



STEPHANIE PETSCH | Assistant Director | Eastern Michigan University

Stephanie Petsch will be the President of the Michigan Student Financial Aid Association (MSFAA) in the 2025 year. She has worked at Eastern Michigan University (EMU) for 26 years. Currently, she is the Assistant Director and manages the Pell grant program, Michigan Future Educators programs, the Phone Center, and supervises the Financial Aid Advisors. She has been involved in both MSFAA and MASFAA for several years as a committee member and Co-Chairs. She is a graduate of EMU and has worked in Collections, Admission, and Continuing Education before settling down in Financial Aid.



DR. ALEXANDER JORDAN | Executive Director of Financial Aid | Ashland University

Dr. Alexander Jordan currently serves as the Executive Director of Financial Aid at Ashland University. In his role, he focuses heavily on compliance, utilizing innovation to streamline processes and services to students, and overseeing a team that serves all student populations including the largest Correctional Education program in the country. With close to 10 years of experience in higher education, almost exclusively in financial aid, Alex also serves as the President of the Ohio Association of Student Financial Aid Administrators (OASFAA). Alex earned his Masters of Education in Higher Education & Student Affairs as well as his Ph.D. in Higher Education Administration from the University of South Carolina where his dissertation focused on veterans and their transition from military service to community college. He is currently pursuing his MBA with dual specializations in Business Analytics and Human Resource Management.

Agenda at a Glance



Monday

8:30 – 9 a.m.	Newcomer Registration Open (Lobby)			
9 a.m. – noon	Exhibitor Set Up (Granada)			
9 – 10:00 a.m.	Newcomer Breakfast and Presentation (Marbella A)			
10 – 11:00 a.m.	Newcomer Orientation (Marbella B)			
11:30 – 3:30 p.m.	NASFAA Credentialing – Application Processing (Marbella A)			
11:30 – 3:30 p.m.	NASFAA Credentialing – Pell (Marbella B)			
11:00 – 4 p.m.	Registration Open (Granada Foyer)			
Noon – 4:30 p.m.	Exhibit Area Open (Granada)			
11:15 – 12:15 p.m.	Boxed Lunches Available (Granada Foyer)			
1 – 2 p.m.	Emergency Grant Programs (Sevelle)	Student/Family Perceptions of College (HK's Club Room)	Private & PLUS Loan Processing Best Practices (Theater)	DIY Financial Literacy – Budget-Friendly Solutions for Campus Education (Seachase)
2 – 2:15 p.m.	Break (Marbella)			
2:15 – 3:15 p.m.	Winning with Inclusive Language (Sevelle)	Best Practices for MSLF Programs (HK's Club Room)	Maximizing the Federal Work Study Program: Compliance, Community Engagement, and Efficient Utilization (Theater)	Leadership Through HER Lens with Coach Anderson (Seachase)
3:30 – 4:30 p.m.	President's Welcome (Granada)			
4:30 – 5:30 p.m.	Associate Member Mixer with Board (President's Suite)			
5:30 – 7 p.m.	Dinner, Feeding Missouri Charity & Keynote - Larissa Anderson, Head Softball Coach, University of Missouri (Granada)			
7:30 – 10 p.m.	Vendor activity/Tailgate (Marbella)			

Agenda at a Glance

Tuesday

6:30 – 7:30 a.m.	Walking Group (Meet in Lobby)				
7:30 – 8:30 a.m.	Breakfast with Tables by FAMS (Granada)				
7:30 a.m. – Noon	Registration Open (Granada Foyer)				
7:30 a.m. – 4:30 p.m.	Exhibit Hall Open (Granada)				
8:30 – 9:30 a.m.	General Session 1 – Meet the Commissioner (Granada)				
9:40 – 10:40 a.m.	Pell/Enrollment Intensity (Marbella B)	The Way of the Shepherd-Seven Secrets of Managing Productive People (HK's Club Room)	State Aid & FAMOUS 101 (Marbella A)	Optimizing SAP Compliance and Appeal Processes: A Financial Aid Administrator's Guide (Seachase)	SAI and Professional Judgement: Navigating Financial Aid Adjustments (Theater)
10:40 – 11:15 a.m.	Break (Granada)				
11:15 – 12:15 p.m.	SAI Hand Calcs (Marbella B)	Advocacy/Neg Reg (HK's Club Room)	FTI Data Sharing (Marbella A)	Financial Aid Reality for Graduate Professional Programs (Seachase)	Gearing up for AY26 FAFSA (Theater)
12:15 – 1:20 p.m.	Lunch, MASFAA Updates, State Exchange & Business Meeting (Granada)				
1:30 – 2:30 p.m.	Strategies for Building your Bench (Marbella B)	Gainful Employment and Financial Value Transparency (HK's Club Room)	Veterans Benefits 101 (Marbella A)	Return to Repayment and Related Scams (Seachase)	Building Future Leaders: Winning at Financial Aid with MASFAP (Theater)
2:30 – 3:00 p.m.	Break (Granada A/B/C)				
3:00 – 4:00 p.m.	General Session 2 – Diversity Defines Us – Trent Ball (MOCAN) & Dr. D'Andrew Braddix (STLCC) (Granada)				
4:15 – 5:00 p.m.	Birds of a Feather: Directors (Marbella B)	Birds of a Feather: Mid-Level Leadership (HK's Club Room)	Birds of a Feather: Advisors & Customer Service (Marbella A)	Birds of a Feather: Compliance & Processing (Seachase)	Birds of a Feather: Associate Members (Granada)
5:00 – 6:00 p.m.	Current and Incoming Board Mixer (President Suite)				
6:00 – 7:30 p.m.	Dinner, Awards & Special Recognition (Granada)				
7:45 – 10 p.m.	Election Watch party (Marbella A)				
7:45 – 10 p.m.	Evening Event (Thirst)				

Wednesday

6:30 – 7:30 a.m.	Walking Group (Meet in Lobby)
7:30 – 8:30 a.m.	Quick Start Breakfast (Granada)
8:45 – 9:45 a.m.	NASFAA Update – Karen McCarthy (Granada)
10:00 – noon	State Update, Scholarship Drawing, Passing of Gavel (Granada)

Monday

8:30 a.m. – 9:00 a.m.	NEWCOMER REGISTRATION OPEN	<i>Lobby</i>
9:00 a.m. – 12 Noon	EXHIBITOR SET UP	<i>Granada</i>
9:00 a.m. – 10:00 a.m.	NEWCOMER BREAKFAST AND PRESENTATION	<i>Marbella A</i>
10:00 a.m. – 11:00 a.m.	NEWCOMER ORIENTATION	<i>Marbella B</i>
11:30 a.m. – 3:30 p.m.	NASFAA Credentialing: Application Processing Presenter: Colleen Brown, Columbia College Moderator: Dena Norris Description: Take your career to the next level with a NASFAA Professional Credential. These nationally recognized standards in financial aid training will allow you to earn recognition for your mastery in the Application Processing topic which can benefit you and your career. Attendees will be receiving a free voucher to take the exam after the training.	<i>Marbella A</i>
11:30 a.m. – 3:30 p.m.	NASFAA Credentialing: Pell Presenter: Kari Lenz, University of Missouri-Columbia Moderator: Kaley Williams Description: Take your career to the next level with a NASFAA Professional Credential. These nationally recognized standards in financial aid training will allow you to earn recognition for your mastery in the Federal Pell Grant Program topic which can benefit you and your career. Attendees will be receiving a free voucher to take the exam after the training.	<i>Marbella B</i>
11:00 a.m. – 4:00 p.m.	REGISTRATION OPEN	<i>Granada Foyer</i>
11:15 a.m. - 12:15 p.m.	BOXED LUNCHES AVAILABLE	<i>Granada Foyer</i>
12 Noon - 4:30 p.m.	EXHIBIT HALL OPEN	<i>Granada</i>

Monday

1:00 p.m. – 2:00 p.m.

Emergency Grants Programs

Sevelle

Presenters: Kelly Evans, Missouri State University
Cynthia Travis, University of Missouri - Columbia

Moderator: Melissa Findley

Description: Emergency grant programs and related resources are essential for supporting students during times of crisis. Learn how two schools have developed emergency grant programs aimed at providing quick financial relief for various crises, including medical bills, housing issues, job loss, and outstanding student account balances. Schools can help ensure that students remain focused on their education and successfully complete their academic journeys.

1:00 p.m. – 2:00 p.m.

Student/Family Perceptions of College

HK's Club Room

Presenter: Hannah Masters, Cottey College

Moderator: Cherelle Washington

Description: This session will explore findings from recent studies on college planning, emotional well-being, financial concerns, and the role of family involvement in the decision-making process. We will discuss strategies to address student stress and enhance family engagement particularly regarding financial aid discussions.

1:00 p.m. – 2:00 p.m.

Private and PLUS Loan Processing Best Practices

Theater

Presenters: Tony Lubbers, University of Central Missouri
Julie Finn, College Ave Student Loans

Moderator: Craig Poleman

Description: Join us for a dynamic session designed to help your students and families tackle the financial aid game! We'll cover PLUS vs. private loans on aid offer notifications, smart borrowing tools to advise your students and families with, and private loans 101 to help you navigate the private loan landscape. Let's create a winning strategy for advising your students on funding their education!

1:00 p.m. – 2:00 p.m.

DIY Financial Literacy: Budget-Friendly Solutions for Campus Education

Seachase

Presenter: Anna Zimmerman, University of Missouri - Kansas City

Moderator: Hannah Smith

Description: Financial Aid Professionals are often called on to strengthen financial literacy across campus. With tight budgets and tighter schedules, we may struggle to identify how to create the most efficient impact. In this session, we'll share quick tips and resources that can be implemented on campuses around the state.

Monday

2:00 p.m. – 2:15 p.m.

BREAK (Drinks Available)

Marbella

2:15 p.m. – 3:15 p.m.

Winning with Inclusive Language

Sevelle

Presenter: Ethan Miller, Southeast Missouri State University

Moderator: Leslie Harger

Description: This session, in support of the MASFAP Diversity, Equity, and Inclusion Ad-Hoc Committee, will explore how inclusive language can serve as a game changer, ensuring that both students and practitioners feel valued and supported. Join us to learn strategies for creating a culture of belonging that will empower every player on the field. We'll tackle commonly used phrases and alternatives that can improve your communication practices. Score big by making your messaging accessible and welcoming to everyone!

2:15 p.m. – 3:15 p.m.

Best Practices for MSLF Programs

HK's Club Room

Presenters: Becky Ahrens, Drury University

Melissa Findley, Missouri Scholarship & Loan Foundation

Emily Haynam, University of Missouri - Columbia

Regina Morris, Three Rivers College

Kaitlyn Venta, MOCAN

Moderator: Melissa Findley

Description: The Missouri Scholarship & Loan Foundation has several programs used to address student barriers in access and completion. Come to this session to learn how schools are utilizing these programs and getting the word out about these resources to their students. We will have a panel of financial aid professionals from a 4-year public, 4-year private, and community college. Additionally, MSLF is part of MOCAN's statewide scholarship provider network, and we will share timely updates regarding My Scholarship Central.

2:15 p.m. – 3:15 p.m.

Maximizing the Federal Work Study Program: Compliance, Community and Engagement, and Efficient Utilization

Theater

Presenters: Keri Gilbert, Stephens College

Buddy Mayfield, Northwest Missouri State University

Moderator: Jane Lemke

Description: Join us for an insightful and comprehensive session that delves into the various facets of the Federal Work Study Program (FWS) including eligibility criteria, allocation formulas, and the roles of both schools and students in the program. Learn about the most common compliance pitfalls that schools may unknowingly fall into and hear practical guidance on how to identify and rectify these issues before they turn into audit findings. Discover effective strategies for incorporating community service requirements into your program and gain valuable insights into the reconciliation process and learn how to prepare effectively for the FISAP. Plus, hear how your office can harness the potential of work study students to boost productivity and achieve more with few resources!

Monday

2:15 p.m. – 3:15 p.m.

Leadership Through HER Lens

Presenter: Larissa Anderson, University of Missouri - Columbia

Moderator: Chester Priest

Description: The perceptions and realities of being a female leader. How to remove the stereotype of being a female leader and just be a leader.

Seachase

3:30 p.m. – 4:30 p.m.

PRESIDENT'S WELCOME

Granada A/B/C

4:30 p.m. – 5:30 p.m.

ASSOCIATE MEMBER MIXER

President's Suite

5:30 p.m. – 7:00 p.m.

DINNER, CHARITY INTRODUCTION, AND KEYNOTE

Granada A/B/C

7:30 p.m. – 10:00 p.m.

TAILGATE WITH VENDORS

Marbella A/B



Tuesday

6:30 a.m. – 7:30 a.m.	WALKING GROUP	<i>Lobby</i>
7:30 a.m. – 12 Noon	REGISTRATION OPEN	<i>Granada Foyer</i>
7:30 a.m. – 4:30 p.m.	EXHIBITOR AREA OPEN	<i>Granada A/B/C</i>
7:30 a.m. – 8:30 a.m.	BREAKFAST (Sit with like software systems (FAMS))	<i>Granada A/B/C</i>
8:30 a.m. – 9:30 a.m.	General Session: Meet the Commissioner Presenter: Dr. Bennett Boggs, MDHEWD Moderator: Amy Hager Description: Come meet the Commissioner! Dr. Ben Boggs, Commissioner of Higher Education & Workforce Development will speak on the opportunities and challenges facing postsecondary education and workforce development in Missouri. With appreciation for the extra efforts required statewide to address this past year's FAFSA difficulties, Commissioner Boggs welcomes this gathering as an opportunity to learn what is on your mind and how the Department of Higher Education & Workforce Development can be more responsive and supportive of your good work.	<i>Granada A/B/C</i>
9:40 a.m. – 10:40 a.m.	Pell/Enrollment Intensity Presenter: Dr. Betsy Johnson, Bowling Green State University Description: The game plan completely changed regarding the Federal Pell Grant. This session will provide you with the updated rules, calculation information and other nuances to help you be on the winning team!	<i>Marbella B</i>
9:40 a.m. – 10:40 a.m.	The Way of the Shepherd-Seven Secrets of Managing Productive People Presenter: Sara Edwards, Citizens Moderator: Lori Baer Description: Discover seven principles used by effective leaders and put them into practice with your own team to build a highly productive team. Learn how to teach the people around you to view their work as a calling rather than merely a job, a place to work rather than a place to get a paycheck. Challenge yourself to become a great leader and bring out the best in your team.	<i>HK's Club Room</i>
9:40 a.m. – 10:40 a.m.	State Aid and FAMOUS 101 Presenters: Amy Haller, MDHEWD Erik Anderson, MDHEWD Moderator: Colten Ross Description: FAMOUS is the financial aid administrative system used by the Missouri Department of Higher Education & Workforce Development for state grants and scholarships. This session, for those new to FAMOUS and state grants and scholarships, will offer an overview of FAMOUS, including tips and tricks on how to use it, as well as an overview of the state grants and scholarships.	<i>Marbella A</i>

Tuesday

9:40 a.m. – 10:40 a.m.

Optimizing SAP Compliance and Appeal Processes: A Financial Aid Administrator's Guide

Seachase

Presenters: Keri Gilbert, Stephens College
Buddy Mayfield, Northwest Missouri State University

Moderator: Kaley Williams

Description: As a financial aid administrator, understanding Satisfactory Academic Progress (SAP) and the intricacies of the appeal process is pivotal. This panel provides comprehensive insights into monitoring, evaluating, and facilitating SAP compliance among students. Gain strategies to effectively communicate SAP requirements, support students in meeting standards, and streamline the administration of these critical guidelines. We will also delve into the nuanced world of appeal processes, learning how to assess and adjudicate appeals efficiently while maintaining compliance. We'll explore best practices for documentation evaluation, communication strategies with students, and ensuring fairness in the decision-making process. Attend this session to equip yourself with the tools to navigate SAP challenges effectively, optimize communication with students, and streamline appeal procedures—ensuring both compliance and support for students.

9:40 a.m. – 10:40 a.m.

SAI and Professional Judgement: Navigating Financial Aid Adjustments

Theater

Presenters: Michele Logue, University of Missouri - Kansas City
Scott Young, University of Missouri - Kansas City
Anna Zimmerman, University of Missouri - Kansas City

Moderator: Jeff Pierpont

Description: Are you curious about how Professional Judgement (PJ) and the new Student Aid Index (SAI) impact financial aid? Join us for an engaging workshop that dives into the key aspects of these essential tools in the financial aid world. This session will provide practical insights into navigating both PJ and SAI, helping attendees understand how these tools work together to ensure equitable financial aid packages. Whether you're new to financial aid or looking for a refresher, this workshop will equip you with the knowledge to support students in unique situations.

10:40 a.m. – 11:15 a.m.

BREAK/EXHIBIT HALL OPEN (Drinks Available)

Granada A/B/C

Tuesday

11:15 a.m. – 12:15 p.m. **SAI Hand Calcs**

Marbella B

Presenters: Jamie Davis, University of Missouri - Columbia
April Mason, University of Missouri - Columbia

Moderator: LaChel May

Description: Understanding and calculating the student aid index (SAI) is necessary for us to ensure accuracy in assessing students' financial need. This hands-on session will provide a step-by-step guide to performing a SAI hand calculation. This session is ideal for financial aid professionals at all levels seeking to strengthen their foundation or refresh their understanding of calculating SAI.

11:15 a.m. – 12:15 p.m. **Advocacy & Negotiated Rulemaking (Neg Reg)**

HK's Club Room

Presenter: Will Shaffner, MOHELA

Moderator: Tony Lubbers

Description: Focusing on the basics of advocacy, conversations during this session will introduce you to advocacy and the negotiated rulemaking process. Participants will learn who can advocate, and how the process will work. The presentation will show where and how advocacy and rulemaking fit into the overall process of policy formulation, legislation, and then regulation. Participants are encouraged to come with advocacy questions to discuss with the panelist and session participants.

11:15 a.m. – 12:15 p.m. **FTI Data Sharing**

Marbella A

Presenters: Bridgette Betz, Emily Haynam, Scott Young, Mitch Hess
(University of Missouri System schools)

Description: The UM System Directors will facilitate a discussion about the importance of FTI and FAFSA data storage, security and sharing, including policies and procedures the UM System is working to implement in the absence of complete federal guidance.

11:15 a.m. – 12:15 p.m. **Financial Aid Reality for Graduate Professional Programs**

Seachase

Presenters: Kaley Williams, Kansas City University
Kristi Nicol, Kansas City University

Moderator: Laurel Miller

Description: Not sure what graduate professional school aid looks like? How do you guide an undergrad student into their graduate program? This session will dive into aid programs for graduate professional students, how they should budget and what costs are associated with applying and getting into a professional program. Come find out what the reality is for a graduate professional student.

Tuesday

- 11:15 a.m. – 12:15 p.m. **Gearing up for AY26 FAFSA** *Theater*
- Presenters:** Kaitlyn Venta, MOCAN
Stephanie Petsch, Eastern Michigan University
- Moderator:** Taylor Grimm
- Description:** With the expected December 1st (fingers crossed) release of the FAFSA, hear from a panel of professionals on how you can help your current and incoming students complete the FAFSA. There will also be a discussion on how you can reach out to HS Counselors to “help them help you”. The MASFAA exchange Rep and Missouri College and Career Attainment Network colleagues will give ideas to help you and your community file the FAFSA and create relationships with your local high schools and community partners.
- 12:15 p.m. – 1:20 p.m. **LUNCH, MASFAA EXCHANGE, BUSINESS MEETING** *Granada A/B/C*
- 1:30 p.m. – 2:30 p.m. **Strategies for Building your Bench** *Marbella B*
- Presenters:** Jamie Davis, University of Missouri - Columbia
Cynthia Travis, University of Missouri - Columbia
- Moderator:** Susan Hartnagel
- Description:** Join us for a discussion where we share practical insights and strategies to organize your approach to onboarding, continuous training, and team development. Don't miss this opportunity to break down silos, foster collaboration, and build a resilient, high-performing team in the financial aid office.
- 1:30 p.m. – 2:30 p.m. **Gainful Employment and Financial Value Transparency** *HK's Club Room*
- Presenter:** Aaron Lacey, Thompson Coburn LLP
- Moderator:** Becca Diskin
- Description:** The U.S. Department of Education continues to release significant guidance relating to its Financial Value Transparency and Gainful Employment rule. This session will discuss this and other recent guidance and recommend action items for institutions.
- 1:30 p.m. – 2:30 p.m. **Veterans Benefits 101** *Marbella A*
- Presenters:** Maghan Alberts, Missouri Southern State University
Buddy Mayfield, Northwest Missouri State University
- Moderator:** Anna Zimmerman
- Description:** This session will provide financial aid staff with a foundational understanding of veterans' education benefits, including the GI Bill®, Yellow Ribbon Program, and other federal/state programs available to veteran students. Learn about eligibility, application processes, and how these benefits interact with other aid types. Join us to improve your understanding of these programs and learn how they are used to help veteran students achieve their educational goals.

Tuesday

1:30 p.m. – 2:30 p.m.

Return to Repayment/Related Scams

Seachase

Presenter: Will Shaffner, MOHELA

Moderator: Debbie Murphy

Description: Learn about the ongoing return to repayment and events - both good and bad - that have transpired over these last 14 months. Dialogue and discussion will include the changes that have occurred post-pandemic and how the new environment can impact the aid office, institutions, and how aid officers can help the students and borrowers we are here to serve.

1:30 p.m. – 2:30 p.m.

Building Future Leaders: Winning at Financial Aid with MASFAP

Theater

Presenters: Hannah Smith, Saint Louis University

Madeline Schafer, University of Central Missouri

Kathy Luther, East Central

Joyous Chambers, Lincoln University

Carly Blagg, Southeast Missouri State University

Jessica Weir, University of Missouri – Columbia

Michele R Logue, University of Missouri – Kansas City

Moderator: Amy Hager

Description: MASFAP is dedicated to equipping financial aid professionals with the tools, resources, and training needed to become leaders who excel in the ever-evolving landscape of higher education. As financial aid continues to adapt, MASFAP is focused on cultivating leadership that ensures success for both students and institutions. In this session, you'll learn about MASFAP's leadership development program and hear directly from the Class of 2024. They'll share insights on how the program has shaped their perspectives, enhanced their leadership skills, and provided a roadmap for their future. Discover how this unique experience is fostering a new generation of leaders "Winning at Financial Aid" and explore how you can be part of this transformative journey in the future.

2:30 p.m. – 3:00 p.m.

BREAK/EXHIBIT HALL OPEN (Drinks & Snacks Available)

Granada A/B/C

3:00 p.m. – 4:00 p.m.

General Session – Diversity Defines Us

Granada A/B/C

Presenters: Trent Ball, MOCAN

Dr. D'Andrew Braddix, St. Louis Community Colleges

Moderator: Ethan Miller

Description: Dr. Braddix and Mr. Ball will discuss the impact of and recent challenges to the concepts of Diversity, Equity, Inclusion and Belonging (DEIB). The presenters bring expertise and experience from three institutions across the state and extensive work and leadership in the nonprofit world. This dialogue and discussion are starting points, emphasizing the importance and impact of the concepts of DEIB in higher education and beyond.

Tuesday

4:10 p.m. – 5:00 p.m.	Birds of a Feather: Directors Presenter: Emily Haynam, University of Missouri - Columbia Description: Directors and Senior Leadership	<i>Marbella B</i>
4:10 p.m. – 5:00 p.m.	Birds of a Feather: Mid-Level Leadership Presenter: Jamie Davis, University of Missouri - Columbia Description: Assistant Directors, Associate Directors, and all other mid-level leadership	<i>HK's Club Room</i>
4:10 p.m. – 5:00 p.m.	Birds of a Feather: Advisors & Customer Service Presenter: Michele Logue, University of Missouri – Kansas City Description: Advisors, counselors, front line staff and all others with a focus on customer service	<i>Marbella A</i>
4:10 p.m. – 5:00 p.m.	Birds of a Feather: Compliance & Processing Presenter: Dan Dick, Washington University Description: Compliance officers, financial aid/bursar specialists and all other processing staff	<i>Seachase</i>
4:10 p.m. – 5:00 p.m.	Birds of a Feather: Associate Members Presenter: Julie Finn, College Ave Student Loans Description: Associate Members	<i>Granada</i>
5:00 p.m. – 6:00 p.m.	CURRENT AND INCOMING BOARD MIXER	<i>President's Suite</i>
6:00 p.m. – 7:30 p.m.	DINNER, AWARDS & SPECIAL RECOGNITION	<i>Granada A/B/C</i>
7:45 p.m. – 10:00 p.m.	ELECTION WATCH PARTY	<i>Marbella A</i>
7:45 p.m. – 10:00 p.m.	DJ, MINGLE & PARTY	<i>Thirst</i>



Wednesday

6:30 a.m. – 7:30 a.m.	WALKING GROUP	Lobby
7:30 a.m. – 8:45 a.m.	ENHANCED BREAKFAST	Granada A/B/C
8:45 a.m. – 9:45 a.m.	NASFAA Update Presenter: Karen McCarthy, NASFAA Moderator: Bridgette Betz	Granada A/B/C
9:45 a.m. – 10:00 a.m.	BREAK	Granada A/B/C
10:00 a.m. – 12 Noon	STATE UPDATE, 2025 BOARD INTRODUCTIONS, PASSING THE GAVEL & SCHOLARSHIP ANNOUNCEMENTS	Granada A/B/C



We hope you enjoyed the conference!

Please take a moment and provide your valuable feedback.

Scan QR Code for survey



Thank you!





Thank you

**FOR ATTENDING THE 2024 MASFAP
CONFERENCE!**

The Program Committee hopes you were able to gain some valuable life knowledge to take back to your office. We hope that you have been able to network, expand your knowledge on topics, and enjoyed our time back together.

*We will see you
again next year!*

Notes





THE LODGE OF FOUR SEASONS

PROPERTY MAP



