



# MASFAP Monitor

April 2017 Volume 2017, Issue 2

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## Gavel Gab

**Amy Hager, MASFAP President,  
Director of Financial Aid  
Moberly Area Community College**



We've all heard "time flies when you are having fun," right? It sure seems like we are flying through 2017 at such a rapid rate, but I'd like it to slow down just a little.

We kicked off our Board activity during a Retreat at Cedar Creek Center in New Haven, Mo., January 25 & 26. The members of the Board made very good use of their time and accomplished a great deal. On Day 1, in addition to the standard Board Orientation presentation, several members of the Board shared information about their committees: Buddy Mayfield, Technology Chair, provided a lesson about how to use ATAC more efficiently; Dena Norris, Budget and Finance Chair, provided an overview of the Budget and Finance operations; and Janice Barnes, Co-Chair for the 50<sup>th</sup> Anniversary ad-hoc committee, led an activity about MASFAP's history. We also successfully created goals and strategies for a Strategic Plan, which you will be hearing a lot more about

later this year.

On Day 2, we had our first official Board meeting of the year. Did you know you can review Board minutes on the MASFAP website? After they are approved (generally at the next board meeting) they are posted here: [http://masfap.org/docs/toc\\_archives.html](http://masfap.org/docs/toc_archives.html).

Your 2017 MASFAP Board has been diligently working to represent you and provide you excellent value for your membership. Please read through the pages of this issue of the MASFAP Monitor to find out more information about the amazing work we are doing in MASFAP!

I've had the privilege of meeting many of you over the last few months at the regional meetings, OAKFAP, SLAP and FANG. Thank you for inviting me and allowing me to share information about MASFAP in those small-group settings. For those of you who were not able to attend one of those

meetings, we shared ideas for MASFAP's 50<sup>th</sup> Anniversary celebration, discussed the development of the Strategic Plan, and shared the development of the 2017 Budget. Included with this issue of the MASFAP Monitor is a copy of the 2017 Budget so each member has the opportunity to be aware of the projected income and expenses. If you have any questions or concerns you may send those directly to me or to the Budget and Finance team at [finance@masfap.org](mailto:finance@masfap.org).

MASFAP is blessed to receive generous contributions from many Associate Members. Although they have asked for no special recognition, I feel it is important to acknowledge that MOHELA and the Missouri Scholarship & Loan Foundation have pledged a very significant donation this year to the Purdy Professional Development Fund. This specific donation enables us to continue providing quality professional development opportunities for our members as well as add some new opportunities and activities this year. I am optimistic that the donations we receive enable MASFAP members to participate in the remarkable MASFAP training opportunities we provide, without financial barriers.

In our profession, we are continuously dealing with changes to financial aid programs. Advocacy has always been important to us, and no matter our personal political position, I think we can all agree we need to fight for financial aid programs for our students. As you know, MASFAP hosted a Hill Day on February 4, 2017 in Jefferson City. Additionally, the MASFAP Board recently agreed to join other financial aid associations and sent letters to the U. S. Department of Education and the Treasury Department requesting relief for the recent Data Retrieval Tool outage. I believe we need to continue building relationships at the state and national level to voice support and concerns of present and proposed legislation. One of my initiatives for 2017 is to focus on advocacy at the state and national levels and to provide opportunities to our members to learn how to become advocates. Our Legislative and Leadership Development Committees are collaborating this year to see this initiative to fruition. Look forward for more news later this year from these two committees about their advocacy efforts. I encourage each you to stay informed about state and federal initiatives and share your voice – don't underestimate the value of your voice.

On April 3 we celebrated the first important date in our history! The first informal meeting occurred in Columbia to discuss the creation of a financial aid association in Missouri! **Happy Birthday MASFAP!**

We have created a MASFAP 50<sup>th</sup> Anniversary Event on Facebook. We will use this page to periodically post pictures and share information about our history as well as news about the conference. If you would like to join this event, please contact Janice Barnes, Ginny Burns, or me and we will make sure you get added. Once you're added, you can post memories and questions on this page, too. Don't have a Facebook page? Don't worry! We will be sharing important information through the Blog, the Newsletters and the Listserv, too.

And finally, I am super excited to ask you to SAVE THE DATE for our fall conference! If you haven't already, put it on your calendars now: **November 6-8, 2017 at the Lodge of Four Seasons!** Jamie Davis, Vice President and Conference Program Committee Chair, is guiding the Program Committee through the development of a top-notch conference experience. The best news? Thanks to very generous donations we are able to set the conference registration at \$50 per person to honor our 50<sup>th</sup> Anniversary. In addition to the fabulous professional development training you will receive, we are planning an elegant evening to celebrate! I sincerely hope you are able to join our celebration of this extraordinary occasion.

## Gavel Gab, Cont.

### 2017 MASFAP Budget

approved 03/22/2017

Estimated Income Accounts	2017 Budget
Fall Conference:	
Corporate Support Exhibit Fees	\$ 7,000.00
Corporate Support Advertising	\$ 1,000.00
Corporate Support Registration Supplement (Purdy restricted funds)	\$ 75,000.00
Registrations (\$50*300)	\$ 15,000.00
Corporate Support Donations	
Corporate Support FAFSA Frenzy/CGS	\$ 10,000.00
Corporate Support (Early Awareness restricted funds)	\$ 5,000.00
Interest	\$ 5.00
Prepaid membership (for 2017)	\$ 10,000.00
Membership Dues (for 2017)	\$ 9,800.00
Corporate Support Membership Incentive Supplement (Purdy restricted funds)	\$ 5,000.00
Professional Development (Purdy restricted acct) (PD and Leadership)	\$ 18,500.00
16-17 NASFAA CORE Materials (Purdy restricted acct)	\$ 1,500.00
MASFAP Scholarship Fund (Build America Dividend Income) estimated total interest from bonds by 12/31/2017 = \$4864.86	\$ 4,660.00
Community Service Fundraising (conference charity) fall 2017	
Website Advertising Income	\$ 1,000.00
Miscellaneous Income -	\$ -
Reserves	
<b>Total Income</b>	<b>\$ 163,465.00</b>
<b>Expense Accounts</b>	
<b>General Expenses:</b>	
Fall Conference	\$ 84,800.00
Bank Charges	
MASFAP Scholarship Awards (9 @ \$500)	\$ 4,500.00
Executive Board:	
Meetings/Travel/Retreat	\$ 10,000.00
President's Travel to NASFAA	\$ 2,500.00
Contingency Fund - 50th Ad Hoc Committee	\$ 1,000.00
NASFAA Leadership Conf. for Pres. Elect & Treas. Elect	\$ 3,000.00
MASFAA Leadership Symposium for Bob Berger	\$ 1,500.00
President's Travel to MASFAA	\$ 2,500.00
Legal and Accounting Fees	\$ 3,000.00
Liability Insurance	\$ 3,000.00
License Agreement ASCAP	\$ 125.00
Office Supplies	\$ 50.00
Professional Association Dues	\$ 50.00
Misc. Expenses (bank fees)	\$ 100.00
Mailbox	\$ 1,000.00

## Gavel Gab, Cont.

### 2017 MASFAP Budget

approved 03/22/2017

<b>Committee Expenses:</b>	
Archives	\$ 1,000.00
Association Governance & Planning	\$ -
Awards and Gifts	\$ 1,640.00
Associate Member Concerns	\$ 200.00
Budget and Finance	\$ 1,000.00
Corporate Support	\$ -
Early Awareness/CGS/FAFSA FRENZY	\$ 5,000.00
FAFSA Frenzy Scholarships	\$ 10,000.00
Legislative	\$ 5,000.00
Membership:	
Committee Expenses	\$ 500.00
Newcomer/Welcome	\$ 1,000.00
Nominations	\$ -
Past Presidents's Cabinet Project(ad hoc)	\$ -
Program (Meetings/Travel)	\$ 2,000.00
Professional Development:	
Meetings/Travel	\$ 8,500.00
16-17 NASFAA CORE Materials	\$ 1,500.00
Project Development Fund	\$ -
Research	\$ -
Site Committee	\$ -
Technology	\$ 4,000.00
Charity - Community Service Donation	
Leadership Development Program	\$ 5,000.00
<b>Total Expenses</b>	<b>\$ 163,465.00</b>
<b>Bank Account Information</b>	
<b>General Funds:</b>	
Checking Account (3240) Commerce Bank "2017 acct" (as of 3/20/2017)	\$ 80,267.16
Savings Account (9906) Commerce Bank (as of 3/20/2017)	\$ 90,506.93
Checking Account (8763) US Bank "2013 acct" (as of 3/20/2017)	\$ 17,536.57
Savings Account (6474) US Bank (balance at time of closure \$84,918.92)	Closed
Savings Account (3555) "Early Awareness" Restricted US Bank (balance at time of closure \$2,011.87)	closed
<b>Scholarship Funds:</b>	
Scholarship Savings Acct.US Bank (0820) (balance at time of closure \$3635.48)	closed
Scholarship Build America Fund - US Bank Inv - value as of 02/28/2017	\$ 100,886.08
Savings Account -Purdy Restricted Account (5567)	closed
<b>Total Bank Accounts</b>	<b>\$ 289,196.74</b>
Submitted by Budget and Finance Committee	



# MASFAP Leadership Development Program Update



The 2017 Cohort of the MASFAP Leadership Development Program officially met for the first time on Friday, February 15<sup>th</sup> at the MOHELA building in Columbia, Missouri, to begin our year-long study of association leadership and management. Participants in the program are pictured above from left to right,

joined by Janice Barnes (l) and Amy Hager (r): Alex Miller, Financial Aid Counselor at William Woods University; Laurel Miller, Associate Director of Financial Aid at Logan University; Ashlee Binggeli, Coordinator of Student Loan Program at University of Central Missouri; Jen Moore, Associate Director of Financial Aid at Fontbonne University; Keri Gilbert, Financial Aid Advisor at University of Missouri; and Steve Garman, Financial Aid Counselor at Missouri State University.

The group was eager to dive into our agenda for the day which focused on Association Governance. We began the day with a presentation and activity on the history of MASFAP presented by former MASFAP President and Missouri and Presidents Award winner, Janice Barnes. Discussing our association's history set the tone for the day as the group delved into a review and discussion of the MASFAP Articles of Incorporation, Certificate of Rescission, and Constitution. As we reviewed the documents and discussed the purpose of our association, you could see the wheels turning and thought process kicking off as this group of future association leaders began to consider and share how their ideas and vision for the association could impact its future growth and development while maintaining the values and mission upon which our organization was founded.

Our discussion was supplemented by a review of several chapters of the book *Nonprofit Governance and Management* edited by Victor Futter, Judith A. Cion and George W. Overton. We discussed themes related to the purpose of a non-profit board, external factors contributing to the success or failure of an association, the strategic direction of an association, committing to mission and vision, how to select board members, MASFAP's stakeholders and a board's accountability, fundamental responsibilities of fiduciary charge, and finally what goes into making the decision to join the board of the association. Sounds fun, right?! It really was an excellent day filled with valuable conversation on association management.



## MASFAP Leadership Development Program Update, Cont.

Our second meeting was held on April 12<sup>th</sup> at the MDHE Offices in Jefferson City. Our day focused on legislative advocacy as we prepare to represent the Association on Advocacy trips to both Jefferson City and Washington, DC. We had the opportunity to meet with Deputy Commissioner, Leroy Wade and the Director of Business Development & Government Relations from MOHELA, Will Shaffner. The group was fascinated to hear about the legislative process and the role MDHE plays at the state level. We focused on the importance of developing relationships with our legislators and their staff in an effort to impact legislation.

At a time when financial aid is facing a number of unknown issues, this group has really taken to the idea of representing the Association and serving as a voice both at the state and federal level. A comment we heard repeatedly throughout the day is, "It's important to be at the table so you're not on the menu." This Leadership Development group is dedicated to working diligently to get MASFAP a seat at the table.

After a fascinating history lesson on Allan Purdy, I think we all felt a responsibility to champion the needs of our students and our industry, and we look forward to taking our message forward to D.C. as we meet with legislators and staffers in June. Each member of the group will be researching one or more legislator, working to develop the talking points of our visit, and will lead meetings on the Hill.

A huge thank you to all of our guest speakers so far this year who have helped provide insight into various aspects of MASFAP participation. Interested in joining the MASFAP Leadership Development cohort for 2018? Pending board approval, applications will be available during the late summer of 2017. Watch for announcements!







### Who is Your Special MASFAP Person?

We want to collect stories highlighting people who have made MASFAP what it is today. In order to accomplish this we need you to **Share your Story!** Everyone is invited to share their personal story about a special person who has made MASFAP special.

Our hope is that if we share our stories they will inspire each of us to be **“that person”** for someone else and motivate us to pay-it-forward; hoping they will remind us about our traditions of old and hoping they encourage us to create new ones along the way as we begin our next 50 years!

As you remember your special person or persons, please consider how you can be “that person” to someone else. What can you do to encourage someone to get involved or provide professional support? How can you make a difference in someone’s life... no opportunity is too small when we're focused on sustaining our remarkable organization.

Please send your written stories or short video message directly to Amy Hager via email at [amyh@macc.edu](mailto:amyh@macc.edu). (You can use video on your phone, if you want to!)

# Committee Updates April 2017



## **Laura Steinbeck—Associate Member Concerns**

The Associate Members Committee is slowly but surely getting into action for the 2017 year. Since our conference, we have submitted constitution and policies and procedures changes to the Association Governance Committee for approval that more accurately describe who we are and our purpose. We have

reached out to past associate members to remind them about membership renewal. As a result, we are currently at 17 active associate members. We will be planning an “activity” during the 2017 annual conference to generate traffic in the exhibitor area and there could potentially be prizes!



## **Lana DeJaynes—Awards Committee**

The awards committee will be meeting in May to welcome new members and get acquainted with the job tasked of the committee. Supporting the 50<sup>th</sup> year of MASFAP will add something special for this new group as we learn how to best contribute to the

association in these roles.



## **Melissa Findley—Communications**

Have you joined the blog? I am working with the 50th Anniversary committee and getting help from the archives committee to get lots of great historical information out about MASFAP this year. Be on the lookout for Throwback Thursdays, where we will post old pictures on the blog! Visit the blog and join at <http://masfap.org/b/>! Besides the

blog and monthly communications you receive through the listserv, we have created a fun Facebook event for MASFAP's 50th Anniversary. This is a closed event so only people we know can access the page. Here, you can post pictures and questions about the conference. Let's get over 300 people to the Lake on November 6-8!

## **Karen Walker—Archives**

On March 21 Archives Committee members Karen Walker, Melinda Wood and Cindy Butler were joined by Amy Hager, Janice Barnes, Ginny Burns, and Jamie Davis to go through the MASFAP Archives that have been stored at a Moberly Area Community College. The purpose of the meeting was to determine what archived materials we would be able to use for the upcoming 50<sup>th</sup> MASFAP anniversary and what we might need to solicit from current and past membership to cover all 50 years of MASFAP. The Archives Committee will be working on a publication to highlight the past 50 years of MASFAP and the industry we work within.



## **Janice Barnes & Ginny Burns—50th Anniversary**

The 50th Anniversary Committee had our first in person meeting on 3/21/2017. The committee is hard at work not only tracking down all of the Past Presidents, Lifetime Members and Missouri Award Recipients but putting together a timeline to highlight moments of MASFAP's history throughout the year leading up to the 50th celebration at the Fall Conference. We have created a private MASFAP 50th Anniversary Facebook event so if you are on Facebook and have not been invited to the event, please contact Melissa, Ginny or Janice so you can be added. Watch the listserv, blog and the Facebook event for throwback pictures and great MASFAP information.



## **Brice Baumgardner—Research Chair**

Our committee is busy processing aid for the 2017-2018 school year. We are excited about the upcoming conference and training opportunities.





## **Susan Hartnagel—Professional Development**

This week, the Director's Roundtable event took place on Tuesday, April 11. Topics discussed included enrollment management, loss of IRS data retrieval and how offices are coping, and resolution of 399 codes.

The Professional Development Committee has some upcoming events for your calendar.

- **Wednesday, May 3—NSLDS Training and Q/A Session**

Please join us for a NSLDS overview, with presentation materials from the 2016 FSA Conference. Topics to be covered include loan history, enrollment reporting and transfer monitoring.

We will have colleagues from several institutions serving on a panel to discuss their experiences with NSLDS. Please send any questions about these topics prior to May 1 to [hartnagels@missouri.edu](mailto:hartnagels@missouri.edu). This will allow time for research.

- **Tuesday, June 6—NASFAA Credentialing Session (Cash Management and Cost of Attendance)**
- **Tuesday, July 11—MASFAP Town Hall**

We look forward to seeing you at an upcoming event!



## **Alexandria Miller—Early Awareness**

EAC is working on scheduling our HS Counselor workshops for Fall '17. We are also hoping to collaborate with MDHE for 'Make a Difference Day 2017'. Be watching for details on both, coming soon!



## **Jamie Davis—Vice President**

I hope you all are as excited as I am about this year's MASFAP conference, "Celebrating our Past and Inspiring our Future", November 6-8, at the Lodge of Four Seasons resort. The Program Committee is hard at work coming up with informative and inspiring

speakers and sessions. If you would like to present at the MASFAP conference this year, please complete the submission form by April 28, 2017. The link to the session proposal is [http://www.masfap.org/docs/toc\\_conferences.html](http://www.masfap.org/docs/toc_conferences.html)

To celebrate 50 years of MASFAP, the registration fee has been set for this year at \$50 for each registered conference attendee. The Lodge of Four Seasons room will be \$114 per night. We can't wait to see everyone at the Lake in November!

## **Monitor Submission Policy**

Articles may be submitted by any person, company or organization for consideration by the MASFAP Monitor staff and are subject to approval prior to publishing in the newsletter. In general, submissions are made by members of the organization. The author's name should be included in the submission. The editor reserves the right to reject or edit the content of any article or information submitted.

Articles will be edited for accuracy, quality and appropriate length. Submissions may be limited to one article per Monitor, per person, company, or organization, depending on space.

Articles are intended to be informational and for the benefit of MASFAP members, not for company promotion or advertising.

If the author is unavailable or a resolution can't be reached, the editor will refer it to the committee chairperson and President for a decision about publication.

The MASFAP Monitor is brought to you by the Communications Committee. **Submissions for the next MASFAP Monitor are due July 10, 2017.**

# The Return on Investment of Student Success



*By Michelle Richardson—Student Connections*

In an effort to help students and families assess the return on investment (ROI) of higher education, the U.S. Department of Education provides various measures it considers indicative of student success on the College Scorecard website. These measures include:

- Graduation rate* - percentage of full-time, first-time students who graduate within 150 percent of the expected time to completion.
- Salary after attending* - median earnings of former students, who received federal financial aid for college, 10 years after leaving school.
- Students paying down their debt* - share of students who have repaid at least one dollar of their principal loan balance three years after

leaving school.

*Students who return after their first year* - share of full-time, first-time students who returned to their institution after their freshman year.

The College Scorecard compares this data to national averages, allowing students and their families to get a sense of how successful other students have been in attending a particular institution.

The Department of Education also uses measures to assess an institution's ability to participate in the federal financial aid programs, such as the three-year student loan cohort default rate and gainful employment data. While we don't know what to expect from the Department over the next year, it appears that there is broad bipartisan support for additional risk-sharing measures that will further link student outcomes to ability to access federal aid for a particular institution.

With this increased emphasis on outcomes, schools are looking to invest in programs and services designed to help students along the pathway from application to graduation to student loan repayment. However, access to funding for these programs from state, federal or institutional resources is less likely given the current pressure to cut budgets and keep educational costs low.

I recommend that institutions consider calculating the cost of attrition to get a sense of the revenue implications of losing students before they graduate or complete their education goals.

Some questions to consider:

- How many students do we lose during the first term? During the first year?
- How many students do we lose overall?
- How much revenue is lost per student?
- What would happen if we lost 2 percent, 5 percent or 8 percent less students?
- What decrease in attrition is realistic for our institution?

You can find samples of cost-of-attrition formulas from organizations such as the National Academic Advising Association and Ruffalo Noel Levitz. These formulas can help you get a sense of the amount of money that may be available to fund programs that will help you to help your students succeed.

## Time to Clean-Up the MASFAP Database

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MAFAP is constantly trying to keep members informed and up-to-date. Please take a minute to review your institution's members. Are there people listed who no longer work at your institution or maybe they have changed departments? Please remove them from the active listing. Are there new employees not listed who can benefit from getting MASFAP information?

Please go to [www.masfap.org](http://www.masfap.org), click on "Member Services," then click on print the MASFAP Directory, customize the print to Alphabetical by State/Institution/Last Name, scroll to your institution's name, and review the people on the list. Once reviewed, only the main contact for your institution can add and remove members for your institution by going to <http://www.masfap.org/InstitutionAccess/> to update the members.

We also need EVERYONE to update years of service on the individual profiles. We have many members with no years of service listed in the system—help us celebrate you! Please assist us in getting the database cleaned up. Email Jennifer Haynes with questions at [jennifeh@mac.edu](mailto:jennifeh@mac.edu).

## Upcoming Events

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- Wednesday, May 3 NSLDS Training and Q/A Session (Register on [www.masfap.org](http://www.masfap.org))
- Tuesday, June 6 NASFAA Credentialing Session (Cash Management and Cost of Attendance)
- June 26-29 NASFAA National Conference
- Tuesday, July 11 MASFAP Town Hall
- October 8-11 MASFAA Annual Conference
- November 6-9 MASFAP Annual Conference
- November 28-December 1 FSA Training Conference





## Add To Your List: Be More Positive



*By Melissa Findley, Missouri Scholarship & Loan Foundation*

pos-i-tive

/ˈpəzədɪv/

adjective

1. consisting in or characterized by the presence or possession of features or qualities rather than their absence.

As they say, you can look at a glass as half empty (sad face) or, half full (happy face). In the midst of stress at work with deadlines and projects, constantly running kids around to activities after work and a complete lack of sleep, I sometimes need to remind myself that being positive, and nice, goes a long way. I hope some of the thoughts I have gathered about positivity will give you a moment to pause and find ways to make your environment more positive.

Put on the other person's shoes (figuratively, not literally). Negative situations (and people) can bring you down, and these situations are all around us. We can't really avoid them, but we need to beat (or ignore) them! When I find myself annoyed by a situation (or someone), I lean on my friends to get me out of my funk and get rid of the negative attitude. Having happy friends (who are nice) is infectious and being around them truly makes me happiest! When I hear negative comments, I try to imagine what it is like for the person being negative. I try to understand that there are two sides to every situation. What is that person dealing with that makes them feel that way or act that way? Basically, I try to put myself in his or her shoes. And sometimes, you just have to take the high road. For example, my pre-teenage daughter came home from school a few weeks ago in a bad mood. Apparently, her BFF started sitting at another table for lunch and called her table the "drama table." Although the BFF probably should have not said that, I told my daughter to keep her comments positive. I asked my daughter to really think about what her BFF was probably feeling at the time and to think about what could have happened to her that made her feel this way. Whatever the situation, there are two sides to every story, and sometimes you just have to agree to disagree and move on.

Get active with good ol' fashion exercise. My friend and I decided to sign up for a half marathon... UGH! But getting out to walk and jog does something to my mood that is very positive. It gives me time to think, relax (although I am gasping for air) and breath. I highly recommend getting active to stay positive! Sometimes I just want to go home and put on my slippers, but instead, when I throw on my tennis shoes and go for a jog... I feel so great that I did it! Then, I feel like I really earned my cozy slippers and time to relax!

Be grateful for what we have. Sure, you may wish you had a bigger house, more clothes, a better office, less work, etc.... But what really matters is what you do have and being thankful for those people and things! There will always be people with more and, always people with less... be happy, accept and be thankful for what you have in your life!

Say yes instead of no. I challenged my husband to this awhile back because I joked with him that he always says no to our kids when they ask for something. I am not saying to spoil your kids, but take time to say yes to the things they ask... sometimes it is just time with you! This is also something to think about when a friend asks you to dinner – say yes instead of no!

Take time to listen. One of my friends is so good at being totally engaged in our conversation when we talk with each other. It makes me feel so special and appreciated... what a positive relationship we have that I really feel heard!

Now I'm challenging you to take a step back during your day, and think about how you can be more positive! And one more tip from my mom, if you don't have something nice and positive to say, don't say it at all!

## From the Desk of a Bursar

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*By Hal Deuser—Webster University*

Another academic year is almost history.

The Academic calendar makes time pass at an accelerated, scary pace. It will be Christmas before we know it, just say NO!!!!

Regardless of the date in the academic calendar, many things demand our constant attention to maximize the delivery of our services and to avoid those calls from our President's office. Most MASFAP schools are now in the process of registering returning students for the upcoming summer and fall 2017 semesters and preparing to register their new students. Unfortunately, too many renewal students are denied registration due to their unpaid account balances. Every MASFAP business office should be working closely with their financial aid office to see if anything can be done to help these students with unpaid balances.

Even with the summer and fall registration periods occurring at the same time, business offices are now moving into a slower period compared to the start of a fall or spring semester-term. Of course, just the opposite is the constant reality in our financial aid offices. Financial aid phones are ringing off the hook, and nervous enrollment managers are hovering over FAO staff shoulders to encourage expedited awarding. Unlike the business office, financial aid offices are constantly in demand. Since they have the money, there is just no rest for our financial aid colleagues.

This slower time in business offices gives us the opportunity to reach out and assist our financial aid colleagues in our common mission. Every financial aid office has students that are not file-complete for the new award year, which stops their aid awarding and timely disbursement of their financial aid. It is to our business office benefit to assist these students/parents in completing timely applications for aid awarding and student account payment. As you know, we are judged on our receivables. Furthermore, we have too many students/parents that need financial aid to afford our institutions. Too many of these students and their parents are unaware of the wealth of available financial aid. These realities reduce our enrollment numbers and resulting net revenues. Enlightened MASFAP business officers are reaching out to their financial aid colleagues to assist them as they juggle the volume and pressures of the 2017-2018 award year. This partnership just makes political and fiscal common sense.

What business officer sessions are you proposing for our upcoming Fall 2017 MASFAP Conference? The 2017 MASFAP program committee has requested session proposals in their 4/5/17 email. MASFAP needs and wants your suggestions and willingness to share your expertise and experience to ensure an exceptional 50<sup>th</sup> Anniversary MASFAP Conference. You can present individually or with colleagues via a group presentation. We need you to share your great ideas and successes that will benefit your business and financial aid colleagues, and certainly yourself.

# Financial Literacy Case Study: Impact at Blackhawk Technical College



*By Becky Davis—Great Lakes Educational Loan Services, Inc.*

There are many challenges to using financial literacy programs to make a positive difference on student borrowing, budgeting, and repayment behavior. No matter which program you use—or whether you create your own—getting students to buy in to your program, learn valuable skills, and change financial behaviors can be difficult.

Like many servicers, lenders, and independent companies, Great Lakes Higher Education Corporation and Affiliates offers its own free online financial wellness counseling program (GradReady®) in hopes of inspiring responsible borrowing, budgeting, and money management behaviors that will have lifetime impact on students who adopt them. Getting schools—and most importantly, students—to benefit from financial wellness counseling means *engaging* students.

That's why last fall, Great Lakes started holding quarterly meetings—often led by school users of the financial wellness program—to help financial aid professionals share ideas for successfully engaging students in using and completing the program. Attendance at these webinars has increased, and Great Lakes trainers simply facilitate discussion and organize speakers for the meetings. Participants are basically taking it from there, sharing their stories and their successes. Here's one of them.

## **Blackhawk Technical College**

Blackhawk Technical College (BTC) added an online financial literacy program to in-person counseling for certain student groups in fall 2015. The school, located in Janesville, Wisconsin, saw a \$700,000 decrease in student borrowing and notes that, of their students who were ineligible for federal aid due to issues with Satisfactory Academic Progress (SAP), 75 percent of them returned to good standing as a result of these efforts.

The online program used in this instance helps students estimate the impact of college completion on future earning potential, understand the effect money management choices have on their ability to access educational financing—and see how academic decisions impact their finances.

## **Decrease in Student Borrowing of \$700,000**

BTC's policy is to award unsubsidized loans to borrowers who have less than \$20,000 in student loan debt. Eligible students who want to take out more unsubsidized loan funds must meet with a financial advisor to discuss the implications and complete the online program modules Paying for College and Money Skills. As of June 30, 2016, 408 students had completed this process despite being informed by BTC that it was a school policy and not a federal mandate. With the change, BTC has seen an estimated \$700,000 reduction in student borrowing.

Third-semester accounting major Joel Heaberlin completed this process, and says the online program's information and tools for loan repayment, in particular, are impactful: "When it comes specifically to school and loans, then definitely [this] is better [than my accounting classes] because it goes into more depth."

## **75 Percent of Students Return to Good Standing**

BTC requires students who have lost eligibility for financial aid due to issues with SAP to complete GradReady's Money Management module as part of their academic plan. They also must use the program's budget tool and Debt-O-Meter, a tool that helps students measure the impact of their actual borrowing on future payments and their ability to pay based on expected post-graduation income for their program.



Preliminary findings show that 75 percent of BTC students on probation for financial aid have returned to good standing.

### **Students Adopt Positive Financial Behaviors and Habits**

Third-semester business management student Jessica Crawford hopes to graduate debt-free in spring 2017, thanks in part to the addition of an online financial wellness program to BTC's in-person entrance counseling. Using the online learning modules helped her understand budgeting, loans, and the impact of borrowing on future payments, Crawford says. Entering actual income and expenses into the program's budget gave her specific amounts for various expense categories. Crawford says she now dodges "impulsive buyer's syndrome" by taking just her budgeted cash with her in an envelope so she won't overspend.

Crawford recently took out her first student loan when her car broke down and she couldn't use it for four months. "... I had to figure out how I was going to pay for that and pay for school at the same time. Was I going to have to take out a loan, and how could I avoid having to pay a lot of money when I was done with school?" Using the online program's Electronic Loan Counselor, she decided to take out a small student loan which is sitting unused in an account. If she and her 14-year-old daughter avoid other unforeseen expenses, Crawford plans to return the loan and pay no interest.

We all understand the challenge of helping students adopt healthy financial habits for positive lifelong impact. Brainstorming solutions and sharing stories and experiences may provide some keys to success.

Visit and join the MASFAP Blog at:  
[www.masfap.org/b/](http://www.masfap.org/b/)

### **MASFAP Needs Volunteers**

Please volunteer for a MASFAP Committee by going to [www.masfap.org](http://www.masfap.org), select Forms and then click on Committee Volunteer Form. Being a part of a committee is very rewarding — we look forward to hearing from you. Please submit your committee volunteer form today!

# What Are You Doing to Help Your Transfer Students Succeed?

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*By Michelle Richardson—Student Connections*

If school, state and national goals related to college completion are to be met, higher education needs to do a better job with helping transfer students succeed. Like their full-time, first-time counterparts, transfer students report a high commitment to attending college and finishing school; however, fewer than one in seven community college students who transfer complete a degree.

## **Choosing a pathway**

Deciding how to get to their education goals from where they are today can be difficult. Ruffalo Noel Levitz' 2013 report on The Attitudes and Motivations of College Transfer Students found that up to 62 percent of respondents at four-year public institutions, 58.7 percent at four-year private schools and 49.7 percent at two-year public schools wanted help in preparing a written academic plan for graduation.

## **Funding College**

In the same study, more than half of all transfer students indicated they do not have the financial resources needed to finish their programs of study. More than half also reported they have financial problems that will interfere with their studies.

## **Boosting Productivity**

Even though they have some college experience behind them, transfer students noted in the study that they would like to receive help with student skills, such as time management, taking notes and exam strategies.

## **Getting Hired**

The majority of respondents in the study wanted the opportunity to explore advantages and disadvantages of their chosen career. Across all institution types, they also wanted help in identifying work experiences or internships related to their major.

There is a lot of activity helping students transfer from public two-year to four-year institutions. A January 2017 study by the Community College Research Center suggests that in the state of Texas, state policy needs to address three primary issues in order to strengthen transfer student success in the state: create stronger transfer pathways, help students choose and stay on a transfer pathway, and build momentum for regional community college-university collaboration to improve transfer outcomes.

Schools are responding to these needs in many ways. Orientation programs specifically designed for transfer students are either required or optional at many institutions. Ruffalo Noel Levitz recommends making these programs required in order to reach a larger number of students. I also noted dedicated advising staff for transfer students at many institutions.

You may want to look at what you are doing to help your new students in the areas of choosing a pathway, funding college and getting hired. Are your current offerings helpful to your transfer population? Do they have the same opportunities to participate as your new students? Are they offered in such a way as to be convenient to your transfer population? Are there institution-specific barriers to transfer-student success that you can address?

# MASFAP Happenings and Tidbits



Dear MASFAP friends,

I have some exciting (and sad) news to share with you all. I have officially accepted a job as Assistant Vice Provost/Director of Financial Aid at the University of Kansas. My duties begin June 5th.

MASFAP has meant the world to me both professionally and personally. When I passed the gavel in December, I had no idea that in a few months I would be resigning from the board and leaving the state. You all are amazing professionals and even better friends. My success is because of all of you and your support over the years. I appreciate each of you and all you do for MASFAP!

Angela Karlin



**Southeast Missouri State University:** Alicia King has been promoted to a Financial Aid Coordinator upon the retirement of Laura Knoeppel who had served in that capacity for the past 11 years. Alicia worked closely with Laura over the past three years and is well-versed in the responsibilities of the position.

**Hannibal-LaGrange University:** Sarah Earls has been promoted to the Assistant Director of Financial Aid. We are excited to welcome Mary Shirley to our office as the new Financial Aid Counselor.

**Columbia College:** Jamie Davis was recently promoted to Assistant Director of Operations.



**Missouri Southern State University:** We have had three new hires in the past year! Paris Charles (pictured to the right) is our Title IV Compliance Counselor at Missouri Southern State University. She is primarily responsible for Return of Title IV Funds, total withdrawals, gainful employment and our web site updates. Maghan Alberts (pictured left, top) is our Veteran Services Coordinator. Courtney Smith (pictured left, bottom) is our newest Financial Aid Counselor. She performs verification, packages aid and helps students with last name A-G.



**State Fair Community College:** The Financial Aid and Veteran Services (FAVS) team at State Fair Community College moved into their

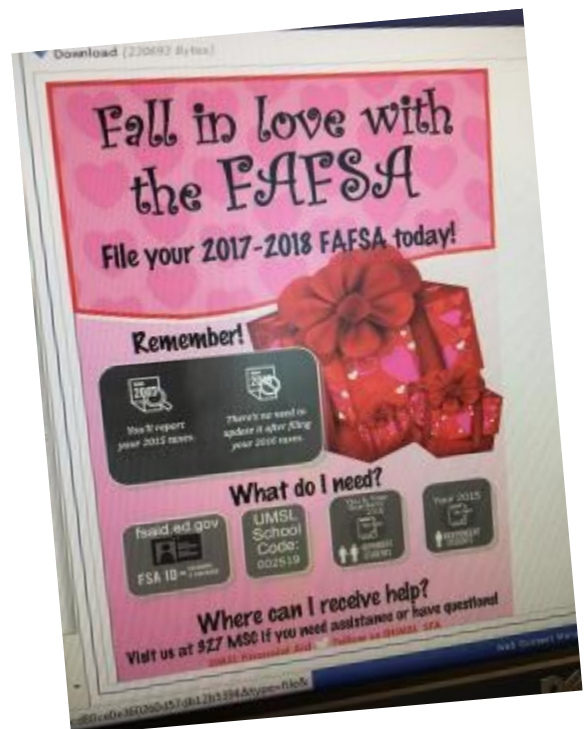
newly renovated space after spending four months in a temporary basement location. The team is not fully moved into the office space just yet and are still adapting and adjusting. (pictured right)





# Office Spotlight: University of Missouri—St. Louis

Lauren Kocimski, Jen Nadler, and the rest of the staff at the University of Missouri – St. Louis have brought to life a fun way to grab the attention of students. When there are upcoming deadlines that students need to be aware of, they let their creative juices flow into a catchy slogan and amusing graphic. The final work of art is placed on the financial aid website, tweeted, and occasionally sent as an email “blast”. This creative approach to reaching out to students has helped make their initiatives more successful!



# What is your favorite financial aid resource or online tool?

My favorite resource is the 7 easy steps for completing the FAFSA. This is created each year by University of California. I think it does a great job of walking families through the process and what to look for. <http://www.finaid.ucsb.edu/fafsasimplification/>

**Cassandra Hicks, Southeast Missouri State University**

My favorite financial aid resources are my colleagues. Although we don't always interpret and implement regulations the same way or have our FAMS systems set up in the same manner, it is always helpful to get the perspective of the people I respect. There is a tremendous knowledge base among our colleagues within the state.

**Karen Walker, Southeast Missouri State University**



I love the #Fachat on twitter. I think it's topical and I almost always hear about something I was unaware of previously.

**Jen Nadler, University of Missouri St. Louis**

My favorite online resource is NASFAA AskRegs.

**Becca Diskin, Missouri Southern State University**



The Federal Student Aid Handbook, of course! It is so easy to read, rarely contradicts itself, and the six-volume set is available about halfway through the year it references!!! ;) Seriously though...my real favorite resource is the MASFAP network, that is where I get the best of what I need. Thank you all!

**Lana DeJaynes, State Fair Community College**

I love using the repayment calculator on studentloans.gov with students to look at their debt and future payments. I like that you can add future loans so students can really see the impact of additional borrowing on their monthly payment. Honestly, outside of looking things up in IFAP, I use that the most!

**Keri Gilbert, University of Missouri—Columbia**



My favorite financial aid resource is NASFAA's AskRegs.

**Sarah Bright, Jefferson College**

## What is your favorite financial aid resource or online tool? Cont.

My go-to place for information is typically IFAP... complimented by NASFAA's AskRegs.

**Amy Hager, Moberly Area Community College**

My favorite resource is my colleagues.

**Brice Baumgardner, Hannibal-LaGrange University**

NASFAA Ask Regs.

I love that they also cite the regulation and handbook reference in the response.

**Kristen Gibbs, Central Methodist University**

The truth is my favorite resource is the federal student aid handbook. 15+ years later I love getting lost in the intricacy of the document and all the things we must know and don't know because it isn't applicable to our situation. It never stops being exciting to get to pull it up and read it.

**Colleen Brown, Columbia College**

With any Financial Aid question or concern, I always first ask my Webster University Financial Aid Professionals and how could we live without NASFAA.

**Hal Deuser, Webster University**



Favorite financial aid resource:

1. Poll my colleagues
2. eCFR -Code of Federal Regulations
3. NASFAA Ask Regs
4. It is amazing where Google will lead you.

**Janice Barnes, Saint Louis University**

People are my favorite and best resource! In addition to my amazing MASFAP network, I have joined NSPA (National Scholarship Providers Association). They support and are resources to those who are administering scholarships at colleges, non-profits, foundations and businesses.

**Melissa Findley, Missouri Scholarship & Loan Foundation**



I seem to reference IFAP on a weekly basis :)

**Maureen McKinnon, Rockhurst University**



# Record Breaking FAFSA Frenzy



## FAFSA Frenzy

This was the fourteenth consecutive year for Missouri to host FAFSA Frenzy events throughout the state. With the change of the FAFSA to a Prior-Prior Year implementation and an earlier FAFSA availability, FAFSA Frenzy events were restructured to host the main event date in November 2016 rather than the historic month of February. The earlier FAFSA implementation posed many unknowns, but we are happy to report a successful outcome! Sites were given the option to operate on the main event date of November 13, 2016 or to choose an alternate date anytime from October 1, 2016 the end of January 2017.

A HUGE thank you goes out to the volunteers who never cease to amaze us with their generosity, giving of their time to assist students and families in need. With 122 sites hosting events and 515 volunteers serving these sites, a total of 2,241 students and their families were able to receive the assistance they needed to complete the 2017-18 FAFSA. Additionally, 74.25% of filers served were members of at least one target audience group.

MASFAP's generosity continues with the sponsorship of ten \$500 scholarships for the 2016-17 FAFSA Frenzy events. Students who attended one of the official FAFSA Frenzy events this academic year were eligible to enter a statewide drawing to receive one of the \$500 scholarships. To be eligible to receive the funds, the winning students must enroll in a fall 2017 postsecondary program in Missouri and provide enrollment verification. The scholarship drawing was conducted on February 21, 2017 by MASFAP President Amy Hager. Scholarship winners, who had attended the following 2016-17 FAFSA Frenzy sites, were drawn at random from the over 2,000 entries.

**Central Academy of Excellence**, Kansas City  
**Chaffee High School**, Chaffee  
**Excelsior Springs High School**, Excelsior Springs  
**Fort Osage High School**, Independence  
**Hancock Place High School**, St. Louis  
**Hickman High School**, Columbia  
**Marion C. Early High School**, Morrisville  
**Metropolitan Community College-Maple Woods**, Kansas City  
**Nevada High School**, Nevada  
**Woodland High School**, Marble Hill

The Missouri Department of Higher Education is now looking ahead to next year's FAFSA Frenzy program, and the 2017-18 site registration process is now open. Have you registered to host your FAFSA Frenzy?

If you would like to host a FAFSA Frenzy between the dates of October 1, 2017 and January 31, 2018, register now at <https://surveys.mo.gov/index.php/325679>. The deadline to register is Friday, August 25 at 5:00 p.m.

If you would like to volunteer to assist at a FAFSA Frenzy event near you, the 2017-18 FAFSA Frenzy volunteer registration form will be available in early September after the official site list has been finalized. Please watch for information regarding availability at [dhe.mo.gov](http://dhe.mo.gov) and through MASAP communications.

If you have any questions regarding FAFSA Frenzy events in Missouri, please email us at [Journeytocollege@dhe.mo.gov](mailto:Journeytocollege@dhe.mo.gov). Additional information may be found at <http://dhe.mo.gov/ppc/fafsafrenzy.php>.

# 2017 Executive Board / Committee Chairs



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State Fair Community  
College; and Anjana Paul,  
Commerce Bank**

**Thank you to all who  
submitted articles and  
information!**

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