



MASFAP Monitor

July 2018 Volume 2018, Issue 3

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Hallahan's Horizons

**Kerry Hallahan, MASFAP President,
Director of Financial Aid
Logan University**

Greetings MASFAP Family!

Now that most offices are ramping up for fall, I hope each of you have had an opportunity to enjoy yourself this summer. My husband and I took part in setting the world record for the most people grilling simultaneously! We officially now have joined the Guinness Book of World Records as two of the 564 people who participated. It was a super, super hot day with absolutely no shade, so please ignore the wet towel on my head. Had to keep cool and

the Budweiser just was not doing it for me.

Despite it being summer, your MASFAP team has been active these past three months. When I think about all of the activities that have been planned, materialized and attended in only three months, I am in awe!

The Leadership Development participants met at MDHE and were immersed with legislative insights at both the state and federal level. Thank you to our Legislative Co-chairs, Keri Gilbert and Will Shaffner, Assistant Commissioner, Leroy Wade and Leadership Development Chair, Amy Hager. This group of individuals prepared our participants for the advocacy trip to DC. During this visit in DC we had the opportunity to meet with Kathleen Smith from Federal Student Aid. This conversation has led to a potential partnership between MASFAP and FSA for



Hallahan's Horizons, *Cont.*

reviewing the complexities of R2T4.

The Nominations and Elections committee worked diligently to bring a full slate of excellent potential leaders. Congratulations to our newly elected officers! I am very excited to see MASFAP grow through their leadership in the future. A special thank you to all of the candidates who agreed to accept nominations and run for an elected position. And thank you to all who voted or participated in a collective institutional vote. I have heard from many about how difficult it was to vote because of the caliber of the candidates.

Professional Development committee has successfully brought to you a training event each month. Between, the Verification Training in April, the MASFAP Town Hall in June and the Director's Roundtable in July we had almost 90 members in attendance. The next training will be held July 25th in Columbia. Staff from MDHE have graciously agreed to guide us through the ins and outs of state aid.

Association Governance met again to fully review the policies and procedures of MASFAP roles and finalize the potential changes to the Constitution and By-laws. The Communications committee has never skipped a beat and continued to provide a monthly communication as well as blog posts. The Budget and Finance team continues to meet to ensure the association is being fiscally responsible and the delegates have audited the banking records. Technology has been working behind the scenes with the elections and now preparing for the conference mini-site. Early Awareness is preparing for the high school counselor training luncheons. Archives committee has ensured that each event is photographed and documented. Research committee has collaborated with Budget and Finance to explore the opportunity of providing another option of payment. President-elect, Samantha Matchefts, has represented Missouri with the MASFAA Executive Board and at the NASFAA Conference. Additionally, she and I have begun participating in conversations led by Commissioner Zora Mulligan and Melissa Findley, Executive Director of the Missouri Scholarship & Loan Foundation, along with a facilitator from NCAN, to develop a statewide college access network. Newcomer committee is preparing an exciting overview for the first-timers at the conference. Site Chair continues to coordinate training sites, meeting sites and food for all events. And the Awards Chair is beginning to solicit nominations to recognize outstanding members of our community.

Vice President, Alex Miller and the Program Committee have been engaged in creating and developing a robust conference! I am amazed to see how this is all forming and working out just perfectly. MASFAP will be Keeping it REAL: Reauthorization, Education, Action and Leadership at our typical hangout, Lodge of the Four Seasons from November 5—7. Save the date and plan ahead as Election Day 2018 falls during our conference. Please see the message later in this newsletter for guidance on where to find your absentee ballot!

During the June Executive Board meeting, your colleagues voted to bring back an ever so popular incentive. **If an institution's Financial Aid Director/Manager registers and attends the conference, any other member from that institution will not accrue a registration fee!** MASFAP is able to subsidize your registrations due to the generous donations of corporate support for our annual conference and funds earmarked for professional development from the Allan Purdy Professional Development fund. I would like to extend a huge thank you to all of our associate members.

I cannot believe how fast the first half of this year has flown! I hope that each of you have been able to take advantage of the opportunities you are afforded through the institutional membership. Please feel free to connect with me, or any member of the Executive Board, to express your ideas, questions, and concerns. As the Executive Board continues to produce events, I look forward to seeing you!

Kerry

Conference Update—You Will NOT Want to Miss It!



By Alex Miller—Vice President and Program Chair

Conference registration is opening soon...do you have November through November 7 marked as “out of office” yet for the MASFAP Conference!? If you are trying to decide if the conference is right for you, we can assure you, it is! We just confirmed Zach Goodwin, with the Department of Education, will be attending the whole conference. What does that mean!? This means MASFAP will be have a **FEDERAL TRACK** that will allow you to get federal training right here in Missouri. With many of us experiencing budget/travel cuts, this is a perfect opportunity to obtain this type of training close to home.

I am sure most of you are wondering, what will the conference cost!? Many MASFAP members have voiced their opinions and offered up

ideas on registration cost for the 2018 conference, we thank you for those. We are happy to announce that if the Director attends then their staff can attend for free. So, Directors make sure you are ready to bring your staff and have a great time at the Lodge of Four Seasons while obtaining some amazing training!!

Our agenda is shaping up to be loaded with informational and general sessions for all Financial Aid and Business Office staff. Commissioner Zora Mulligan will also be in attendance for a general session to allow us to get to know our Commissioner and she will be sitting on a panel to talk about Women in Leadership. Also, Leroy Wade from MDHE will be giving our membership an update on what is happening at the state level and doing some interest session on state aid.

And for those of your wondering, yes we will have awesome networking opportunities for everyone to enjoy. Watch the Listserv for more announcements to come about the conference over the next couple of weeks!

Your 2018 Program Committee



MASFAP Happenings and Tidbits

- Colleen Brown, Columbia College, welcomed baby girl, Rosemary Virginia, on April 15. (pictured to the right)
- Stephens College—Kim Stonecipher-Fischer has retired as of May 11. Alexandria Miller has become the new Financial Aid Director.
- Mizzou welcomed three new members to their staff: Allison Thompson, Loan Support, Manda Riley, Financial Aid Advisor, and Robert Carpenter, Financial Aid Advisor
- Thomas Goehring, St. Louis College of Pharmacy, and his wife welcomed baby Rosie in May. According to Tom “she is healthy, beautiful and sweet, smiles a lot and loves to eat and sleep – just about a perfect baby!”
- Northwest Missouri State University has three new staff members who started in May, so a lot of learning and training happening. The new staff include Ann Heidendal, Chris Scroggins, and Rachel Roush.
- Avila will have a full-time job opportunity posted soon.
- Logan University’s advisor, Ashley Nickell graduated with her Masters in Education – Adult and Higher Education on 5/13/2018! She has since been accepted in to the Doctorate Program at UMSL. She will begin working on her Doctor of Education – Higher Education Student Services in August of this year.
- On June 25, the Dungy Institute Resource Fair was held at Missouri State University which hosted approximately 30 undergraduate students from across the nation. All of the students are from historically underrepresented populations and are interested in learning more about Student Affairs as a profession. Dustin Braddish, from MSU, and Kim Cary talked with students about how wonderful FA really is and gave them a real world view of the issues our students are facing. We used the approach of asking them what area of student affairs they planned to go into and showed them how FA is related to that area and all areas. Most of them were surprised at our overall connection across our campuses and that FA is not just a task oriented, number counting department. They left with a sense of how much we care for our student’s overall social, financial, and mental health.
- Steve Jordan, Director of Financial Aid at A.T. Still University retired the end of May.
- Seth Carruthers is the new Assistant Vice President for Student Support Services at Fontbonne University.
- Linze (Leimkuehler) Hawkins, Assistant Director of Financial Aid at Missouri Valley College, married Drew Hawkins July 7, 2018.
- MSU welcomed two new staff—Bryan Hawk and Michelle Gavel– to its financial aid team earlier this month!
- NASFAA announced a CFAA – Certified Financial Aid Administrator program which begins in 2019-2020.



State Student Financial Aid Task Force



By Leroy Wade, Assistant Commissioner for Financial Assistance, MDHE

The Coordinating Board's Coordinated Plan, Preparing Missourians to Succeed: A Blueprint for Higher Education, recognized the changing higher education landscape and the need to ensure the state's student financial aid programs are aligned with that reality as well as the goals identified in the plan. In March, the Coordinating Board approved the staff plan to undertake a comprehensive review of the state student aid programs administered by the MDHE.

Phase one of this initiative began in March with the appointment of a broad-based task force charged with the development of recommendations that will serve as a comprehensive policy framework for the department's portfolio of state student assistance programs. The task force held multiple meetings between March and early June to develop the components of that framework. On June 7, the Coordinating Board accepted the report of the task force, which contained vision and purpose statements as well as 12 policy recommendations for the design and operation of state student financial assistance programs. Detailed information about the work of the task force as well as the final report are available at <https://dhe.mo.gov/ppc/grants/stateaidreview.php>.

Phase two of the initiative began in June with the establishment of a state student financial aid committee that is charged with the task of reviewing the current portfolio of state programs based on the policy framework approved by the Coordinating Board and making recommendations for change to ensure alignment between the two. This committee is primarily composed of student financial aid professionals with inclusive sector representation. The committee held its first meeting in late June and will continue to meet through the summer and fall. The webpage referenced above will be updated regularly with information about the committee's work. Currently, it is anticipated the committee will present a slate of recommendations to the Coordinating Board for action in December.

Save the Dates

2018 Conferences:

MASFAA	MASFAP	FSA
Minneapolis, MN	Lake of the Ozarks	Atlanta
October 14-17, 2018	November 5-7, 2018	November 27-30

How do you spread the word on your campus about different private scholarship opportunities

We publish a handful of private scholarship search tools on our webpage and encourage students to start here. We'll also tweet scholarships with the hashtag #FreeMoneyFriday

Stephen Garman, Missouri State University



Twitter! Our #FreeMoneyFridays help get the word out!

Keri Gilbert, University of Missouri-Columbia

At Avila we use our website to post outside scholarship opportunities as well as Twitter. We also periodically print off scholarship opportunities and hang them around campus. If some local ones come through we usually share them via faculty and email too!

Crystal Bruntz, Avila University

We are attempting to utilize a social media platform to raise awareness for different private scholarships that become available to our students.

Brice Baumgardner, Hannibal-LaGrange University

At SLU we use an icon in the student's mySLU called the Scholarship Suite (vendor is AcademicWorks) where we list Outside Opportunities that students can search. We also have links on our webpage for private scholarship opportunities.

Julie Martin, Saint Louis University

This is a tough one with individual awards since we receive so many of these each week and day. We take a three pronged approach to providing the info to students. We share a few national search options, and few regional search options and provide some suggestions for students in their local scholarship search.

Charles Mayfield, Northwest Missouri State University



We have a Facebook and Twitter account ran by the Financial Aid Office. We post updates and announcements for any scholarship opportunities that we hear about or that are sent to our office.

Alex Miller, Stephens College

At OTC, we list all scholarships on our website and let Deans over specific areas know to spread the word with students in specific programs as we learn about them.

Kim Cary, Ozarks Technical Community College

Private scholarship opportunities are promoted through Scholly, a mobile friendly, simple scholarship search tool.

Sarah Bright, Jefferson College

We try to spread the word to students by posting them on campus bulletin boards, sending targeted emails and compiling them in a database where students can search the opportunities. We will also share scholarship opportunities with FA and academic advisors as well as faculty/program directors to help spread the word.

Dena Norris, Metropolitan Community College

MASFAP Town Hall

On May 23, we held a MASFAP Town Hall. This was the perfect opportunity to discuss any and all topics. Topics included Gainful Employment, 400/401 codes, requests for student income verification, PII, Professional Judgement, Overlapping Terms, and Confidentiality Statements to name a few.



MASFAP at NASFAA

NASFAA was held in Austin, Texas on June 24-27. NASFAA had U.S. Army combat veteran, best-selling author, and CEO of the Robin Hood foundation, Wes Moore, as the opening session speaker. Moore shared his remarkable personal story of overcoming adversity through education, embracing personal responsibility and emerging as an inspirational leader. While in Austin, Missouri financial aid professionals (both present and past) had dinner at Uncle Julio's.



NASFAA 2019 will be June 24-27 in Orlando, Florida.



Taking Washington By Storm

By Kayla Klein, University of Missouri Columbia

When I applied to be a part of the MASFAP Leadership Development program I knew that a trip to Washington was part of the program. However, I did not realize how much this trip would change my passion for financial aid advocacy. The “Fab Five” (as Amy calls us) planned the trip for months. We did research on the legislators, we learned from each other, we met to discuss how the trip would go, and then it was here.

On Sunday, June 10, we boarded a plane, and we were off for a whirlwind 3 days. As the plane took off, the excitement set in... and so did the nerves. The first day, Sunday, was packed full with sightseeing (such as taking in the amazement of Arlington National Cemetery) and planning for the next day. Then, Monday was the day that we would put all of our hard work into action!

On Monday, as I got ready the nerves were in full swing, and it was amazing an adrenaline rush... and I did not even have to actually lead the meeting. We sat with Jordan Cox of Representative Hartzler’s office and he listened, he was engaged, asked questions, and paid attention to what our group had to say. It was an amazing experience and honestly in that moment I realized I could make a difference. Collectively we can make an even bigger difference.

On Tuesday, it was my turn to lead the last meeting of the day. We met with Emma Kay from Senator McCaskill’s office. I gave the presentation on the MASFAP legislative priorities, talked about all the items that we needed to touch on, and we walked out of the office with a new contact. We are making contacts in D.C. and it is exciting!

It was a remarkable three days that flew by and I learned so much. I learned I can make a difference, that our voices matter, and that all of us should #Fight4FinAid. I would recommend that if you have ever even had a tiny thought to sign up for MASFAP’s Leadership Development Program that you should do it! And you should leap at the chance. You will find your voice and place in the fight for your students.



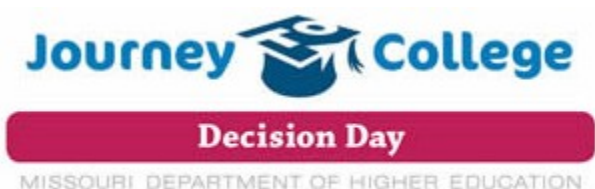
Journey to College Programs and Awards

By Lisa Wilson, Outreach Services Coordinator, MDHE

The 2017-18 Missouri [Journey to College programs](#) were a great success due to the wonderful support given by those who volunteer their time and efforts to help students and families reach the goal of a postsecondary education. The Journey to College programs include [Apply Missouri](#), [FAFSA Frenzy](#) and [Decision Day](#).

The Missouri Department of Higher Education recently presented awards to a few of those outstanding people who were nominated by their peers to be honored for their dedication to the Missouri Journey to College and to the students served at these events. Journey to College Site Coordinator of the Year awards went to Abby Vernon, Saint Charles Community College and Paige Cyrus, New Madrid County Central High School. The FAFSA Frenzy Outstanding Volunteer awards were presented to Karen Griffin, East Central College serving at Sullivan High School and Shagonda Love, Lincoln University.

Abby Vernon has served as site coordinator for Saint Charles Community College for many years. Vernon started her career as a financial aid counselor in April 2007 at Allied College in Maryland Heights. In 2012 she accepted her current position at Saint Charles Community College and volunteered for the Orchard Farm High School FAFSA Frenzy. This experience sparked a new love for serving the community in a much wider circle. She began presenting at local high schools during financial aid nights and college fairs. She also obtained a grant from MDHE for default prevention and, through that experience, learned the importance of financial literacy. Abby has coordinated FAFSA Frenzy events on the SCC campus every year since 2013. At these events, they have served families from 20 different high schools and 8 different colleges. Abby stated “It feels good knowing I’m in a profession dedicated to educating and serving the public. If I can ease a families’ search for an affordable education, I know I’ve accomplished my goal.”



FAFSA Frenzy 2018-2019: Consider Volunteering!

By Lisa Wilson, Outreach Services Coordinator, MDHE

This fall marks the eighteenth FAFSA Frenzy season since MASFAP first brought the program to Missouri in 2003-04, and we soon will be soliciting volunteers from Missouri's financial aid community. Our financial aid officers have been the foundation of the FAFSA Frenzy volunteers for seventeen years, and your expertise is invaluable to Missouri's students and parents. Without your help, our vulnerable students and families may be overwhelmed by the FAFSA process and unprepared for verification this fall, causing them to lose sight of their goals. The important 2018-19 FAFSA Frenzy events will assist Missouri's students and families in submitting their 2019-20 Free Application for Federal Student Aid, helping them achieve their educational dreams. Our goal is to have one financial aid officer per site.

We are currently accepting registrations for hosting Journey to College FAFSA Frenzy events. After registration ends at close of business August 24, 2018, we will compile the final list of sites and launch the online Volunteer Registration Form. The final list of sites will be listed at <https://journeytocollege.mo.gov/pay/file-a-fafsa/fafsa-frenzy/> as well as listed within the Volunteer Registration Form.

Be watching for the announcement when the Volunteer Registration Form is ready to go. If you are not already subscribed, you may want to begin receiving electronic notifications from the Missouri Department of Higher Education by subscribing at <https://dhe.mo.gov/mdhedigest/signup.php>. If you have any questions regarding Missouri's 2018-19 Journey to College FAFSA Frenzy program, you may contact the MDHE Student Access and Success group by email at journeytocollege@dhe.mo.gov.

FAFSA Frenzy 2018-2019: Host Site Registration

The [2018-19 FAFSA Frenzy host site registration form](https://surveys.mo.gov/index.php/325680) is currently available at <https://surveys.mo.gov/index.php/325680>, and postsecondary institutions may register through August 24, 2018, end of day. The 2019-20 FAFSA should be available October 1, 2018, and high schools, postsecondary institutions, and community organizations may host FAFSA completion activities through January 31, 2019.

If you have any questions regarding FAFSA Frenzy in Missouri, please email the student access and success staff at journeytocollege@dhe.mo.gov. Information regarding FAFSA Frenzy can be found on the MDHE's [FAFSA Frenzy Web page](https://dhe.mo.gov/ppc/fafsafrenzy.php) at <https://dhe.mo.gov/ppc/fafsafrenzy.php>. FAFSA Frenzy is offered in Missouri through partnerships between the MDHE with MASFAP, and the Missouri Higher Education Loan Authority.

**Register for Professional Development
events at:**

www.masfap.org

New Sallie Mae Report Studies How Students Are Paying for Graduate School



By Laura Steinbeck, Director of Business Development, Sallie Mae

Today's grad students believe going to grad school is the new standard for professional occupations

For the past 10 years, Sallie Mae has published *How America Pays for College*, the national study of how students and families cover the cost of an undergraduate education. Now Sallie Mae and Ipsos have partnered to produce *How America Pays for Graduate School*, new research on what motivates students to attend grad school, the sources they use to fund it, and their overall decision-making process.

Career aspirations are driving students to graduate school

Nearly all grad students—95 percent—said an advanced degree is necessary to enter, advance, or remain competitive in their chosen career.

Grad students are footing the bill

Students spent an average of \$24,812 on grad school in academic year 2016 – 17, and they provided more than three-fourths of that amount themselves.

Borrowing is the number one way grad students are paying for school

More than three-fourths of grad students (77%) borrowed in AY 2016 – 17, and student-borrowed funds covered more than half (53%) of grad school expenses. Half of the borrowed funds were federal student loans, and 8 percent were private student loans.

Grad students also reach into their own pockets

Student earnings covered one-fourth (24%) of grad school expenses. Scholarships and grants paid 15 percent of costs; only 8 percent came from funds borrowed or contributed by parents or others.

Quality and convenience outweigh cost

Eight in 10 grad students (86%) based their enrollment decision on the school's academic offerings, prestige, location, campus culture, or other personal considerations. Only 12 percent based their decision on cost.

Grad students expect a return on their investment

Nearly nine in 10 grad students currently working expect a substantial salary increase after they graduate.

Read the full report and see its companion infographic at SallieMae.com/HowAmericaPaysGrad. Join the conversation on social media using #HowGradsPay.

Think Like a Freshman (and a Freshman Parent)



Written By Betty Egan, Freelance Writer for Cognition Financial

Submitted By Julie Finn, Business Development Manager, Cognition Financial/Sun Trust

Communicating with college students can be a challenge. Communicating with college *freshmen* takes the challenge to another level entirely.

It's sometimes a struggle just to get freshman students to focus on their studies, much less the communication FERPA suddenly requires of them. How many first-year college students – or their parents, for that matter – are even aware that all privacy rights under

FERPA transfer to the student when they turn 18 or start college?

Rights and Responsibilities

Because reaching parents now means reaching students, you have to think like a freshman student and a freshman parent. The first step is to educate both students and parents on what FERPA is and how it works.

Parents need to know they may not have the same access to information they had before. They no longer get to read and respond to emails, stay up to date on tuition payments and review their child's academic reports. So they need to pay attention and remind their first-year student to grant them access.

Students, likewise, need to understand that while they have rights under FERPA, they also have responsibilities. They own their account now, and one of their responsibilities is to manage their in-box.

Communication Tactics

For administrative officers charged with helping students succeed, keeping the lines of communication open is key. And while it's not an easy task, there are tactics that work.

Schools that have had success use a multi-channel/multi-touchpoint strategy consisting of handouts, video, social media, email and personalized letters mailed to the home. New technologies are also coming to their aid, with some schools seeing spikes in student engagement from using chatbots.

Orientation and Registration

For orientations and registrations, [FERPASHerpa](#) recommends creating an **FAQ handout** to do the heavy lifting of explaining FERPA. ExcelinEd.org offers a good basic template as part of their Student Data Privacy Communications Toolkit. The handout should be distributed at least once a year, orientation being an ideal time.

Videos work well in conjunction with handouts. FERPASHerpa has several examples of [videos](#) that do a great job of enlightening students and parents about FERPA. You can show them at orientation and follow up with links via email. Be sure to include links back to your website for more details – parents rely on school websites for accurate information.

Think Like A Freshman, *Continued*

St. Mary's College of California made [this video](#) to illustrate (literally) the way FERPA works. It's designed to connect with 17- to 22-year-olds and help them learn what FERPA is, how it empowers them and what it means for their families.

ExcelinEd.org also notes that starting conversations on **social media** about newsworthy privacy issues may spur interest among parents and guardians. Based on the conventional wisdom about fishing where the fish are, it's a smart way to reach students too.

Ongoing Communication

For ongoing communication with students, the **American Association of Collegiate Registrars and Admissions Officers (AACRAO)** suggests a two-pronged approach using **institutional email** and **personal email**. That way, if students neglect their institutional email inbox and you have important information for them sitting there, a quick note to their personal email can help prod them to check it.

Email communication is also an effective way to make parents aware of updates, but only if they've been given consent to access financial records.

It helps to engage parents in the process as much as possible. Parents tend to be interested in two things: grades and finances. So use them to keep students accountable and remind them that students who stay on top of managing their accounts are also more likely to manage their expenses – and less likely to keep incidental expenses from spiraling out of control.

Forward-thinking tactics

According to Innovation Hub, one of the AACRAO's signature initiatives, some institutions have been experimenting with chatbots to better engage with students. They like the user-friendly, lifelike format chatbots provide. And there's an added benefit: Advanced chatbots that use machine learning can help enhance service and system improvements over the long run.

AACRO believes chatbots and virtual agents work, because they engage students in ways that are "familiar and comfortable" and "help them navigate the system." They note that the growth in messaging apps reinforces this theory.

If they're right, these self-service tactics may point to the future of student communication. And if they work for students, chances are they'll work for parents, too.

Sources:

<https://ferpasherpa.org/students/>

<https://ferpasherpa.org/parents>

<https://www.stmarys-ca.edu/office-of-the-registrar/family-education-rights-and-privacy-act-of-1974-ferpa>

<http://www.aacrao.org/resources/resources-detail-view/ask-the-ferpa-professor-10-7-2014>

<https://ferpasherpa.org/leas/communicating-with-parents/>

<http://www.aacrao.org/resources/innovation-hub>

Make Sure Your Vote Counts!



By Keri Gilbert, University of Missouri Columbia

One of the best things about the annual conference is the little bubble that is created; where the outside world seems so far away, and financial aid rules all of your thoughts. This year, however, we want to make sure you remember a very important part of the outside world during conference: voting! The general Election Day this year, Tuesday, November 6, falls right in the middle of the MASFAP conference, and it is important that you still vote via absentee voting. Since most of us will be outside of our election authority jurisdiction, you are eligible to submit an absentee ballot! Absentee ballots can be obtained in person, by mail, or by fax, and are eligible for submission beginning six weeks prior to an election. To complete a request for an absentee ballot, please visit

the Missouri Secretary of State's website at sos.mo.gov > Elections and Voting > For Voters > Absentee Voting.



UPCOMING PROFESSIONAL DEVELOPMENT TRAINING EVENTS:

MDHE Training

Wednesday, July 25
MOHELA Facility
555 Vandiver Drive
Columbia, MO
10 a.m.-3 p.m.

Sign up for these events at masfap.org

Missouri College Access Network Update



By Melissa Findley, Missouri Scholarship & Loan Foundation

The National College Access Network (NCAN) defines a college access network as an interconnected system of organizations that cooperate, coordinate, and/or collaborate to achieve increased postsecondary access and success for students, particularly those from underrepresented populations, low-income and first-generation college students.

Missouri does not currently have a formal college access network. While there are amazing organizations in our state doing great work to help college access and success, there is no collaborative effort in the state.

Why is College Access and Success Important for Missouri?

- Higher education is a prerequisite to success in a knowledge-based society and economy.
- If we reach our postsecondary attainment goals for Missouri, we improve the economy, strengthen civic engagement, and reduce the public sector costs of crime, poverty and health care and, in short, improve the human condition.
- Higher education attainment rates among first-generation college-going students, low-income students and students of color are significantly lower than those of other students. This gap is particularly alarming given the state's demographic trends.

In June, Commissioner Zora Mulligan and I hosted an exploration meeting to discuss the possibility of creating a statewide college access network in Missouri. We invited a few participants to a collaborative discussion on this topic, including representatives of MASFAP. This meeting consensus was to keep moving forward as there is both a need and interest in establishing something more formal. Colette Hadley, our NCAN Facilitator, has agreed to continue to assist us. Also, we have confirmed support from MOHELA to pay for this NCAN support, as this can help us to maintain momentum. The group is meeting again on August 9th with an objective to confirm our priority items for a statewide network (tentatively known as MOCAN) to address, and to work on our mission, values, and/or goals. The agenda will also include structural and strategic items. I am hopeful that within the year Missouri will have a formal college access and success network!

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 October 11, 2018.**

MASFAP Committee Updates



Susan Hartnagel and Dawn Hines—Professional Development

Registration is open for the MDHE Training, July's MASFAP Professional Development event. It will be held in Columbia at the MOHELA Facility on Wednesday July 25 from 10-3. Register at www.masfap.org!

Save the dates for the two remaining Professional Development events:

Wednesday, September 19

Thursday, October 4

Topics to be announced.



Keri Gilbert and Will Shaffner—Legislative

Legislative Committee is gearing up for an October advocacy trip to D.C.! We are also preparing a legislative survey that will be used to craft our message and direction while on the hill this fall—more on this soon!



Melissa Findley — Communications

Please check out the MASFAP Blog, called MASFAP Matters, at masfap.org/b. Our next newsletter will be posted in October, please send office updates and other news to me anytime to be included!

Kayla Klein—Early Awareness

Early Awareness had finalized the dates for the High School Counselor Luncheons.



- September 13 Missouri State University
- September 21 Saint Louis University (MASFAP cohosting event with St. Louis Graduates)
- September 25 Southeast Health College of Nursing and Health Sciences
- October 2 Avila University
- October 3 North Central Missouri College
- October 8 Missouri Southern State University
- October 9 Missouri State University – West Plains
- October 11 Columbia College
- October 12 Missouri Western State University

Thank you to all that have agreed to host these workshops across the state! Caitlyn Meyer and Melissa Findley are coordinating these events and would love help from any MASFAP members who would like to be involved at any of these events. Please reach out to them at Melissa.findley@moslf.org and meyerc@missouri.edu. Please make sure to share the dates for the High School Counselor Workshops with all your local counselors – we are hoping for the best turnout yet!

Additionally, we are planning outreach events for this fall and have started working with schools across Missouri to plan FAFSA events and back to school presentations.



MASFAP Committee Updates, *Continued*



Crystal Bruntz—Site

I've been in full force planning mode making sure you all have food and drink at all MASFAP events! I'm also about to begin working with the Delegates on Conference responsibilities as we have decided to grow the Site committee this year to include Delegates!



Dena Norris—Budget and Finance

The Budget & Finance Committee is working on setting up an electronic payment option for you to use when paying your conference registration or membership fees.



Laurel Miller—Awards

Reminder that the Awards Committee is seeking nominations for Student Success Story of the Year Award – deadline to send nominations is August 3, 2018. Please consider nominating a student or share this your alumni, faculty or other groups on your campus. This is truly an honor for a student who we work so hard for!

I will be sending out a nomination request for the Lifetime Membership Award this month. Be on the lookout and pay attention to the MASFAP Listerv for the announcement.

The Awards Committee has received a few retiree names, but please make send these to me at Laurel.Miller@logan.edu so we can recognize individuals who are retiring and acknowledge their service to our field!

As yet another reminder, please ensure you and your staff have gone on to the MASFAP website and confirmed your years of service or have made any necessary updates. Additionally, have you changed jobs recently? If so, which position's years of service do you want to be recognized for?

Thank you!

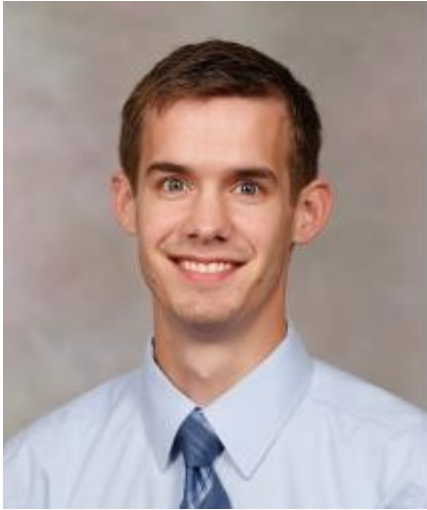


Sarah Bright —Newcomer

We are planning for the MASFAP conference! Will this be your first MASFAP conference? If so, please plan on joining us Monday, November 5, from 10 am-1 pm for a newcomer brunch with the MASFAP board, a tour of the Lodge, and to learn more about the financial aid profession. These activities are a great opportunity for you to identify where to go and how to get there, to meet financial aid leaders, and network with other newcomers. All first-time attendees are invited and encouraged to attend this pre-conference experience. Please be sure to select this option when completing your conference registration. For questions, please contact Sarah Bright at sbright@jeffco.edu.

Visit www.masfap.org/b
to view blogs and make
comments

Updates From the MASFAP Research Committee



By Stephen Garman, Missouri State University

Response to the June survey on electronic payment (“e-payment”) fees suggest that a step in this direction is healthy for MASFAP. Thank you to the Research Committee for the work on this project, and to the membership for its input. A few trends were apparent once the 59 responses were tallied:

Interest in and the mechanics of e-payment to MASFAP are in place for the majority of the membership. Sixty-five percent of respondents already have access to a payment card, and 25% have access to an account and routing number needed to make an e-check payment. Payment with an e-check would not incur a processing fee like a payment card/credit card transaction would.

While there is interest in e-payments (57% reported they would use the feature if available), many would forgo the option if there is a fee associated with it. Fifty-four percent of respondents said they would not be willing to pay a fee for e-payments.

If the option were available, would your institution utilize an electronic payment method over sending a paper check via the mail?

Answered: 49 Skipped: 10



Among those willing to pay a small fee per transaction for e-payments to the organization, 3% of the transaction was the breaking point for most (only 8% of respondents would be OK with a fee this high).

The complete survey will be posted to the MASFAP website. The

Board will begin work to make electronic payments for dues, conference fees, etc. an option for those who would like it. Recognizing that some will not go this route, institutions will still be able to pay with a paper check for the time being. With businesses large and small accepting digital payments, and the growing popularity of trendy services like Zelle and Google Pay, maybe higher education will follow suit.

By the way, six of you accept internal organs and appendages as payments toward students' accounts.

In other committee news, after basking in the glow of the success of our two surveys last month, the Research Committee is now working with the Membership Committee to review the membership roster so that we can extend an olive branch to non-members. The Legislative Committee has also expressed interest in a method to quickly get the membership's input on hot topics on The Hill.

What Does August Mean to Us?



*By Charles (Buddy) Mayfield, Northwest Missouri State University
(This article was featured in the MASFAP Blog, if you are not
subscribed to the blog , please join at www.masfp.org/b)*

How does one go about preparing and organizing thoughts on what the month of August means for our industry? I feel like I ask myself that question in some way, shape, or form in late spring or early summer each year. A self-reminder that we're not in this alone for some reason comforts me. Knowing there are so many others making the same grinding trudge through late summer and early fall can be somewhat reassuring... in an odd kind of way.

As always, this year brings a few new twists and turns that we must account for and adjust to on the fly. We've come to see these changes as normal, and I forget how quickly we adapt to the many changes and then, just as quickly, move on to whatever's next. In the last 8 or so months, a couple of big items seemed to be bubbling up such as the doubling of verification selections and the first full year of 150% Pell. By now, those items might be in the rearview for you and now we're on to addressing other items. Our ability as an industry to learn, unlearn, and relearn can be uncannily amazing. These experiences this year are but a few examples... and there are so many we can think of from past years, and we can only guess to what is ahead for us! Kudos to each of you who see this as your "normal," for all you do and how you do it!!

Our office had the "opportunity" to experience and plan for a nearly five-month delay in the finalizing of tuition rates for the 2018-19 academic year; rates were finalized in late June, rather than the typical timeframe of mid-March. This means we have done our best to cram several months of activity and work into a slim window of just a few weeks. With the bulk of that work just recently completed, this generated the bit of time I needed to share these thoughts with those friends and fellow colleagues out there.

While I haven't been much of a blogger in my life to-date, I did find the thought of putting August-related thoughts into words a weirdly refreshing kind of idea. So often this time of the year, I seem to struggle finding time, or making time, for self-care or using a lunch break as intended... a time to disconnect, recharge, eliminate "brain-fog" to spring board into the second half of the day with an energized and creative mindset.

I appreciate the opportunity and platform our MASFAP Blog has provided me (us) to share these kinds of thoughts. Through the course of my writing today, I've decided (maybe for this year) I'll switch up my approach to the internal August-readiness litmus test. Rather than my typical "am I ready for August" approach, I'll ask "August, are you ready for me/us/our industry?!?" I might just steamroll right into August, whether it's ready or not.

Thanks for taking the time to peruse the randomness of my thoughts in this moment.

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