



Student Access and Success

Program Draft

(Sessions are subject to change, dates & times TBD)

Pre-Conference Sessions:

Chose from one of the two following sessions for an additional \$35 with a WASFAA Membership. The \$35 registration fee for these NASFAA Authorized events includes the NASFAA U Self-Study Guide, regularly priced by NASFAA at \$218, and voucher for up to two attempts to pass NASFAA credential examination, a total value of more than \$300!

Administrative Capability & Life Hacks:

Join us for an informative and interactive session in which we'll explore the Administrative Capability standards a school must meet in order to participate in the Title IV HEA programs, along with some tools, or "Life Hacks," to thrive in the sometimes stressful world of higher education administration. Additional charge: \$35 with a WASFAA membership

NASFAA U- Student Eligibility: Join us for an informative session taught by a NASFAA U Instructor in which we will explore the Student Eligibility criteria checked by the application process, school monitored eligibility, and educational coursework and programs affecting student eligibility. This session is great for those new to financial aid, those who need a better understanding of eligibility requirements, and those who would like to add a NASFAA credential to their resume! Additional charge: \$35 with a WASFAA membership

NASFAA Presentations:

Special guests: NASFAA President Justin Draeger and National Chair Paula Luff. One General Session and Three Breakout Sessions (See Breakout Sessions for descriptions)

Department of Education Presentations:

Federal Update: Hear from the Department of Education on important updates.

Internal and External Threats Facing Title IV Institutions: Special agents from the Office of Inspector General (OIG) will discuss internal and external financial aid fraud and cyber security threats currently facing institutions of higher education. The presenters will discuss real case examples of these threats, and how OIG's investigative mission to combat fraud and abuse in federal student aid programs can help your organization safeguard those programs by identifying and detecting fraud. The presenters will illustrate complex and common fraud schemes, brief you on indicators that can help you detect internal and external fraud, discuss the criminal and civil remedies sought by the OIG, and inform you concerning how to report potential fraud to the OIG. A question and answer period is planned as part of this presentation.

4 Additional Breakout Sessions- Descriptions will be added soon!

Business Solutions: (6 Sessions TBD)

Come hear from some of our Corporate Partner Sponsors on how they can help you find solutions and tools to help you and your financial aid office.

Breakout Sessions: (Check back often for updates)

NASFAA Listens with Justin Draeger & Paula Luff: This open listening session is an opportunity to share your thoughts and ideas as to how NASFAA can best meet your needs.

NASFAA National Chair: What the heck is Gazpacho? The hidden challenges of First-Generation Professionals. What happens when first generation college students enter the workforce. They become first generation professionals who often struggle to successfully navigate the work world without the necessary social or experiential skills. How do we recognize their struggles and help build a bridge across the class divide?

Lead the Way: Become a CFAA! Are you wondering what NASFAA's new Certified Financial Aid Administrator™ (CFAA) program is all about? Join Susan Shogren, NASFAA Certification & Credentialing Program Manager, for a discussion of why the program was developed, how the financial aid community shaped the program along the way, and what it takes to earn—and maintain—the CFAA designation. Get ready to take the next step on your own career path as a financial aid professional by becoming a CFAA!

Student Debt: Differences Across Racial and Ethnic Groups: Student borrowing patterns differ across institution types, income levels, and age groups—and also across racial and ethnic groups. African American students tend to borrow more and face more repayment challenges than others with similar educational histories. Hispanic students often borrow less than others. With funding from the Annie E. Casey Foundation, the Urban Institute has developed information and guidance about student debt for counselors and other professionals working with students before and during college. This session will review evidence about differences in borrowing patterns and engage the audience in discussion about causes of and solutions to both over-borrowing and under-borrowing.

Charting your Financial Aid Career: Panel discussion with four financial aid professionals from a diverse set of institutions (two-year, four-year, public and private) about their experience in charting a career path through the fields of higher education and financial aid. The session will be interactive between the panel and audience: questions, follow-up, and learning will be a collective experience.

How the Financial Aid Office Can Play a Pivotal Role in Reducing the Barrier of Outstanding Balances and Increase Retention: Outstanding balances are a barrier to retention. Do you want to reduce outstanding balances on your campus by over 90%? How about investing less than \$10,000 in a retention grant program that works? Learn how University of Hawaii at Hilo's Financial Aid Office took the concept of a retention grant program to the next level. Learn how we developed an outreach program to offer personal financial counseling assistance targeted to all students who owe financial obligations each semester. Through this program, we have helped students apply for financial aid, understand their financial aid, maximize their aid packages, and helped students apply for our retention grant when all other options have been exhausted. This extra help provided to students has reduced our outstanding balances and retained students with very little investment and amazing results!

Persistence vs Retention: The Role of Financial Aid: As financial aid professionals, we work hard to make sure our students are given the best options for paying for college. But there is more to this than award letters, loans, and refund checks. The role we play in the overall success for students (and your institution) also influences a student's ability to stay in school, whether it is yours or they transfer elsewhere. And of course, if they stay in school, then the likelihood of their success in life greatly increases. In this session, we will talk about the role of financial aid in keeping students in school.

Financial Aid in an Enrollment Management World: Enrollment Management is a hot topic spreading across colleges and universities and seeping into the world of financial aid more each day. The feeling is even more deeply felt at public institutions. The surprise to many is that we have been working in enrollment management (whether we called it that or not) for many years—decades even. This session, from three seasoned financial aid professionals who made the jump to enrollment management, will give an overview of what enrollment management means, how it has actually been there all along, and how financial aid professionals are a vital voice in shaping the future of enrollment management at their institutions.

Ten Things Borrowers Need to Know Before They Leave School: With everything going on at the time a borrower leaves school, it's no wonder some important pieces of student loan information get lost during the transition. If your students were to move on remembering only a few things, what should that be? This session will highlight those key items that are most critical for their repayment success.

Engaging Partnerships to Connect with High Schoolers: Sallie Mae and Dee-1, a motivational speaker and national rap recording artist, partnered with high schools, colleges, and community organizations across the country to inspire students not only to go to college, but to finish and earn their degree. In this session, we'll share the formula for connecting with Generation Z and how expanding messaging across campus is essential to connecting with today's youth and in reaching your institution's enrollment and retention goals. We'll discuss how a rap song, championing the pride in graduating college and paying back student loans, went viral and encouraged Sallie Mae's Social Media team to launch a nation-wide campaign. Join us to learn about the unique and engaging outreach strategies you can use on your campus to connect with Gen Z. #Dee1Knowledge

PJ - Regulations & Interpretations: This will be an interactive session aimed to clarify what the rules and regulations state and provide some guidance on how to interpret those regulations to not only benefit students, but make sure you can be confident in your decisions with justification and documentation.

We Had Them At "Hello" - Using Data to Drive Financial Aid Communication: Maricopa County Community College District (MCCCD) is comprised of 10 separately accredited colleges and one district office. MCCCD is working on a multifaceted transformation plan to improve the student experience. Maricopa's financial aid transformation focused on a personalized student experience utilizing data informed decisions to better deliver our proactive communication strategy. We will share how using minimal resources we leveraged existing resources to realize a significant return on investment.

LGBTQ+ Equity and Inclusion: In this session, participants will learn the difference between "assigned sex," "gender identity" and "gender expression;" expand our knowledge of emotional and physical attraction as it relates to "sexual orientation;" and enhance our ability to be allies or advocates for LGBTQ+ equity and inclusion.

Financial Aid Offers - Advice & Struggles: Join us as in this interactive session as we review consumer testing and the latest research on financial aid offers, share our advice and struggles communicating aid eligibility, and explore best writing practices and other issues related to producing financial aid offers.

Grad/Professional Borrowing Trends: Discussion of current consumer trends on loan options. Are you seeing a shift between loan options? How do you advise students on selecting the best loan option?

Teamwork for maintaining compliance: Accreditation and Title IV: Normally, financial aid offices at institutions are a part of the student affairs division. At Pima Community College (PCC), the Office of Financial Aid and Scholarships (OFAS) reports to the Associate Provost, who is responsible for the institution's accreditation, since 2018. This change to the reporting structure has helped both offices ensure that the institution's accreditation, as well as compliance with Federal Student Aid is strengthened. Establishing a framework to achieve clarity and ensuring the integrity of the programs that PCC delivers. We would like to share the various compliance issues and concerns that we had and the journey taken to overcome the challenges and achieve our goals.

You Said What?! Effective Communication Tools in Critical Conversations: Working in higher education, we frequently have interactions with students and parents who are upset about something important to them. Using concepts from the books *Crucial Conversations*, *Getting to Yes*, and *Your Perfect Right*, in this session we'll discuss assertive self-expression, including the ability to effectively navigate difficult conversations so that both parties can walk away feeling like they gained something from the exchange.

Case Management, E-forms, and Student Outreach, Oh My!: How the Financial Aid & One Stop Student Center Partnership is Elevating the Student Experience: In this session, you'll hear how the Office of Financial Aid and the One Stop Student Center have evolved the student experience from transactional to transformative; and the successes and challenges we've met along the way. You'll learn about our improved communication, our utilization of electronic forms, and our technology integration with Salesforce Case Management, QLESS, and Banner. We'll also share our strategies for relationship building across offices, retention activities, resource allocation, and above all, a commitment to always put our students first and to never settle for "what we've always done."

Unanticipated Disaster Strikes- How an Institution Prepares for and Responds to a Natural Disaster: Are you prepared for a disaster in your community? Disaster preparedness and response should be a continuous process that includes planning for action throughout the phases of disaster: Readiness, Response, Relief, Recovery and Review. These phases can move quickly or they can span several months or even years. Learn from the experiences of Butte College and Santa Rosa Jr. College as they worked through and continue to respond to the aftermath of the Camp Fire and Tubbs Fire.

How to use Lean Six Sigma Concepts to Reduce Time Waste and Improve Processes: Learn the background and fundamental principles of Lean Six Sigma and then apply these principles to processes or projects for your department or institution to reduce time waste and improve services!

Emerging (& Continuing) Policy Issues Facing Colleges Today: What are the Hot Topics that are impacting higher education today? This session presents an overview of 20 'hot button' policy issues that have emerged in the past decade and what is on the horizon. Issues that will affect current policies and the future delivery of higher education in the United States.

4 Additional Breakout Sessions to be added soon!