

2010 WASFAA Conference

Reflections on Student Success

Conference Program

Sunday, April 18

~ 8:00 AM – 5:00 PM ~

Registration Booth Open

~ 10:30 AM – 12:00 Noon ~

Making Connections Reception and Activity
Bay 5
North Cape Bay

~ 10:30 AM – 1:00 PM ~

Exhibit Hall open – Bay 4

~ 1:00 PM – 2:30 PM ~

General Session – Bay 2 and 3
Welcome to the 2010 WASFAA Conference
Opening Ceremony – Shooting Star Dance Group
Keynote Speaker – Terry Everson, Director of Organization Effectiveness,
Globe Education Network

~ 2:30 PM – 3:00 PM ~

Break – Visit with Exhibitors – Bay 4

~ 3:00 PM – 4:15 PM ~

Concurrent Interest Sessions

Session A1 – Bay 1A

Leadership Session 1: Strategic Planning – Laying a Foundation for Success

No matter how solid the construction of a house, if the foundation isn't secure, there's a good chance it might crumble. The same holds true for any financial aid team. During this session we'll introduce a practical, easy-to-implement Strategic Planning model that will serve as a best-in-class model across your entire campus.

Moderator: Lisa Tumer, James Madison University

Speaker: Terry Everson, Globe Education Network

Session A2 – Bay 1B

Entrance and Exit Counseling

Learn more about the new and expanded Entrance and Exit Counseling requirements. Who can help you? When can a lender or guarantor assist with a presentation? How much control does the school need to exercise? Are on-line loan counseling services acceptable? What information is required, what's just a best practice, and what's really just "fluff"? Get the up-to-date skinny on the new ins and outs of Entrance and Exit Loan Counseling.

Moderator: Robert Collins, Apollo Group, Inc.
Speakers: Cathy Mueller, Mapping Your Future
Sun Ow, Great Lakes Higher Education Corporation

Session A3 – Bay 5

The Tale of Two Pells

Also known as "Two Pells in a Year," this new provision of the nation's foundation of student financial assistance is generally viewed as a good thing, but it's going to take some time and practice before we master the concept and application. What was intended by the new provision? What's the basic concept in applying the rules? How do you apply it to part-time students and to some of the non-traditional programs? When do the annual limits kick in? Is there more official guidance on its way? These issues and more will be covered.

Moderator: Bert Logan, Lane Community College
Speaker: Jeff Baker, U.S. Department of Education

Session A4 – Bay 6

Transitioning to Direct Lending

Are you considering a transition to Direct Lending but don't know just where to begin? Not sure what to consider, how to plan, who to bring into the project teams? Do you have a myriad of questions, some of which you haven't even thought of yet? Join two of WASFAA's finest as they share their recent experiences transitioning to the Direct Loan Program, including the steps they went through for the planning and execution, the offices/staff that were brought into the project team; the decision-making issues (pros and cons of moving to DL and away from FFELP), their experience with working with ED staff and some of the lessons learned along the way.

Moderator: Helen Lara, Southern California Institute of Architecture
Speakers: Kevin Jensen, College of Western Idaho
Ted Malone, University of Alaska, Anchorage

Session A5 – North Cape Bay

Veterans Programs

As the wars in Iraq and Afghanistan drudge on, our country continues to send our men and women in harm's way to defend that which we believe are just and good. This is not lost on our leaders in Congress as they continue to pass legislation to make sure that when our GIs return, there is support for them to build a good life back home. This session will cover the basics of the VA education benefit programs that have been established to support our veterans, including the application procedures and claims processing; student, school and VA responsibilities; and an overview of the post-9/11 GI Bill (Chapter 33) that took effect August 1, 2009.

Moderator: Renee Gullotto, EdFund
Speaker: Mike MacCallum, Long Beach City College

Session A6 – Kidd Island Bay
Student Loans - A Legislative and Regulatory Update

The past few years have brought profound changes to the student loan programs and student financial aid changes continue at record pace - both legislative and regulatory. From ECASLA to SAFRA and negotiated rulemaking, learn what is happening in Washington DC on student finance matters. Hear the latest on how student aid and loan reform efforts could impact students, families and schools in the future. Brought to you by the WASFAA Federal Relations Committee.

Moderator: Colleen MacDonald, EdFund
Speakers: Marilyn Ponti, Whitman College
Tami Sato, Southern California College of Optometry
Vicki Shipley, National Council of Higher Education Loan Programs

Session A7 – Casco Bay
R2T4

When Title IV recipients receive their awards, there's an implied contract that they "earn" their public education assistance by attending class and completing their courses. As taxpayers, that's what we expect. But what happens when the student withdraws or otherwise breaks that contract? Yup, they get the 'ol R2T4 and you get to figure it out! It sounds pretty basic, but there are a myriad of twists and turns in determining the amount to send back, who to send it to and where it's supposed to come from. If you think following the formula and the worksheets is hard enough, try understanding the logic! Or maybe not!

Moderator: Lori Tiede, Western Nevada College
Speaker: David Garza, Texas Guaranteed Student Loan Corporation

Session A8 – Cabin 4
Professional Communication

Communication - the basis of interaction for all living creatures. For us as humans, communication forms the basis of how we perceive each other and thus, the tendency to trust and interact or distrust and run away. In a professional environment such as ours, how you communicate can affect your business relationships, your work effectiveness, and certainly, the direction of your career., but also your interaction and effectiveness with students. What are some of the professional standards for communication? What are some of the common communication blunders? How do you make sure your listener actually hears what you're saying? What does your writing say about you? Get some tips for professional communication and don't let a failure to communicate get in the way of your goals.

Moderator: Rebecca Wonderly, Seattle University
Speaker: Jacqueline Carroll, EdFund

Session A9 – Cabin 5
Ten Best Practices for Non-Traditional and Online Student Support Services

The marketplace for non-traditional programs has rapidly increased over the past 20 years and along with it, so has the number of institutions. How can schools leverage financial aid and student services to attract students? How can superior customer service and cutting-edge technology help retain students while increasing cost efficiencies? How can smaller schools

with successful track records compete with the established branding of the bigger multi-corporate schools? Hear ten best practices that can have you attracting and retaining more students, cutting costs and competing head-to-head with the bigger guys. Sounds like a roadmap to success!

Moderator: Dina Birmingham, NELA Services

Speakers: John Green, Greenwood & Hall

~ 4:30 PM – 5:45 PM ~

Concurrent Interest Sessions

Session B1 – Bay 1A

Leadership Session 2: Everyday Leadership – Tools and Techniques That Work

What is this thing we call Leadership? How does it connect with management duties? Are there ways to become a leader if you're charged with that role? In this session, we'll define what leadership looks like in a financial aid setting, compare and contrast it to management activity, and send you on your way with the skills to develop your team to their maximum potential. After all, that is what real leaders do!!

Moderator: Nichole Doering, Scot Lewis Schools – Paul Mitchell Partner School

Speaker: Terry Everson, Globe Education Network

Session B2 – Bay 1B

Strategic Planning for Campus Success

Successfully achieving goals in a higher education setting takes more than hard work. It takes strategy and partnerships. We continue to hear, "Work smarter! Do more with less! Pool your resources!" What does all that mean when you are trying to increase enrollment, retention and graduation rates and you have shrinking resources? Join the conversation in this session as we discuss partnering, conceptualizing, executing, and planning for success.

Moderator: Colleen MacDonald, EdFund

Speaker: Lynn Fox, University of the Pacific

Session B3 – Bay 5

Direct Loan Processing Using COD

COD - it's not just a smelly fish. Common origination and disbursement - you use it for Pell and Campus Based Aid, but do you know how it works for Direct Loans? In this session, we'll cover the basics of how COD handles Direct Loan processing, including origination records, credit checks, promissory notes, disbursements, funding reconciliation and reports. We'll touch on some of the changes and enhancements as well.

Moderator: Peggy Mezger, Southern Oregon University

Speaker: Chuck Hirman, U.S. Department of Education

Session B4 – Bay 6

Financial Literacy Panel

Financial Literacy is all the buzz - if you haven't gotten on board, you will soon. Higher education dynamics make understanding personal finance and debt management a must offering to all. Making more money might not be much of an option in this economy, but making

it work smarter is. Join this panel and hear how they address the financial literacy needs of their students.

Moderator: Anita Myles, American Student Assistance
Speakers: Chio Flores, Washington State University
Amy Hartenstine, National Endowment for Financial Education
Ashley Munro, University of Alaska, Fairbanks

Session B5 – North Cape Bay

Income-Based Repayment - Could it Get Any More Complicated?

Bring your calculators and nobody gets hurt! Effective July 1, 2009, we now have a new repayment plan that brings a whole new realm to loan counseling and debt management. Often referred to simply as IBR, this repayment plan provides income sensitivity, potential federal subsidy, longer repayment and forgiveness. Sounds too good to be true? Wait'll you see the formula, which looks daunting at first, but with a skilled trainer, you can master it too, just in time for delivering your own exit counseling sessions!

Moderator: Vicky Wall, Washington State University
Speaker: Jeff Hanson, Access Group

Session B6 – Kidd Island Bay

Private Education Loans: Alternative Resources in Today's Economy

In 2007-08, about 14% of undergraduate students borrowed private loans to keep up with the rising costs of higher education. Both the economy and federal legislation have dramatically changed the landscape for private education loans making it more difficult for lenders to remain in the business. Yet the need is still there. How have these drivers impacted the products in the market today? What kinds of products are currently available and what are their features? What does the future hold for private loans, particularly as we face the potential of a post-FFEL environment?

Moderator: Keith Reeves, Clemson University
Speakers: John Garrigues, Wells Fargo Bank
Jim Holt, Credit Union Student Choice, LLC
Anthony Lombardi, Sallie Mae
PK Parekh, Discover Student Loans

Session B7 – Casco Bay

Consumer Information - the New HEOA Requirements

Its time to do an HEOA checkup! It has been an over a year since the Higher Education Opportunity Act was signed into law, so let's take some time to ensure your campus is in compliance. This session will walk you through the new disclosures and requirements that were required upon the signing of the act. We will also discuss some of the changes and requirements that HEOA requires as of July 1, 2010. You will leave the session knowing what is required of you and practical ideas on how to update your policies and procedures to ensure you are meeting the compliance requirements of this extensive piece of legislation.

Moderator: Brian Heinemann, Copper Mountain College
Speaker: Cheryl Foster, USA Funds Services

Session B8 – Cabin 4

Dealing with Customers in Difficult Situations

Dealing with emotional customers can be challenging. Understanding a customer's needs and offering a solution is the key to handling these types of situations. This session provides helpful tips on how to calm an emotional customer, and teaches you how to look for win-win solutions and resolve conflict with education and training.

Moderator: Ken Souza, US Bank Student Banking

Speaker: Susan Shogren, NELA Services

~ 6:00 PM – 8:00 PM ~

Ethnic Diversity Action Committee Reception – Bay 2-3

Monday, April 19

~ 8:00 AM – 8:45 AM ~

Continental Breakfast – Bay 2-3

~ 8:00 AM – 11:00 AM ~

Registration Booth Open

~ 8:00 AM – 11:45 AM ~

Exhibit Hall Open – Bay 4

~ 8:45 AM – 10:00 AM ~

Concurrent Interest Sessions

Session C1 – Bay 1A

Leadership Session 3: The Only Constant is Change – How to Move from Managing to Leading Change in a Financial Aid Setting

Like it or not, not everyone is a champion of change. As leaders and managers, we have a tendency to expect our people to embrace new changes with wild enthusiasm. Dream on. But there are ways that you can get yourself and your team not only behind, but in front of the changes needed to meet the demands of the new financial aid environment.

Moderator: Angela Kimball, Charter College

Speaker: Terry Everson, Globe Education Network

Session C2 – Bay 1B

The Role of Financial Aid in Student Retention Efforts

It's one thing to get students signed up and enrolled, but keeping them is another matter. After all, if they drop out and/or otherwise leave campus, what kind of success did we really have? Just how do we measure student success? Is retention part of that equation? What is the Financial Aid Office's role in all of this? Hear what industry colleagues are thinking and doing, and how the Financial Aid Office can be integrated into campus-wide best practices to improve retention.

Moderator: Kelly Walker, CEA Global Education
Speaker: Chris Conway, NELA Services

Session C3 – Bay 5

The Tale of Two Pell's (repeat)

Also known as "Two Pell's in a Year," this new provision of the nation's foundation of student financial assistance is generally viewed as a good thing, but it's going to take some time and practice before we master the concept and application. What was intended by the new provision? What's the basic concept in applying the rules? How do you apply it to part-time students and to some of the non-traditional programs? When do the annual limits kick in? Is there more official guidance on its way? These issues and more will be covered.

Moderator: Brian Heinemann, Copper Mountain College
Speaker: Jeff Baker, U.S. Department of Education

Session C4 – Bay 6

Whose Fault is a Default?

It has been said that, "No borrower acting in good faith should ever default" on a student loan. In this session, participants will be actively involved in discussion and learning that defines what can be done. With all of the forbearances, deferments, and other student loan repayment options available to borrowers, and the due diligence efforts by loan servers-- remaining in good standing should be... well... maybe not EASY, but at least achievable. For some borrowers though, default is the step they take. How does this happen? What goes into 'due diligence'? Come to this session and learn what actually happens on the road to default.

Moderator: Marilyn Riles, American Student Assistance
Speaker: Gretchen Bonfardine, American Student Assistance

Session C5 – North Cape Bay

Student Expense Budgeting

Explaining the basic premise behind financial aid to students can boil down to this – it's the difference between what it costs and what you've got. Sounds simple, but is it? What are the costs that go into the student expense budget and how do you convey this to students? How do you apply a one-size-fits-all theory (standard budgets) to an everybody's-different reality? In this session, we'll look at tools you can use to stretch the limits to virtually customize student expense budgets (if you've got the time) yet stay within the lines. We'll look at budget adjustments, add-ons, unusual circumstances and more. Finally, we'll touch on how you work with your students to make sure they understand what you're doing to help (what you can do) as well as what you can't. And let's not forget, the students have some responsibility in all this, too!

Moderator: Joy Scourey, Washington State University
Speaker: Terri Gruba, University of Montana
Ashley Munro, University of Alaska, Fairbanks
Pat Peppin, Mesa Community College

Session C6 – Kidd Island Bay

Loan Forgiveness & Cancellation

There are a variety of loan forgiveness and cancellation programs and provisions that are often out-of-sight, out-of-mind when financial aid is discussed. And Congress seems to be updating that list all the time. What's offered at the federal level? Are the any offered at the state level? What are they intended to accomplish and how do they serve the students and the public at

large? How can you use these benefits as part of enrollment and debt management? Get your ideas here and find out where to go to get the right information for your students.

Moderator: Ken Souza, US Bank Student Banking
Speakers: Renee Gullotto, EdFund
Sun Ow, Great Lakes Higher Education Corporation

Session C7 – Casco Bay Credit Reports

With the lending industry licking its wounds from the slumping housing market, the ability to borrow money has gotten tighter and tighter. Lenders aren't giving away loans as freely as they have in the recent past, meaning a borrower's credit performance becomes increasingly critical. How do they measure this? What shows up on your credit report? What impacts the scores and how do you find out what the credit agencies say about you? How can you repair your credit score? What do you do if your report is full of errors or worse, if someone else wanted to be you as much as you do?

Moderator: Thyra DeHaven, US Bank
Speaker: Jeff Hanson, Access Group

Session C8 – Cabin 4 The Art of Mentoring and Staff Development

Succession Planning. If you're an industry veteran, retirement might be a twinkle in your eye. If you're at the beginning or middle of your career, advancement beckons. But whatever your stage, neither successfully happens without having the right people with demonstrated skills ready to step up. How do you prepare for this? What are the characteristics of a good mentor? What kinds of professional behavior need to be honed? Whether you're preparing the next generation to succeed you or you're preparing for the next step in your career, this session will help you understand the value and hallmarks of quality mentoring.

Moderator: Jannine Oyama, Honolulu Community College
Speaker: Kay Soltis, Pacific Lutheran University

Session C9 – Cabin 5 Addressing Change

We can pretty much agree that change is not always easy, whether it's on a personal or organizational level. However, change brings opportunities for improvement and advancement, but only if you know how to handle and take advantage of it. With this session, we'll help you understand the fundamental elements of organizational change and discuss practices that help make smooth transitions. You'll hear guidance on doing more with less and get direction on how to make the most of the opportunity that change provides.

Moderator: Julie Naccarato, NELA
Speaker: Susan Shogren, NELA Services

~ 10:00 AM – 10:30 AM ~

***Break – Visit with Exhibitors – Bay 4
Exhibit Hall open 8:00 AM – 11:45 AM***

~ 10:30 AM – 11:45 AM ~

Concurrent Interest Sessions

Session D1 – Bay 1A

Leadership Session 4: Building a Powerful Financial Aid Team – You are Driving This Bus

In a time of uncertainty and financial challenges, it's critical that you have the most effective and efficient team possible. During this session we'll introduce several techniques that will enable you to get the right people in the right seats on the right bus. Remember, "First class leaders hire first class staff."

Moderator: Kevin Jensen, College of Western Idaho
Speaker: Terry Everson, Globe Education Network

Session D2 – Bay 1B

Working With Diverse Student Populations

This workshop will provide participants with the opportunity to explore and discuss our diverse student populations and how it is often difficult to maintain civility on our college campuses - among faculty, staff, and students alike.

Moderator: Karla Gonzalez, Mesa Community College
Speaker: Chemene Crawford, College of Southern Nevada

Session D3 – Bay 5

Preparing for an Audit or Program Review

Audits – our favorite topic? NOT! When you're so busy just trying to do your job, an audit can seem like such an intrusion. Can you really "prepare" for an audit? What kinds of audits/reviews can you face and what do they look for? What offices should be included and what information do you have to make available? What can be done on a daily basis to keep your files and records audit-ready? What can you do if you're cited but you don't agree? Whether it's for your A-133 or any other audit, there are ways you can be ready. Get tips and advice here from our own friendly ED official.

Moderator: Traci Lynn Stensland, Whitworth University
Speaker: Julie Arthur, U.S. Department of Education

Session D4 – Bay 6

Direct Loan Servicing

This session is an overview of how the Direct Loan Servicing System performs its functions and how the Department's servicer works with schools. You'll become familiar with the many tools available to assist you and your students, and get updates on the changes and new activities in Direct Loan Servicing.

Moderator: Chio Flores, Washington State University
Speaker: Chuck Hirman, U.S. Department of Education

Session D5 – North Cape Bay

Borrower Success Strategies

Our industry has made tremendous strides in the past 20 years to bring default rates down. After all, lower default rates mean higher borrower success rates. We've developed strategies for financial literacy, debt management, retention and default prevention. But what does each of

these mean? How are they similar? How are they different? How can they fit together for borrower success?

Moderator: Jonathan Choy, Biola University
Speakers: Jacqueline Carroll, EdFund
Chris Conway, NELA Services

Session D6 – Kidd Island Bay
The Elements of Public Speaking

Public speaking is considered the #1 fear among adults. Are you one of them? Are you afraid to bare your soul and stand in the limelight? Does the thought of speaking in public make you sweat and shake? Take it from one of your WASFAA colleagues who has worked long and hard to overcome her fear to become one of the association's most popular speakers. Learn some of the tips that can give you the three "C's" for public speaking - clarity, confidence and command.

Moderator: Renee Gullotto, EdFund
Speaker: Cheryl Foster, USA Funds Services

Session D7 – Casco Bay
Policy Potpourri

Are you a financial aid administrator who thinks you know your regulatory "stuff"? During this session, presenters ask the audience a series of challenging policy questions on a variety of current federal student aid topics in a game show format, allowing audience members to participate and demonstrate their knowledge. Participants will enjoy the fun, interactive nature of the presentation and leave with valuable, practical regulatory information. It's entertainment and learning all in one package!

Moderator: Amy Kasper, Texas Guaranteed Student Loan Corporation
Speaker: David Garza, Texas Guaranteed Student Loan Corporation

Session D8 – Cabin 4
Partnering to Reach "Marginalized" Students

Sometimes it seems so simple - there's a deadline to apply for aid and it's drilled into the students' heads ad nauseam. What's so hard about that? Why do they miss the deadlines and thus miss opportunities? Good or bad, there are reasons why this happens and it is what it is. We'll share what students say about what prevents them from accessing aid or why they miss important deadlines. Learn more about some of the grassroots strategies that have encouraged more under-served populations to access financial aid opportunities. We'll also share thoughts on how organizational partnerships promote consistent and reliable information to our neediest populations.

Moderator: John Blaine, NELA
Speaker: Alex Gonzalez, NELA

~ 11:45 AM – 1:30 PM ~

General Session – Bay 2-3

Lunch

Speakers: Joan Crissman, Interim President, NASFAA

Barry Simmons, National Chair, NASFAA

~ 1:30 PM – 4:00 PM ~

Exhibit Hall (Bay 4) Open

~ 1:45 PM – 3:00 PM ~

Concurrent Interest Sessions

Session E1 – Bay 1A

Leadership Session 5: Customer Service – Your Role in Creating a WOW Environment

When was the last time that you or your office got a thank you note from a student or someone else on the campus for a job well done? Unfortunately, just doing your job isn't enough in this era of customer service. While satisfied customers may leave or stay, loyal customers will become your biggest champions. Join us to discover easy tools and techniques that will produce powerful, WOW results.

Moderator: Oscar Verduzco, Washington State University

Speaker: Terry Everson, Globe Education Network

Session E2 – Bay 1B

Split-Servicing: Tools and Strategies to Help Students Track and Manage Debt

After years of encouraging students to borrow from the same lender to simplify repayment, we are now faced with the fact that a growing number of borrowers will be doing business with multiple loan providers and servicers. Given the new direction of the Federal student loan programs coupled with an increase in the need for alternative/private loans, it's no longer business as usual, but there are tools available to help students manage relationships with multiple loan holders and "split-servicing" situations. How can you help these students? What options are available to simplify repayment, short of consolidation? Come learn how industry collaboration is providing tools and processes to support you in your goal to educate and assist students in managing their debt and avoiding default.

Moderator: Mindy Bergeron, JFK University

Speakers: Jenny Jackson, USA Funds

Karen Dowdall-Gumin, Great Lakes Higher Education Corporation

Session E3 – Bay 5

Fraud and Abuse - a Continuing Saga

Student financial aid becomes bigger and bigger business every year, particularly to the morally bankrupt and ethically deficient. They just seem to get more and more innovative in how they try to take what's not theirs. What are the latest tricks they use to scam the Federal Title IV Programs? How can you identify them and protect the federal investment and yourself? What should you do if you see something that looks suspicious? How can we partner with our Special Investigators to put a stop to it? The Department of Education's own give you the scoop directly from the front line.

Moderator: Jim White, Gonzaga University

Speaker: Tchiu Lee, U.S. Department of Education, Office of the Inspector General

Session E4 – Bay 5

Direct Loan Funding and Cash Management

This session will focus on the Direct Loan funding and cash management as it relates to your institution - the processes and procedures you need to have in place to manage your Direct Loan funds. We'll cover the practical aspects, including the funding process, gaining access to and using G5 to request, return and substantiate funds through the COD system. We'll also take a look at web screens, tools, and resources that are available.

Moderator: Catherine King-Todd, Thunderbird School of Global Management
Speaker: Chuck Hirman, U.S. Department of Education

Session E5 – North Cape Bay

Where is it Written and How Do You Get It That Way?

It's often said, tongue in cheek, that there's no logic to the financial aid rules we have to follow. The truth is, there's logic to everything we do in this business - you just have to dig deep enough to find it. But where? Where is it written? How do you get a handle on the labyrinth of laws, regulations and policies that drive our daily activities and direct how we spend billions in taxpayer dollars? And if there's something that seems broken, how do you advocate fixing it?

Moderator: Jannine Oyama, Honolulu Community College
Speaker: Marianna Deeken, U.S. Department of Education

Session E6 – Kidd Island Bay

Magic or Misery: What Do You Bring to the Job?

Everyday, you make decisions about that kind of day you'll have. But what helps you decide that? What helps you decide what kind of employee you're going to be? This interactive session will look at how you choose your attitude and how it is that you have the control over how you feel about your work. We'll take a humorous look at what we can do to change our outlook and focus on the most important thing we do – help students achieve their dreams.

Moderator: David Shook, Copper Mountain College
Speaker: Terri Gruba, University of Montana

Session E7 – Casco Bay

Helping Students Create a Financial Roadmap

Have you tried to provide information to your students on debt management, budgeting, or just general money management, but you don't think they're getting it? Do you have graduate students that you suspect don't understand the complex information and impact of their accumulated debt? Have your students not quite figured out the connection between college major, potential income, the ability to afford the payments on projected student loan borrowing and the long term effects on a post-college lifestyle? In this highly interactive session, participants will learn strategies for targeting information in ways that will focus your student's attention and give them tools to plan a reality-based financial roadmap.

Moderator: Anita Myles, American Student Assistance
Speaker: Gretchen Bonfardine, American Student Assistance

Session E8 – Cabin 4

Best Practices in Federal Work-Study

Federal Work Study provides great opportunities for students to earn aid dollars and gain valuable work skills. Students win, schools win, employers win - it doesn't get much better. But there are rules to follow, dollars to reconcile, data to collect and report. Join your colleagues as they discuss these issues as well as techniques, strategies and best practices they use to get the most out of this program for their schools, their students, and their communities. Don't forget to bring your questions, issues and ideas.

Moderator: Lori Johnson, Whitworth University
Speaker: Susan Shogren, NELA Services

Session E9 – Cabin 5 Valuing Diversity in the Workplace

It's been suggested that without diversity, there can be no innovation - that diversity is the source of greatest potential for any enterprise. Embracing and celebrating diversity, then, becomes essential for growth and professional development. In this session, WASFAA's Ethnic Diversity Action Committee hosts this session to discuss not only the importance of diversity in the workplace but how you value and appreciate it as well as how you can use diversity as a platform for strength, unity and success.

Moderator: Karla Gonzalez, Mesa Community College
Speaker: Chemene Crawford, College of Southern Nevada

~ 3:00 PM – 3:30 PM ~

***Break – Visit with Exhibitors – Bay 4
Exhibit Hall open 1:30 PM – 4:00 PM***

~ 3:30 PM – 4:45 PM ~

Concurrent Interest Sessions

Session F1 – Bay 1A Leadership Session 6: Process Improvement – Doing the Right Things and Doing Them Right

It's been said that if you put really dedicated people into a flawed process, the process wins every time. Has your team fallen into the habit of doing things the way they've always been done? Are you in a comfortable habit pattern? If so, please join us at this session. We'll investigate how to evaluate current processes, generate new ways of doing things and develop a plan of implementation.

Moderator: Traci Lynn Stensland, Whitworth University
Speaker: Terry Everson, Globe Education Network

Session F2 – Bay 1B Ethics 2010

The past few years have seen a shift in the financial aid industry, much of it driven by the questionable behavior by but a very small number of organizations and individuals, and the political fuel it provided. It has caused us to look closely at how and why we conduct business operations the way we do. As aid administrators, we like to think we conduct ourselves with the highest integrity, with a transparency and ethical standard that's above reproach. But do we?

What do we mean by ethics? Are our policies and procedures appropriate by today's standards? Does "the way it's always been done" still make sense? Join this discussion and be ready to look at new perspectives.

Moderator: Angela Kimball, Charter College

Speaker: Barry Simmons, Virginia Polytechnic Institute and State University

Session F3 – Bay 5

Peeling Back the Layers: Administering Financial Aid for Non-Standard and Non-Term Programs

How an institution structures a program has a significant impact on student eligibility for Title IV funds. In this session we will cover the types of program offerings and how aid is calculated based on the program structure focusing on the non-standard and non-term programs. What makes it a standard or non-standard term? Is it term or non-term? Where do clock-hours fit? We will answer these questions and more.

Moderator: Kelly Walker, CEA Global Education

Speaker: Marianna Deeken, U.S. Department of Education

Session F4 – Bay 6

Best Practices in Default Prevention and Debt Management

In light of the Department of Education's enhanced efforts to focus on the national cost of student loan defaults, our financial aid community is highly fortunate in that the three largest guarantors in the region - EdFund, NELA/USA Funds and Great Lakes offer some of the most innovative, best-in-class default prevention and debt management services in the industry. In fact, the Department recommends that schools turn to them for help. But what is it that makes their work so effective? What strategies are schools using to reign in their default rates? Which of their best practices can you implement on your campus? These guarantors share their experiences with the schools they've assisted.

Moderator: Ashley Munro, University of Alaska, Fairbanks

Speakers: Jacqueline Carroll, EdFund

Chris Conway, NELA Services

Karen Dowdall-Gumin, Great Lakes Higher Education Corporation

Session F5 – North Cape Bay

Products & Services for the Future (from those who brought you FFEL in the past)

Many organizations and companies have delivered quality products and services to you from and related to the FFEL programs. What kinds of things can we expect from these companies going forward in a world with or without FFEL? Come hear from a number of organizations who have planned for life beyond FFEL, using their core competencies and years of experience to begin to develop and bring you and your students new and innovative products and services for the future.

Moderator: Chio Flores, Washington State University

Speakers: Jim Harris, Nelnet

Brett Lindquist, Great Lakes Higher Education Corporation

Grace Smith, USA Funds

Anthony Lombardi, Sallie Mae

Session F6 – Kidd Island Bay

Advanced PJ

Beyond Professional Judgment Basics, this session opens the floor to a more philosophical discussion of some of the tougher issues. How do your personal ideals influence the PJ culture in your office? Getting below the surface of student/family issues, how do you come to the right thing to do? What are some of the most difficult cases to deal with, the ones that keep you up at night? How do you handle the appeals that get to the Dean? And of course, how do you make decisions that are beyond ethical reproach? Come ready to discuss your thoughts and have your ideals challenged in a safe, yet outside-the-box environment.

Moderator: Rebecca Wonderly, Seattle University
Speakers: Lynn Fox, University of the Pacific
Mike MacCallum, Long Beach City College

Session F7 – Casco Bay

The Three Year Cohort Default Rate

The Higher Education Opportunity Act changed the way your cohort default rate will be calculated beginning with the FY 09 cohort. This means that your borrowers who are entering repayment right now will be affecting your rate and with the additional year for them to go into default, the added complexity of multiple servicers and the challenges of accessing borrower data, rates are projected to increase by as much as 50% or more. How does the new calculation work? What impact will it have on your default prevention work? What can you do now, with both borrowers who are entering repayment and those who are just now beginning to borrow? How can your industry partners help you?

Moderator: Bert Logan, Lane Community College
Speaker: Cheryl Kibarian, National Student Loan Program

Session F8 – Cabin 4

Graduate Financial Aid: Last for Improvements, First for Cuts

This is your opportunity, as a graduate/professional aid administrator, to meet with your colleagues to talk about the issues that are important to you and to get face-to-face feedback. How can we advocate for our graduate students and the importance of graduate education for our nation? With little chance for loan limit increases, will we still have private loan resources? Are your highly indebted graduates finding employment? Will GP students have access to subsidized loans? We'll provide the forum; you provide the issues, the discussion and the options for this interactive, participant-driven session.

Moderator: Jack Edwards, Stanford Graduate School of Business
Speakers: Johanna Dwyer, Mars Hill Graduate School
Tami Sato, Southern California College of Optometry

~ 5:00 PM – ~

Dinner on your own

~ 7:30 PM – 8:30 PM ~

***President's Thank-You Dessert Reception for WASFAA Volunteers
Presidential Suite***

Tuesday, April 20

~ 8:00 AM – 9:30 AM ~

***Sit Down Breakfast – Bay 2-3
WASFAA Annual Business Meeting***

~ 9:30 AM – 9:45 AM ~

Break

~ 9:45 AM – 11:30 AM ~

**General Session – Federal Update
Jeff Baker, Director, Policy Liaison & Implementation Staff
US Department of Education**

~ 11:30 AM – 11:45 AM ~

Closing Remarks and Adjourn

***See you next year at the Hilton Hawaiian Village in Honolulu,
Hawaii!***