

WASFAA 2010 Conference – Anticipated Key Note Speakers

Jeff Baker

Director, Policy Liaison and Implementation, US Department of Education

Jeff Baker is no stranger to financial aid or to WASFAA. He has been a student aid professional for more than 30 years, starting at the University of Wisconsin at Milwaukee and including almost 20 years at San Francisco State University. Prior to entering the field of financial aid, Jeff was a public school teacher in the Port Washington Wisconsin public schools. For the past 12 years, Jeff has been employed at the US Department of Education where he is currently Director of the Policy Liaison and Implementation Staff for Federal Student Aid. In that capacity, he advises senior FSA management on all statutory, regulatory, and policy matters that relate to the Title IV federal student aid programs.

Jeff holds a B.S. in Management from Northeastern University, an M.S. in Education from the University of Wisconsin and has done postgraduate work in higher education administration at the University of Southern California.

Throughout his financial aid career, Jeff has been an active member of NASFAA serving as committee chair, trainer and twice as a Commission Director. He is a past member of the WASFAA Executive Council and a past President of CASFAA.

Jeff is the recipient of numerous awards, including NASFAA's Meritorious Achievement Award and Regional and State Leadership Award. He has been honored by WASFAA with their Creative Leadership Award and Lifetime Membership Award and is the recipient of a Distinguished Service Award, President's Award and Lifetime Membership Award from CASFAA. Jeff is also the recipient of a Distinguished Service Award from The College Board.

Joan Crissman

Interim President and CEO, National Association of Student Financial Aid Administrators (NASFAA)

Joan Holland Crissman has been employed by the National Association of Student Financial Aid Administrators (NASFAA) since 1979. Prior to assuming her current role as Interim President and CEO of NASFAA, she served as executive vice president to the organization beginning in 1987. Crissman also served as Interim President and CEO following the retirement of Dr. Dallas Martin. Before coming to NASFAA, Crissman was employed by a consortium of NASFAA, the National Association of College and University Business Officers (NACUBO), and the American Personnel and Guidance Association (APGA) as an assistant project director for a national training contract with the US Department of Education. In this capacity, she was responsible for writing the curriculum for training workshops for financial aid administrators, business and fiscal officers, auditors, high school counselors, and chief executive officers and presidents of postsecondary institutions. Crissman is a former director of financial aid and for several

years, served on the faculty for the NACUBO/NASFAA Loan Management & Collections Workshop series. She and her husband Chris share their homes in Washington, D.C. and Braselton, GA with their four dogs.

Terry Everson

Leadership and Organizational Development Consultant

Terry Everson is a high energy, dynamic presenter who has been recognized as a Master Trainer across the country. He has over 30 years of training and adult education successes. He has recently accepted a position with Globe Education Network as the Director of Organization and Effectiveness. He will be responsible for strategic planning, leadership development, customer service, process improvement and personal financial management and literacy.

Beginning in the early 1980's, Terry was one of the pioneers in distance education, partnering with such notables as Drs. Malcolm Knowles, Len Nadler and Alan Knox to offer a national adult education forum using emerging training technologies. He also co-developed the Need-based Leadership Model, a leadership training model that has created "wow" reactions in every organization with which he works.

For 13 years, Terry led the training effort for a Wisconsin-based utility before heading up a global training effort for British oxygen Corporation (BOC). For the past 12 years, Terry has been the Master Trainer in the student loan industry where he launched the first Voluntary Flexible Agreement (VFA) with the US Department of Education. Everywhere Terry has been, he has proven to be an innovative leader who honors the core principles of Professionalism, Integrity and Dedication.

Mr. Everson has been a mainstay presenter at state, regional and national conferences and has worked with national lending institutions, General Motors, Conoco-Phillips Petroleum, Kraft Foods, CUNA Mutual Insurance Group, and many other Fortune 500 organizations. He is also a recognized campus trainer, working with noted institutions like Michigan State University, Ohio State University, UCLA, USC, Yale, and the University of Minnesota.

Terry has a Master's Degree with Ph.D. coursework from the University of Wisconsin-Madison and an undergraduate degree from the University of Wisconsin-Eau Claire. He is a loyal "Blugold" and is active in the UWEC Alumni Association.

Robert Shireman

Deputy Undersecretary, US Department of Education

Robert Shireman is the Deputy Undersecretary at the US Department of Education, with responsibilities for college financial aid and other higher education initiatives. A leading expert on college access and financial aid, Bob Shireman previously served as a congressional appointee to the Federal Advisory Committee on Student Financial Assistance, as an advisor to US Senator Paul Simon, and as part of President Clinton's

White House National Economic Council. Shireman is founder of The Institute for College Access and Success and the Project on Student Debt. He holds a B.A. in economics from UC Berkeley, and master's degrees from Harvard (education) and the University of San Francisco (public administration).

Barry W. Simmons, Sr.

National Chair, National Association of Student Financial Aid Administrators (NASFAA)

Barry W. Simmons, Sr., a native of Southside Virginia, graduated from Elon University. His master's and doctorate are from UNC Greensborough with studies in higher education and public policy. As Director of University Scholarships and Financial Aid at Virginia Tech, the Virginia Polytechnic Institute and the State University, Simmons oversees \$346 million in assistance to more than 21,000 students and serves on the University Council on International Programs, Enrollment Management Committee, Undergraduate Admissions Advisory Group, McNair Scholars Advisory Committee, the Computer Requirements Steering Committee, as an academic coach for the local chapter of the Phi Beta Phi Fraternity and was a charter member of the Multicultural Affairs Committee.

Recognized as an advocate of access to post high school educational opportunities and educational diversity, Simmons began his term as national chair of the National Association of Student Financial Aid Administrators (NASFAA) in July 2009 and currently serves on the board of Project Discovery, a state-wide high school drop out prevention program. Dr. Simmons was a member of the Virginia College Access Network Founding Steering Committee, served as its second president and continues to serve on the board of directors. HE is a frequent speaker at state, regional and national conferences, has co-authored several NASFAA Monographs and had published in the *Journal of Student Financial Aid*. He has served on the NASFAA Institutional Program Management, Research Association Governance and Membership, Diversity Committees and currently holds a seat on the Executive Committee of the Association of Public and Land Grant Universities' Commission on Access, diversity and Excellence. He serves as an institutional representative on the US Department of Education's FAFSA Design Team and in an advisory capacity to several Virginia state agencies. On the personal side, Simmons' hobbies include emceeding high school band competitions, restoring pipe theatre organs and reading science fiction. When not in Blacksburg, he resides with his family on the farm in Baskerville, VA.