

SWASFAA 2013 Annual Conference
Agenda

Wednesday , November 6, 2013			
8:00 AM - 5:00 PM	Balcony	Registration	
11:15 AM - 11:45 AM	Foyer ABC	Exhibitors Open for Boot Camp Participants Only	
1:00 PM- 1:30 PM	Salon A	Conference Opening	Little Rock Central High School Jazz Band
		Presentation of the Colors and the National Anthem	Arkansas National Guard Color Guard and the Little Rock Central High School Jazz Band
		Welcome	Lisa Hopper, SWASFAA President
1:30 PM - 2:30 PM		Keynote Address	Dr Charles L. Welch, President, Arkansas State University System
2:30 PM - 3:00 PM	Foyer ABC	Refreshment Break/Exhibitors Open Until 5:30 PM	
3:00 PM - 4:15 PM	Hoffman	Findings in Consumer Disclosure	Justin Draeger, NASFAA President and CEO
		Session Description: In 2013, NASFAA released findings from a consumer test that allowed students and parents to provide feedback on the Department of Education's Shopping Sheet and two other award letter models. Come learn the results of this test and what NASFAA is doing to ensure that students and parents receive the information they need to make smart college-going decisions.	
	Manning	Making the Entire Campus the Solution to Flunking Financial Aptitude Grades	Brenda McCafferty, Strategic Business Director, Inceptia
		Session Description: A recent Inceptia survey revealed that college students do not know as much as they think they do when it comes to personal finance. In fact, on average, students earn an F grade in a series of financial aptitude tests! In a similar study, students were able to raise their scores by nearly 50 percent. Join us for an informative session to learn how you can jump start a creative, collaborative financial aid program that stretches beyond the financial aid department. Learn how to lead a cross-campus, multi-channel, bold new financial education platform that attracts support and adoption from the entire campus.	
	Salon A	150% Limit on Direct Loan Interest Subsidy	Trevor Summers, Training Officer, U.S. Department of Education
		Session Description: We will discuss recent changes in the law and regulations regarding the subsidy that many Direct Loan borrowers benefit from. Concepts such as Maximum Eligibility Period, Subsidized Usage Period and Remaining Eligibility Period will be discussed.	
4:15 PM - 4:30 PM		Break	
4:30 PM - 5:30 PM	Hoffman	Reimagining Aid Design and Delivery	Craig Munier, NASFAA National Chair, Director of Scholarships and Financial Aid, University of Nebraska at Lincoln
		Session Description: NASFAA received a grant from the Bill & Melinda Gates Foundation as part of the Reimagining Aid Design and Deliver (RADD) project. The charge of the grant was to examine current systems of aid design and delivery with an eye toward reimagining how they may be improved in the future. The session will feature the policy considerations put forward in the final report and discussion about how those considerations can be further researched, tested, and implemented.	
	Manning	Default Prevention Program - It's Not an Information Problem, It's a Motivation Problem	Joni Belder, Marketing & Communications Representative, New Mexico Educational Assistance Foundation
		Session Description: Interactive websites, graphics-intensive printed materials and one-time courses, classes and conferences are not sufficient to prevent borrower default. A twenty-five year veteran of consumer loan servicing and debt collection will discuss debtor psychology and effective borrower communication in this interactive session.	
	Salon A	Social Media and the Financial Aid Office	Diane Borchardt, Senior Marketing Associate, Great Lakes Educational Loan Services Inc. Liz Gross, Social Media Strategist, Great Lakes Educational Loan Services Inc.
		Session Description: This session will provide an overview of the current social media landscape for financial aid offices, including: - Exactly who is using each social network - Opportunities and challenges social media presents - Potential ways to use social media to connect with students - Examples of how financial aid offices are using social media NOTE: If you are interested in this topic, you may want to also consider the session on <i>Legal Implications of Social Media in Higher Education</i> from 3:45 PM to 4:45 PM on Thursday, November 7th.	
	Lafayette	Graduate and Professional Schools Round Table Discussion	Moderator: Janell Valdez, Financial Aid Manager, University of New Mexico School of Medicine
		Session Description: Come join your colleagues for a discussion of financial aid challenges faced by graduate and professional schools. Suggested topics include, but are not limited to, educating students about loan repayment plans, professional judgment for COA items, HRSA Title VII programs, establishing/maintaining communication with external and internal customers	
5:30 PM - until ?		Dinner on your own. For suggestions, check your registration packet and/or ask your Arkansas colleagues.	

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Thursday, November 7, 2013			
7:15 AM - 8:00 AM	Foyer ABC	Continental Breakfast	
8:00 AM - 10:00 AM	Balcony	Registration	
8:00 AM - 9:30 AM	Salon A	NASFAA Update	Justin Draeger, NASFAA President and CEO Craig Munier, NASFAA National Chair, Director of Scholarships and Financial Aid, University of Nebraska at Lincoln
		Session Description: Come hear the latest from our national financial aid experts. NASFAA President Justin Draeger will provide context on the pressures affecting student financial aid policy and provide predictive analysis of what student aid advocates should keep their eyes on in the months ahead. NASFAA National Chair Craig Munier will provide an update from his perspective.	
9:30 AM - 9:45 AM	Foyer ABC	Beverage Break	Sponsored by Borrow Wisely (UHEAA)
		Exhibitors Open Until 12:30 PM	
9:45 AM -11:00 AM	Hoffman	How to Advocate for your Office on Campus	Karen Krause, Executive Director, Financial Aid, Scholarships, and Veteran's Affairs, University of Texas - Arlington Taina Savoit, Director of Financial Aid, McNeese State University
		Session Description: Things to keep in mind when trying to advocate for your office on your campus, and how the financial aid office is so dependent on other campus offices to do their part so that your institution remains successful in retaining federal funding.	
	Manning	Return of Title IV Funds	Trevor Summers, Training Officer, U.S. Department of Education
		Session Description: We will discuss who is and who isn't a withdrawal for Title IV purposes when making an R2T4 calculation and the steps of how a return calculation is performed. Special emphasis will be added for programs delivered in modules.	
	Salon A	Best Practices in Professional Judgment	Kris Burford, Director of Financial Aid, Hendrix College Michelle Cordell, Director of Financial Aid, Northwest Arkansas Community College Cheryl Lyons, Director of Financial Aid; Director of Financial Aid, University of Central Arkansas
		Session Description: Come hear from three of your colleagues about their particular approach to Professional Judgment. Individual presentations of "this is how it works at my shop," will be followed by an opportunity for questions from the audience.	
11:00 AM -11:15 AM	Break		
11:15 AM - 12:15 PM	Hoffman	Leading Change - How You Can Be a "Change Agent"	Ron Hancock, National Manager, Nelnet
		Session Description: This session utilizes John Kotter's Eight Stage Process for navigating major change to give you a practical guide to how you can become a change agent on your campus. With so many challenges facing financial aid offices, it's good to have a plan to lead major change initiatives for your office!	
	Manning	Deferred Costs, Delayed Credentials: High Debt among Community College Transfer Students	Jeff Webster, AVP, Research and Analytical Services, TG and co-presenter Christopher Fernandez, Research Specialist , TG
		Session Description: According to national data, students who begin higher education at a community college and then transfer into a bachelor's program graduate with more student debt than those who start and finish at the same four-year institution; but why? The answers have important implications for student counselors and financial aid professionals.	
	Salon A	Understanding Student Aid and the Federal Budget	Justin Draeger, NASFAA President and CEO
		Session Description: Every year the federal budget seems to throw a wrench in student financial aid policy and processing. Join NASFAA President Justin Draeger as he provides a quick tutorial of the federal budget process and how current budget pressures will affect student aid programs.	
12:30 PM - 2:00 PM	Salon BC	SWASFAA Awards and Recognition Luncheon and Business Meeting	
2:00 PM - 2:15 PM		Break/Exhibitors Open Until 3:45PM	
2:15 PM - 3:30 PM	Hoffman	Skill Building - Listening & Receiving Feedback	William Lindsey, Proprietary Sector Representative , Fed Loan Servicing (PHEAA)
		Session Description: We are continually receiving and giving feedback in communication. Whether through verbal, non-verbal or written language, feedback conveys information. Join this session to discuss how to use active listening skills to better understand that information and other tips and techniques for giving and receiving feedback effectively.	
	Manning	Exploring Income Driven Repayment Plans	Lou Murray, Regional Director, Nelnet
		Session Description: There are several repayment options available to student borrowers. Income Driven Repayment plans are designed to offer relief to borrowers who have a high debt burden relative to income and family size. This session will explain the plans: including Income Based Repayment, Income Contingent Repayment and Pay as You Earn and assess who can qualify, how to qualify, etc., and provide you with the necessary knowledge to assist your student borrowers.	

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Thursday, November 7, 2013 continued			
2:15 PM - 3:30 PM	Salon A	Satisfactory Academic Progress	Terry Finney, Director of Financial Aid and Scholarships, Arkansas State University Pamela Jordan, Director of Financial Aid, University of Oklahoma Health Sciences Center Taina Savoit, Director of Financial Aid, McNeese State University Denise Welch, Director of Financial Aid, Panola College
		Session Description: Satisfactory Academic Progress regulations require schools to have a SAP policy for students receiving federal financial aid and must have a reasonable policy for monitoring that progress. This policy must include a qualitative measurement and a quantitative measurement as well as address several other items such as appeals, GPA calculations, remedial work and reestablishing aid eligibility. This session will have a general overview of the regulation's requirements and then have the panel members address best practices and questions.	
3:30 PM - 3:45 PM	Foyer AB	Refreshment Break	Sponsored by Inceptia
3:45 PM - 4:45 PM	Hoffman	Balancing Passion and Practicality: The Role of Debt and Major on Students' Financial Outcomes	Jeff Webster, AVP, Research and Analytical Services, TG and co-presenter Christopher Fernandez, Research Specialist, TG
		Session Description: Effective student counseling should integrate the messages about student loans, selection of major and career preparation. TG's new free online tool, Major Choices, draws on research to provide the data and context to facilitate discussions that can promote wiser investments in higher education, improve retention and help lower cohort default rates.	
	Manning	Legal Implications of Social Media in Higher Education	Mark Hagemeyer, Associate General Counsel, University of Arkansas System/University of Arkansas for Medical Sciences
		Session Description: This session challenges participants to consider uses of social media from both instructor/administrator and student perspectives. Legal issues discussed will include free speech and privacy considerations, bullying, harassment, discrimination, defamation, and the Freedom of Information Act. NOTE: If you are interested in this topic, you may want to also want consider the session on Social Media and the Financial Aid Office from 4:30 PM to 5:30 PM on Wednesday, November 7th.	
	Salon A	Verification	Trevor Summers, Training Officer, U.S. Department of Education
		Session Description: We will briefly discuss the verification processes for 2013-14 and cover the 2014-15 verification processes in more detail. We will discuss the new verification tracking group, how to treat non-tax filers, what items need to be verified and what documentation is acceptable for verification.	
6:00 PM - 7:00 PM	Salons B C	Dinner	
7:30 PM - 9:30 PM	Salons BC	Entertainment and Fund Raiser - Monetary Donations Requested at the Door	Benefitting P.A.R.K., Positive Atmosphere Reaches Kids

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Friday, November 8, 2013			
8:00 AM- 9:00 AM	Salons BC	Breakfast	
		President's Remarks	Andrew Hammontree, SWASFAA President Elect, Director of Financial Aid, Francis Tuttle Technology Center
9:00 AM - 9:15 AM		Break	
9:15 AM - 10:45 AM	Salons BC	Session Description: Federal Update from the U.S. Department of Education	Jeff Baker, Director, Policy Liaison and Implementation Staff, Federal Student Aid