



California High School Counselors Workshops That Make the Difference

Angelina Arzate
Palomar College
CASFAA High School Relations Committee Chair

So, the hottest Financial Aid event of the summer was definitely CASFAA's Summer Training. But now, as we are looking forward toward fall, the hottest, most anticipated event of the season is the "California High School Counselor Workshop" offered by CASFAA's High School Relations Committee. This fall we are planning workshops at the following northern and southern California locations: Redding, Fairfield, San Jose, Sacramento, East Bay, San Mateo, Bakersfield, Merced, Fresno, Los Angeles, San Luis Obispo, Riverside, Palm Desert, Norwalk, Claremont, and San Diego. Be sure to check the CASFAA website next month for registration and additional details

This year we have incorporated several changes based on survey feedback from high school counselors all across the state.

Among the changes are a shortened schedule and distinct tracks for the veteran and novice counselors that should accommodate the higher demands placed on them due to the budget and travel restrictions we are all facing. Of course, everyone is welcome to stay for any and all sessions.

Continued on Page 4

CASFAA Membership A Segmental Breakdown

Daniel Reed
Point Loma Nazarene University – Mission Valley
CASFAA Membership and Volunteer Chair

Hello CASFAA Members! I was recently asked to find the diversity within our Membership in regards to our various industry segments, and thought that everyone would benefit from seeing the results. As the chart shows, our largest segments by far are the Independent and Proprietary Schools. With the historical training requirements for staff at these schools, CASFAA membership has been a valuable asset, providing access to quality trainings throughout the years.

Community colleges come in next with a strong 17% - a representation that is matched by our Lender, Guarantor, and Private Industry partners. This surprised me, especially in a year where so many of our dear friends and colleagues have had to search for new avenues of employment. I would expect this "Other" category to drop significantly in 2011, though I hope this is not the case! We all know that there are services we have come to appreciate and expect, and these shoes will need to be filled!

California State and UC schools come in trailing with 6% and 3% respectively. It is a good thing that we elect Representatives from each segment, otherwise, I fear that we would never hear the needs of these schools and students!

The honorable Lifetime Members comprise the remaining 2% of our Membership, representing a crowning achievement for 21 professionals who have given countless hours and accomplishments to CASFAA as a whole – many of whom continue to serve tirelessly throughout the industry.

Thanks for reading; remember to encourage your staff and coworkers to join, and increase your segment's representation!

Cap-and-gown? Diploma? How About the Ideal Exit Counseling Package?

Sylvia Espelage
TG

Impressing upon graduating and departing students that exit counseling is not just one more marker before the finish line is vital, both to them and to their schools. To accomplish this goal, provide students with a small portfolio of resources and information that they can take with them when they leave.

Here's what that exit counseling takeaway might contain:

Contacts: Contact numbers and names of all the parties involved in a student's loans can be invaluable. Include information on loan holders, loan servicers, ED, the school's financial aid office, and the website and phone number for NSLDS.

Brochures aplenty: Brochures on deferment and forbearance, repayment plans, loan forgiveness, and the consequences of default would help students get on the path to responsible repayment.

The mover's postcard: Offer your departing students blank postcards that they can fill in with their new permanent addresses and mail them back to your office.

Career materials: Sharpen your students' career-building skills by offering materials on crafting a resume, drafting cover letters, interviewing, and following up on a job offer.

Money management primer: You can emphasize effective money management with a short booklet that reviews concepts and offers tips on putting these ideas into practice.



Summer Thoughts

A Note from Your CASFAA President

Yvonne Gutierrez-Sandoval
Pitzer College
CASFAA President

Summer—don't you just love it? Everyone is dragging, frazzled and harried. But don't we just smile at our students? Yes we do—that is why we love our jobs—the students. Now...time for some news on CASFAA.

The Executive Council had a telephone conference meeting on July 13, prior to our departure for the NASFAA conference in Denver.

On August 1st and 2nd the Executive Council had their annual Transition meeting, as the voting will be done and the new officers for 2011 elected. This annual meeting gives the outgoing officers a chance to mentor the incoming officers so that becoming a new member on Council is not intimidating.

Speaking of voting—It takes a lot of courage to run for office and we are lucky that we had many members step forward and volunteer to run. Thank you to all of the candidates and to the members who participated in the election.

Continued on Page 3

From the Fund Development Team Ralphs Rewards & More!

Merilyn Sweet
NTMA Training Centers
CASFAA Fund Development Committee Chair

To CASFAA Southern California members:

Since we got started on this fundraising late, we only have a short time left on our Ralphs Reward Program. We would highly appreciate your participation by sharing this opportunity with the people you know.

Each time a registered participant uses their Ralphs Rewards Card, CASFAA will receive rebates. The amount of rebate to be paid to CASFAA at the end of each three-month period shall be determined in accordance with the following scale:

Up to \$200 per month of eligible purchases	1%
Between \$200.01 and \$350 per month of eligible purchases	2%
Between \$350.01 and \$500 per month of eligible purchases	3%
Over \$500 per month of eligible purchases:	4%

Let's start shopping with our registered rewards card and help CASFAA fund our outreach efforts with the rebates generated. This program will terminate **August 31, 2010**, so let's combine our efforts in generating funds to subsidize our CASFAA sponsored trainings and community outreach.

To all CASFAA members:

We're beginning to take donations for our online auction. Your tax-deductible donation will be auctioned online and will be made available to everybody. You may start donating the following:

- Vacation Points
- Tickets to movie, games, travel, etc.
- Gift Cards
- Paintings

Anything else you can think of that others may be able to utilize.

Contact our fund development team at FundDevelopmentTeam@Gmail.com. Thank you!



Continued from Page 2

The Conference Committee is building an excellent conference for us, to be held December 11 - 14, when we will meet at the Manchester Grand Hyatt in beautiful San Diego. The hotel (for those of you who haven't been there before) is at Seaport Village right on the Bay. Because they have added another tower to the hotel, we should not have to engage an overflow hotel this year. Negotiations have been made to get the very best room rate so that many of us will be able to attend this premier training event.

Our Federal Issues Committee, chaired by Vice President for Federal Issues Beryl Schantz, sent letters to Speaker Pelosi, Leader Reid, Senators Boxer and Feinstein, Representative George Miller and the other members on the Education & Labor Committee with our support for legislation to address the Pell shortfall. A copy of the correspondence is on the CASFAA website if you are interested. We hope that many of you sent letters as well.

Schools are starting up again in August and September. Although I think that we can all agree that graduation is our favorite time of the academic year, there is something fresh and exciting about seeing the faces that appear on our campuses every fall. After a challenging summer, seeing their hopeful anticipation makes it all worth it.

As always, if a member has any issue or concern that you would like to have the Executive Council address, please contact me at Yvonne_guttierrez@pitzer.edu.

Continued from Page 1

Fall 2010 High School Counselor Workshops Agenda will be:

7:30 – 8:00 a.m.	On-site check-in
Part I – Updates and changes for the experience counselor	
8:00 – 9:15 a.m.	FAFSA Update and Changes
9:30 – 10:30 a.m.	Cal Grant Update and Changes
10:30 – 10:50 a.m.	AB 540
10:50 – 11:10 a.m.	Break
Part II – The basics for the new counselor	
11:10 a.m. – 12:40 p.m.	Financial Aid 101 - the Basics Overview
12:40 – 1:00 p.m.	Questions

Since there may be changes or additional clarifications regarding FAFSA submission later on in the year, a one-hour follow-up webinar will be offered in January to keep counselors current. We hope to record the session and make it available on the CASFAA website.

Finally, we have expanded our sponsorship opportunities. Student financial assistance has undergone multiple federal and state regulation changes recently. When combined with our current economic times, providing accurate and timely student financial assistance information to high school counselors is critical. Through your sponsorship, we are able to continue to provide this important outreach program, which helps California high school students gain a better understand about the financial assistance process and about college as a viable option after high school. At the same time, your support gives you the opportunity to showcase your institution or organization to a couple of thousand counselors across the state. So, that means you can reach a lot of people for pennies on the dollar. That is definitely a great return on your investment.

So, as you know, summer is flying by and the time for action is now. If you are interested in sponsorship or volunteering your institution (*or yourself*), please contact Angelina Arzate at aarzate@palomar.edu or at 760.744.1150 ext. 3249.



HS Counselor Workbook Ads	Price
½ page Ad (Black & White)	\$300
Full page Ad (Black & White)	\$500

TRAINING CALENDAR

American Student Assistance

Secrets to a Successful CDR	Sep 22	Webinar
Helping Your Students Plan Their Road Trip to Financial Freedom	Oct 20	Webinar

US Department of Education

Private Education Loan		
Disclosure Requirements	Aug 24, 26	Webinar
Direct Loan Related Training	Sep 14, 15, 16	Webinar

USA Funds Financial Aid Training

Identity Theft	Aug 24	Webinar
Veterans Educational Benefits	Aug 25	Webinar
FERPA	Aug 26	Webinar

EDITORIAL POLICY

Opinions expressed in this newsletter are those of the authors and not necessarily of the Association or of the institutions represented by the authors.

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July-August Transitions and Announcements

Colleen MacDonald
EdFund
CASFAA Newsletter Editor



CASFAA Lifetime Member, **Toni DuBois** married the love of her life on June 12, 2010. Toni and John Walker were engaged to be married back in 1974 and were reunited in 2009. Surrounded by family and friends, they were married in a beautiful outdoor ceremony.



After just under 5 years as Manager of Customer Relations for USA Funds in California, **Ron Lee** assumes the position of Director, USA Funds University. In this new role, Ron will have national responsibility for the training and policy services provided by USA Funds. This is a familiar role for Ron, since he managed EdFund's Training and Policy Unit for eight years from 1997 to 2005.



Jan Szymanski started working for DeVry University in June, 2010 as a Financial Literacy Consultant. She will be serving the DeVry students at the Pomona and Sherman Oaks Campuses and the Alhambra, Colton and Palmdale Centers.



After over three decades in the financial aid industry, **debi fidler** has decided to retire. For thirteen years, she served as the University of California, Berkeley, Haas School of Business Financial Aid Director.

Other highlights of her career: she served as Assistant Director of Student Financial Services at UCSD preceded by her serving students at the California State University (4 campuses). debi is going to bond with her kitty, Frida, and travel.

Daniel Roddick has been named the Interim Director at the Haas School of Business. He most recently served as Assistant Director of Financial Aid at Haas. Previously, Daniel worked as a Relationship Manager at Key Education Resources, Assistant Director, Academic Operations and Financial Aid Advisor at Stanford University, Graduate School of Business.

