



CASFAA President Elect Lynn Fox poses a question to Jeff Baker as CASFAA members await for a response at our conference in San Jose in December.

CASFAA Membership An Update

Daniel Reed

CASFAA Membership/Volunteer Chair
Point Loma Nazarene University – Mission Valley

Hello CASFAA Members, and welcome! Thank you to those of you who updated your membership this past month! We sent out postcards recently to remind those who were unable to attend the 2009 CASFAA Conference in San Jose to update their membership information. We know that there have been many shifting jobs this past year, especially amongst our lender and guarantor friends, and hope that we can help every industry professional stay connected to the vibrant network that CASFAA provides. With quality trainings offered throughout the year, opportunities to stay informed on and advocate for pertinent state and Federal issues, significant professional development opportunities through volunteering, and consistent job listings throughout the state, we see the value of CASFAA membership growing each month. And now, with your participation, we continue to grow stronger. Thanks, CASFAA members, for making us the largest and strongest state Financial Aid Association in the nation!



“... We can help every industry professional stay connected to the vibrant network that CASFAA provides.” – Daniel Reed



CASFAA News is an official publication of the California Association of Student Financial Aid Administrators.

For membership information or to report address changes/corrections, please contact Daniel A Reed, Membership Chair (dreed@pointloma.edu).

If you have any questions about CASFAA News, please contact the Newsletter Editor, Colleen MacDonald (cmacdona@edfund.org).

Bidding for Good is HERE! Be on the Lookout

Merilyn Sweet

CASFAA Fund Development Chair
NTMA Training Centers

I would like to start by recognizing my team for their willingness and dedication of their time and talents. The time and effort utilized in preparation of CASFAA's online auction fundraiser is highly appreciated. My team members might not have the time, but they have the HEART to help. I may be representing the committee, but I could not have done it by myself.

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Right now, we're ready to launch our online bidding. BUT before we can do that, we need all of you to sign up at www.biddingforgood.com/casfaa to get started. You can DONATE, or bid from any of the categories: Tickets, dining, travel, spa, electronics, sports, and/or unique items. We will be emailing you more information as we get closer to the auction date, so be on the lookout!

Preparing for New Three-Year Cohort Default Rate Calculation

Jan Szymanski
USA Funds Services

The Higher Education Opportunity Act of 2008 changes how cohort default rates will be calculated. Beginning with borrowers who entered repayment during the 2009 federal fiscal year, an additional year's default data will be factored into the cohort default rate calculation. Unofficial three-year default rates released by the U.S. Department of Education for fiscal years 2005-2007 (see <http://federalstudentaid.ed.gov/datacenter/library/TrialYearCDR.xls>) illustrate the higher default rates that all postsecondary institution types experience compared with the current two-year cohort calculation.

Campus administrators can prepare for the new three-year cohort default rate calculation by taking the following steps.

- Teach students about money management.
- Focus on retention to help students complete their programs of study.
- Maintain good enrollment reporting.
- Call in reinforcements by creating other opportunities to counsel your students.
- Maintain contact with borrowers.



The William D. Ford Federal Direct Loan Program Entrance and Exit Counseling Requirements

Sherry Hildebrand
Mapping Your Future

Schools transitioning (in full or in part) to the William D. Ford Federal Direct Loan (DL) Program may be undergoing several changes in their processes to accommodate the change in programs to disburse federal student loans.

As with FFELP, students receiving a direct loan are required to complete entrance counseling for Stafford and Grad PLUS Loans before receiving the first disbursement. Similarly, they are also required to complete exit counseling upon withdrawing, graduating, or ceasing at least half-time attendance at the school. Schools can continue to use existing online counseling tools to meet requirements, though schools may need to take some additional steps to fully meet regulations, such as providing school-specific information in entrance counseling and providing average indebtedness and DL servicer information for exit counseling.

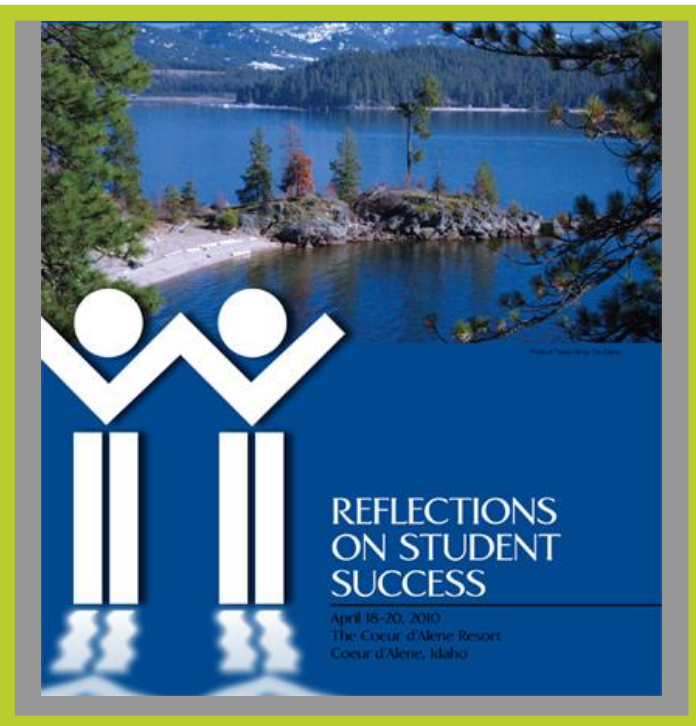
WASFAA Annual Transition Meeting

Yvonne Gutierrez-Sandoval
Pitzer College
CASFAA President

As President of CASFAA, one of my responsibilities is serving as the California representative to the WASFAA Executive Council. I am very excited to have this responsibility! WASFAA is holding its Transition Meeting on March 18th.

Sandi Guidry from the University of Nevada, Reno is the incoming President and she will welcome all of the officers and state representatives. WASFAA EC members will all introduce ourselves and learn about being "good neighbors" in a session offered by our own Ron Lee. Ron will also lead a session on challenges, visions, and working together. Peter Miller, WASFAA Treasurer, and Steve Herndon, Fiscal Planning Chair, will report on finances of the organization, and Tami Sato, WASFAA Past President, will talk about WASFAA's Strategic Plan. Tami will also offer another session on Robert's Rules of Order.

It is an honor to serve as CASFAA's representative to WASFAA, and I invite input for my term which will end at the 2011 conference on April 17-19 at the Hilton Hawaiian Village in Honolulu, Hawaii—hope to see you there!



Looking for a job? Think CASFAA JobsLink

EMPLOYERS WANTING TO POST A JOB:
E-mail Linda Williams
(Director of Financial Aid at Sierra College)
lindawilliams@sierracollege.edu
for more information on how to place
your job ad on CASFAA's website.



- 1 The NASFAA Conference offers the best of both worlds: sessions led by your own colleagues, as well as by Department of Education staff.
- 2 The opportunity to learn and network with your peers from across the country.
- 3 Something for every interest. Check out the online scheduler, which includes about half of the final sessions. More sessions are being added so check back often. You can also view a separate list of potential Department of Education sessions.

Go to
<http://www.nasfaa.org/Subhomes/AnnualConference2010/index.html> for more information and to register for the conference.

State Assembly Bill 187 A Message from CSAC Executive

Diana Fuentes-Michel
California Student Aid Commission

State Assembly Bill 187, (chaptered November 5, 2009) requires the California Student Aid Commission to implement a pilot program for an alternative award delivery system. As defined in the bill, at least 30, but no more than 35, participating Cal Grant institutions would voluntarily administer Cal Grant A and B Entitlement awards and California Community College Transfer Entitlement awards.

To implement the requirements of the bill, an Advisory Task Force, co-chaired by Commissioner's Barry Keene and Israel Rodriguez, held its initial meeting in December 2009 with representatives from institutional segments, Department of Finance, Legislative Analyst's Office and legislative staff. A sub-committee was also established to evaluate the program technical and data requirements.

In January 2010, a teleconference meeting of the technical subcommittee was held to discuss items related to possible parallels of the proposed functions of an alternative delivery system to the current Cal Grant system in order to effectively serve students and minimize costs to institutions. In late February, Commission staff began circulating an on line survey of Cal Grant participating schools as part of the process for identifying an effective pilot project. The subcommittee will reconvene after the survey deadline of March 15, 2010.

The Commission is required to adopt emergency regulations by July 1, 2010. We are committed to a constructive approach to assure you, our valuable financial aid colleagues, that the implementation will not impair student's postsecondary access, institutional choice, or award payments. As we move forward, the Commission will keep you informed of subsequent meetings and discussion item results.



The following article excerpt appeared in the NASFAA's quarterly magazine *Student Aid Transcript* Jan 2010.

Voicing Concerns Five Tips for the New Advocate

Jack Gorman
EdFund

If there is a cause near and dear to your heart and to those around you, get involved—let your voice of concern be heard by those with the influence to make the changes you seek. The following five tips can help you narrow the scope of your undertaking.

1. **Be selective.** While you may have a good deal to comment on, those in influential positions often don't have the time needed to thoroughly hear you out. Take just one or two main points and focus on those.
2. **Tell a story.** When discussing your cause, be sure to illustrate your points with real-life examples of individuals who have experienced the types of obstacles you might be talking about firsthand. Everyone loves a good story, and it's a quick way to connect someone to the topic at hand.
3. **Research your audience.** Narrow down your audience by

asking yourself a few key questions such as: Are you talking to the House or Senate or both? Are there certain committees that would be interested in learning more about your cause? Finally, are there individuals on those committees who have been most vocal about your subject area?

4. **Consider your communication method.** In today's world, using snail mail is a valid option but, as the nickname infers, it can take some time to get to the intended party—including the time it takes to determine if it's safe to send on. Consider faxing or e-mailing instead.
5. **Click away.** Remember to bookmark and refer to the following helpful Web sites along the way:
 - Senate HELP Committee: www.help.senate.gov
 - House Education and Labor Committee: www.edlabor.house.gov
 - Members of Congress and their districts: www.house.gov.



2009 CASFAA Executive Council members raise their arms as a united gesture at our conference in San Jose in December.

Call for Volunteers! NACAC College Fairs

Rhonda Leshman
The Archer School for Girls

National Association of College Admission Counseling (NACAC) College fairs are taking place in April throughout the state and financial aid counselors are needed to answer basic questions for families just starting the college and financial aid search process. Volunteers will be situated in the Counseling Booth along with college counselors, and materials will be provided for you to share with families. Dates, locations, and times are listed below. If you can help for a few hours, please contact:

NACAC College Fairs

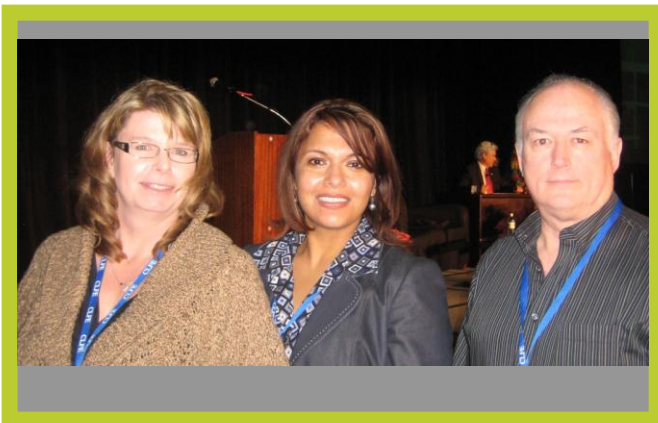
San Francisco
Concourse Exhibition Center
Saturday, April 17
from 1:30 – 4:30 pm
Contact: Susan Lee at slee@urbanschool.org or
Gordon Chalmers at gachalmers@aol.com

Orange County
Anaheim Convention Center
Sunday, April 25
from 1:30 – 4:30 pm
Contact: Clint Davis at cdavis@tarbut.com

Los Angeles
Pasadena Convention Center
Tuesday, April 27
from 6:00 – 9:00 pm
and
Wednesday, April 28
from 9:00 am – Noon
Contact: Rhonda Leshman at rleshman@archer.org

Students need your expertise!

CASFAA believes that student financial aid programs enable deserving students to realize educational goals and to become productive members of society.



The 2010 Presidents
Barbara Bickett, Past President,
Yvonne Gutierrez-Sandoval, President;
Lvn Fox, President Elect



Putting Social Media to Work Four Suggestions for College Outreach

Amy Kasper
TG

Social media can be a great vehicle for reaching out to high school students. Depending on the site, you can post content, invite feedback and discussion, and spur your readers to explore college planning for themselves.

While the tools are rich in possibilities, how to use them for college outreach may not be immediately clear. To help you begin, consider these suggestions:

First-generation student blog: Invite a first-generation student to blog about his or her first year on campus. If high school students can read about others negotiating the challenges of that first year, they may be more likely to enroll in college.

College admissions networking: Enlist an admissions counselor to describe the admissions process through a social networking site such as Facebook. Let photos, succinct captions, and embedded videos tell the story.

Financial aid event live-cast: Podcast or live-cast your outreach event. Answer common questions, offer a virtual FAFSA workshop, or invite further interaction through your college's Web site.

Parent outreach via webinar: Invite parents of prospective students to listen in on a webinar on how to plan and prepare for college.



SAP Proposed Changes Might Soon Become Regulation

Greg Ryan
Fullerton College
CASFAA News Columnist

I just completed reviewing a stack of petitions, the latest in a seeming never-ending stream. We've got petitions for exceeding the maximum time frame, students who are disqualified for lack of a 2.0, and students who changed a major. Then there are students who cannot get into a four year university and want to take transfer prerequisites. Finally, there are students petitioning for returning to school with a Bachelor's Degree and those with lots of remedial or ESL coursework.

Currently, our process is probably much like yours. The student is required to bring in either an education plan from an academic counselor or documentation of their extenuating circumstances (beyond the student's self statement) depending on what they are petitioning for.

Although students think it is tough, I feel we are actually pretty liberal. Students who do not meet SAP (with the exception of maximum time frame) are given a semester of Probation (we call it Probation 1) which they continue to receive aid.

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Cal Grant Student Lobby Day An Annual Opportunity

Susan Murphy
University of San Francisco
CASFAA Independent Segment
Representative

The Association of Independent California Colleges and Universities (AICCU) Cal Grant Student Lobby Day took place on March 2 this year, by chance tucked in between two days of lively Sacramento protests by students from the University of California and California State University campuses. With all the attention presently being paid to the crisis in public higher education, it is easy to overlook the crucial role the Cal Grant program plays in supporting access and choice for the state's students enrolled in independent colleges and universities. Cal Grant Lobby Day is an annual opportunity to introduce Cal Grant recipients, the program's best and most effective advocates, to the people who make decisions about Cal Grant's future.

This year 30 AICCU institutions participated, bringing 70 Cal Grant recipients (up from 40 last year) to Sacramento for face-to-face meetings with legislators and legislative staff. Senator Lou Correa (D-Orange County/Santa Ana) addressed students and aid administrators at a morning briefing, recalling his own experience as a Cal Grant recipient and the opportunities the program provided him. Students visited 78 legislative offices, meeting with 22 members of the legislature and with legislative staff to tell their stories and discuss the importance of the Cal Grant program.

Students, campus aid administrators and Capitol staffers met for lunch and conversation and had an opportunity to hear Esteban Corona, a violist who is a first generation student and Cal Grant recipient at the San Francisco Conservatory of Music. His performance earned a standing ovation from the student audience and provided an exceptional example of the power of the Cal Grant program to support students' educational aspirations. Be thinking now about who we should introduce in Sacramento next year!



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After the end of that semester, if they still are not meeting SAP (again, maximum time frame not withstanding), we place them on Probation 2, and they continue to receive aid. After not meeting SAP yet again the subsequent semester, they are disqualified and would either have to meet SAP or submit a petition and have it approved, in order to continue to receive aid. Conversely, a student who met SAP in that semester moves downward, Probation 2, Probation 1 and then good standing.

Proposed changes that might become regulation might soon force us to become more stringent. Personally, I feel this is a good thing, but everyone has their own opinion. Based on what I have read, students could only receive a maximum of one semester of "financial aid warning" for not meeting SAP before becoming disqualified. Once disqualified, a successful petition would allow the student to be paid for only one semester, called "financial aid probation." If the student was not meeting SAP after that probationary period, you would not extend it, rather they would be disqualified once again.

My understanding is the aforementioned changes are for schools that check SAP each semester (as my college does.) The options will be more restrictive if your school chooses to check SAP once per year.

We should know the outcome of the new proposed regulations soon, as well as a date they take effect, if signed. I am getting ready to make changes to our SAP just in case!

SAFRA

House to Senate to President

Representative George Miller's website

Student Aid and Fiscal Responsibility Act, which was included in the health care reconciliation bill that passed on March 21, 2010 by a vote of 220-211, embraces the president's challenge. It will help us reach his goal of producing the most college graduates by 2020 by making the single largest investment in higher education ever. Specifically, these provisions will:

Invest the bill's savings to make college affordable and help more Americans graduate

- **Invests \$36 billion over 10 years to increase the maximum annual Pell Grant** scholarship to \$5,550 in 2010 and to \$5,975 by 2017. Starting in 2013, the scholarship will be linked to match rising costs-of-living by indexing it to the Consumer Price Index. This includes an investment of \$13.5 billion to fund a shortfall in the Pell Grant scholarship program due to increased demand for the scholarship.
- **Invests \$750 million to bolster college access and completion support** for students. It will increase funding for the College Access Challenge Grant program, and will also fund innovative programs at states and institutions that focus on increasing financial literacy and helping retain and graduate students.

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TRAINING CALENDAR

American Student Assistance Financial Aid Training

Apr 7, 21, May 12, 26, Jun 9, 23 Webinar

EdFund Financial Aid Training

Mar 25, 29, 30, Apr 1, 6, 7, 13, 14, 15, 20, 21, 22, 27, 28, 29 Webinar

Great Lakes Financial Aid Training

Mar 25, Apr 7, 8, 22 Webinar

NSLP Financial Aid Training

May 26, Jun 30, Jul 28 Webcast

TG Financial Aid Training

Apr 15, May 6, 20 Webinar

US Department of Education

Mar 25, 30, Apr 6, 18, 20, 22 Webinar

USA Funds Financial Aid Training

May 4 Four Points by Sheraton Fresno, Fresno, CA

May 5 Hilton Woodland Hills, Woodland Hills, CA

May 6 Sheraton Pasadena, Pasadena, CA

May 11 Ontario Airport Marriott, Ontario, CA

May 12 Hilton Irvine - Orange County Airport, Irvine, CA

May 18 DoubleTree Hotel Sacramento, Sacramento, CA

May 19 Oakland Marriott City Center, Oakland, CA

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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March-April Transitions and Announcements

Colleen MacDonald
EdFund
CASFAA Newsletter Editor



Nancy J. Davis,
Director of Financial
Aid at San
Bernardino Valley
College, will be
retiring on June 30th
after 24 years in
financial aid. As
Nancy wrote,

wrote, "I certainly have mixed emotions as I will miss my wonderful CASFAA colleagues." In 2005, Nancy received the CASFAA Meritorious Service Award in recognition of an outstanding achievement and accomplishment in the financial aid profession. In 2007, Nancy served as the California Community College Segmental Representative. In addition, she has served on countless committees during her tenure.

David Shook, Financial Aid Specialist at Cooper Mountain and his wife, Sara are expecting their 2nd child/1st son, Jack Matthew, in late March. At the December conference, David placed 3rd in the CASFAA's Got Talent Show, hosted by Philbin Clone.



Student Learning Outcomes (SLO's) created and assessed, College Program Review, and annual reporting completed -- it is time to slow down, take a breath and remember the special happenings within the Financial Aid Office at Orange Coast College. We welcomed **Rosalind Campbell** (Student Financial Aid Fiscal/Budget Specialist), **Katherine Marasigan** (Student Financial Aid Specialist), and **Virginia Regnier** (Student Financial Aid Accounting Clerk) to the financial aid team.

The staff members that kept this office moving forward are:

- **Melissa Schaffer** and **Sara Shin** - financial aid orientations, verification, packaging, awarding, satisfactory academic progress checks, housing authority verifications, and back up for front line staff
- **Thanh Ha** and **Ly Tran** - verification, packaging, awarding, satisfactory academic progress checks, and backup for front line staff
- **Diana Younis** and **Nico Demarco** - document intake and imaging specialists
- **Sylvia Garcia** - front line staff support, document intake, and imaging backup
- **Christopher West** - front line staff support, satisfactory academic progress checks, housing authority verifications
- **Angela Varner** - administrative support
- **Karin Peiler** - accounting support
- **Karla Zuniga** - FAFSA and BOGFW applications and eDollar\$ (disbursement system) workshops

What a year and we are now preparing for 2010-11!

CASFAA Conference
December 12-14, 2010:
San Diego, CA

The Office of Scholarships & Financial Aid at Pasadena City College (PCC) is saddened to announce the passing of our colleague and friend, **Mia Adriano**. Mia served as a financial aid assistant at PCC for just over three years. Prior to her arrival at PCC, Mia was employed as a clerical assistant at the Student Financial Services office at Cal State University, Los Angeles. Mia enjoyed helping students and was a cherished member of our financial aid team. Mia was 42 years old. She is survived by her partner, Kathleen, her sister Irene and brothers, Ian and Ivan.

***Education is not expensive,
it's priceless.***

Lois Madsen has been a member of CASFAA since 1974. In 2006, she moved to Paola, Kansas (population 3000, and the county has 35,000 residents), where she was the Corporate Director, Financial Aid for the Vatterott Colleges, a chain of 21 campuses throughout the Midwest and South. In 2008, she was made Chairperson of the Private Career Schools and Colleges Association, and just completed her term. It is very different holding a conference at which only 225 attend and while a white out blizzard is howling outside. Did you know there was such a thing as "Winter Shoes"?

She wrote, "I still feel a pang when I see LA on the TV (even if it's a riot or a mudslide or a wild fire). We are glad to be Midwesterners. My Midwestern colleagues are warm and wonderful but I miss my CASFAA colleagues." If any of CASFAA members are in Kansas City, KS, please go see her! KC is known for its blues and barbecue!



On April 23, 2010 **Dr. Toni M. DuBois**, Vice President of Student Services of Fullerton College, will celebrate 30 years in student services at the California community colleges. Dr. DuBois writes:

"What an amazing journey it has been. I have had the opportunity to meet and collaborate with so many wonderful people; I have truly been blessed."

Walker Ashton has accepted the position of Sr. Financial Aid Advisor with Heald College, Stockton. Walker has held the position of a Financial Aid Advisor II for the past 3 years with Heald Stockton. He is looking forward to the challenges that come with a Sr. Advisor position. Walker will be able to share his knowledge and wisdom with new FA Advisors as they are hired.

Jim Cordero, formally Sr. Financial Aid Advisor for Heald College Stockton has accepted the position of Director of Financial Aid, Heald College Modesto. Jim has been with Heald College for many years, providing outstanding customer service and



industry knowledge. Jim will be missed at the Stockton campus, however he will shine as the DFA for Modesto, Heald College. Promotion well deserved!

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- **Makes federal loans more affordable for borrowers to repay** by investing \$1.5 billion to strengthen an Income-Based Repayment program that currently allows borrowers to cap their monthly federal student loan payments at 15 percent of their discretionary income. These new provisions would lower this monthly cap to just 10 percent for new borrowers after 2014.
- **Invests \$2.55 billion in Historically Black Colleges** and Universities and Minority-Serving Institutions to provide students with the support they need to stay in school and graduate.
- **Invests \$2 billion in a competitive grant program for community colleges** to develop and improve educational or career training programs.

Provide reliable, affordable, high-quality Federal student loans for all families

- **Converts all new federal student lending to the stable, effective and cost-efficient Direct Loan program.** Beginning July 1, 2010, all new federal student loans will be originated through the Direct Loan program, instead of through the federally-guaranteed student loan program. The Direct Loan program is a more reliable lender for students and more cost-effective for taxpayers.
- **Keeps jobs in America.** Under the bill, 100 percent of Direct Loans will be serviced by private lenders. Lenders will compete for contracts to service all federal student loans, which will guarantee borrowers high quality customer service and preserve jobs. Unlike loans made by banks, Direct Loans can only be serviced by workers in the U.S. Last year, Sallie Mae was forced to bring 2,000 jobs back to U.S. soil to win a direct loan servicing contract. Sallie Mae is now one of four private banks servicing 4.4 million direct loans.



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