

MASFAA Conference 2017 Interest Sessions

Developing a Communication Strategy

A panel discussion of best practices relating to communication with students/parents. Social Media may be covered minimally, but focus will be given to e-mail/print media practices and strategies. Various types of schools will be represented on the panel.

Building Flexible Options with Inflexible Rules

What is a competency based program? What is a direct assessment program? Do these terms give you nightmares? It isn't necessarily as scary as it seems. This session will discuss how to create flexible learning models for students within the structure of sometimes inflexible financial aid rules and regulations.

Helping First in Family Students Develop a College Roadmap

Students who are first in their family to go to college often find it difficult to navigate the process since they do not have a family member with first-hand experience. This session will focus on the tools and resources available for you to help these families develop a road map that will allow them to attend and pay for college. Attendees will also hear from a panel of school representatives who will share their challenges and success stories.

Financial Aid Jeopardy

This is great for new financial aid administrators as well as seasoned administrators looking for a fun refresher. The session will be a trivia style game where the attendees are broken into groups, given a buzzer, and will ring in to answer financial aid questions Jeopardy style.

MASFAA Task Force Road to Relevance

Join members of the MASFAA Road to Relevance Task Force for this session detailing their in-depth look at association management as they work toward identifying MASFAA's strengths and weaknesses in an effort to develop recommendations for the future of the association. The Task Force will be joined by current members of MASFAA Leadership to explain where the recommendations will go from here.

Student Workers: How to Benefit Both Sides of the Table

Interviewing, hiring, training, supervising and don't forget the fun! Come see how a Financial Aid staff of 4 has incorporated 10 or more student workers into their day to day processing. The benefits to both the students and the office are numerous if done right.

Trends in College Prices, Financial Aid, Student Debt & Payoff

As the price of college and student debt levels continue to rise, many students and families are questioning whether college is still worth it. In this session, we will explore the research from the College Board's Trends in College Pricing, Trends in Student Aid, and Education Pays to answer this question by providing up-to-date information from the 2016 editions of these reports.

Making Every Signature Count

This session will explain how we transitioned our Parent verification forms to an electronic signature process. We will describe the solution we developed as well as the process we went through to gather resources, interpret signature regulations, and guide the project from start to finish while staying on top of our timeline.

How to Get Involved - Thinking Outside of the Box

This session will give an in-depth look at how members can take traditional and nontraditional paths to get involved in their state and regional financial aid associations. This includes strategies for networking, training and running association meetings. Attendees will also get an inside look at what it takes to be the chair of MASFAA's Professional Development Committee.

Campus Partnerships: Admissions, Financial Aid, and Academic Advising

This presentation/panel will provide information on how we admit and then enroll a diverse class of incoming freshman to our Summer Bridge Scholars program. We will take an in-depth look at how offices partnered together to streamline operations to provide a better student experience.

Developing the Financially Savvy Student

Who wants to be "literate" when you can be "SAVVY"? This approach to personal finance education is about helping all students on our campuses to leverage their resources to achieve as many of their goals as possible while minimizing waste. This session will use as a case study a course at the University of Michigan, "The Financially Savvy Student." We will discuss financial wellness topics of interest to college-age students, the needs and anxieties they bring with them and ways to present the material that is both rigorous and interactive.

Super Manager - Be the Boss Everyone Wants to Work For

As a manager, overseeing employee performance is an essential obligation. Yet, it's more than just ensuring a timely schedule of operations and quality production. This session provides managers at all levels the necessary know-how to help their employees grow in their abilities and motivate them to go above and beyond expectations. Participants will explore the qualities, behaviors, skills, and tools to help them become the manager everyone wants to for.

Making Summer Pay Off: Using Behavioral Science to Incentivize Continual Enrollment

The Incentivizing Continual Enrollment (ICE) project in Ohio is a new initiative to improve community college persistence and completion by encouraging students to enroll in courses during the summer terms. During this session, MDRC and one of the participating colleges will share lessons from the first phase of the project and discuss how a process known as behavioral diagnosis and design was used to identify barriers to summer enrollment and create behavioral messages.

Nudge for Good: Applying Nudge Theory to Financial Aid

Asking people to make a big change to the way they do things can be challenging. One possible solution - Nudge Theory. A nudge is small, a nudge is simple, and this is why a nudge is so appealing. But does it work? We will present a few examples of successes and failures of Nudge Theory application.

Making Every Moment Count...Even Though We Don't Have a Moment to Spare: Women in Leadership

This session will provide tips and tricks for managing everything with a focus on how to deal with the issues that women deal with in the workplace. We will provide Ideas on how to manage work, life, and self-development, along with words of wisdom on being a great leader and creating a great team.

Half The Questions - All the Aid

The move to Early FAFSA opens the door to further improvements and opportunities for the impending reauthorization of the Higher Education Act. Join us for a robust discussion about the Simplified FAFSA and how we might move forward in this work. Participants will discuss the design, ask questions and offer feedback. NCAN will share the findings from their white paper, "Half the FAFSA: Cutting the Red Tape to Postsecondary Federal Aid" that was released earlier this year.

Retention Trials...Making Every Student (and Dollar) Count

Student retention and completion is a priority for all institutions. Not only is it our mission, but failing to keep students enrolled through degree completion is expensive and affects key metrics that are often tied to prestige and budgets. In this session, learn how the University of Nebraska worked to develop a summer tuition grant to address retention and completion and how the University of Central Missouri is using retention grants to help students within their last 30 hours get to the finish line. Participants will learn about how to use data to formulate and execute the programs, as well as discuss creating consensus with key stakeholders.

What Happens When You Plan it 4-Ward

Student success, retention, persistence, and degree completion—these are key buzz words that you may hear on any college campus during various types of meetings. During this session, we will share a planning model that has been adopted at Western Michigan University where academic, career, financial and engagement units are working cohesively to assist our students in maneuvering the college success maze. Data collection will also be addressed.

How to Say No: Improving Responses to Award Appeals

Writing an approval email or letter is fairly easy when responding to students' and parents' requests. However, staff are too often challenged when replying to written requests for additional scholarships or other funding when the answer is no -- particularly when in the recruitment phase. Learn to pull apart the process and build skilled, appropriate responses. Apply this straightforward approach to construct better academic progress, special circumstance, and other denials we have to put in writing.

Using Social Media to Provide Just in Time Personal Financial Education as a Means to Build Financial Capability for Millennials

A recent report by American Student Assistance of nearly 2,000 college alumni found students are particularly underprepared when it comes to managing their finances: Nearly half of respondents said they did not receive any education on budgeting prior to college. With finances remaining one of the top reasons college students provide for dropping out of school, this session will address how to work with students who need to become financially capable—even if they don't realize it yet!

Introduction to NCAA Division I Athletic Financial Aid

This session will go over the basics of NCAA Division I athletic financial aid regulations, talk about best practices for processing financial aid for student-athletes, as well as communication tips between the financial aid office and the athletic compliance office.

Diversity Advocate: Best Practices for Hiring a Diverse Workforce

This session will focus on the role of the Diversity Advocate and how it is a resource for hiring new staff. Diversity Advocates provide support, mentorship, and advocacy to colleagues while working to create an inclusive and welcoming campus community in which unique backgrounds, identities, cultures and perspectives are respected, embraced and celebrated. We will review the Diversity Advocate's core values and duties.

Actively Managing the Relationship Between the Financial Aid Office and One-Stop Student Services Office to Improve Student Experience

One-Stop student service models provide a streamlined experience for students and families, but they are not without challenges. We will share tools, processes, and tips for building strong relations, improving communication strategies, and implementing effective on-going training between Financial Aid and One-Stop Student Services staff.

Who's Going to Fill Your Shoes?

Do you have an idea of who the leaders are in your office? Are they prepared to move into a leadership role? If your supervisor received a resignation letter tomorrow, is there a plan in place to fill that position? Join this session with MSFAA's Leadership Committee as we share about our Leaders of Tomorrow (L.O.T.) Academy. L.O.T. is a series of interactive workshops created as a way to foster leadership among financial aid professionals who have demonstrated the passion of moving into leadership roles within our profession.

Cross Cultural Competence and Communicating with Diverse Populations in the Financial Aid Office

Even in the most ideal of circumstances, even when we speak the same language in the same way, clear communication is difficult. Add additional complicating factors like different languages or different cultural communication styles and we face a real customer service challenge in financial aid. This session is intended to share practical tips for communication and behavior that financial aid administrators can use to interact with diverse populations of students and families. Participants should come willing to share from their own interactions and ready to have fun.

Information Overload!!! - Incoming Student Onboarding

This session will provide a model of onboarding for incoming students that provides them with the information needed to be successful in College from registration, financial aid, bill payment, Login to the System, advising and progression planning.

Institutional Risk Sharing

In higher education, risk is almost entirely borne by students and the government and not institutions. With continued focus on student outcomes, how will that change, what impact will it have on colleges and universities, and what do you need to know about it? This session will present the latest proposals related to institutional risk sharing and how it impacts our work.

Financial Literacy: What You Need to Know to Educate Your Students

For many of you that represent colleges & universities, you have stated that not only is there a limited amount of funding but there are four major stumbling blocks to building a successful financial literacy program. This session will address how to get started, how to manage limited time and resources, and how to best reach out to students.

Race Matters... And So Does Gender - Implicit Bias

We talk a lot in the workplace about how important it is to have a diverse workforce. It is easy to talk about "why" it is important. However, it is harder to talk about and identify why we are not more diverse, especially in leadership roles. This presentation will start that conversation and speak to implicit bias. Everyone has implicit biases, even people who commit to being impartial. Understanding these may help us all understand ourselves and others better and perhaps break down some walls of opportunity and equality.

SAP: Different Schools, Different Perspectives

Come and join us for a fun and informative session. Two experienced financial aid professionals will deliver a brief overview of federal regulations for Standards of Academic Progress, as well as provide examples, tips, and tricks for how the actual SAP monitoring process works at their respective institutions. It should be noted that both institutions use Banner as their FAMS, so although all FAMS denominations are welcome to attend, Banner users will probably benefit most from this session.

One Letter, Big Results: Using Debt Letters to Encourage Smart Borrowing

Debt letters, or loan summaries, have taken the financial education world by storm. But are the letters working? What does a good loan summary look like? And how can institutions build resources around loan summaries to ensure success? In this session, we'll share the findings of our latest research brief regarding debt letters and schools that utilize them. We will examine the preliminary results of institutional loan summary initiatives at three large universities, and the science behind effective debt letters.

Why On-Going Loan Counseling Programs Are Finally Getting Airtime

This session addresses the recent acknowledgment that entrance and exit loan counseling- as book end counseling for borrowers- is not sufficient in frequency or timing and has plenty of room for improvement if the goal is to serve the student and promote on-going financial wellness. Topics will include presenting material in an impactful engaging way; changing behaviors as a result of dynamic loan counseling; and incorporating reinforcement of loan counseling throughout enrollment as opposed to only at beginning and end of enrollment.

Regulatory Burden

We've all experienced the difficulties related to regulatory burden, leaving us with less time to focus on student issues. This session will cover understanding the cause of regulatory burden, identifying the impact of regulatory burden on your institution, and offer tips for navigating the complex stream of regulations we're faced with on a daily basis.