



MAFAA Spring 2022 Conference Agenda

Wednesday, May 4, 2022

- 9:30 a.m. – 12:00 p.m. **Registration Open** **Town Hall Ballroom B**
- 9:30 a.m. – 4:30 p.m. **Exhibitor Displays Open** **Town Hall Ballroom B**
Closed over lunch
- 11:30 a.m. – 12:30 p.m. **Lunch** **Fairways at Madden Inn**
- 12:30 p.m. – 2:30 p.m. **Opening Session** **Town Hall Ballroom A**
- **President’s Welcome** – Scott Roelke, 2021-2022 MAFAA President
 - **Introduction of Business Partners** – Katie Hendrickson, Conference Planning Committee
 - **Charity – National Alliance on Mental Illness (NAMI)** – Kate King, Director of Development and Organizational Advancement, NAMI
 - **Keynote Speaker**
Fearless
Kat Perkins
An inspiring experience about finding your passion, taking leadership and working with others, developing a positive attitude and working towards your dreams.
- 2:30 p.m. – 2:45 p.m. **Break** **Town Hall Ballroom B**
- 2:45 p.m. – 3:30 p.m. **Interest Sessions**
- **A Deep Dive into Student Loan Repayment Assistance –** **Pillsbury**
What Schools Need to Know
Carol Swenson, Regional Director, Ascendium Education
Student Loan Repayment Assistance (SLRA) is one of the fastest growing employee benefits. It directly addresses the burden that student loan debt places on borrowers. Employers can make tax-free payments toward an employee’s student loans, thus reducing the borrower’s total loan amount paid, interest expense, and time to pay off the debt. Imagine the difference this program can make in the lives of your soon-to-be-employed graduates. Come to learn more about SLRA, the important role colleges and universities play in promoting the program, and how to help borrowers advocate for this benefit.
 - **Appreciative Advising: Deliver What Your Students Need** **Anderson F**
Jonathan O’Hara, Academic and Financial Aid Advisor, Dakota County Technical College
Erin Lund, Academic and Financial Aid Advisor, Dakota County Technical College
Michael Crider, Financial Aid Representative, Dakota County Technical College
An interactive conversation overviewing appreciative advising and how your Financial Aid Office can use this tool to have students be better prepared and act earlier by taking the fear out of the financial aid process and prime them for success.
 - **Minnesota’s FAFSA Completion Initiative** **Sibley**
**Virtual presentation*
Nicole Whelan, Senior Research Analyst, Minnesota Office of Higher Education
Kat Klima, Outreach & Communications Coordinator, Minnesota Office of Higher Education
Have you noticed that fewer students are applying to postsecondary education? College enrollment is on the decline nationwide, including in Minnesota. Free Application for Federal Student Aid (FAFSA) submission rates are following a similar trend. To combat this, the Minnesota Office of Higher Education and Department of Education worked to create the FAFSA Completion Goal. Learn more about how we created the goal, what our stakeholders told us about FAFSA Completion around the state and discover tools to help your students succeed.
 - **Fostering Independence in Higher Education Grant** **Town Hall Ballroom A**
**Virtual Presentation*
Adam Johnson, State Financial Aid Administrator, Minnesota Office of Higher Education
Meghan Flores, Manager, State Financial Aid Programs, Minnesota Office of Higher Education
This session will provide an overview of the new Fostering Independence Higher Education Grant that was created as a result of the 2021 legislative session. The session will cover student eligibility, application process, campus administration and award calculation.

3:30 p.m. – 3:45 p.m. **Break** **Town Hall Ballroom B**

3:45 p.m. – 4:30 p.m. **Interest Sessions**

• **How America Completes College** **Pillsbury**

Brad Riebel, Director, Relationship Management, Sallie Mae

Four out of ten U.S. undergraduates never finish college. Join us for a discussion of findings from a new research study by Sallie Mae and Ipsos on the factors that impact a student's journey to college graduation. We'll explore high school and college support systems, education motivations and perceptions, and more to identify barriers and opportunities to support students and families as they work toward achieving a college degree.

• **Welcome Back! Verification, We Missed You...Not** **Anderson F**

Katie Hendrickson, Application & Verification Coordinator, Minnesota State University, Mankato

Jana Koehler, Program Manager, University of Minnesota Morris

Tina Kukowski, Assistant Director of Student Financial Services, Carleton College

Rebecca Walz, Senior Financial Aid Officer, Rasmussen University

Youa Yang, Associate Director of Financial Aid and Scholarships, Century College

Verification – always a hot topic! Join us as we discuss how verification is processed at our institutions and best practices for when you come across those unique situations. Come with questions and examples of interesting situations you have come across through the years.

• **Postsecondary Child Care Grant** **Town Hall Ballroom A**

**Virtual Presentation*

Brenda Larter, State Program Administrator Senior, Minnesota Office of Higher Education

This session will focus on new terms of receipt database and recent program changes.

• **Building & Managing Credit** **Sibley**

Deb Gossman, Head of Campus Development-Central States, College Ave Student Loans

We understand that establishing good credit is vital to financial health. Our students often begin to build credit in college, beginning with a student loan and moving on to other trade lines such as a credit card or a car loan. But do they really understand the impact that every day decisions have on their credit score and why it is so important? This session will cover a myriad of topics related to credit, credit scores with a focus on the downstream impact of credit decisions as well as how to build and manage your credit. Tools and tips will be provided on this important topic.

4:30 p.m. – 5:15 p.m. **Sector Meetings**

- **Private Non-Profit** **Pillsbury**
- **State Universities** **Anderson F**
- **Two-Year Public** **Anderson G**
- **Private For-Profit** **Board Room**
- **University of Minnesota** **Sibley**
- **Associate Members** **Town Hall Ballroom B**

6:00 p.m. – 8:00 p.m. **Dinner** **Wilson Bay Lodge Dining Room**

7:30 p.m. – 9:00 p.m. **BINGO & Trivia** **Viking Room at Madden Inn**

9:15 p.m. – 10:00 p.m. **Glow in the Dark Golf** **Madden Inn Lobby**
Sign up is required

Thursday, May 5, 2022

6:30 a.m. – 7:15 a.m. **Morning Walk** **Meet in Front of Town Hall**
Gayle Yamry, Metropolitan State University

7:00 a.m. – 8:30 a.m. **Breakfast** **Fairways at Madden Inn**

7:30 a.m. – 8:30 a.m. **Final Conference Registration** **Town Hall Ballroom B**

8:00 a.m. – 3:15 p.m. **Exhibitor Displays Open** **Town Hall Ballroom B**
Closed over lunch

8:30 a.m. – 9:30 a.m. **General Session** **Town Hall Ballroom A**
**Virtual Presentation*

Top 10 Compliance Findings

Benedict Dorsey, Training Officer, Department of Education Federal Student Aid

Are you curious about the causes of FSA's Top 10 compliance audit and program review findings? We surveyed deficient compliance audits and program review reports issued in fiscal year 2020 to bring you the latest information. Come learn what you can do to stay in compliance with Title IV regulations and

statues through training and strengthening internal controls. Enjoy the benefits of a clean compliance audit and/or program review!

9:30 a.m. – 10:30 a.m. **General Session** **Town Hall Ballroom A**

Immigration Considerations in Financial Aid Advising

Marissa Hill-Dongre, Director, Immigration Response Team and Assistant Director, International Student and Scholar Services, University of Minnesota Twin Cities

This session will provide an overview of U.S. immigration law, with a focus on financial aid eligibility and common questions from students and financial aid administrators.

10:30 a.m. – 10:45 a.m. **Break** **Town Hall Ballroom B**

10:45 a.m. – 11:30 a.m. **Interest Sessions**

• **Financial Education & Issues of Student Inequity** **Pillsbury**
Matthew Nettleton, Vice President, Inceptia

As financial education advances, we can see that not all financial conversations are created equal. Our students can face issues of social injustice or inequity, which may inhibit their ability to fully engage with our efforts. This intersectionality of finance and inequality makes it incumbent upon us to address these barriers to move the discussion forward. Attendees will learn about issues regarding the gender pay gap, the racial wealth divide, and food insecurity and homelessness by reviewing:

- An overview of leading data and research
- Identification of issues of inequity pertaining to race, gender, and socioeconomic status
- Ideas and implementation strategies for incorporation these topics into financial education programs

• **MASFAA Diversity Book Club: Discussion of *The Privileged Poor*** **Sibley**
Craig Slaughter, Director of Financial Aid, Kenyon College

As leaders of the financial aid community, it is our goal and duty to help students obtain access to a college education and achieve their education goals. By expanding understanding diverse groups, the book club seeks to develop critical thinking and inclusivity amount member participants to better inform decision-making, the populations we serve, and our communities at-large. In this session, you will learn how to get involved in MASFAA's Book Club "Equality Talk" and join the conversation. Please consider reading the first book, *The Privileged Poor*, by Anthony Abraham Jack for group discussion. We will also read and discuss selected excerpts. One lucky participant will win the book for our current reading: *You'll Never Believe What Happened to Lacey* by Amber Ruffin and Lacey Lamar.

• **Minnesota Future Together Grant** **Town Hall Ballroom A**
**Virtual Presentation*

Tara Winchester, Program Administrator, Minnesota Office of Higher Education
Megan FitzGibbon, Program Manager, Minnesota Office of Higher Education

This informal session will include a Q&A and discussion of all things related to the Minnesota Future Together Grant.

• **Navigating the Hybrid Work Environment** **Anderson F**
Carrie Short, Director, Student Financial Aid, Lorain County Community College

As the working community rounds the corner on the second full year of the COVID-19 pandemic, you may not think there's anything you don't already know about working remotely. In this session, we will share tips for enhancing your productivity (and the productivity of your team), how to be effective when virtually, and other lessons learned from "the new normal" of the hybrid work environment.

11:30 a.m. – 1:00 p.m. **Lunch** **Fairways at Madden Inn**

1:00 p.m. – 1:50 p.m. **Keynote Speaker** **Town Hall Ballroom A**

From Broken to Beautiful: A Journey of Recovery and Rediscovery

Courtney Godfrey, Motivational Speaker and TV Reporter, FOX 9

Courtney Godfrey was a confident, successfully, happy newlywed when a tragic accident turned her life upside down. In the five years since, she has turned her sorrow into triumph, becoming a mother, an advocate, and a professional athlete. As a local TV news reported, Godfrey is a skilled storyteller who will have you both laughing and crying, all while challenging you to shift perspective.

1:50 p.m. – 2:00 p.m. **Break** **Town Hall Ballroom B**

2:00 p.m. – 2:45 p.m. **Interest Sessions**

• **Education for Native Students is Not a "One Size" Fits All Concept** **Pillsbury**

Jody O'Connor, Director of AILRC, University of Minnesota Duluth

Lara Gerhardson, Outreach Liaison, Minnesota Indian Scholarship Program, Minnesota Office of Higher Education

Jana Koehler, Program Manager, University of Minnesota Morris

Whether it's about finances, creating a sense of belonging or community building, the panelists will share programs or initiatives with regards to the importance of retaining Native/Indigenous students in postsecondary education here in Minnesota.

- Developing Focus** **Sibley**
Sara Edwards, VP, Relationship Manager, Citizens
Improve your ability to give attention to the important things and reduce distractions with practical adjustments.
- There is More to OHE Than You Know** **Town Hall Ballroom A**
**Virtual Presentation*
Megan FitzGibbon, Program Manager, Minnesota Office of Higher Education
This presentation covers the lesser known OHE FA programs (5 loan repayment programs, Dual Training Grant, ID Grant, Student Teacher Grants, Emergency Assistance Grant, etc.).
- Student Employment Panel** **Anderson F**
Simon Bauer, Assistant Director, St. Cloud State University
Jess Christensen, Senior Associate Director, Concordia College-Moorhead
Molly Flesher-Sanderson, Financial Aid Officer, Anoka-Ramsey Community College/Anoka Technical College
Alissa Sayles, Senior Program Manager, University of Minnesota Morris
Jessie Swedberg, Assistant Director, Minnesota State University Moorhead
Student Employment funding is available, but how do we spend it? Join us as we share how student employment is promoted on our campuses, how students find positions, how to spend federal and state allocations, and resources to get involved with this program.
- 2:45 p.m. – 3:15 p.m. **Break** **Town Hall Ballroom B**
- 3:15 p.m. – 4:15 p.m. **General Session** **Town Hall Ballroom A**
**Virtual Presentation*
Inside the Beltway Update
Karen McCarthy, Vice President, Public Policy and Federal Relations, NASFAA
This NASFAA Federal Update will provide an overview of the latest happenings in Washington, including a high-level landscape of the current political climate in D.C. with a focus on federal financial aid policy and how it has impacted students and institutions in recent years. Overall trends in student aid will be discussed including recent legislative and regulatory activity, reauthorization proposals and predictions for how student aid funding will fare in future budget negotiations. Movement within the Department of Education concerning negotiated rulemaking and updates from Federal Student Aid (FSA) will also be discussed. The session will also provide an overview of NASFAA-led projects, services, and advocacy efforts. Lastly, while the COVID-19 pandemic is still in effect, updates related to funding or relief measures will also be covered.
- 4:15 p.m. – 6:00 p.m. **Networking**
- 6:00 p.m. – 7:00 p.m. **Social Hour** **Wilson Bay Lodge Lower Level**
- 7:00 p.m. – 9:00 p.m. **Banquet | Awards | MASFAA News** **Wilson Bay Lodge Dining Room**
“Welcome Back! Come As You Are!”
- Friday, May 6, 2022**
- 7:30 a.m. – 9:00 a.m. **Breakfast** **Fairways at Madden Inn**
- 9:00 a.m. – 10:00 a.m. **State Update** **Town Hall Ballroom A**
**Virtual Presentation*
Meghan Flores, Manager, State Financial Aid Programs, Minnesota Office of Higher Education
This session will provide an overview of activity during the legislative session as it relates to programs managed by the Office of Higher Education.
- 10:00 a.m. – 11:00 a.m. **Business Meeting & Closing** **Town Hall Ballroom A**