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## From the President

Gayle Yamry, 2017-18 MAFAA President

Over the last five decades, Americans have become more detached from the major social institutions of politics, religion, and marriage. But, at the same time, we are more diverse, educated, and the number of women in the workforce and representation on our college campuses is on the rise. Within MAFAA, membership stands strong at 571 with a tremendous turn out of volunteers working to maintain the organizations mission. Thank you, volunteers, for all you do for MAFAA!

I want to thank all those who went a step further and volunteered to run for Executive Council office for 2018/2019. Congratulations to Britney Tweed, Gary Forst, Lynette Wahl, and Katie Hendrickson! Please read the accompanying article on page 6 of this newsletter for a full report of your new officers.

Since the last newsletter we have witnessed the closing of yet another college in Minnesota. The sudden closure of McNally Smith College of Music has left students scrambling and our colleagues displaced. Reach out and help guide the students as they transfer and let's make sure we stay connected to our colleagues as they seek new positions in financial aid. Update your contact information on the MAFAA website to stay connected.

Right now we are seeking nominations for Special Recognition, Special Achievement, Outstanding New Professional, Distinguished Service, and The Ginny Dodds Life Time Achievement awards. Take the time to nominate and recognize a deserving colleague. Email Distinguished Service nominations to [dminter@gustavus.edu](mailto:dminter@gustavus.edu) and all other nominations to [dahlenl@stolaf.edu](mailto:dahlenl@stolaf.edu)

Next up is the Professional Development offering of FinAid 201 on March 6<sup>th</sup> at Bethel University. Registration is now open and the agenda will be jam packed with great presentations. And Conference Planning urges you to mark your calendar for the MAFAA Spring Training May 2<sup>nd</sup> – 4<sup>th</sup> 2018. Registration will open soon.

Know a Retiree? Reach out to them and remind them to save the Date for May 3, 2018 for the MAFAA 50<sup>th</sup> Year Celebration at Spring Training in Brainerd, Maddens Resort. Lots of activities — the return of the golf tourney, pontoon rides, lawn games, and the all important banquet with lots of time for catching up with colleagues and friends. If you know a retiree, please send me their contact information or have them contact me directly for more information at [gyamry@mafaa.org](mailto:gyamry@mafaa.org).

Hope to see you all soon. Hang in there, only six more weeks of winter...Spring must be just around the corner.

## Registration Opening Soon for MAFAA's Spring Conference and 50th Anniversary Celebration



MAFAA Spring Conference will be held May 2 – 4, 2018 at Madden's on Gull Lake in Brainerd. The Conference Planning Committee and the 50th Anniversary Task Force have been collaborating to provide a training and anniversary event that you will not want to miss!

Look forward to a great series of keynote speakers, sessions, and activities for all who attend, including Federal trainers and other professionals trained to share relevant information with you. Then, after many hours of attending general sessions and topic-specific interest sessions, and absorbing the information we need that affirms what we are doing in our offices and how we are helping our students, you'll be able to kick back for a little relaxation time.

The Anniversary Task Force has been planning some great events to highlight and commemorate MAFAA's 50th Anniversary and the work that we, the financial aid professionals of Minnesota, have cause to celebrate.

Here's just a glance at what's in store for you beyond the training agenda May 2 – 4 at Madden's:

Retirees and Past Presidents' Reception~photo booth~anniversary time capsule~  
reconnecting with colleagues~special banquet~golf tournament revival~award recogni-  
tions~anniversary slide show~charity designation and donations~yoga~scheduled pontoon rides



MAFAA  
Celebrating THE PAST &  
Preparing for THE FUTURE  
2017-2018

**Registration coming soon!** Stay tuned to the listserv for the upcoming conference agenda and your registration opportunity for the conference training and your choice of activities.

## Seeking Your Nomination for MAFAA's Distinguished Service Award

The Distinguished Service Award is presented to a MAFAA member whose years of service, highlighted by contributions made this past year, warrant recognition by this association. Nominations are sought from MAFAA members.

A committee, comprised of the past five Distinguished Service Award recipients and chaired by the most recent recipient, reviews the contributions of nominees and selects the recipient. This award will be presented at the MAFAA Spring Conference in Brainerd on May 3<sup>rd</sup>, 2018.

To nominate a MAFAA member please explain why the nominee should receive the award, listing activities or accomplishments to support the nomination. All nominations should be emailed to [dminter@gustavus.edu](mailto:dminter@gustavus.edu) by **Friday, March 30, 2018.**

The committee selecting the recipient is as follows. Please feel free to contact any of the past recipients for comments or questions about the award.

Doug Minter, Gustavus Adolphus College

Valerie Knopp, Saint Cloud State University

Mike Uran, Saint Cloud State University

David Vikander, Southwest Minnesota State University

Jeff Olson, Bethel University

## Seeking Your Award Nominations by March 12 Who Comes to Mind?

By Anne Dahlen, Awards Committee chair

The MAFAA executive council and conference planning committee is gearing up for our Spring Conference.

An important part of our annual Spring Conference is to recognize MAFAA members who have gone above and beyond the call of duty.

If you know someone who went above and beyond, please consider nominating them for one of the following awards.

### Special Recognition Award

The Special Recognition Award is presented to a person affiliated with the financial aid community other than a practicing financial aid administrator, who has consistently provided outstanding service to MAFAA in recent years. The fact that this award is not presented annually underscores its significance. The MAFAA Executive Council selects the recipient.

### Special Achievement Award

The Special Achievement Award is presented to a person, committee, task force or other entity that has made a significant contribution to the financial aid profession in Minnesota. The fact that this award is not presented annually underscores its significance. The MAFAA Executive Council selects the recipient.

### Outstanding New Professional Award

The recipient of this award must have made outstanding contributions to his/her institution, the financial aid profession, and the Minnesota Association of Financial Aid Administrators. The criteria are based on significant contributions over a period of time and are not typically given for a single contribution. The recipient must hold regular membership in MAFAA and have been in the financial aid profession for less than 5 years. The MAFAA Executive Council selects the recipient.

### Ginny Dodds Lifetime Achievement Award

The Ginny Dodds Lifetime achievement award is MAFAA's most prestigious awards. It is presented to a MAFAA member whose has a lifetime of continuous contributions and support of financial aid for the students of Minnesota through advocacy, the ethical administration of financial aid programs, and for service to the Minnesota Association of Financial Aid Administrators association.

Please send your nominations **by March 12** to Anne Dahlen at [dahlen1@stolaf.edu](mailto:dahlen1@stolaf.edu). Make sure to include which award you are nominating them for and information on why you feel this person went above and beyond.

MAFAA Executive Council will review the nominations and select who will be presented with the awards at Spring Conference. The final selections will be made at the March 16, 2018 Executive Council Meeting

Thank you for taking time to nominate a special MAFAA member. [See the related article on page 2 for **Distinguished Service Award Nominations.**]

## MAFAA 2017-18 Calendar of Events

### 2018

February 16	Executive Council meeting
March 6	Financial Aid 201 Training
May 2-4	MAFAA Spring Conference
October 14-17	MASFAA (Midwest)

MN Office of Higher Education  
Bethel University  
Madden's Resort, Brainerd  
Minneapolis MN

## Professional Development Training Events —FinAid101 Was a Success— Register Now for FinAid 201

Valana Hillard and Michael Crider, Professional Development co-chairs

The Financial Aid 101 MAFAA workshop (sometimes referred to affectionately as FA 101 or FinAid 101) was held on February 6 at Anoka Ramsey Community College. There were 33 engaging attendees who heard many speakers share information on basic topics pertinent for any newer financial aid professional.

Thanks to all the speakers who shared their time and expertise during the day at FinAid 101.

Jeff Olson	Financial Aid Basics
Michael Crider	Completing the FAFSA
Mike Uran	Federal Methodology
Tina Kukowski	Verification
Brad Riebel	Smart Borrowing
Brittany Tweed	Packaging FA

The Professional Development committee is also super excited about the upcoming FinAid 201 workshop, or Financial Aid 201 or FA 201, whose target audience are those professionals who've been in the business for a couple of years or more. There are some great presenters lined up to discuss some inspiring topics **FA 201 will be held on March 6, 2018**, at Bethel University. Registration is open! Please visit the [MAFAA website](#) to sign up today!



FinAid 101—2/6/18



FinAid 101—2/6/18



## Changes to Facebook's News Feed: What They Mean for You

Submitted by Carol Swenson, Great Lakes

On January 11, 2018, Facebook inventor Mark Zuckerberg himself [announced](#) that, due to feedback from the community, Facebook is making changes to improve engagement for users. On the [Facebook News Feed](#), you'll find more detail about what's changing—and how it may impact traffic on your pages, prioritization of content for Facebook users, and more. Renola Swoboda helps us sort through what it means.

### *Why the Change?*

Facebook's News Feed offers limited space. Zuckerberg says users have provided feedback indicating that public content from businesses, media, and brands is making it harder to connect with other users in personal and meaningful ways on the channel. To stay focused on its original goals of bringing people closer together and building meaningful relationships, Facebook will be making updates to ranking of content.

### *What's Changing*

Considering that space in Facebook's News Feed is limited, Facebook intends to respond to feedback by showing more posts from friends and family and those predicted to generate meaningful conversation—and to display less public content (including posts and videos by businesses). Updates that spark engagement and discussion among viewers will be favored over less meaningful content. For example, live videos often lead to discussion among viewers on Facebook, getting six times as many interactions as regular videos.

### *What Does This Mean for You?*

Pages may see their reach, video watch time, and referral traffic decrease. The impact will vary from page to page, driven by factors such as the type of content provided on the page and how people interact with it. Pages making posts that people generally don't react to or comment on would be most impacted and could see the biggest decreases in distribution.

And this means that, more than ever, engagement is key! Your page's content needs to be an added value to your audience in order to engage them in meaningful conversation. How you choose to engage and the content your page provides will need to generate interaction and conversation. This rollout of changes to Facebook will take up to a year to implement, (there's no official timeline), so you should have time to change your approach to content and engagement. As you do so, keep the following in mind.

1. Whether you use video or static posts—or likely a combination—creating engaging experiences and content and promoting that content is what will keep your page visible. Since organic content will be de-emphasized, a critical point of strategy going forward will be deciding how much to allocate to paid posts that get you guaranteed placement and/or audience views.
2. Organic posts will have little to no audience going forward, but are still important. After students find your page, the content you put there will be what keeps your current and growing audience on your page to create engagement.
3. Video is still as important as ever. We know that Facebook live and video is able to find its way into news-feeds, but if that video creates engagement, it could be the recipe for success in this new world.

You're not alone. Many other marketers and social media practitioners will be in the same boat as you, responding to this significant shift in an attempt to produce more strategic and purposeful content. On the bright side, engaging your audience is the goal anyway. Social media practitioners that engage their followers in active discussion already know this—and, as one of those, Facebook is making sure their medium retains users with compelling content that's a priority for them.

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## MINNESOTA ASSOCIATION OF FINANCIAL AID ADMINISTRATORS

MAFAA Matters is published online six times per year. Submission deadline for the next issue is in May tba. Please email contributions to MAFAA Matters Editor, Carol Swenson [cswenson@glhec.org](mailto:cswenson@glhec.org)

### MAFAA's Statement of Purpose

*The Minnesota Association of Financial Aid Administrators (MAFAA) is an association of professionals committed to the principle that no one should be denied access to higher education for financial reasons. MAFAA is dedicated to working with students, educators, policy makers, and others to ensure that adequate programs of financial assistance are available to every student attending a Minnesota institution of higher education.*

[www.mafaa.org](http://www.mafaa.org)

## MAFAA Election Results for 2018-19

Submitted by Barb Charboneau, MAFAA Past President

Congratulations to the newly elected MAFAA Executive Council members!

President Elect: **Brittany Tweed** - Anoka Ramsey Community College

Vice President: **Gary Forst** - Anoka Ramsey Community College

Secretary: **Lynette Wahl** - Hamline University

Treasurer-elect: **Katie Hendrickson** - Gustavus Adolphus College

Thanks to everyone who ran for these elected positions and hope that they will consider running again in the future. All of our members are encouraged to think about running for these positions at some point so that we can continue to be the strong association that we are. The officers will assume their new roles at the business meeting at the Spring Conference in May.

## HAPPY BIRTHDAY AND MORE!

Jana Koehler, MAFAA Membership Coordinator

Greetings MAFAA Members! I hope you are enjoying our new website! Along with this change came our new database that includes some personalized settings. We like to acknowledge our member's birthdays in our MAFAA Newsletter and you can update this information online by sharing or not sharing your information. Another option that you as a MAFAA Member can update is whether or not you would like your membership to show in our online directory. If you have any questions, please feel free to reach out to me at [membership@mafaa.org](mailto:membership@mafaa.org).

February 3	Connie Smisek	March 6	Tom Hensch
February 5	Kathie Hill		Angie Christensen
February 6	Ali Facklam		Lois Larson
February 7	Ann Scott (60 in 2015!)	March 7	Natasha Dyer
	Rachel Tanquist	March 9	Sue Caquelin
February 12	Melanie Dehn		Carol Swenson
	Linda Gibeau	March 10	Sara Nephew
February 14	Kayla Pahlen		Judy Swanson
	Craig Sanderson	March 13	Valerie Bovee
February 16	Marlene Coon	March 15	Erin Wayne
February 18	Janice Cordell	March 17	Rick Zmudzien
February 2	Scott Riley	March 18	Serena Williams
February 21	Scott Roelke	March 19	Jeffrey Bishop
February 22	Derek Bauer	March 20	Christina Koss
	Sue Herrmann	March 21	Paul Terrio
February 23	Nancy Anderson	March 22	Jill Hanna
February 26	Jim Rice		Gayle Yamry
February 27	Melissa Rodriguez		Brad Riebel
February 28	Andy Hoppin	March 24	Dick Battig
	Natasha Dyer		Stephanie Musgrove
February 29	Dianne Danov	March 25	Kristine Witt
	Stephen Powell	March 26	Carl Huber
March 2	LaNita Robinson	March 27	Monica Ehalt
March 3	Cappy Breuer	March 28	Larry Werner
	Nadine Schuts		Debra Beal
	Becky Billman	March 29	Sandy Olin
March 4	Jayne Wobig	March 31	Kay Grabarkewitz

Live With Passion !