

MAFAA Spring Conference Agenda

Tuesday, May 1, 2007

- 10:00 a.m. – 5:00 p.m. **ACG / SMART Grant Spring Training Workshop**, Jamie Malone, U.S. Dept of Education
Click here to register: [ACG / SMART Grant Registration](#)
Golf Villa D
- 8:00 p.m. **Free Time Activity**
Movie: "Running Brave" starring Robby Benson
This is the true story of a man's triumph over prejudice, pain and himself. Billy Mills, a North American Indian brought up on the reservation, destined against all odds to become the best distance runner in the world.
Voyager

Wednesday, May 2, 2007

- 8:00 a.m. – 11:30 p.m. **Leadership Symposium Breakfast / Meeting**
Golf Villa C
- 10:00 a.m. – 12:30 p.m. **Registration**
Northstar, Madden's Inn
- 11:00 a.m. – 1:00 p.m. **Vendor Displays Open**
Golf Villa A and B
- 12:00 p.m. – 1:00 p.m. **Lunch**
Inn Dining Room
- 1:00 p.m. – 1:15 p.m. **President's Welcome**, John Pogue, MAFAA President
Leadership Graduate Recognition, Dave Vikander
Recognition of MAFAA members completing the Leadership Symposium
Town Hall Ballroom
- 1:15 p.m. – 2:15 p.m. **Keynote Speaker**, Billy Mills, National Spokesperson for Running Strong for American Indian Youth
Global Unity Through Global Diversity
Billy Mills was born on the Pine Ridge reservation in South Dakota. Orphaned at the age of 12, he attended Haskell Indian boarding school in Lawrence, Kansas and began running to train for boxing. He developed a love for running and earned an athletic scholarship to the University of Kansas. While in college, he suffered feelings of alienation and low self-esteem. Billy was able to turn his love of running into a positive outlet to channel his frustrations. He qualified for the 1964 Olympic Team and won the 10,000 meter run; setting a world record in the process. Billy is the national spokesperson for Running Strong for Native American youth and Indian advocate. This session will tell his story of overcoming tremendous obstacles by focusing positive energy to reach your goals.
Town Hall Ballroom
- 2:15 p.m. – 4:00 p.m. **Vendor Displays Open**
Golf Villa A and B
- 2:30 p.m. – 3:30 p.m. **Interest Sessions**
- **Heart of Gold**, Billy Mills, National Spokesperson for Running Strong for American Indian Youth
Join Billy Mills for an important session on working with Native American students. This session will focus on the unique challenges native students face and the importance of being aware of how we can serve these students better.
Golf Villa D
 - **Customer Service in Higher Education**, Clark Wold, President, Education Assistance Corporation

Whether we realize or not, each of us is subject daily to customer service expectations. Higher Education is no exception. In this session, Clark will discuss the basic principles of customer service and how they apply to Student Financial Assistance.

Anderson F, G, Town Hall

- **Electronic Access to your Office**, Mike Uran, Associate Director of Financial Aid, St. Cloud State University and Val Knopp, Assistant Director of Financial Aid, St. Cloud State University
Effective communication is a key component of our service to students and families. Learn how one school has used technology to electronically access its Financial Aid Office and how you can, too. The presentation will include information on interactive forms, on-line financial aid award letters, electronic loan applications, and ways to e-communicate with your students and families.
Pillsbury, Town Hall
- **How to do an EFC Calculation in 33 Easy Steps**, Kathy Ruby, Director of Financial Aid, St. Olaf College
Are you new to the financial aid profession, and have only encountered the EFC as a number that magically appears on an ISIR? Or are you a seasoned professional who hasn't done a hand calculation since the PC made its way onto your desk last century? Either way, this session is for you. We will walk through the federal methodology EFC calculation step-by-step and learn the intricacies of this oh-so-important formula along the way.
Golf Villa C

3:30 p.m. – 4:00 p.m.

Break

Golf Villa Foyer

Late Registration

Northstar, Madden's Inn

4:00 p.m. – 5:00 p.m.

Featured Speaker, Vince Papale

Hold Fast to Dreams

Vince Papale's Cinderella rise from 30-year old Philadelphia Eagles season ticket holder to Philadelphia Eagles football player is the stuff that dreams are made of. This inspirational story tells how Papale made it to the top of the NFL, earned the respect of his fellow players, and followed his dreams to success.

Town Hall Ballroom

5:00 p.m. – 5:45 p.m.

First Time Madden's Attendees Event

Golf Villas

6:00 p.m. – 8:00 p.m.

Dinner

Inn Dining Room

8:00 p.m.

Free Time Activities

Thursday, May 3, 2007

6:30 a.m. - 7:45 a.m.

Free Time Activities

Fun Run/Walk – Bremer Bank

Inn Pool Deck

7:00 a.m. – 8:30 a.m.

Breakfast

Inn Dining Room

7:00 a.m. – 8:30 a.m.

Final Conference Registration

Northstar, Madden's Inn

8:30 a.m. – 8:45 a.m.

Associate Member Recognition, Jayne Dinse, Corporate Support Chair

Town Hall Ballroom

8:45 a.m. – 9:45 a.m.

Featured Speaker, Brett Lief, President, NCHELP

Sorting Out Fact From Fiction – What is Happening in Washington

Bret Lief will discuss current trends in the student loan program and provide unique insight into current congressional and industry activities that will undoubtedly affect our day to day work life in the near future.

Town Hall Ballroom

9:00 a.m. – 12:00 p.m. **Vendor Displays Open**

Golf Villa A and B

9:45 a.m.-10:00 a.m. **Break**

Golf Villa Foyer

10:00 a.m. – 11:00 a.m. **General Session**

- **Ethics and the Preferred Lender List**, Ed Schroeder, Great Lakes Training Consultant
Because many students have a difficult time choosing a lender that will best serve their needs, schools provide preferred lender lists to guide them. In this session, we'll explore the student, school, and lender interactions associated with preferred lender lists to raise awareness of the ethical issues involved in their development.
Town Hall Ballroom

11:15 a.m. - 12:15 p.m. **Interest Sessions**

- **Veterans Re-entering School**, Chaplain John Morris, MN National Guard
Coming home from war has never been easy. Thousands of veterans are returning to communities around Minnesota. They have to deal with changes in roles and relationships. They have to struggle to catch up with peers and fellow employees. Many are returning to school, or starting for the first time. What can we do to help them in the transition from war to succeeding in school?
Anderson G, Town Hall
- **Retirement and Financial Planning 101**, John Overson, Overson Financial Services
It's never too early or too late to plan for an enjoyable retirement. This session is designed to provide basic investment strategies which focus on the benefits of starting early. In addition John will explain that it's never too late for those of us who need to play "catch up". John is the former Director of Student Financial Aid at Anoka Technical College and a long time supporter of MAFAA.
Anderson F, Town Hall
- **Open Forum with Jamie Malone**, Jamie Malone, U.S. Department of Education
Jamie has become a MAFAA favorite for her approach in helping resolve industry challenges. Bring your questions to Jamie's session or it is okay to just sit back and listen too.
Golf Villa C
- **Verification 101**, Sandy Sundstrom, Associate Director of Student Financial Services, Carleton College
Verification of data used to calculate a student's expected family contribution (EFC) is a function that is basic to every financial aid office. If you are new to financial aid or would like a refresher on the Verification process, this session will provide you with the tools you need to better understand and be in compliance with verification requirements and regulations.
Pillsbury, Town Hall
- **Opportunity for Higher Education in Minnesota**, Tom Mortenson, Higher Education Policy Analyst, Pell Institute
Minnesota's proud history of support for higher education is in serious disarray. Since 1978 state tax fund appropriations for higher education per \$1,000 of personal income have been reduced by more than 50%, and Minnesota's rank among the states has dropped from 6th to 25th. This collapse in state financial support for higher education has produced some of the highest public institution tuition and fee rates in the country. College participation rates for students from low income families have dropped from 1st among the states in the early 1990's to 9th in FY2005. College participation rates for all 19 year olds still remain high - Minnesota ranked 3rd in FY2004. What does this mean for Minnesota's future? Can Minnesota sustain its prosperity without investing in its higher education? Has Minnesota turned to immigrants with college educations from elsewhere and turned its back on its native population?
Golf Villa D

- 12:15 p.m. - 1:00 p.m. **Lunch**
Inn Dining Room
- 1:00 p.m. – 2:00 p.m. **Vendor Displays Open**
Golf Villa A and B
- 1:15 p.m. – 2:00 p.m. **Financial Literacy Education – Does it Make a Difference?**, Dr. Michael Gutter, Ph.D., University of Wisconsin, Madison and Amy Kerwin, Great Lakes
Many of us have student programs that focus on dealing with money, debt, and credit. We intuitively know this is important, but we don't have much "proof" showing that these programs actually have an impact on student attitudes and behaviors. That's where this session comes in- we'll discuss the results of University of Wisconsin-Madison's recent evaluation of the effectiveness of financial literacy curriculum for college students.
Town Hall Ballroom
- 2:00 p.m. – 2:30 p.m. **Sector Meetings**
- Associates – Anderson F, Town Hall
 - Private non-profit – Golf Villa D
 - U of M – Anderson G, Town Hall
 - State Universities – Ramsey, Town Hall
 - Two year public – Pillsbury, Town Hall
 - Private for profit – Golf Villa C
- 2:45 p.m. – 6:00 p.m. **Free Time Activities**
- 6:00 p.m. – 6:45 p.m. **Social Hour** (Cash Bar Available)
Town Hall Foyer
- 6:45 p.m. – 8:15 p.m. **Banquet and Awards**
Town Hall Ballroom
- 8:15 p.m. – 9:15 p.m. **Evening Entertainment – Deadra Stanton**
Deadra Stanton has been a teacher of English, Speech, and Theatre for over 28 years. When not in the classroom, Deadra is a frequent presenter and motivational speaker for numerous audiences across the nation. Her humorous style and up-beat presentations make her a versatile and sought after speaker. Coming from an “in the trenches” perspective, Ms. Stanton draws on real life examples and humor to reaffirm that your choices in life are good ones
Town Hall Ballroom
- 9:30 p.m. Karaoke Sing-Off Results
Madden's Pub

Friday, May 4, 2007

- 7:00 a.m. - 8:45 a.m. **Breakfast**
Inn Dining Room
- 9:00 a.m. – 10:00 a.m. **Interest Sessions**
- **8 Steps to Delivering Exceptional Constituent Experiences with Limited Institutional Resources**, Colin Jones, RightNow Technologies and Kyle Snay, Minnesota State Colleges and Universities
Students have insatiable demands: they want an excellent education at the lowest cost possible and they want their college experience to move along smoothly. Add to that the fact that today's students are impatient, Internet savvy and increasingly frugal. Surviving in today's “now” economy calls for dramatic change in the way Institutions serve their students. Join Colin Jones and Kyle Snay in an interactive conversation on the 8 steps to delivering exceptional constituent experiences to today's modern constituent.
Golf Villa C
 - **Minutes to Calm**, Ursula Amiot D.C., Health and Fitness Director, Bloomington Natural Care Center
The session provides an overview of stress and offers strategies that you can use to minimize the negative effects of stress.

Pillsbury, Town Hall

- **Post Enrollment Loan Issues: Deferments, Forbearance, Consolidation and Loan Servicing**, Ann Scott, Great Lakes, and Lynn Murphy, Vice President of Guarantee & Customer Services, Education Assistance Corporation

For those new to the financial aid profession or those who would like a review of what options borrowers have when they leave school, this session is for you. We will discuss repayment options, and options borrowers have if they need to delay payments on their loans. We will also discuss what the industry is doing to promote financial literacy to our students and borrowers.

Anderson F, G, Town Hall

- **What's Wrong with the Guys**, Tom Mortenson, Higher Education Policy Analyst
In 2004-05 Minnesota higher education institutions awarded 6,131 associate degrees to men and 9,338 to women. They awarded 11,952 bachelor's degrees to men and 16,323 to women. So where are the guys? Some people do not see this as a problem. But a review of changing employment patterns suggests that the work men have done in the past without college educations is disappearing. Farming is long gone, and manufacturing is near death. In a human capital economy that only values the labor of college graduates, the incomes of men without higher educations have been in free-fall since the early 1970's. So why aren't there many more men in higher education? Why is it so important to keep young males engaged in learning?
Golf Villa D

10:00 a.m. – 10:30 a.m. **Business Meeting**
Town Hall Ballroom

Fundraiser Presentation
Town Hall Ballroom

10:30 a.m. –11:30 a.m. **Updates:**

- **State Update**, Cheryl Maplethorpe, MOHE
- **Federal Update**, Jamie Malone, U.S. Dept of Education
Town Hall Ballroom

Closing, John Pogue, MAFAA President
Town Hall Ballroom