

MAFAA Fall Conference Agenda “Blazing New Trails”

Wednesday, November 19, 2008

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| 10:30 a.m. – 1:00 p.m. | Registration
(A map is enclosed in the booklet) | 4th Floor
Registration Room |
| 10:30 a.m. – 1:00 p.m. | Vendor Displays Open | 4th Floor Atrium |
| | Fundraising Room Open | Crystal Lake |
| 1:00 p.m. – 2:30 p.m. | President’s Welcome
Kathy Ruby, MAFAA President | Ballroom 3 / 4 |
| | Charity Announcement
Jane Hubbard, Information & Referral Specialist, Autism Society of Minnesota | Ballroom 3 / 4 |
| | Keynote Speaker | Ballroom 3 / 4 |
| | <ul style="list-style-type: none">• Leading With Laughter
Malcolm Kushner, Principal, Malcolm Kushner & Associates
Humor is a powerful communication tool. It commands attention, creates rapport and makes ideas more memorable – if it’s used appropriately. In this presentation, you will learn simple, proven humor techniques to become a more effective communicator – <i>even if you can’t tell a joke</i>. Each humor technique will be modeled by a U.S. president via video and audio clips. Find out how to transform your sense of humor into a powerful professional asset. And that’s no joke! | |
| 2:45 p.m. – 3:45 p.m. | Concurrent Sessions | Ballroom 3 / 4 |
| | <ul style="list-style-type: none">• Enrollment 4.0 or: How I Learned to Stop Worrying and Love the Marketplace
Jon McGee, Vice President for Enrollment, Planning and Public Affairs, College of Saint Benedict/St. John’s University
All colleges face four converging issues in one form or another: affordability, accountability, sustainability, and differentiation. This session will examine those trends, providing a macro-demographic and macro-economic sweep of major issues and themes shaping our future. The session is intended to provide participants with market intelligence to frame planning and decision-making on their campuses.• Getting Out of Debt the Simple (But Hardly Easy) Way
Amanda Grimm
Most students leave college with student loan debt and colossal credit card debt. After years of trying to make her debt disappear without actually paying it off, she decided to use simple ways to get debt free. The journey has been anything but easy though. She will be sharing simple techniques (and many of them!!) to get out of debt, and explain how she’s encouraging others to get out of debt, too. | Deer / Elk Lake |
| 2:45 p.m. – 5:00 p.m. | Vendor Displays Open | 4th Floor Atrium |
| | Fundraising Room Open | Crystal Lake |
| 3:45 p.m. – 4:00 p.m. | Break | 4th Floor Atrium |
| 4:00 p.m. – 5:00 p.m. | Interest Sessions | |
| | <ul style="list-style-type: none">• Humor and Public Speaking – More Tips, Tricks and Traps
Malcolm Kushner, Principal, Malcolm Kushner & Associates
In today’s information-driven economy, the ability to communicate effectively is essential. Humor can help. In this session, you will learn how to select humor appropriate to your message, develop personal anecdotes that you can use on the | Deer Lake |

job, avoid common mistakes in public speaking, and create one-liners that make you sound really smart. Includes fun hands-on exercises.

- **Minnesota Indian Scholarship Program** **Pine / Cedar Lake**
Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education
Lara Gerhardson, MISP Outreach Liaison
This session will cover the MN Indian Scholarship Program and its outlook for the next year. Lara Gerhardson will discuss her role as the Outreach Liaison for the program. The online application system, including student application and school functions, will also be covered.
- **One on One with Jamie Malone** **Ballroom 3 / 4**
(2 year colleges and private for profit schools)
Jamie Malone, Training Officer, U.S. Department of Education
Here is your opportunity to ask those burning questions or just sit back and listen to the discussion. This is an open Q & A session.
- **You Want to Go Where?** **Elk Lake**
The Ins and Outs of Helping Students Pay for Their Study Abroad Experience
Kirk Carlson, Associate Director of Admissions and Financial Aid, Gustavus Adolphus College
Kathy Ruby, Assistant Vice President of Enrollment and Dean of Student Financial Aid, St. Olaf College
Cathy Saari, Study Abroad Coordinator, University of Minnesota – Twin Cities
The panelists in this session will present an in-depth discussion of best practices in business processes to help students study abroad. Scholarship sources, federal rules and regulations, and the practical aspects of getting students funded will be covered from the perspective of three different financial aid operations.
- **Welcome to MAFAA / Newcomers Session** **Birch / Maple Lake**
Lois Larson, Director of Financial Aid, Century College
David Vikander, Financial Aid Director, Southwest Minnesota State University
This session will explain the various MAFAA officers and committees so you can see how you can become involved in the association. This session will also discuss MAFAA's Leadership Symposium program.
Session attendees will be attending dinner immediately following the session.
**** Pre-registration for this session is required.**

5:00 p.m. **Dinner on your own**

Thursday, November 20, 2008

- 7:30 a.m. – 8:30 a.m. **Breakfast** **Ballroom 1 / 2**
- **Sector Meetings**
Each sector will have an assigned table(s) in the breakfast area.
- 7:30 a.m. – 9:45 a.m. **Registration** **4th Floor
Registration Room**
- 8:00 a.m. – 12:15 p.m. **Vendor Displays Open** **4th Floor Atrium**
- 8:30 a.m. – 9:30 a.m. **Interest Sessions**
- **Direct Lending – What is it?** **Ballroom 3 / 4**
Paula Benson, Assistant Director of Financial Aid, University of St. Thomas
M.E.G. Calabrese, Loan Unit Manager, University of Minnesota – Twin Cities
Carol Dockendorf, Financial Aid Officer, Rasmussen College – St. Cloud
This session is designed for schools that are currently in FFELP, but are looking for more information on what Direct Lending is. The panel will discuss how students

apply, loan procedures for the Financial Aid Office, reconciling funds, and working with COD. There will be time allotted for Q & A.

- **Immigration & Refugees 101** **Deer Lake**
Aysem Senyurekli, Education Program Associate, The Advocates for Human Rights
This session offers a repeat of the immigration and refugee status overview presented at the MAFAA Access and Diversity Committee's Issues of Access workshop this past summer.
- **Minnesota GI Bill** **Elk Lake**
Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education
This session will provide a review of the Minnesota GI Bill and provide an update on the processes and procedures. It will also cover the new online application and school functions.
- **Verification by the Numbers** **Pine / Cedar / Birch Lake**
Mandy Sponholtz, Regional Training Executive, USA Funds
There are numerous verification requirements: Five items required to verify, the thirty percent option, a four hundred dollar tolerance, and the list goes on. We'll review the requirements, determine the differences between verification and conflicting information and review some uncommon places to find assets.

9:30 a.m. – 9:45 a.m.

Break

4th Floor Atrium

9:30 a.m. – 12:00 p.m.

Fundraising Room Open

Crystal Lake

9:45 a.m. – 10:45 a.m.

Interest Sessions

- **IRS Tax Filing Requirements** **Pine / Cedar / Birch Lake**
Mandy Sponholtz, Regional Training Executive, USA Funds
There are only a handful of things a financial aid administrator needs to know about tax returns. But, with all the case studies, you'll feel like a tax expert!
- **Loan Basics** **Elk Lake**
Lynn Murphy, Vice President for Guarantee and Customer Service, Education Assistance Corporation
Ann Scott, Industry Relations Communications Analyst, Great Lakes Educational Loan Services, Inc.
In this session, you will gain the benefit of Lynn's and Ann's many years of experience in student loans as they answer important frequently asked questions about the very basics of loans at the front end – eligibility, certification, disbursement, loan counseling, MPN requirements and cash management.
- **Reading a DD214** **Deer Lake**
John Johnson and Barb Stetler, Educational Liaison Representatives, U.S. Department of Veteran Affairs
An overview of the information on a DD214 and where to find the information you need.
- **Round Table: Policy and Procedure Manuals – Getting Started** **Ballroom 3 / 4**
Susan Brady, Assistant Director of Financial Aid, University of St. Thomas
Thomas Hensch, Corporate Financial Aid Trainer, Globe University
Lois Larson, Director of Financial Aid, Century College
Sandra Loerts, Director of Financial Aid, Minnesota State University, Mankato
True confessions, you know you need one but...is your P and P a file folder or a three-ring binder stuffed with stuff? Hot to get started and keep a Policy and Procedure Manual up to date in today's busy aid office.

11:00 a.m. – 12:00 p.m.

Interest Sessions

- Ethics** **Deer Lake**
Jeff Olson, Director of Financial Aid, Bethel University
Jarod Paulson, Senior Financial Aid Counselor, University of St. Thomas
Lucy Ross, Associate Director of Financial Aid, Metropolitan State University
David Vikander, Financial Aid Director, Southwest Minnesota State University
 This session is based on the MASFAA Ethics training from July 2008. It will lead to a full day session after the first of the year.
- The Five Factors Affecting FICO:** **Pine / Cedar Lake**
Understanding the Importance of Credit and Credit Scoring
Susan Neppi, Training Consultant, Great Lakes Higher Education Guaranty Corporation
 It's no secret that a student's credit history can affect their ability to obtain favorable student loan rates and terms, rent off-campus housing, and obtain employment, but did you know that this information impacts their FICO score? What is a FICO score? This session will help you understand the five important factors that impact a student's credit score and what students can do to improve it.
- Achieve Scholarship** **Elk Lake**
Megan FitzGibbon, Manager of State Scholarship Programs, Minnesota Office of Higher Education
 This session will provide a review of the Achieve Scholarship Program and provide an update on the processes and procedures. It will also cover the new online applications and school functions.
- FFELP – What is it?** **Birch / Maple Lake**
Roger Eldridge, Vice President Marketing and Sales – Midwest, Great Lakes Higher Education Corporation
Mike Mutziger, Vice President for Business Development, Education Assistance Corporation
 Everything you want to know about FFELP. We will explore mainly the benefits that processing loans through the FFELP Program brings to schools and borrowers, such as customer service, default prevention, flexibility and innovation, financial literacy and more.
- One on One with Jamie Malone** **Ballroom 3 / 4**
(4 year colleges and universities)
Jamie Malone, Training Officer, U.S. Department of Education
 Here is your opportunity to ask those burning questions or just sit back and listen to the discussion. This is an open Q & A session.

12:15 p.m. – 2:15 p.m. **40th Anniversary Luncheon Celebration** **Ballroom 1 / 2**

- Anniversary Activities**
- Years of Service Recognition**
 Kathy Ruby, MAFAA President
 Lois Larson, MAFAA Awards Committee Chair

2:15 p.m. – 4:00 p.m. **Vendor Displays Open** **4th Floor Atrium**

Fundraising Room Open **Crystal Lake**

2:30 p.m. – 3:30 p.m. **Round Table Discussion: Are You a Financial Aid Professional or Do You Work in Financial Aid?**
 These listening sessions will help us assess where we've been, and where we're headed as a profession. Your feedback will help position MAFAA for our next 40 years of service.

- Regular and Retired Members with 0-3 years of financial aid experience:** **Deer Lake**
Facilitator: Michelle Hemmesch, St. John's University/College of St. Benedict

Elk Lake

- **Regular and Retired Members with 4-9 years of financial aid experience:**
Facilitator: Kerri Schmidt, Minnesota State College – Southeast Technical

Ballroom 3 / 4

- **Regular and Retired Members with 10-19 years of financial aid experience:**
Facilitator: Christy Dickey, Minnesota State Community and Technical College

Pine / Cedar Lake

- **Regular and Retired Members with 20+ years of financial aid experience:**
Facilitator: Dan Nelson, Bethel University

- **Associate Members:**
Facilitator: Brad Riebel, U.S. Bank

Birch / Maple Lake

3:30 p.m. – 3:45 p.m.

Break

4th Floor Atrium

4:00 p.m.

Deadline to turn in the MAFAA Mixer BINGO

Boxes will be in the Fundraising Room and Blast From the Past area.

Reminder, you need to be present at the Blast From the Past to win the prize if your name is drawn.

**** Vendor Area and Fundraising Room Close at 4:00 p.m. ****

3:45 p.m. – 4:45 p.m.

Concurrent Sessions

- **A Look at the New FAFSA for 2009-2010** **Ballroom 3 / 4**
Jamie Malone, Training Officer, U.S. Department of Education
Let's look at the proposed FAFSA for 2009-2010. The look is very different from the past. We have some new questions added and some old questions deleted. A sample will be available for those in attendance at the session.
- **Blazing New Trails, But the Saddle is Still the Same** **Deer / Elk Lake**
Paul Aasen, Retired, MAFAA President 1983-1984
The one CONSTANT in the world of student financial aid is CHANGE. Over the past 40 years, how has the reality been an asset or a liability (or both) for our students, our institutions, and our profession?

4:45 p.m. – 6:00 p.m.

Blast From the Past

**Prefunction Room
(Center of Ballrooms)**

- **A 40th Anniversary Celebration**
- **Hors d'oeuvres and cash bar**
- **Reflections from past presidents**
- **Announcement of MAFAA Mixer BINGO winner (need to be present to win)**
- **Raffle / Silent Auction winners will be posted**

6:00 p.m.

Dinner on your own

Friday, November 21, 2008

7:30 a.m. – 8:30 a.m.

Breakfast

Ballroom 1 / 2

8:30 a.m. – 9:30 a.m.

Interest Sessions

- **Financial Aid Management Systems (FAMS)**
 - **Banner** **Pine / Cedar Lake**
Jim Stiner, Associate Director of Financial Aid, Northwestern College
 - **ISRS** **Deer / Elk Lake**
Mike Uran, Financial Aid Director, St. Cloud State University

- **PowerFAIDS** **Birch / Maple Lake**
Laura Link, Financial Aid Director, Minneapolis College of Art and Design

- **Repayment Options for Students** **Crystal Lake**
Chris Dwyer, Vice President of Sales, Sallie Mae
This presentation will cover ways in which students can prepare for loan repayment, ways in which students can best pay for and finance school to minimize borrowing, and the after-school repayment options that students have.

- **What?? You Want Me To Be Nice To People??** **Ballroom 3 / 4**
Clark Wold, President, Education Assistance Corporation
This session reviews customer service principles as they apply to higher education and to financial aid administration.

9:45 a.m. – 12:00 p.m.

State Update **Ballroom 3 / 4**
Cheryl Maplethorpe, Minnesota Office of Higher Education

Federal Update **Ballroom 3 / 4**
Jamie Malone, U.S. Department of Education

Closing **Ballroom 3 / 4**
Kathy Ruby, MAFAA President

* The Conference Evaluation Form will be online after the conclusion of fall conference.