

masfaa newsletter

The Massachusetts Association of Student Financial Aid Administrators empowers its members to be educated, engaged, and effective professionals.

College Goal Sunday Training Day



By Julie Shields-Rutyna

The College Board
Prof. Development & Training Committee
jshieldsrutyna@collegeboard.org

On January 13, approximately 45 people attended the College Goal Sunday training day. Everyone felt excited that this event is coming up fast and we are inspired that so many

MASFAA members have volunteered to help in this event, so important for Massachusetts families and students pursuing the goal of higher education. To date we have over 160 volunteers and we think this means all 11 College Goal Sunday sites will have the necessary assistance on the big day—**February 13, 2005**.

Gail Holt and Sherri Culp, co-chairs, kicked off the meeting by giving some background on College Goal Sunday and giving an overview of the effort in Massachusetts. Next Stephanie Wells and I, statewide site coordinator and volunteer coordinator, respectively, discussed the volunteer responsibilities, the site coordinator responsibilities, and the structure of the day.

Deb Marsella, who is the site coordinator for the Middlesex Community College site, then walked the attendees through the presentation that will be given on College Goal Sunday with many tips on how best to help parents and students complete the FAFSA.

Volunteers shared additional good ideas to help us make this day a success. Again, we are so thankful for your enthusiastic response. In particular I would like to recognize and thank our site coordinators and presenters at each of the sites: Mary Jenkins and Sherry Andersen at the West Barnstable site; Carmen Pineda and Loida Chi at the Chelsea site; Mike Wildeman and Ebony Carter at the Boston site; Bill Nichols and Amy Piantedosi at the Chestnut Hill site; Sean Porter and Tony Erwin at the Brockton site; Sara Morell and Dee Ludwick in Fall River; Deb Marsella and Beverly Guerin in Lowell; Michelle Tufau and Carla Berg in Worcester; Rebecca Brownstein and Karen Puntillo in Fitchburg; Allene Begley Curto and Ed Ciosek in Springfield; and Barbara LaRoque and Betsy Hobson in Pittsfield.

I would also like to thank our sponsors who have demonstrated support for College Goal Sunday through their generous contributions: Lumina Foundation for Education, CSLF, MEFA, Bank of America, Citizens Bank, AFC, Wachovia, Citibank, ASA, College Board, USA Funds.

To learn more about College Goal Sunday, visit www.masscollegegoalsunday.org. ■

you are the school!

Students will judge the entire school by the kind of experience they have with you! The school has neither personality nor voice—except yours! Many students deal with the Financial Aid Office before they've met their professors. You may very well be the first person they meet and you have the power to make or break that interaction! The Financial Aid Office often holds the key as to whether the student is able to attend your school or not. *You* (figuratively speaking) possess the key for the student's future... *You* are the school!

When anyone comes to the office or calls the school and talks to you, you are the school to them. They will tell others what "the school" did or didn't do for them. They won't be talking to the university president; they will be talking to *you*! So, what can you do to set a positive tone for your university? Provide outstanding customer *care*!

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P.O. Box 66003, Auburndale, MA 02466
1-877-4-MASFAA
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editors

Ann Playe, *USA Funds Services*
18 Hillside Road
Northampton, MA 01060
(413) 587-3199 • (413) 587-3023 fax
aplaye@usafunds.org

Lauren Urbanek
New England Conservatory of Music
290 Huntington Avenue
Boston, MA 02115
(617) 585-1113 • (617) 585-1115 fax
lurbanek@newenglandconservatory.edu

newsletter staff

Howard Freedman, *Consultant*, hfreed@comcast.net
David Kelly, *Bank of America*, dave.kelly@bankofamerica.com
Annette MacMullin, *Northeastern University*, a.macmullin@neu.edu
Kathleen Roebuck, *AFC*, K.Roebuck@afclending.com
Ebony Carter, *Northeastern University*, e.carter@neu.edu
Jennifer Schott, *ASA*, jschott@amsa.com

design services

Culp Design
15 Central Street, East Bridgewater, MA 02333
(508) 378-2854 • (508) 378-3663 fax
culpdesign@comcast.net

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A Financial Aid Blog

By Daniel Barkowitz

MIT
Technology Committee
barkowit@mit.edu

Blog, *noun* - an online diary; a personal chronological log of thoughts published on a Web page; also called Weblog, Web log

How are you reaching your students on the web? Do you have a static web page that serves as your only source of information for student applicants? How often do you update your information online?

In today's era of online orders at Amazon and news web sites with constant updates, students and applicants expect information delivered to them in a format and timeframe that fits their time and needs. Information that is static is ignored; web pages and content that do not update are not read again, which means that applicants and parents don't receive timely information.

So how do you solve this problem? Try using a blog.

A blog is a way to get information to your prospective applicants and families in a timely manner and in a format that can make your communication with families somewhat informal, as well as provide your students a mechanism for providing feedback to you.

Who is reading blogs? According to BBC News, blog readership in America exploded in 2004 with eight million Americans having created a blog. Twenty seven percent of online Americans have read a blog and twelve percent of online Americans have posted comments on blogs.

Despite this increase in blog writing and reading, the average online American has never heard of a blog.

But your prospective students have.

The average blog reader and user is young, well-educated, and net-savvy.

Some of this explosion in blog creation and usage is due to increased activity during the presidential election cycle. Do you remember Swift Boat Veterans for Truth? The story of the forged documents on CBS' 20/20? These stories were created, promoted, and popularized by bloggers.

At MIT, blogs have become part of our admissions recruiting this year. Several of the admissions officers, current students, and the director of financial aid have established blogs in which they post information regarding policies, procedures, and information about MIT in an informal way. The blogs also offer a place for conversations to occur between staff and students.

The admissions blog has received over 1600 responses from students and applicants; in one month (from December 23, 2004 to January 24, 2005) the financial aid office blog received over 3500 individual hits.

Selected student-maintained blogs have provided a way for current students to highlight life at MIT with information on their classes, interests, and activities.

Many colleges have tools and mechanisms to support blogs

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How do you provide exceptional service to your customers?...By understanding what your student and/or parent customer wants. The following is a list of items that always receive high marks on customer service surveys:

Competence: You have the ability to deliver the service advertised by the sign on your door: "Financial Aid." Students know that "Financial Aid" doesn't mean bags of money. It does mean help with a difficult, and critical hurdle.

Attentiveness: They want to be recognized as present and, when it's their turn, they want you to give them your full attention and concern. This is not an automatic. It's eye contact, body language, focus on the conversation, sensitivity to nuances. Most Financial Aid Offices are open and busy places. You have to make an effort not to be distracted.

Taking Ownership: They want you to take responsibility for addressing their needs. They don't want excuses or buck-passing. Never say, "It's not my job." You can refer them to someone else and still keep ownership. "I'm Mr. Jones. If by chance you run into a problem, come back to me and we'll figure it out together."

Respect: They want to be treated like human beings. They don't want to feel scolded or talked down to. The risk of patronizing a student is real because in the Financial Aid Office, you have the power position: age, turf, title, control of the resources, and knowledge about the processes.

Sensitivity: They appreciate being heard. They appreciate having their emotions and individuality recognized and taken into account. Dealing with financial aid issues is scary stuff for students. *You* may have done this a thousand times but, for them, it's a first. Using their name helps.

Kept Promises: They want you to do what you say you'll do and when you say you'll do it. Don't make promises you can't keep and don't forget to follow up and follow through.

Here are some additional tools to keep in mind when interfacing with a student customer: Be a good listener and give the customer your full attention. Accept responsibility, do everything you can to be helpful. The customer doesn't care who is to blame; they want the problem fixed. Try to avoid the "poison phrases" that customers don't like to hear. For example: *I don't know. We can't do that. Who told you that? When you wait until the last minute...*

Keep in mind when communicating that your words account for

only 8% of the meaning, tone of voice contributes to 37% to the meaning of your message, and body language accounts for 55% of what you are communicating to a customer. These numbers can be summarized by the age-old saying, "It's not so much what you say, but how you say it!" Practice saying this sentence: "Where have you been?" Say it to yourself as though you are angry, then happy, and then surprised. As you will see in doing this exercise, the words are the same, it is your tone of voice and your expression that is really "speaking" here.

The Golden Rule for customer care is to treat each student as you would want someone else to treat your son or daughter. If you really *care* about the student, you will give good customer service! ■

By Allyson Wynne

Citibank
Membership Committee

Owed Two a Spell Chequer (author unknown)

Submitted by Daniel Barkowitz,
MIT, Technology Committee

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea.

Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weigh.

As soon as a mist ache is maid
It nose bee fore two long
And eye can put the error rite
Its rare lea ever wrong.

Eye have run this poem threw it
I am shore your pleased two no
Its letter perfect awl the weigh
My chequer tolled me sew.



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The Table of Contents and Bookmarks are also interactive, so you can point and click to jump to specific articles as they flow throughout the Newsletter.

Happy on-line reading!

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FSA Student Internship Program



By Nicole Brennan

Anna Maria College
Development Committee
nbrennan@annamaria.edu

It's that time again, the time we've all been waiting for! Yes, that's right it's time to have your students apply for the FSA Internship/MASFAA Scholarship! You've been anxiously waiting for this moment haven't you? I know, me too! Of course, there are some people out there who don't know what I'm talking about. How sad. It makes me ask myself what is this world coming to when financial aid professionals don't know what the FSA Internship/MASFAA Scholarship is? For those people who don't know what the FSA Internship/MASFAA Scholarship is, I will explain.

Every summer, Federal Student Aid (FSA) offers an internship program in Washington, DC for undergraduate and graduate students. The FSA is the largest agency in the U.S. Department of Education and is the largest source of student financial aid in America, providing over \$65 billion annually in grants, loans, and work-study. The FSA internship "provides students the opportunity to gain valuable work experience, learn about the government, build a network of friends, have fun and earn some money for school". Students in this program design web-pages, prepare policy papers, write press releases, and work on many other challenging projects. Interns will be paid \$11 to \$18 an hour depending on experience and education and will work 16 to 20 hours a week. The internship program is open to US citizens currently enrolled at least half-time at an academic, technical or vocational, 2 or 4 year college or university, graduate or professional school.

Okay, so that's the internship. What's the scholarship? Although the FSA Internship is very desirable, there's a drawback: the cost of housing in Washington, DC is prohibitively expensive and the interns don't usually make enough to cover it. MASFAA, how-

ever, will provide a \$3500 Room & Board scholarship for some lucky intern!

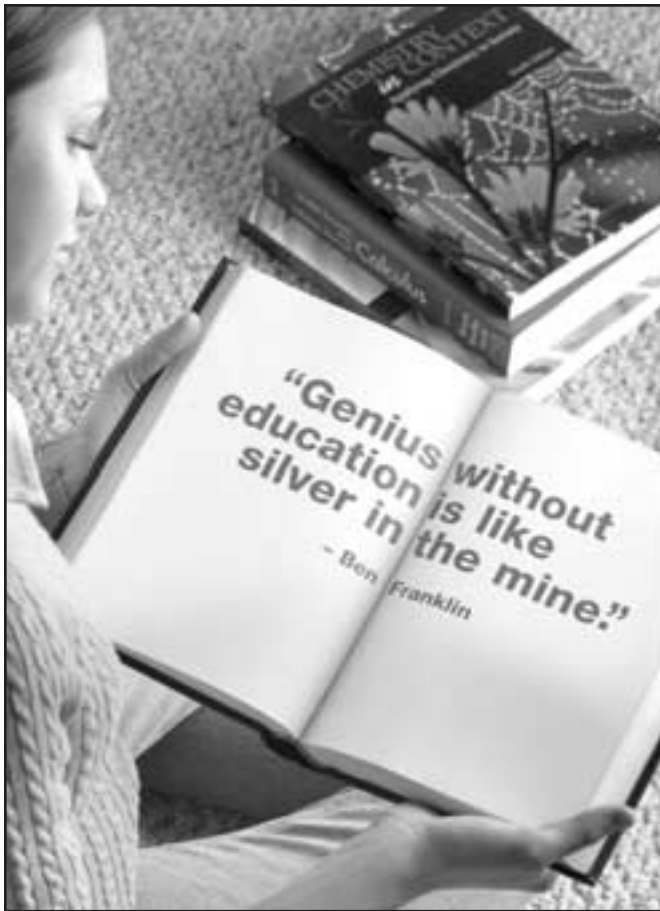
Preference for this fabulous scholarship will be given to students who have worked in a financial aid office and who have an interest in pursuing financial aid as a career. Students who wish to apply will need to fill out a short application and provide a statement explaining what experience they have working in a financial aid office (or in any capacity related to student service) and why they are interested in the FSA student internship program. They will also have to supply two letters of reference and a current resume.

In order to apply for the FSA internship, students must provide an application package of three things: resume, cover letter, and undergraduate/graduate transcripts. More specific information about what should be included in the application package can be obtained on the FSA internship website at www.interns.sfa.ed.gov and if the website doesn't provide an answer to your question, then you can e-mail FSA directly at fsa_interns@ed.gov. The internship will also be posted on www.monstertrak.com, a job posting service. Both the scholarship and the internship applications must be sent to me at the following address: Nicole Brennan, Financial Aid Office, Anna Maria College, 50 Sunset Lane, Paxton, MA 01612-1198.

THE DEADLINE IS MARCH 4, 2005. I must have both the internship and scholarship applications in my hot little hands by the end of the day March 4. Maybe I'll accept them by March 7, but that's it! No later! I mean it!

If you're interested in getting an application for the scholarship, I recently sent applications and information on the FSA internship out to all MASFAA schools. If you didn't get the informational packet I sent (or threw it away), please let me know and I'll email the relevant info. My email address is nbrennan@annamaria.edu. Please note that the student has to apply for both the scholarship AND the internship and the student can't get the scholarship unless he or she has gotten the internship.

Hopefully, this article has been clear. If not, then your best bet is to go to the FSA internship website at www.interns.sfa.ed.gov and if the website doesn't answer your question, then you can email them directly to fsa_interns@ed.gov. Ignore the part on the website that tells you where to send the internship application. The internship application has to be sent to me along with the scholarship application. If you have any questions about either the internship or scholarship, then feel free to email me at nbrennan@annamaria.edu. ■



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A Note from the FSA Student Internship Recipient

Dear MASFAA,

My name is Monica Soto-Gil. I am one year away from graduating with my Bachelor's degree from the New England Conservatory of Music (NEC), majoring in vocal performance. With the help of the MASFAA, the NEC Financial Aid staff, and the Department of Education, I was lucky enough to spend the summer as an intern for FSA in Washington D.C. I applied for the internship and also for the MASFAA scholarship in the hopes of broadening my experiences outside of the arts and to take responsibilities that would positively affect both FSA and the people who benefit from it. Spending time at FSA has opened many doors for me. During my time there, I not only gained invaluable skills but the experience sparked a further interest in this field. I understand better the limits of schools and of the federal government and find it very compelling to play a part in improving the system in which they are found. What I learned is that, ultimately, this business, no matter how diluted the process can sometimes get, was rightly designed to serve the student.

I worked for Harry M. Feely, the Principal Deputy CIO of the more technical aspects of financial aid. The office of the CIO, although more removed from student service than I had originally envisioned, gave me a window into the vast expanse of the financial aid process. There were interns working in many departments of FSA. I was able to take the opportunity to learn about FSA's infrastructure and about some of the other job functions related to the financial aid process. The FSA internship program was flexible enough that I was able to use my language skills to assist with a workplace Spanish class and I participated in FAFSA application development discussions. As a part of the Chief Information Office, I had to be familiar with new technolo-

gy, as well as past and present projects. I also worked very closely with my supervisors in developing a new organizational/filing system for the office. Having a chance to collaborate with so many like-minded people was an invaluable experience; I have made numerous friends and contacts that I hope to meet in the future.

The FSA internship program introduces potential financial aid administrators to the field of financial aid. Seeing the whole process—from the technical aspects to the development of applications—provided a well-rounded training experience. Since returning from the internship, I have had a newfound interest in learning more about loans and other forms of financial aid such as scholarships and grants. These are things that not only affect me directly but that also affect my peers and incoming college students. The program was an invaluable experience and I hope to use the knowledge I gained to better the status of post-secondary education.

Thank you,
Monica Soto-Gil

LISTSERV TIPS

The MASFAA listserv has been moved to a new server. Below are the new instructions for subscribing/unsubscribing from the list. **If you were already subscribed to the list, you do not need to re-subscribe.**

To **subscribe** to the list, send an e-mail to imailsrv@masfaa.org from the address you want to subscribe. In the body of the message write: *subscribe list Joe Smith (replace Joe Smith with your full name)*

To **unsubscribe** to the list, send an e-mail to imailsrv@masfaa.org from the address you want to unsubscribe. In the body of the message write: *unsubscribe list Joe Smith (replace Joe Smith with your full name)*

To **send a message** to the list, mail it to list@masfaa.org

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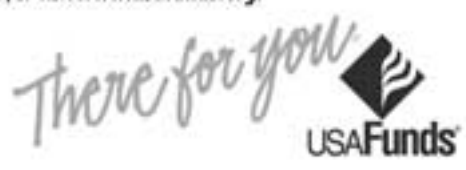
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Twenty Questions

Welcome to the MASFAA Newsletter article "20 Questions."
We're quizzing members of the MASFAA community about work, play and other fun stuff.
See if you can guess who our mystery person is.

How long have you been in Financial Aid?

15 years.

Have you served or do you presently serve on any MASFAA Committees?

Yes.

Pepsi or Coke?

Sparkling water with juice.

What is the most difficult aspect of your job?

Finding time for everything.

If you could change anything in our industry, what would it be?

Having to remind and monitor other depts. of their responsibilities as a Title IV aid school.

What is the most unusual place that you have traveled?

And beautiful - hiking along Na Pali coast in Hawaii.

What is the most rewarding part of your job?

The students, of course.

What was your very favorite MASFAA Conference and why?

Nov 2004 because of some great presenters (including some out of state new faces).

Who has been the biggest influence on your career?

Greg Leis from ITT Tech in Indianapolis.

If you were not in financial aid, what would you be doing right now?

Enjoying more time with son (and 2nd child on way) and sports (hockey, running, biking etc)

What case/student will you most likely remember for the rest of your life?

Woman on welfare, struggled for 2 years to finish certificate and got great job at graduation. Also finished school with a new self-esteem to go along with it.

Where do you call home?

Framingham, MA

What type of entertainment do you enjoy?

Movies, dinner.

Do you prefer Direct Lending or FFELP?

FFELP.

What do you do when you are not working?

Chase my 2 year old.

How do you cope with stress on the job?

I ignore job stress.

Who is your personal hero?

My Mother.

Favorite Boston restaurant?

Maggiano's.

What was the last book you read ?

Angels and Demons.

Do you have any advice for your fellow financial aid administrators?

Appreciate the good in every day. ■

See if you can guess who our mystery person is - answer on page 19.

NASFAA Launches National College Goal Sunday Web Site

The National Association of Student Financial Aid Administrators (NASFAA) launched a Web site at www.CollegeGoalSundayUSA.org that provides essential information on financial aid for college. College Goal Sunday, currently offered in 18 states and the District of Columbia, is a free program that helps students and parents complete the universally required financial aid application form.

Over the past 15 years, College Goal Sunday has already helped more than 100,000 students clear the paperwork hurdle when applying for college financial aid. One day each year, traditionally a week or two after Super Bowl Sunday, qualified volunteers fan out to selected community sites across a state to help families fill out the Free Application for Federal Student Aid (FAFSA), which is required to determine eligibility for most federal and state aid programs.

Rigorous public relations campaigns along with outreach strategies unique to each state are developed to reach the targeted population, which includes students from low-income families and those who are the first in their families to enroll in college. The success of College Goal Sunday depends on the volunteer efforts of financial aid administrators and professionals from other organizations and community agencies working together to increase access to postsecondary education.

The national College Goal Sunday Web site links to participating states' College Goal Sunday sites, where details on dates and locations are provided. For those states that do not yet have an active program, site visitors will find a link to financial aid resources in the state as well as a link to NASFAA's financial aid resource page for students and parents at www.StudentAid.org.

The College Goal Sunday Web site also provides technical support both for states that currently offer College Goal Sunday programs and states that are planning a program. Financial support for planning and implementation is provided by grants from Lumina Foundation for Education. NASFAA works with Lumina Foundation to provide training for new states.

Additional support is provided through a College Goal Sunday electronic communications network, which connects states to

each other to share best practices. An "E-Newsletter" is also planned.

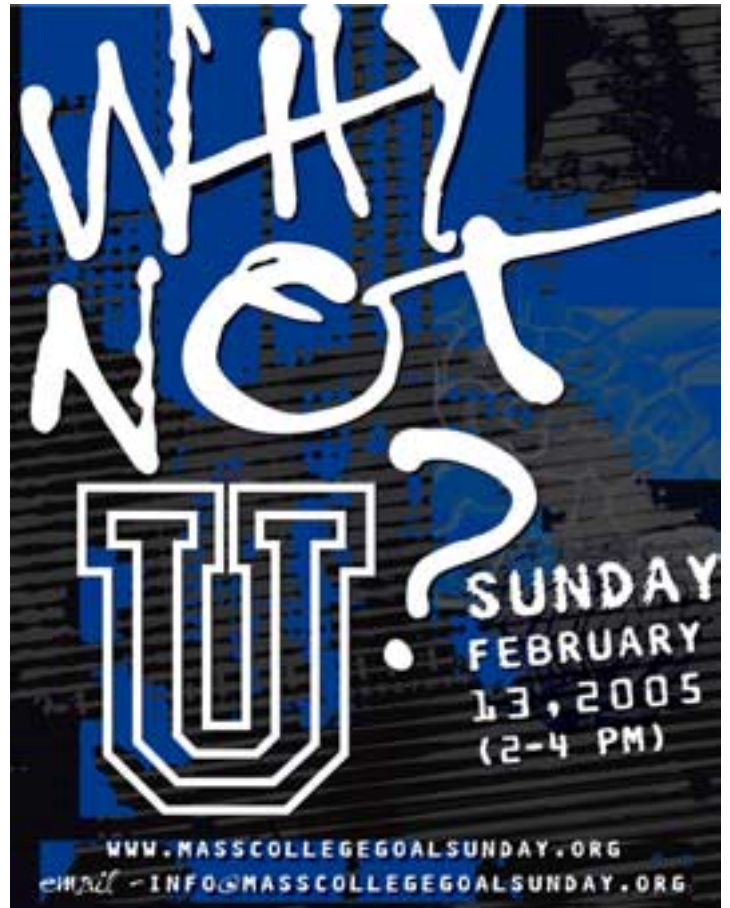
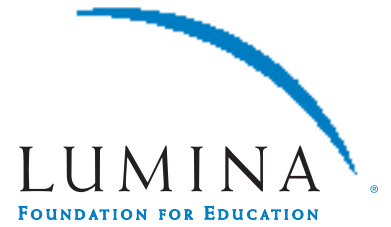
With Lumina Foundation support, NASFAA undertook management of the College Goal Sunday program in 2004 with the expectation of expanding it to at least 15 more states over a three-year period. "The response has been greater than we expected," said NASFAA President Dallas Martin. "We are delighted that states are contacting NASFAA in large numbers for assistance in applying for grants."

College Goal Sunday began in Indiana in 1989 and has proven effective there ever since. The program was originally a joint project of the Indiana Student Financial Aid Association (ISFAA) and the State Student Assistance Commission of Indiana (SSACI) with funding from Lilly Endowment, Inc. Over the years, Lumina Foundation and its predecessor organizations have co-funded the Indiana program and led the expansion into other states. In 2005, programs will be offered in Alaska, Arizona, Delaware, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Missouri, Montana, Nevada, Ohio, Oklahoma, Wyoming, plus the District of Columbia. Eight additional states are planning programs for 2006.

For more information about College Goal Sunday contact Marcia Weston, Director of College Goal Sunday Operations, at (202) 785-0453, ext. 111, or at westonm@nasfaa.org.

About NASFAA. *The National Association of Student Financial Aid Administrators is a nonprofit membership organization that represents more than 11,000 financial aid professionals at nearly 3,000 colleges, universities, and career schools across the country. Based in Washington, D.C., NASFAA is the only national association with a primary focus on student aid legislation, regulatory analysis, and training for financial aid administrators. Each year, members help more than 8 million students receive funding for postsecondary education. In addition to its member Web site at www.NASFAA.org, the Association offers a Web site with financial aid information for parents and students at www.StudentAid.org.*

About Lumina Foundation. *Lumina Foundation for Education, an Indianapolis-based, private, independent foundation, strives to help people achieve their potential by expanding access and success in education beyond high school. Through grants for research, innovation, communication, and evaluation, as well as policy education and leadership development, Lumina Foundation addresses issues that affect access and educational attainment among all students, particularly underserved student groups, including adult learners. The Foundation bases its mission on the belief that postsecondary education remains one of the most beneficial investments that individuals can make in themselves and that society can make in its people. For more details on the Foundation, visit its Web site at www.luminafoundation.org. ■*



department of education updates tax tables for need- based financial aid

By Brendan Furey and Betsy Mayotte

ASA
Government Relations Committee

The Department of Education (ED) recently announced that, for the first time in more than a decade, the tax tables used in part to establish eligibility for need-based financial aid will be updated. Since the announcement, reports and rumors have begun to swirl speculating the differing impacts this update will have on a student's need-based financial aid. Depending on exactly what report is being cited, anywhere from 90,000 to 1.3 million students are expected to lose all or a part of their Pell Grants. These students may also lose part of the state or local aid they qualified for in previous years because of the update. However, these citations are put forth based on representative data, and as presidential exit polls have shown us, even the most carefully compiled data can be inaccurate. There is, on the other hand, some concrete data that can be reported, namely a comparison of the figures used for the 2004-2005 school year versus the new tax percentages that are scheduled to take effect in the 2005-2006 school year.

The Consolidated Appropriations Act of 2004 (P.L. 108-199), signed by President Bush in December 2004, grants ED the authority to update the tax tables. Previous attempts by ED to update the tax tables have been halted by Congress. The 1988 tax figures have been used since 1993 when the tables were last updated. The information the tables contain is used to establish the amount forgiven for state and local tax payments when determining a student's eligibility for need based financial aid such as Pell grants. The new tax tables are based on information compiled in 2002 by the IRS, which is the most up-to-date information available.

Based on the new tax tables, families in 48 states will see their Estimated Family Contribution (EFC) increased by an average of 1.5 percent. Residents of Connecticut and New Jersey, however, will actually experience EFC decreases of 1.5 percent and 0.5 percent, respectively.

The partisan fight in Congress to have these tax tables updated is not over, however, as Representatives Rush Holt (D-NJ) and Tim Bishop (D-NY) have introduced a bill to limit the update. "The Ensuring College Access for All Americans Act" is co-sponsored by Representative George Miller (D-CA), who is the senior Democrat on the House Education and the Workforce Committee. The legislation simply states that the tax table update cannot "reduce the amount of Federal student assistance for which the student is eligible." The 2005-2006 award year is the only award year for which the bill would apply, and with reauthorization still pending there has been very little response to the new bill.

So while ED plans on instituting the new tax tables (unless a statutory block is passed by Congress), the exact future of this initiative is uncertain. ■



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MASFAA Conference, Past and Future



By Ann Playe

USA Funds Services
MASFAA Newsletter Co-Chair
aplaye@usafunds.org

The SS MASFAA has sailed into the sunset, leaving us with fond memories of our exotic ports of call. Congratulations to our ship's hard working crew and the intrepid captains, Jason Kahn and David Goldman!

The conference was well attended this year with 452 attendees on board, representing 93 schools, 34 vendors. Wednesday's attendance was highest with 405 present. Lunches were very well attended with 393 present Wednesday and 382 on Thursday. More impressive were the dinner counts: 337 for Wednesday and 341 for Thursday. It would seem the passengers on the SS MASFAA really did enjoy each other's company.

Next year's conference will be held at the Ferncroft Resort in Danvers, MA. Please note that the conference dates are much earlier in the month next year: **Wednesday, November 2-Friday, November 4, 2005.** ■

don't forget

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USA Funds Accepts Applications For \$3 Million in New Scholarships



By Ann Playe

USA Funds Services
MASFAA Newsletter Co-Chair
aplaye@usafunds.org

USA Funds® announces that applications now are available for a total of \$3 million in new scholarships to assist college students who demonstrate financial need.

USA Funds will award renewable USA Funds Access to Education Scholarships® to qualified students nationwide for the 2005-2006 academic year. In addition to the new scholarships, USA Funds will award renewal scholarships to qualified recipients.

The program offers \$1,500 scholarships to qualified full-time undergraduate, graduate and professional students and \$750 scholarships to qualified half-time undergraduates. Applicants for the scholarships must be enrolled or plan to enroll in coursework at an accredited two- or four-year college, university or vocational/technical school beginning with the fall 2005 term through Feb. 1, 2006.

The program targets students from households with annual incomes of \$35,000 or less.

The application deadline is March 15, 2005. Complete eligibility information and a scholarship application are available on USA Funds' Web site at www.usafunds.org by selecting "Scholarship Information" from the "Express Links" menu. ■

NEW CAREER

Looking for a new job? Employment Opportunities are now on-line at www.masfaa.org.

Support Staff Training Session

By Jason Shumaker

MIT
Professional Training & Development Committee
jasons@mit.edu

MASFAA's Professional Development and Training Committee will present the Support Staff Workshop on Wednesday, February 16, 2005.

This workshop is **FREE** (!) to Support Staff within the Massachusetts Financial Aid Industry, whether they are MASFAA members or not. Alternative loans, the FISH Philosophy, supervising student employees, and more will be discussed. And, if that's not enough, breakfast and lunch will be provided! Please see the agenda below for more details.

To sign up, please email Cathie Miller, cmiller@amsa.com, with your name, institution, and title. The workshop will be held at the Wellesley College Club, directions to which can be found at <http://www.wellesley.edu/Admin/travel.html>. ■

8:30am	Registration and Continental Breakfast
9:00am- 10:15am	Alternative Loans Dana Mignogna, KeyBank, and Jason Burke, ASA Two presenters from the student loan industry will provide tips on advising families about some of the many loan options available.
10:15am- 10:30am	Break
10:30am- 11:45am	Supervising Student Employees Working with student employees can be enormously rewarding, but it can also be a challenge. Come to hear tips and discuss your own ideas about supervising student workers.
12:00pm-1:00pm	Lunch While you enjoy lunch, we will also play some icebreaker games to help you get to know your colleagues!
1:00pm- 2:15pm	Financial Aid—It's More than Just a Job! Deborah Glenn-Long, Connecticut Student Loan Foundation This session will discuss how Financial Aid Support Staff can see the job as a profession and calling. Financial Aid Support Staff can advance within the field or branch out into other areas. The presenter began her career as a receptionist in the financial aid office and has held several aid positions during her career.
2:15pm-2:30pm	Break
2:30pm- 4:00pm	The FISH Philosophy Julie Lawton and Kathleen Roebuck, Academic Finance Corporation. This fun and interactive session will help you learn to enjoy your work and bring positive energy to the workplace every day!

BOOK REVIEW

Encouraging the Heart: A Leader's Guide to Rewarding and Recognizing Others

by James M. Kouzes and Barry Z. Posner

Do you need encouragement to perform at your best? That is the question that best-selling authors and leadership gurus James M. Kouzes and Barry Z. Posner posed to a group of students in their class. After discovering that only 60% need encouragement to perform their best, Kouzes and Posner were disappointed and puzzled. So, they decided to reframe the question: When you get encouragement, does it help you perform at a higher level?

I know that encouragement helps me perform at a higher level and I can only assume that it helps you as well. You would think that the act of recognizing and rewarding those who have performed well would come naturally from those in positions of leadership, but unfortunately that is not always the case. It seems that many of us are starved for recognition. Kouzes and Posner cite many studies throughout the book that are disappointing; studies that find that only 40% of employees receive recognition for the work that they do and only 50% of managers give recognition in response to performance.

As its title suggests, *Encouraging the Heart* is a guide to rewarding and recognizing others; the theme running through its pages is the importance of caring. In fact, Kouzes and Posner early on declare that leaders should “effectively give of their hearts so that others may fully develop and experience their own” (p. xvi).

The first part of the book discusses the significance of encouraging the heart and includes an *Encouragement Index*, which allows you to measure how well you encourage others. The index lists 21 statements about what leaders do to encourage the heart. You answer based on how frequently you typically engage in this behavior on a scale from 1 (almost never) to 10 (almost always). For example, the index asks whether you make certain to set a standard that motivates your team to do better in the future than they are doing now, whether you express high expectations about what people are capable of accomplishing, whether you pay more attention to the positive things people do than to the negative, etc. The *Encouragement Index* is a great place for the book to start, as it gives you an evaluation of your everyday practices.

The second part of *Encouraging the Heart* highlights the seven essentials of recognizing and rewarding others: setting clear standards, expecting the best, paying attention, personalizing recogni-

tion, telling the story, celebrating together, and setting the example. Each practice is explained in detail and Kouzes and Posner demonstrate the impact of each through real stories of leaders.

The final chapters, concluding the conversation of the seven essentials, discuss the importance of credibility. Inevitably, leaders should do as they preach. By encouraging the hearts of others, leaders will be able to promote others to do the same for their colleagues. The more recognition and rewarding that takes place in the workplace, the more successful the group. And for those who want practical ideas, the book concludes with a comprehensive list of 150 ways you can put those essentials into practice.

As someone who reads leadership books from time to time for pleasure, I found this one to be refreshing and inspiring. The book is filled with great ideas, practical advice and terrific stories that really show the impact recognition and rewarding can have on your workplace. I would highly recommend it to anyone in a leadership position or anyone who would like to increase the productivity of their group. ■

By Jennifer Schott

ASA
Newsletter Committee
jschott@amsa.com

AGENCY CONTACTS

American Student Assistance (ASA)

Duane Quinn, Director of Training
(617) 728-4204

ED

Ja-mel Ellis, Management Analyst
(617) 565-8616

CSLF

Brian Maynard, Academic Services Manager
(800) 237-9721, ext. 447

The College Board

Rosalie Curcio
(781) 890-9150

MEFA

Scott Prince, Director of External Relations
(617) 261-9760, ext. 214

USA Funds Services

Ann Playe, Account Executive
(413) 587-3199

A Note to MASFAA

A Financial Aid Blog...from page 3

Dear Sherry Andersen and Fellow MASFAA Colleagues,

This note is sent with sincere appreciation for bestowing me with the honor of the Presidential Award at the 2004 MASFAA Conference. As Sherry Andersen presented the award, I was deeply moved while listening to the kind words of recognition that she offered and, quite frankly, was struck with several realizations associated with being supported by such a strong community of Financial Aid Professionals.

Entering the financial aid arena with my first job being the Financial Aid Advisor at Rivier College in 1999, with no aid experience, you can imagine the challenges I faced on a daily basis. However, I was fortunate to have been offered effective mentoring by the Associate Director at the time, Ken Ferreira, who encouraged me to increase my knowledge base, network, and participate in the aid community by attending MASFAA sessions and joining a MASFAA Committee. And that was just the beginning.

Through the past years, MASFAA has supported my endeavors in achieving GPCC objectives, completing a master's program, and advancing in our profession. With your help—individually and as a group—I have grown more professionally than I ever had thought was possible. You have enabled me to transform what first began as a painstaking "job" into a rewarding career filled with opportunities to contribute to MASFAA and the student financial aid community which it serves.

Again, I am truly grateful for being offered such recognition. Best wishes to MASFAA and to all of you for your continued success.

Sincerely,

Elayne Peloquin
Director, MGH Institute of Health Professions
Co-chair, Graduate & Professional Concerns Committee ■



themselves. If your college doesn't, there are many other free blog hosting sites.. Try blogs as another way to reach your students.

Other colleges have also begun to discover the power of blogs, although there seem to be no other financial aid blogs established. There are several other admissions office and student blogs, but the power of the financial aid blog is waiting to be harnessed to work for you.

If you would like to look at the MIT financial aid blog, go to <http://blogs.mit.edu/barkowitz/>.

If you would like to look at the main admissions officer's blog go to <http://blogs.mit.edu/madmatt/>. ■

www.masfaa.org

A resource for you to communicate great and timely information. Check out the on-line Membership Database – a great way to keep in touch with your colleagues!

MAILING LABELS

The MASFAA Membership mailing list is made available to members only for purposes of announcing job openings and for other MASFAA related business.

To order mailing labels, contact
Diana Beaudoin,
Membership Co-Chair,
at 617-846-2539 or
diana.beaudoin@citigroup.com

There is a \$25 administrative charge for each set of labels ordered.

Just the Facts

By Martha Savery

Nellie Mae
Just the FACTS! Committee
martha_savery@nelliemae.com

The JTF workshops are off to a great start! There are 22 people attending at Mt. Holyoke College and 40 attending at Mt. Ida. Despite having to postpone our first workshop due to weather, the remaining workshops have gone on without any problems.

This has been a very large undertaking, and the committee members have worked incredibly hard to make the workshop a success. The committee wishes to thank the trainers who have given so generously of their time to make this pilot project such a success. ■

GPCC Symposium

By Julie Menendez

Bank of America
GPCC Committee
julie.menendez@bankofamerica.com

The Graduate and Professional Concerns Committee (GPCC) held their annual GPCC Symposium on Wednesday, December 1st at the Boston University School of Management. We had a strong showing from a number of schools that provided us with very positive evaluations and feedback.

Topics presented included: Credit and the Contemporary Student, Default Prevention Initiatives and Solving Regulatory Gray Areas. For more information, please visit the GPCC's section on www.masfaa.org. ■

Needs Analysis Workshop Update

By Beth Ingle

NextStudent
Professional Development and Training Committee
bingle@nextstudent.com

MASFAA's Professional Development and Training Committee hosted their annual Need Analysis Workshops at Holy Cross and Northeastern University in late November and early December 2004. Julie Shields-Rutyna, Education Manager at the College Board, as the presenter. Approximately 40 people attended between the two sites. The attendees were a mix of new financial aid administrators and experienced aid administrators interested in learning or relearning the particulars of need analysis.

Julie's presentation included a review of federal methodology, or FM, followed by a hand calculation of a case study. After a short break for lunch, the afternoon session included a review of institutional methodology, or IM, followed by a hand calculation of a case study. There was also a discussion of the differences between—and pros and cons of—the two formulas. I think everyone in attendance would say that there was a lot to learn, but after completing two case studies, they had learned a lot!

MASFAA's Professional Development and Training Committee offers this workshop each year. Keep on the look out for other training events sponsored by PD&T Committee! ■

20 QUESTIONS

Congratulations to those of you who guessed
Sue Lanzillo at Framingham State!