

PASFAA

NEWSLETTER

PENNSYLVANIA ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

VOLUME XX

MARCH 1987

NUMBER 3

PRESIDENT

William A. Irwin
Lock Haven University
of Pennsylvania
(717) 893-2344

PRESIDENT ELECT

Sheila E. Angst
Albright College
(215) 921-2381

VICE PRESIDENT

Mary Andrews Miller
Indiana University
of Pennsylvania
(412) 357-2218

TREASURER

Rachael L. Lohman
Wilkes College
(717) 824-4651

SECRETARY

Vali G. Heist
Alvernia College
(215) 777-5411

PAST PRESIDENT

Donald V. Raley
Dickinson College
(717) 245-1308

COUNCIL

Public Two-Year
Betty L. Davis
Community College of Allegheny
County--South Campus
(412) 469-6241

Private Two-Year
Lucretia K. Hill
Keystone Junior College
(717) 945-5141 ext. 6005

Private Four-Year
John A. Pergolin
Saint Joseph's University
(215) 879-7360

State-Related
John F. Morris
Temple University
(215) 787-8760

SSHE

Thomas M. Lyons
Bloomsburg University
of Pennsylvania
(717) 389-4497

Proprietary

Frederick E. Wilson
Gordon Phillips Beauty School
(215) 352-1776

Nursing

Rosemary A. Sweeney
Lankenau Hospital School
of Nursing
(215) 645-3275

FROM THE PRESIDENT:

Dear PASFAA Members:

The big concern in financial aid right now is the budget proposal for FY88 and the Congressional response to it. Many of us have found ourselves in the past few weeks making presentations to committees, councils and boards, preparing statistics for presidents and provosts, and sitting for interviews with student newspapers. While in the back of our minds was always the belief that the budget as proposed would never happen, it is still necessary to be prepared and to make institutional views known.

To that end, I would share with you some observations by Dallas Martin of NASFAA. Copies to NASFAA of letters to congressional personnel are running behind previous years. Dr. Martin expresses the concern that even though the Administration's budget proposals are being heavily attacked, it is still important to keep pressure on our elected officials if we hope to maintain our existing levels of aid funding.

I would urge all members of PASFAA to keep up-to-date on budget activity and to provide congressional representatives with relevant data on the import of proposals. At the same time, it is important to stress the need for any data which are provided to be as accurate and easily understood as possible. As a further word, if others within your institution are writing letters, try to insure that they ask you for appropriate statistics.

PASFAA membership currently stands at 464. I am very pleased that our numbers continue to grow. It strengthens the voice of the Association when we can point to a large and representative financial aid community within the membership. If you know of colleagues who do not belong, I hope you will encourage them to become members.

Finally, the EASFAA Conference in Buffalo in May and the NASFAA Conference in Washington, D.C. in July are professional events that you want to consider putting on your calendar. In this ever-changing business, professional meetings are one way to keep up with the current requirements, expectations, and proposals.

Sincerely,



William A. Irwin, President
PASFAA

HOTLINE WRAP-UP
Pages 8 & 9

EXECUTIVE COUNCIL NOTES

Council last met on February 2, 1987 at PHEAA in Harrisburg. A few highlights of the meeting are as follows:

Absentee Balloting. Council has again discussed the idea of absentee balloting for PASFAA. Council will put something before the organization before the next conference so it can be voted on for the 1988-89 election year.

NASFAA '87. PASFAA members attending the NASFAA '87 conference in Washington should keep their eyes open for an announcement of a "hospitality area" for PASFAA members. The purpose of this area will be to finalize plans for "Hill" visits and to provide a central meeting place for PASFAA members.

Hotline Report. George Walter, Hotline Coordinator, made his final report on the success of the hotline to council. Details of his report are reported elsewhere in this newsletter.

Council will next meet on April 6 at PHEAA in Harrisburg. Please contact your sector representative if you have a matter to bring to Council's attention.

POSITION OPENINGS

Lehigh County Community College is seeking a Director of Financial Aid. The Director of Financial Aid administers and is responsible for all phases of the student financial aid programs offered by the College.

The duties and responsibilities will be to counsel and advise students about the various financial aid programs/opportunities at the College, money management and typical student expenses; determine needs and eligibility status of students seeking financial aid; award grants, loans, scholarships, and work-study assignments on the basis of needs analysis and government guidelines; submit reports on the operation and administration of the financial aid programs to the various state and federal agencies; and review state and federal legislative rules, regulations, and changes to insure institutional conformity with provisions.

Candidate will possess Bachelor's degree (Master's degree preferred) and have two years of experience in financial aid administration. Starting salary range is from 22,300-25,000.

Submit resume, cover letter and salary requirements immediately to:

Virginia Gersitz, Director of Human Resources
Lehigh County Community College
2370 Main Street
Schwenksville, PA 18078-9372
LCCC is an equal opportunity/affirmative action employer.

MEMBERSHIP AND ELECTIONS COMMITTEE REPORT

*submitted by Don Raley,
Dickinson College*

The new PASFAA Membership Directory is in the hands of the printer at the time of this writing and a copy should be in your hands late in March or early in April. Again this year, the printing of the directory is being done by Financial Collection Agencies (FCA) at no cost to PASFAA.

January 30 was the final date for receipt of 1986-87 membership dues for inclusion in the new directory. The next edition of the **Newsletter** will list all directory information for those paying dues after January 30 on an errata sheet which can be served as a directory insert. This year the directory will include a copy of the PASFAA Statement of Good Practices which was adopted by the Council in June, 1986.

Two PASFAA projects continue to seek volunteers. One involves the establishment of an archival collection for the Association. The other is the writing of the association's history. Any PASFAA members interested in becoming involved in either of these projects are urged to write to Don Raley; perhaps including suggestions for directions these projects may take.

PASFAA members are reminded that the 1987 election process will begin soon and that they should be thinking about the PASFAA council positions which will be filled by election at the annual meeting in October. This year the President Elect and all the sector representative positions require elections. Therefore, members interested in serving in any one of the positions may wish to let others know of that interest. Also, it is time to urge respected and capable members to consider becoming involved in PASFAA leadership.

Central Penn Business School is seeking a Director of Financial Aid. Central Penn is 10 minutes from downtown Harrisburg. Bachelor's degree is preferred. Send resume as soon as possible to Todd Milano, Director, Central Penn Business School, Collegehill Road, Summerdale, PA 17093-0309.

Manor Junior College is seeking a Financial Aid Officer. Candidate must have a Bachelor's Degree (Masters preferred) and experience in all Title IV and Pennsylvania aid programs. Financial Aid Officer reports to the Dean of Admissions and will assist in Admissions whenever appropriate. Good benefits package. Beginning salary range \$15,000-16,000. Send resume and cover letter immediately to Dean of Admissions, Fox Chase Road and Forrest Avenue, Jenkintown, PA 19046.

PAATP NEWS

submitted by Debbie Guild, PAATP

PAATP PREPARES FOR GSL WORKSHOPS

Preparations are currently underway for the annual May GSL Workshop Series. This year a series of twelve workshops will be held throughout the State for student loan officers and financial aid administrators concentrating on the effective administration of guaranteed student loan programs. The GSL Workshops are an opportunity for all persons working with student loan programs to keep abreast of current and pending developments in the most widely used form of student financial aid, student loan programs.

Don't miss out! Plan now to attend one of these workshop sessions and receive a comprehensive update on the procedures required to process student loans for the 1987-88 academic year. A complete brochure detailing the seminars along with registration materials will be forwarded to you within the month.

PROPRIETARY/NURSING SCHOOL WORKSHOPS SET FOR APRIL

"Now We're Cooking" is the title and theme of the 1987 PAATP Proprietary/Nursing School Workshop Series. These workshops, designed to meet the particular needs of financial aid personnel at Proprietary and Nursing Institutions, will review changes resulting from the 1986 Reauthorization of the Higher Education Act (1965) and the GSL Final Regulations (November, 1986) while updating participants on the current status of the other aid programs. Participants will have the opportunity to receive "hands-on" financial aid experience through the completion of case studies.

One-day workshops are scheduled for April 7 in Harrisburg (Camp Hill), April 9 in Philadelphia and April 13 in Pittsburgh (Green Tree). The fee for each participant representing an in-state institution is \$15.00 which covers the costs of registration, workshop materials and lunch. For additional information or if you haven't already received a workshop brochure contact PHEAA/PAATP staff at (717) 257-2550.

PRE-REGISTER NOW FOR THE PAATP SUMMER INSTITUTES

PAATP has recently distributed pre-registration materials announcing the sixth annual Summer Institute for New Financial Aid Administrators and the second annual Summer Institute for New Student Loan Administrators which will be held on the campus of Dickinson College, Carlisle, Pennsylvania during the week of June 7-12, 1987. These materials, designed to assess participant interest and assist in the planning and preparation processes, have been mailed to postsecondary schools and lending institutions throughout the state.

Observations made by participants at the 1986 Summer Institutes include:

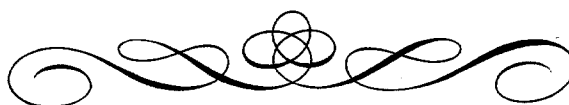
"I felt it was very enjoyable and informative. Everything was new to me but a lot of questions that I had regarding procedures were answered...I feel that I now have a better understanding of the (program) policies and procedures."

"Everything was covered in great detail which strengthened my current knowledge and filled in the gaps. I feel better about knowing the entire picture. I learned a lot of necessary information. Other aid officers had good ideas about systems, forms, etc. I found the week extremely helpful."

"Very interesting and helpful to talk with other lenders and financial aid officers. I feel better about new regulations and how to handle them. I'm really glad I came."

"All I'd hoped for and more!"

All persons interested in attending either of the Institutes are encouraged to complete and return the pre-registration form to PHEAA/PAATP staff no later than Friday, March 30, 1987. Enrollment is limited and priority will be given to those persons who have pre-registered. The remaining spaces, if any, will be filled on a first-come, first-served basis. A complete description of each Institutes' full schedule of activities, identification of faculty and registration materials will be mailed to you in April. For additional information contact PHEAA/PAATP at (717) 257-2550.



Keeping an eye on Washington...

GOVERNMENT RELATIONS COMMITTEE REPORT

*submitted by Mary Andrews Miller,
Indiana University of Pennsylvania*

The Government Relations Committee is trying a new approach to communicate the issues of immediate concern to PASFAA members. We will be notifying you via a "Bulletin" of issues that you need to address immediately with your Congressional representative. In addition, we will be asking for your feedback so that we can formulate a comprehensive response on behalf of PASFAA to individuals, departments or committees which are directly involved with the issue in question. Your feedback is important to make this approach successful.

Our first Bulletin will deal with the President's Budget Proposal for FY88. Both the House and Senate Budget committees are currently working on a budget resolution and expect to have a marked-up version by the middle of March. Although many of the major proposed budget cuts have little chance of being passed by Congress, compromises are inevitable. At this point it is difficult to predict what compromises may be made, however, any cuts will have a negative impact on our delivery of financial aid. The budget is expected to be finalized in April, so we still have some time to make our concerns known.

When you contact your representative, please send a copy of your letter to the Government Relations Committee, c/o Mary Miller.

LEGISLATIVE ACTION NETWORK UNDERWAY

*submitted by Bill Burke,
University of Scranton*

The PASFAA Legislative Network is now complete and operational. This year's network includes twelve new members and eleven veterans. PASFAA members are requested to cooperate with their district representative when contacted for information or assistance, and encouraged to notify their liaison member of concerns they feel should be addressed by the network, or the Government Relations Committee.

This year, the network is making a special effort to collect copies of correspondence sent by members to our elected officials, as well as newsletter articles or letters to editors. Please send a copy of any letter or article to your PASFAA district representative. By next October, I hope to be able to gather all such material for display at the PASFAA Conference.

During the NASFAA Conference to be held in July in Washington, time will be set aside for visits with congressional

members on the Hill. All members of the Legislative Network will set up an appointment with their representative for constituent members to visit and discuss student financial aid concerns. PASFAA members who plan on attending the conference should contact their district liaison member so that arrangements can be made to include their names on the list for the scheduled visit.

See page 6 for a complete list of the Legislative Network volunteers.

REPLY SENT TO ED CONCERNING NPRM

(This letter was sent in response to the NPRM concerning the definitions of Six Month and One Year training programs.)

December 19, 1986

Virginia G. Re
Division of Eligibility and Agency Evaluation
Office of Postsecondary Education
Room 3030, ROB-3
400 Maryland Ave. SW
Washington, DC 20202

Dear Ms. Re,

This letter is in reference to the Notice of Proposed Rulemaking of Tuesday, October 21, 1986, which would change the definitions of Six Month and One Year training programs. The Pennsylvania Association of Student Financial Aid Administrators feels that the calendar days and calendar days of instruction provisions will be extremely detrimental to schools and to their students.

The 150 days of instruction for a six month program translates into 30 weeks at five days of instruction per week, or more than **seven months!** Schools will need therefore to lengthen their courses in order to maintain their eligibility for Title IV aid and will need to increase their costs accordingly. The proposal for the one year program will similarly increase costs to our students and their families.

Contrary to the information given in the proposal, measuring a program in "calendar days" is **not** consistent with current practice in the higher education community. In fact current practice measures one year programs by 900 clock hours, 36 quarter hours or 24 semester hours and measures six month programs by 600 clock hours, 24 quarter hours, or 16 semester hours. We would like to see this provision unchanged.

Sincerely,

William A. Irwin
President



VERIFICATION "DEAR COLLEAGUE" ARRIVES

submitted by Sheila Angst, Albright College

The long-awaited February 1987 "Dear Colleague" on Verification arrived in most aid offices the week of March 8th, "effective immediately." In addition to detailing the requirements for verification, a new 1987-88 Verification Guide which will incorporate these changes is promised for early spring.

First, a matter of clarification. The article on the EASFAA Forums which appeared in the last PASFAA newsletter referred to an expected 76-page Dear Colleague on verification. That information had been obtained by John View prior to the forums when he was briefed in Washington by ED staff. ED staff recently clarified that there had been a misunderstanding because all that was to be expected was an 8-page Dear Colleague on verification—not 76-pager—and a revised Verification Guide.

Now that the "Dear Colleague" has arrived, each aid officer will be reviewing it, attempting to understand its provisions, and making plans for document gathering. We thought it might be interesting to present a few brief comments and concerns about some of the points.

1. "Effective immediately"—Since the reauthorization provisions began phasing in on October 17, aid officers have been doing their best to verify according to old regulations and common sense. We assume that "effective immediately" refers to the date of receipt of the "Dear Colleague." Documentation of that date in your office could become very important—during audits for example—to indicate the flexibility for verification you had prior to the arrival of these verification instructions.

2. "A student may also be considered to be independent if the financial aid administrator determines and documents the student's independent status based on unusual circumstances." This professional judgment is necessary. We all have seen cases where the student lives with a relative other than a parent, is not claimed by that person, but could not meet the independent criteria of \$4,000—even if we count the in-kind support from this other person.

An interesting sidenote: College Scholarship Service has just come out with a document to allow an aid officer to change a student's status through CSS. That information, based on professional judgment or result of verification, would mean that a new analysis would be sent by CSS to all schools designated by the student—upon payment of a fee. The aid officers at the schools which did not initiate this change would then review the new information to see if they agree with the one aid officer's judgment for the change of status.

Questions: Will we begin to question each other's professional judgment? Will most of us just correct the matter internally instead of sending it in—since corrections have to be sent separately to Pell anyway?

3. "... an individual may not be treated as an independent student under criteria 5 through 7 if the student was treated as an independent student during the preceding award year . . . and the student was claimed as an income tax exemption by another individual . . . in the first calendar year of such award year." This certainly begins to hit home as we think about the application form which students are now completing. Nowhere in the instructions of that form does it refer to someone other than parent or guardian who might be financially responsible for the student or who might have claimed the student on tax returns. The student will have accurately completed the form according to the instructions about not being claimed by "parent"—but we may discover that grandparents, for example, claimed the student—and must now require documentation from them. It will be important that such corrections made through verification not actually be considered **errors** since the student had accurately followed the directions. And, there may be difficulty in getting cooperation from these "other" people.

4. Because "the Secretary is unable to issue new verification regulations regarding documentation necessary to satisfy" the criteria for 5, 6, or 7, we will all become creative in designing forms to accomplish this. Particularly interesting is our need to ask for documentation about tax exemption claiming for **1987**—more than a year away.

"Financial aid administrators must determine which documentation, other than that listed would meet the requirements of the law to certify an applicant's independence . . . In making that determination, financial aid administrators should bear in mind that the Secretary believes that an assertion by the applicant does not constitute documentation of the applicant's independence if documents from the parents or from an outside source are available." We assume the "unwilling" and "unable" provisions still exist as before in verification cases such as this.

5. "Although it is not a requirement, we strongly recommend 'verifying' criteria 1 through 4 by using reasonable, easily obtainable documentation such as a driver's license or birth certificate."

Another way might be to use other documentation already available on your campus, such as in the admissions or registrar's office. Though we cannot accept such applicant provided data such as birth date on college application, it seems that birth date reported on the student's high school transcript to the college would be documentation from an outside source as noted in number 4 above. This may save time over actually collecting copies of additional documents.

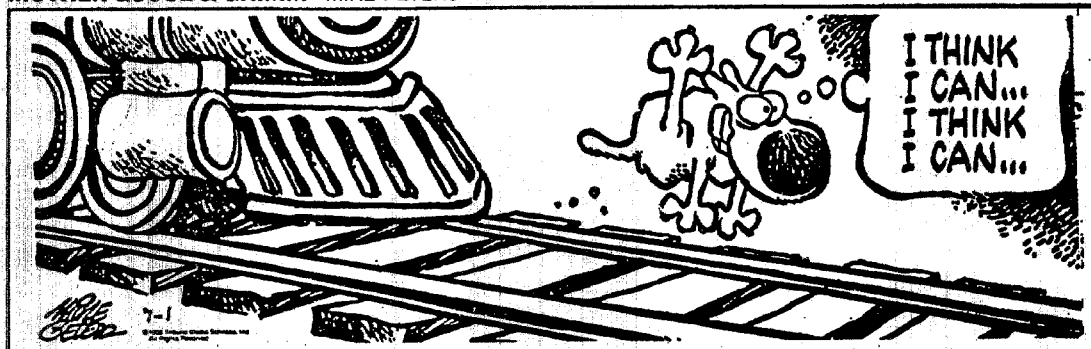
(See VERIFICATION, Page 6)

PASFAA LEGISLATIVE NETWORK

COORDINATOR: William R. Burke, University of Scranton

Representative	Dist.	Cong. Liaison	Institution
Thomas M. Foglietta (D)	1	Nicholas Flocco	Drexel University
William H. Gray III (D)	2	John Pergolin	St. Joseph's University
Robert A. Borski (D)	3	Richard McCracken	Community College of Philadelphia
Joseph P. Kolter (D)	4	Christine Zuzack	Indiana University of Pennsylvania
Richard A. Schulze (R)	5	Ethel Desmairais	Widener University
Gus Yatron (D)	6	Edward Aponte	Albright College
Curt Weldon (D)	7	David Hoy	Haverford College
Peter H. Kostmayer (D)	8	Arlene McEvilla-Dittbrenner	Cabrini College
Bud Shuster (R)	9	Thomas Moriarty	Shippensburg University of Pennsylvania
Joseph M. McDade (R)	10	Enrico Serine	Mansfield University
Paul E. Kanjorski (D)	11	Henry Chance	King's College
John P. Murtha (D)	12	Albert Betts	St. Vincent College
Lawrence Coughlin (R)	13	Bernadette McGonigle	Montgomery County Community College
William J. Coyne (D)	14	Kathy Smith	Boyd School
Donald L. Ritter (R)	15	Lucille Bavaria	Lehigh University
Robert S. Walker (R)	16	Gene Wise	Millersville University
George W. Gekas (R)	17	Helen Nunn	Susquehanna University
Doug Walgren (D)	18	Kimberly Kilyk	LaRoche College
William F. Goodling (R)	19	Donald Raley	Dickinson College
Joseph M. Gaydos (D)	20	Milosh Mamula	Allegheny College
Thomas J. Ridge (R)	21	James Treiber	Gannon University
Austin J. Murphy (D)	22	Richard Soudan	Washington & Jefferson College
William F. Clinger, Jr. (R)	23	William Irwin	Lock Haven University of Pennsylvania

MOTHER GOOSE & GRIMM MIKE PETERS



This cartoon depicts the feelings of many FADs at this time of year.

submitted by Gordon Bateman, Elizabethtown College

VERIFICATION

(continued from Page 5)

6. Conflicting documentation must always be verified and clarified—even beyond the 30%—and it stands to reason that there is no way to control the 30% selected at any given institution. Some schools will find it easier to verify 100% of their students, whether federally selected or not. In that way, the documentation can be required up front or all at once from every student who applies without having to worry about who will be selected.

TIDBITS

OOPS! You will recall that page 6 of the Verification "Dear Colleague" indicates that only those students who apply for Pell through the AFSA will be sent the Federal Verification

Worksheet. Several families who have filed for Pell through the other MDE services have already received the Verification Worksheet—before the Department caught it and had the processor turn off the switch. According to Jim Coyle at ED in Washington, the problem was discovered and solved on March 10, 1987. So you may hear from some families that did receive the Verification Worksheet prior to that date even though they did not file through AFSA.

Think about this . . . For a dependent student, would we actually need to collect a copy of the student tax return or W-2 to verify base year income? Using the straight UM analysis for all aid, the dependent student's base year income does not come into play. With the Pell formula there is a consideration of this amount, but at some schools with so few Pell eligibles, maybe we can be selective of which students must comply with this documentation submission.

PROJECT FOR AN INFORMED CHOICE: SETS GOALS, SEEKS IDEAS

submitted by Vali G. Heist, Alvernia College

The Pennsylvania Association of Colleges and Universities (PACU) has elected as its top priority for the 1980's to address itself to one of the commonwealth's most serious problems: the low participation rates of its citizens in postsecondary education.

The PACU study entitled "Parents, Programs and Pennsylvania Students' Plans," released in 1984, shows that Pennsylvania ranks very low among all states in the percentage of its high school graduates going onto postsecondary education. The study found that student plans for postsecondary education are significantly related to decisions made in junior high school and that they strongly reflect parental influence.

William Harrell is the Director of PACU's "Project for an Informed Choice" which has set its goal to increase postsecondary education participation rates among commonwealth high school graduates by five percent over the next four years.

Among the many Project activities, one is to implement programmatic strategies in a few selected secondary schools to serve as models for demonstrating that students and parents who are well informed about the opportunities for postsecondary education in Pennsylvania will respond positively to seeking out those opportunities. The model schools' program will illustrate that counseling with parents, especially those with indifferent or permissive attitudes about their children's postsecondary activities, can be effective in helping parents to better assess the educational potential and career opportunities for their children.

Through a rigorous selection process with regional committees and the Project Task Force, five schools were identified as having the essential components necessary to bring about changes within their districts and to be positive and influential models for other school districts to emulate in increasing postsecondary participation rates.

All five districts have met with a PACU representative and considered program proposals. Two of the districts have already reached agreements and will begin the organization processes as soon as possible. It is anticipated that the other three schools will accept PACU's offer in the very near future. Implementation work of the Project will continue through December, 1988.

Some of the recommendations made to these schools are as follows: (1) to set up local task forces to examine, organize, and develop programs intended to create positive attitudes among parents and students toward formal education now and in the future; (2) to make early assessments of junior high or middle school students' knowledge of career and postsecondary opportunities, their career interests and plans, and their parents' preferences for their postsecondary activities; (3) to explain thoroughly to students and parents, in individual and group counseling sessions, what will affect future educational

and career opportunities; (4) to assign a counselor the responsibility of regularly working with students and parents, especially those families with indifferent or permissive attitudes about their children's postsecondary activities; (5) utilize computer hardware/software or other formats to provide students with access to at least one of the computer-based college and career guidance systems; (6) to identify and encourage partners to collaborate with the school district in advancing the quality of education and expanding students' and parents' awareness of career and postsecondary education opportunities; and (7) to consider the possibility of integrating career exploration and career awareness into the seventh, eighth, and ninth grade curricula.

Likewise, PACU has made commitments to the model schools: (1) to collaborate and cooperate in planning and organizing activities, programs, and events intended to serve the goals of the Project; (2) to serve as a resource in providing advice and counsel to each district; (3) to act as a liaison between model schools, agencies, institutions, and organizations that may be invited to form partner relationships; and (4) to provide a modest sum of seed grant monies for implementation of program activities.

The Project also intends to urge organizations, associations, and institutions, particularly at local levels, to join in partnerships with school districts as a means of encouraging more able minded students to continue their formal education beyond high school. The objective is to permit Pennsylvania parents and students to make "an informed choice." It is the intention of PACU to demonstrate that a concerted, collective, cooperative effort by these various local organizations can increase the postsecondary participation rates among commonwealth high school graduates.

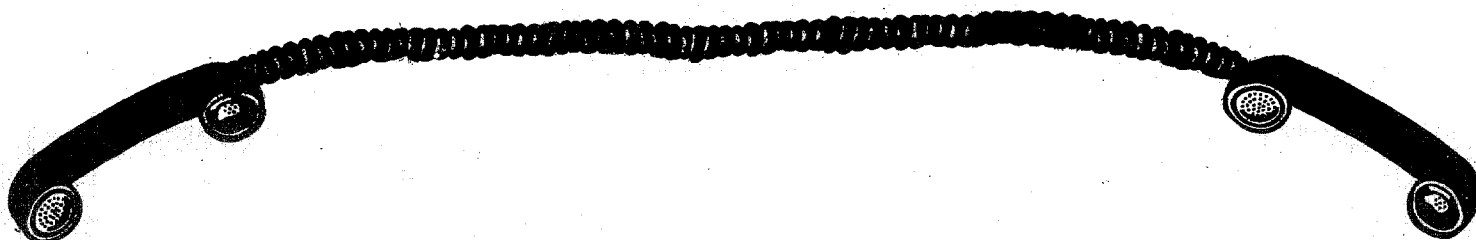
On a state-wide basis, the Project will work closely with PHEAA in its efforts to link high schools with information on careers, to furnish references on postsecondary education opportunities to parents and students and to facilitate financial aid planning for those who aspire to continue their formal education beyond high school.

The Project wants to establish a network among educators and concerned citizens and serve as an information gathering center for strategies that have been used successfully in stimulating further interest in postsecondary education, and it will act as a clearing house for disseminating this information to schools throughout the state.

Here are but a few ideas that describe activities which have been initiated to assist parents and students in gaining a better understanding of and a deeper appreciation for formal education opportunities now and in the future:

(See PROJECT, Page 12)

Financial Aid Hotline



WRAP-UP REPORT

*submitted by George Walter,
Hotline Coordinator, LaSalle University*

PASFAA's second Financial Aid Awareness month was a huge success. During the week of January 12-16, the Financial Aid Hotline answered over 2050 calls from families all over the state.

This year the Hotline was decentralized in an effort to involve as many financial aid officers as possible in the project. As a result eighty aid officers staffed the phones in three locations (Pittsburgh, Harrisburg and Philadelphia) between the hours of 5 to 9 p.m.

In addition to the volunteer efforts of the financial aid community there existed five major role players in the success of Hotline 1987. PHEAA donated the telephones used in the Harrisburg site and paid for the usage. The same generous donation was made by Pittsburgh National Bank. PNB also contributed greatly in the area of paid advertising during the week of the Hotline. Other lenders providing much appreciated financing for advertising were Marine Bank, Northeastern Bank of Pennsylvania and Fidelity Bank. Based on comments which were heard from callers during the week, the ads placed by these institutions were indeed instrumental to the success of the program.

In Philadelphia, Gordon Phillips Beauty School allowed their corporate office to be used and provided their telephones,

thereby eliminating what would have been a monumental cost related to the installation of phone lines.

In reviewing the statistics the first question that comes to mind is why did Philadelphia have less than half as many calls as did Pittsburgh? The answer to this question is advertising. With the exception of Pittsburgh National Bank, the lenders who paid for advertising had not originally had this expense as part of their budget for the year. As a result, the ability to advertise in the Philadelphia area was sorely limited. In looking toward Hotline 1988 early planning, including interested members of the lending community will take place.

I was pleased to serve as the project coordinator for what became affectionately known as T.D.H. around my home and office. It allowed me the chance to meet and talk with many interested and interesting people. It also provided me with the opportunity to work with Susan Collings of PHEAA's Public Information Office. Sue provided much of the effort in composing and distributing the information which was vital to the success of the project. In light of her important contribution I would like to take this opportunity to personally thank Sue.

Finally, I want to once again thank all who were involved in the project and invite any comments, suggestions, and especially **VOLUNTEERS TO HELP COORDINATE** the 1988 Hotline.

1987 VOLUNTEERS

Kevin Altomari
UNIVERSITY OF PITTSBURGH

Linda Anderson
CARNEGIE-MELLON UNIVERSITY

Sheila Angst
ALBRIGHT COLLEGE

Gordon Bateman
ELIZABETHTOWN COLLEGE

Glen Beech
PENN STATE (MCKEESPORT)

Jerry Berenson
BRYN MAWR COLLEGE

Barbara Berkhelmer
SUSQUEHANNA UNIVERSITY

Bonnie Behm
THOMAS JEFFERSON UNIVERSITY

Bill Brown
LEBANON VALLEY COLLEGE

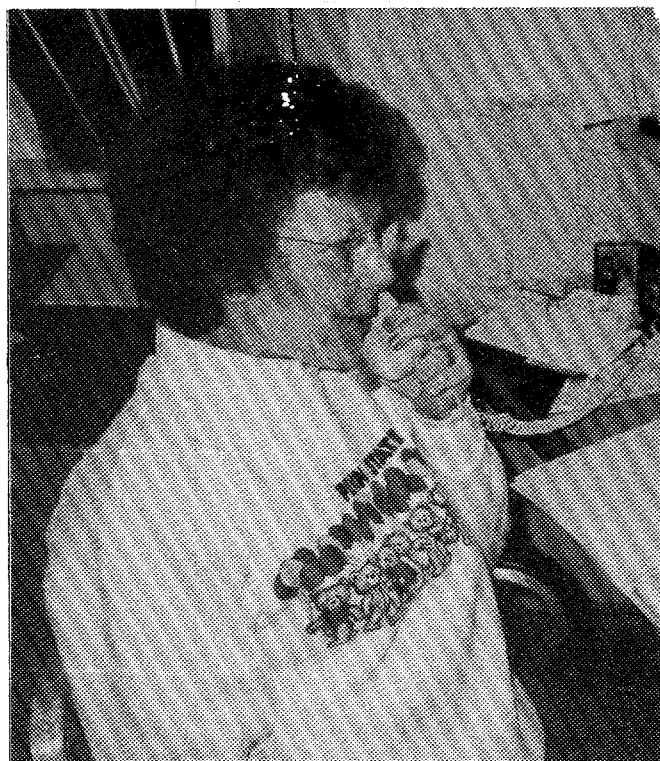
Carl Brown
COMMUNITY COLLEGE OF ALLEGHENY
COUNTY

(See VOLUNTEERS, Page 13)

-A Ringing Success!



GORDON BATEMAN takes notes during a call at the 1987 Hotline.



"HOW MAY I HELP YOU?" asks Sharon Shurow of East Stroudsburg University.

STATISTICS

A total of 2053 calls was received during the five nights. Listed below is a breakdown of these calls using various criteria:

The three sites logged in the calls on a nightly basis as follows:

SITE	1/12	1/13	1/14	1/15	1/16	TOTAL
Pittsburgh	216	220	262	252	216	1166
Harrisburg	86	66	53	77	60	342
Philadelphia	104	98	94	130	119	545

Calls were from parents, students, grandparents, counselors, etc.

1235	from parents
720	from students
98	from others

Records were kept by zip code:

888	from 15000-15999 (southwest)
455	from 19000-19999 (southeast)
399	from 16000-16999 (northeast and northcentral)
218	from 17000-17999 (central)
93	from 18000-18999 (northeast)

Calls were also recorded by the questions asked:

717	General questions
512	State grants
319	PHEAA and/or FAF application questions
310	Pell grant
102	Dependency
93	Other

PROFESSIONAL DEVELOPMENT SEMINARS: JOINING FORCES

*submitted by Laurie Roth,
Lafayette College*

Once again, PASFAA and PHEAA successfully joined forces as PAATP in sponsoring two excellent one-day professional development seminars on February 19 in Valley Forge and February 20 in Pittsburgh. Entitled "Joining Forces: Strengthening Communication Among Secondary Guidance Personnel and Postsecondary Admissions and Financial Aid Administrators in an Effort to Improve Higher Education Participation Rates in Pennsylvania and Enhance Professional Skills," the seminars drew much interest from guidance, admissions and financial aid professionals across the state.

Brother F. Patrick Ellis, President of LaSalle University, delivered an insightful and humorous keynote address. Calling for the return of parents to key roles in setting the course of their children's futures, Brother Ellis encouraged a concerted effort to reach those able students who have counted themselves out of higher education too soon.

On the political front, Brother Pat expressed the need for a fundamental change in the perception that education is a special interest group vying for the charity dollar. Rather, education should be considered an investment, for dollars invested in education are dollars invested in our economy and national best interest.

For those professionals who had never had the opportunity to hear Brother Ellis speak, his address exceeded all expectations. For those familiar with Brother Pat, this keynote confirmed his position as an articulate and dynamic educator and leader.

PHEAA's Director of Research and Policy Analysis, Jerry Davis, presented "Facts, Figures, and Forecasts." This interesting summary of the PACU study of Pennsylvania students' postsecondary plans expanded upon the influential role parents play in their students' perceptions of and plans for postsecondary education. The study showed that parental attitudes and preferences are five times as influential as any other factor affecting postsecondary participation rates.

Mr. Davis' conclusions confirmed the premise that students and their parents must be reached long before students attain the high school level. Much constructive discussion and comment was generated by this thought-provoking analysis.

Naomi Kuziemski, College Counselor at Philadelphia High School for Girls and Vice President for Human Relations for the National Association of College Admissions Counselors, addressed the group "From the Counseling Perspective." In her thoughtful presentation, Ms. Kuziemski stressed the need for communication between counselors and aid officers in order to demystify the extremely cumbersome and confusing process of applying for and obtaining financial aid. Her well-framed philosophical questions stimulated much discussion and interaction among seminar participants.

PASFAA CONFERENCE '87

*submitted by Pat Loughran,
St. Francis College*

PASFAA Conference '87 will be held from October 11 through October 14 at Seven Springs Mountain Resort in Champion, PA. PASFAA members enjoyed Seven Springs in 1983. It's time for us to return there again to have a delightful conference and to enjoy the facilities. Remember, fall foliage is spectacular in the mountains.

To acknowledge Columbus Day, the committee plans festivities of fun and up-to-date government information for Monday, October 12.

A special contest called "What has verification done to me?" is the conference surprise. Please participate by sending a photograph of yourself as a "financial aid rookie" to Rich Esposito at Pittsburgh Beauty Academy, 415 Smithfield Street, Pittsburgh, PA 15222.

If you would like to be a presenter but have not yet volunteered, please contact Christine Zuzack at Indiana University of Pennsylvania by mail or phone or Terminal ID TMJ8.

The Conference Committee is still welcoming suggestions from the members. With any ideas, please contact Pat Loughran at Saint Francis College, Loretto, PA or by Terminal TM64. Finally, who among you is interested in a PASFAA Talent Show?

The day concluded with William Harrell's "Education Beyond High School: A Matter of Attitudes." Mr. Harrell is the project director for PACU's "Project for an Informed Choice," which is intended to increase participation rates in postsecondary education among Pennsylvania high school graduates.

Mr. Harrell described the project's goals, stressed the need for earlier student counseling and appropriate curricular choices, and issued a rallying call to all partners in education for a cooperative effort to increase postsecondary participation rates.

Appreciation and congratulations go to all those in the PASFAA and PHEAA organizations whose time and effort once again resulted in this pair of stimulating seminars.

(For further details on "Project for an Informed Choice," see page 7.)

EASFAA NEWS

*submitted by Don Raley,
Dickinson College*

The EASFAA Council met on February 25 at LaGuardia Airport, the most economical meeting site conceived to date. The one-day fly-in meeting avoided overnight costs for council members and kept transportation costs at a minimum also.

The Council voted to revise the locations previously announced for the 1989 and 1990 conferences. The revised schedule of host cities follows:

- 1987 Buffalo, New York
- 1988 Hartford, Connecticut
- 1989 Portland, Maine
- 1990 Philadelphia, Pennsylvania

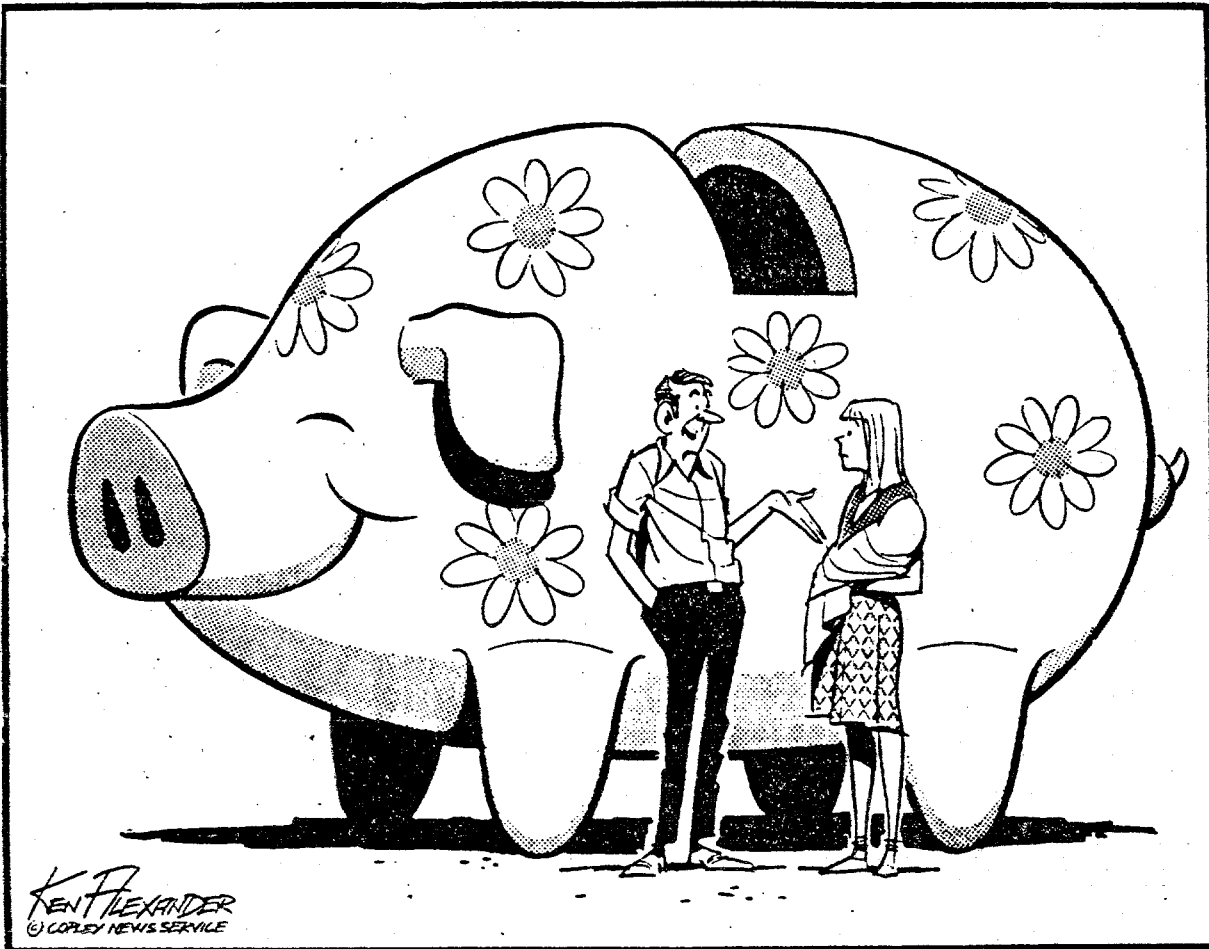
The 1986-87 membership goal of 1000 is very nearly achieved with 977 members confirmed as of the meeting date. Pennsylvania holds the largest state membership in EASFAA

but New York is closing the gap with a special EASFAA membership campaign mounted by NYSFAA president, George Chin.

PASFAA members who are not EASFAA members have been sent an EASFAA membership brochure. Becoming an EASFAA member now is a good way to prepare to attend the EASFAA annual meeting in Buffalo in May and EASFAA provides that important link to NASFAA decision making for PASFAA. Therefore, if you want to become more fully involved as a financial aid professional and if you are not a member of EASFAA already, be sure to respond to the recent membership mailing and plan to attend the annual EASFAA conference in May.

Conference '87 registration material will reach you soon. In this year's packet, you will be pleased to discover the low hotel rates at the Buffalo Hyatt, the stimulating array of professional presentations, and the attractive extra-curricular offerings planned by the conference committee. So, plan to go and see many of your PASFAA friends in May.

*submitted by Nettie
McKeen, Beaver Trust
Company*



"ALL WE HAVE TO DO IS FILL IT UP SO WHEN HE'S READY FOR COLLEGE WE'LL HAVE THE MONEY"

PROJECT

(continued from Page 7)

(1) As part of career day activities for eighth graders, teachers arrange for speakers from the community to tell students about their careers and specialties. Students gain firsthand information about possible career choices which stimulate discussions about what curriculums they should pursue in high school.

(From: Central York Middle School)

(2) Saturday morning workshops are held annually for parents of pre-teens and teens. The sessions deal with coping with the stresses of being a parent, understanding pre-teens, talking with teenagers, and career and college planning.

(From: Waynesboro Area Education Association)

(3) A college hosts an evening program for parents of area high school students to familiarize them with the educational opportunities for their children, to provide financial aid information, and to elaborate on the availability of student services and activities.

(From: The Pennsylvania State University University-Fayette Campus)

(4) Four post-secondary institutions in the same county have produced a 30-minute video tape for junior high students and parents that can be viewed at any time at a variety of schools.

(From: Northampton County)

(5) A counselors association sponsors 7 hour-long financial aid sessions by financial aid officers during the annual October College Fair. The group has found this more beneficial than a table where aid officers answer questions during the evening. The group is also organizing the financial aid nights which high schools will sponsor in December and January, and will publicize the dates as early as the October College Fair. In this way families can plan to attend the more in-depth sessions once the aid forms are available.

(From: Berks Area Counselors Association—BACA)

If you have knowledge of strategies that have been used successfully in stimulating interest among middle, junior and/or senior high school students in postsecondary opportunities, then share your ideas with PACU.

Tell PACU: What is the idea? How was it implemented? What were the results? Please send your ideas to:

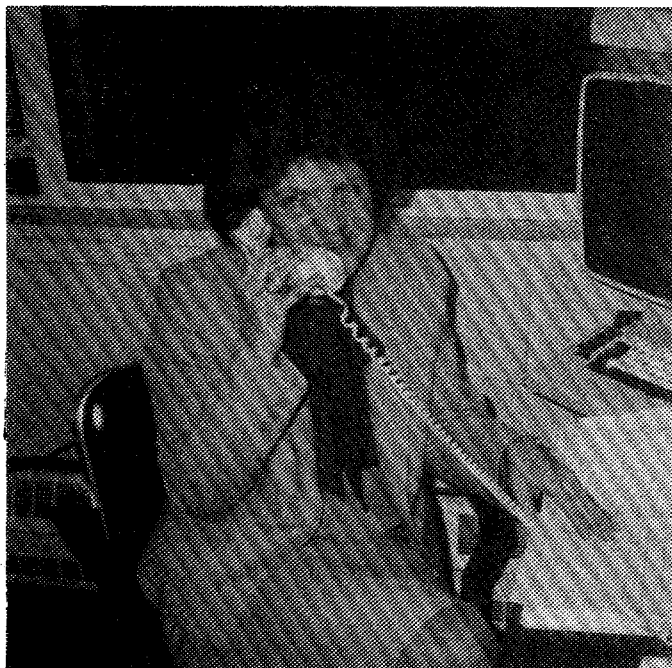
William Harrell

Pennsylvania Association of Colleges and Universities

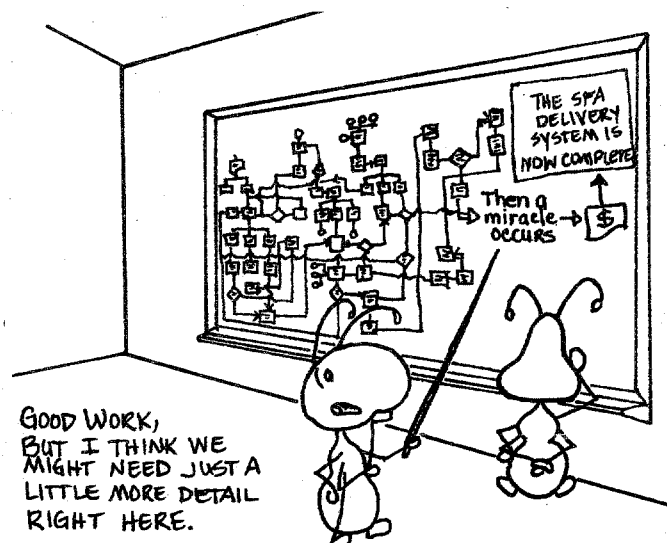
800 North Third Street

Harrisburg, PA 17102

Telephone: 717-232-4446



MARYFRANCES WOODALL fields questions from one of the many calls that came into the hotline.



Reprinted from TGSLC
Nov./Dec. Newsletter

submitted by Vali G. Heist,
Alvernia College

VOLUNTEERS

(continued from Page 8)

Cheryl Browning
BEREAN INSTITUTE

Douglas Bucher
PENNSYLVANIA ACADEMY OF FINE
ARTS

Walter Cathie
CARNEGIE-MELLON UNIVERSITY

Deborah Clark
LANCASTER BIBLE COLLEGE

Lisa Cooper
TEMPLE UNIVERSITY

Linda Conrad
THOMAS JEFFERSON UNIVERSITY

William Coppertwaite
DREXEL UNIVERSITY

Beth Crawford
CARNEGIE-MELLON UNIVERSITY

Paul Cuckanna
CARNEGIE-MELLON UNIVERSITY

Betty Davis
COMMUNITY COLLEGE OF ALLEGHENY
COUNTY—SOUTH

Frank Dutkovich
DUSQUESNE UNIVERSITY

Cindy Farrell
THIEL COLLEGE

Nicholas Flocco
DREXEL UNIVERSITY

Shawn Godfrey
UNIVERSITY OF PITTSBURGH

Laura Gormley
UNIVERSITY OF PITTSBURGH

Helen Gourousis
DREXEL UNIVERSITY

Beverly Hayden
PHILADELPHIA COLLEGE OF
PHARMACY AND SCIENCE

Buelah Heisey
MESSIAH COLLEGE

Kate Hetherington
COMMUNITY COLLEGE OF
PHILADELPHIA

Robert Heyl
UNIVERSITY OF PITTSBURGH

Dana Hollis
UNIVERSITY OF PITTSBURGH

Kathy Householder
GENEVA COLLEGE

Wendy Johnson
LASALLE UNIVERSITY

Dan Kennedy
CARNEGIE-MELLON UNIVERSITY

Kim Kilyk
LAROCHE COLLEGE

Chris Koterba
FRANKLIN & MARSHALL COLLEGE

Ron Laszewski
BUCKNELL UNIVERSITY

Pat Loughran
ST. FRANCIS COLLEGE

Doug Mahler
ROBERT MORRIS COLLEGE

Theresa Mak
HUSSIAN SCHOOL OF ART

Barry McCarty
LAFAYETTE COLLEGE

Suzanne McColloch
UNIVERSITY OF PITTSBURGH

Deborah McCrerey
PHILADELPHIA COMMUNITY COLLEGE

Fran McKeown
BUCKS COUNTY COMMUNITY
COLLEGE

Robert Meck
CARNEGIE-MELLON UNIVERSITY

Mary Miller
INDIANA UNIVERSITY OF
PENNSYLVANIA

John Morris
TEMPLE UNIVERSITY

Larry Musick
NORTHEASTERN CHRISTIAN JR.
COLLEGE

Helen Nunn
SUSQUEHANNA UNIVERSITY

Clarke Paine
PENNSYLVANIA SCHOOL OF THE ARTS

Julian Pawlak
LYCOMING COLLEGE

Jack Pergolin
ST. JOSEPH'S UNIVERSITY

Georgia Prell
EAST STROUDSBURG UNIVERSITY OF
PENNSYLVANIA

Mike Price
ST. FRANCIS COLLEGE

Raymond Randall
BUCKNELL UNIVERSITY

Michele Roy
MANOR JUNIOR COLLEGE

Laura Rucinski
CHESTNUT HILL COLLEGE

Deborah Rupert
CHATAM COLLEGE

Renee Saleh
KUTZTOWN UNIVERSITY OF
PENNSYLVANIA

Nancy Salvage
DUQUESNE UNIVERSITY

Gary Seelye
CALIFORNIA UNIVERSITY OF
PENNSYLVANIA

Pat Serianni
SWATHMORE COLLEGE

Ron Shunk
GETTYSBURG COLLEGE

Sharon Shurrow
EAST STROUDSBURG UNIVERSITY OF
PENNSYLVANIA

Kathleen Smith
BOYD SCHOOL

Paul Smith
CARNEGIE-MELLON UNIVERSITY

Betty Soergel
PENN STATE UNIVERSITY (NEW
KENSINGTON)

Joyce Spencer
CALIFORNIA UNIVERSITY OF
PENNSYLVANIA

Staci Stewart
CHATAM COLLEGE

Tony Summers
COMMUNITY COLLEGE OF ALLEGHENY
COUNTY—BOYCE

Rosemary Sweeney
LANKENAU HOSPITAL SCHOOL OF
NURSING

Art Switzer
VILLANOVA UNIVERSITY

Audrey Tobin
CONTROL DATA INSTITUTE

Laureen Tracey
WESTERN PENNSYLVANIA HOSPITAL

Stuart Weiner
ACADEMY OF MEDICAL ARTS

Robert Weisenauer
POINT PARK COLLEGE

Lisa Wick
TRIANGLE TECHNICAL INSTITUTE

Jan Wolf
POINT PARK COLLEGE

Mary Woodall
ELIZABETHTOWN COLLEGE

Paul Zimmerman
DUQUESNE UNIVERSITY

Chris Zuzack
INDIANA UNIVERSITY OF
PENNSYLVANIA

NEWSLETTER PUBLICATION SCHEDULE

Editions of the PASFAA newsletter are scheduled for November, January, March, May, and August. Articles, editorials, position openings (printed free-of-charge), and other contributions must be submitted by the first week of the month of publication. All materials and any questions about the Newsletter should be sent to Vali Heist, Alvernia College, Reading, PA 19607.

MOVING OR CHANGING POSITION?

PASFAA membership belongs to the individual and not your institution. Please be sure to provide PASFAA with changes of address or changes in title. Membership directories are printed for PASFAA by Bob Prince of Financial Collection Agencies and should be available shortly. You should review your entry and submit any necessary changes to Georgia Prell, Financial Aid Office, East Stroudsburg University, East Stroudsburg, PA 18301 where the membership list is maintained.

NEWSLETTER STAFF

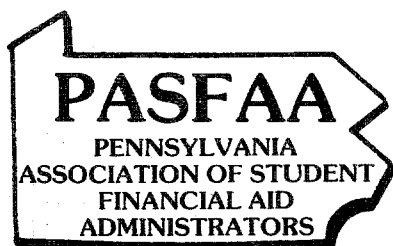
Editor	Vali G. Heist, Alvernia College
Staff	Georgia Prell, East Stroudsburg Univ. Elizabeth Green, Hamilton Bank
Editorial Board	Sheila Angst, Albright College John A. Pergolin, St. Joseph's Univ.

CONFERENCE DATES TO REMEMBER

EASFAA May 3-6, 1987
Hyatt Regency Hotel, Buffalo, NY

NASFAA July 22-25, 1987
The Sheraton Washington, Washington, D.C.

PASFAA October 11-14, 1987
Seven Springs Mountain Resort, PA



Alvernia College
Financial Aid Office
Reading, PA 19607