

PASFAA

Pennsylvania Association of Student Financial Aid Administrators

NEWSLETTER

WINTER 1994

VOLUME XXVIII



The room was filled to capacity-
Financial Aid Officers hung onto every word-
Was it Direct Lending? Was it the Federal Update?
Turn to back cover to learn what could
captivate the undivided attention of so many . . .

27th
Annual
Conference
SEVEN SPRINGS
October 22-25, 1995

WHAT'S INSIDE:

- 1994 PASFAA Conference Review
- Hotline 95 Reminder
- Distinguished Service Award
- Council Notes
- Conference Pictures
- Financial Aid Nights
- PAATP News

1994-95 PASFAA EXECUTIVE COUNCIL

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Editor Excerpts

1. NEWSLETTER EDITORIAL BOARD FOR 94-95

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2. PUBLICATON SCHEDULE

Articles, position openings, or newsworthy items can be submitted to any of the Board members according to the following publication schedule:

Spring 95 issue:	articles due February 15
Summer 95 issue:	articles due June 1
Fall 95 issue:	articles due August 15
Winter 95 issue:	articles due December 1

3. IMPORTANT MESSAGE

The opinions expressed by individuals who contribute articles to the newsletter do not necessarily represent the position of PASFAA.

Pasfaa Potpourri

1. **MOVING OR CHANGING POSITION?** PASFAA membership belongs to the individual and not your institution. All changes in name, address, or title should be submitted to Georgia Prell, Financial Aid Office, East Stroudsburg University, East Stroudsburg, PA 18301. This is where our membership list is maintained.

2. 1994-95 PASFAA COMMITTEES

Government Relations	Donald S. Shade
Membership and Elections	Ronald L. Shunk
Professional Standards and Training	Georgia K. Prell
Public and Professional Information	Bonnie L. Behm
1995 Conference	Clarke Paine
1995 Hotline	Wendy Dunlap

3. MEMBERSHIP IN PASFAA

Subscription to the PASFAA Newsletter is included in your yearly membership fee. Contact Ronald L. Shunk, Gettysburg College for information about 1994-95 PASFAA membership.

4. LETTERS TO THE EDITOR

Do you have an opinion to share? Do you have a question to ask? Do you want to vent your frustrations? Do you wish to send a message to the readership? Do you wish to share an anecdote? If you have answered yes to any of the questions above, then you will be happy to know we are beginning a new column in the Newsletter to specifically address those types of issues, thoughts, and feelings.

Please send your letters to: Joyce M. Ballaban, Editor
PASFAA Newsletter
Albright College
P.O. Box 15234
Reading, PA 19612-5234
FAX: (610) 921-7530

All letters must be signed and we reserve the right to condense or edit if necessary.

LETTER FROM THE PRESIDENT

Dear PASFAA Colleagues,

I am proud to begin my term of office as President of our association. The depth of knowledge and the willingness to share professional expertise with our colleagues and community is a hallmark of the PASFAA membership. Recent PASFAA activities serve to highlight the vitality of our organization.


Clarke Paine and his committee deserve recognition for the excellent annual conference that they prepared for the membership. This year's conference had record-breaking attendance of 432 participants! The sessions and speakers provided a wide range of informative topics and enlightening discussions for the attendees. We were also honored to have Michael H. Hershock, President and CEO of PHEAA, address our group during Tuesday's Membership Recognition Luncheon. This was the first opportunity that many PASFAA members had to personally meet Mr. Hershock since he assumed his office in September. Don Raley of Dickinson College was selected to receive the 1994 PASFAA Distinguished Service Award for his fine contributions to the financial aid profession.

During the month of November, PAATP was busy with the Guidance Counselor Workshops that were conducted across the Commonwealth. At 38 sites, PASFAA presenters, site-registrars, and PHEAA Regional Directors updated and trained high school counselors on new financial aid developments and basic principals of aid. Thanks go out to all who volunteered for this effort.

One of our biggest annual projects will be held during the last week of January - The Financial Aid Hotline! This project also needs the support of the membership to man the phone lines during the evenings that the Hotline operates. Wendy Dunlap of Point Park College is chairperson of this year's event and is always willing to accept your support and participation.

Help to keep our organization strong by continuing to volunteer and support PASFAA activities. We have a lot to be proud of with our history of participation and involvement. If you would like to become more active in PASFAA but are unsure of how to do this, please do not hesitate to contact me. I welcome your interest.

Sincerely,



Christine A. Zuzack

EDUCATED, ENTERTAINED, 1994 PASFAA

A record number of PASFAA members (432) attended our 26th annual Conference at The Hotel Hershey. The conference was held Sunday, October 23 to Wednesday October 26, 1994.

Educated - Starting with the PAATP pre- Conference held October 22-23, 1994 and finishing with the federal update on October 26, 1994, over 50+ sessions and 4 general sessions were conducted. Added to the conference this year were personal/professional development sessions which included Attitude, Humor and the 90's, Team Building, Customer Service, and Workaholism. Also, PASFAA members presented the more programmatic sessions and our PASFAA members from PHEAA continued their strong support by presenting 10+ sessions.

Entertained - Conference attendees could not survive on sessions, food, and chocolate alone. Continuing up the hierarchy of needs -- we needed entertainment and We Got It! Sunday was a full day. At the Presidential Welcoming Reception (Central PA style) our guitar players added to the atmosphere of the Fountain Lobby. Also, we had hors d' oeuvres and canapes made of Yes, Lebanon Bologna! Those fortunate enough to attend the opening business meeting were "thrown kisses" by a Hershey Bar and Reese's Peanut Butter Cup, while they were dancing "Footloose". The music continued at the American the Bountiful Buffet with the Wes Fisher Trio playing our requests. Dave Rojahn entertained us with his magic and humor after dinner. From the time Dave hit the stage until he left, he had the crowd laughing and amazed with his style of magic. Dave also included a few of our own (Nancy Harvey, PNC and Ron Swift, Edinboro University) to give us moments to remember. The night finished with the music of Burning House, who had us dancing till midnight.

Monday night "Mr. B" had us dancing again into the late night early morning. Finally, Tuesday's dinner was a Murder Mystery with awards being given to our best Actor, Actress and Detective.

Enlightened - John Dean, managing partner of Clohan & Dean, gave us an inside look at the Washington scene from a perspective we had never had before -- that of a lobbyist. Tuesday at lunch Michael Hershock, president of PHEAA, shared his thoughts of PHEAA's role. This was also PASFAA's first opportunity to get to know Mr. Hershock. Wednesday brought us a triple-header of information and insight. A panel discussion of current direct-lending Institutions shared their experiences and thoughts on this new way to process loans. Rich Irvin gave us our update on loans and Jeff Baker concluded our program with a federal update.

ENLIGHTENED . . . ENJOYED!!

CONFERENCE REVIEW

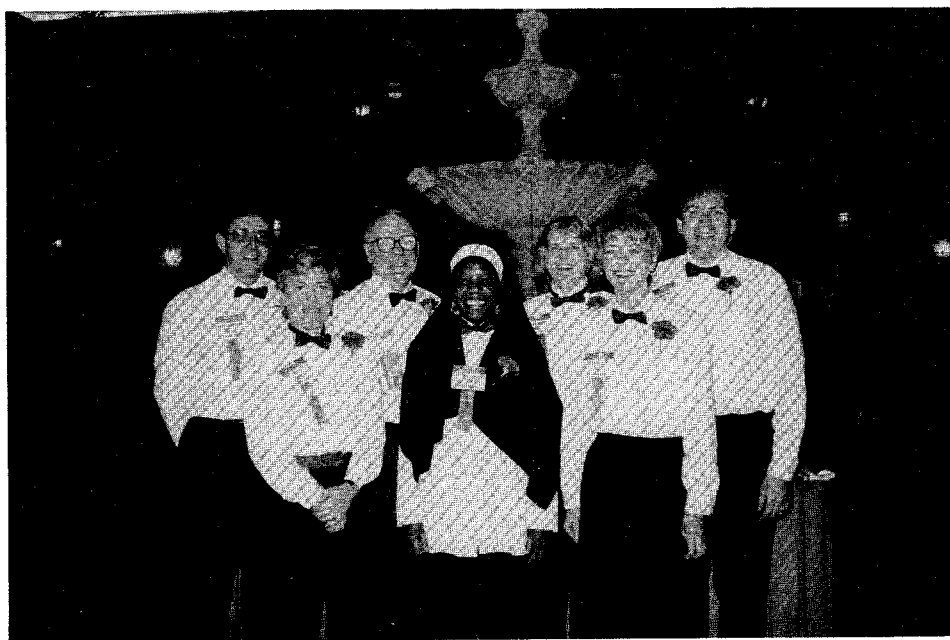
*Submitted by: Clarke Paine
Elizabethtown College*

Enjoyed - The Hotel Hershey provided an outstanding conference site with their facilities, staff and food.

Finally, Don Raley received the Distinguished Service Award during Tuesday's Membership recognition luncheon. This award is bestowed on a PASFAA member who has shown outstanding service to PASFAA and the profession. Congratulations, Don for this honor.

Again many thanks to those who volunteered (or were drafted) to present, greet or moderate at the conference. Also to our sponsors, PNC, PHEAA School Services, Integra Bank, First Fidelity Bank, Mellon Bank, Chemical Bank, Fleet Bank, Citibank, Education Finance Center, and Sallie Mae.

Past conferences have elevated expectations for each succeeding conference and people are already talking and getting ready for Seven Springs October 22-25, 1995.



EDUCATED, ENTERTAINED & ENLIGHTENED
"Compliments of the 94 Conference Committee"



PASFAA • EASFAA • NASFAA

Presidents  were Us

PAST • PRESENT • FUTURE

Transparency Forms Available

Christine A. Zuzack

An updated set of forms from which you can make a set of transparencies for financial aid presentations was distributed at the annual conference in Hershey. This project, under the direction of the Professional Standards and Training Committee, is an update to the initial development of these materials in 1989.

If you did not attend the conference or did not receive a set, you may obtain one by contacting Georgia Prell at East Stroudsburg University of Pennsylvania.

PASFAA 1994 CANDIDATE ELECTION RESULTS

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East Stroudsburg University

SECRETARY

Ms. Bonnie Behm
Thomas Jefferson University

VICE-PRESIDENT

Mr. Donald S. Shade
Pennsylvania College of Technology

PROPRIETARY SECTOR REPRESENTATIVE

Ms. Nora Downey
Gordon Phillips Beauty School

TREASURER

Ms. Madelyn Campbell
Dickinson College

NEWS FROM THE "NORTHWEST"

submitted by: Ragan Watson
Clarion Univ. of PA

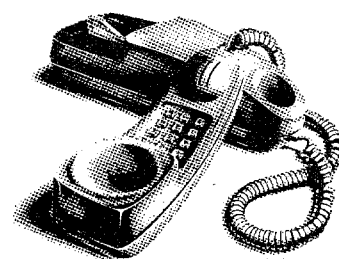
The Northwest Pennsylvania Financial Aid Administrator Association (NWPFAA) awarded three \$300 scholarships this fall to students attending member institutions. Well over one hundred and fifty applications were received from incoming first year students. Awards are made in three categories: Four year, two year or less and combined (either two or four year). Scholarship recipients will be attending Crawford County AVTS (practical Nursing Program), Westminster College and Clarion University of PA.

NWPFAA is composed of approximately 52 member institutions including financial aid administrators, student loan officers, guidance counselors and other professionals who interact with the financial aid community. The group, which has been in existence for five years,

generally meets twice a year in an effort to provide an informal forum for the various constituents to discuss aid issues. Frequently, guest speakers from a variety of different fields are asked to speak to the members on a variety of different issues such as debt management and advice on financial investments.

NWPFAA members hope that their organization will continue to grow so that they may award scholarships to eligible students in the future. Plans are already underway for the organization's Spring meeting. Financial aid administrators and Student loan officers who work in northwestern PA and who may be interested in learning more about NWPFAA should contact Ms. Debbie Mattison, NWPFAA President for the 1994-1995 year, at (814) 726-2360.

HOTLINE JANUARY 1995



Calling all volunteers . . . It's the 1995 PASFAA Hotline. Planning and coordination is underway for the upcoming PASFAA Hotline. The Hotline will run from January 23, 1995 through January 27, 1995. Please consider donating an evening of your time for this event. If you did not already get a chance to sign up for the Hotline at the PASFAA Conference, you may sign up by completing a forthcoming volunteer form. This form will be mailed to PASFAA members in the next several weeks. In addition, you can contact a site coordinator for more information or to express your interest. This year's site coordinators are Marykay McCaughan of Villanova for Philadelphia, Carolyn Wharton of Elizabethtown College for Harrisburg, and Patricia McCarthy of La Roche College for Pittsburgh.

Call Wendy Dunlap (412) 392-3930 or CG01031 for more information

Financial Aid Nights:

Imagine this scenario, if you will: it's six o'clock in the evening on a rainy Monday night. Daylight savings time has long since passed, so it's pitch black when you leave the office. You have butterflies in your stomach because you have little experience in public speaking. You're nervous about representing your institution because you must concern yourself with its reputation as well as your own, and you can forget about dinner. There's no time to eat, and you're too queasy anyway. Rush-hour traffic has reached an all-time high and you're anxious about arriving late. You think wistfully about being cozy at home with your family, perhaps watching the evening news. At this point, you wonder just how you've gotten into this mess. Is it really worth it? Absolutely.

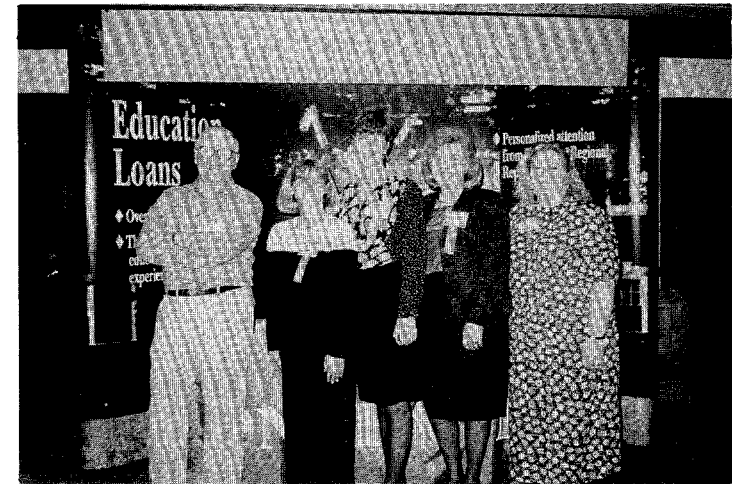
Participation in local Financial Aid Nights can be rewarding for the individual as well as for the institution he or she is representing. It is a goodwill gesture that can provide generous returns for all, whether you are a Financial Aid officer or lender:

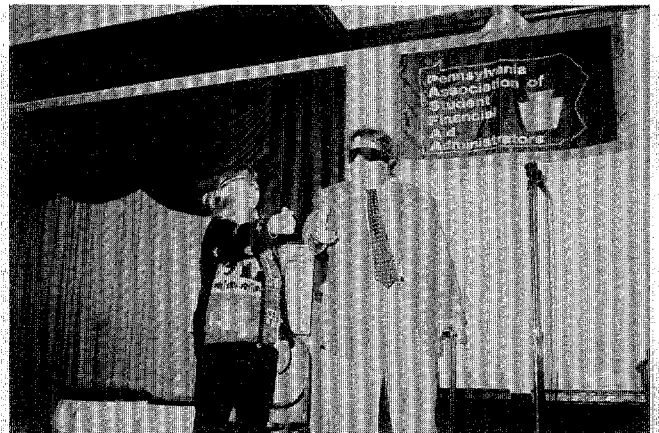
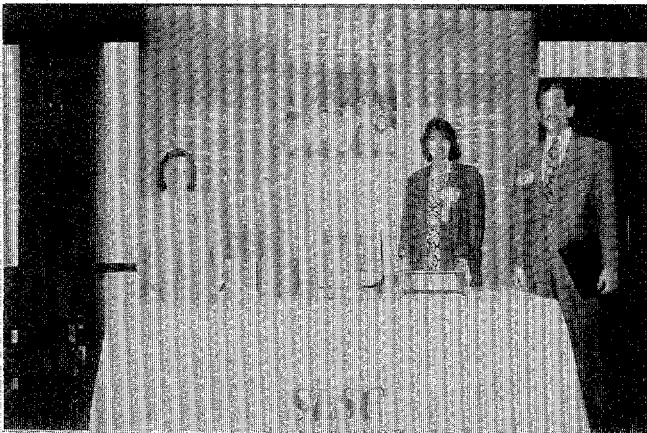
- **Appearances at Financial Aid Nights can boost sagging enrollments and increase loan volume.** No, there's no empirical data that can support this claim. However, the college or bank that has a "presence" in the marketplace can only benefit from good public relations . . . and that's exactly what a good speaker can do for his employer. For instance, if a student was torn between ABC and XYZ Universities, hearing a convincing presentation by a caring professional might make the difference. It certainly couldn't hurt.

From the lender's perspective, I have received numerous phone calls over the years from parents who have heard me speak and were not PNC Bank customers at the time. We've not only made loans to those families, we've also captured some of those deposits!

- **Financial Aid Nights can play a significant part in your comprehensive community outreach.** Every institution is concerned about its public image to some degree. What does the college do for the town in which it's located? What does the bank do for the city? Your volunteering of your time as a designated representative of your employer can only enhance its status in the community. This is particularly important for financial institutions in compliance with Community Reinvestment Act (CRA). Lenders should let their CRA Officer know when they're speaking publicly. If your institution isn't large enough to have a specific CRA department, contact your Compliance Officer. It's guaranteed that *someone* in your shop will want to know of your efforts.

- **The Un-wrinkled brow phenomenon:** The professionals in financial aid and student loans tend to be a pretty caring group. There is a tangible reward in dispelling parents' concern. They arrive at the high school visibly worried about how they're going to pay for their child's education. Most of them don't even know where to start. You can't solve all their problems with a general presentation in one night, but you can educate them as to what their options are. As the old adage goes, Knowledge is Power, and they leave feeling better equipped to deal with the overwhelming task of financing an education. It's especially rewarding when someone approaches you after





Are They Worth the Effort?

*submitted by : Sally Whiteman
Assistant Vice President, PNC Bank*

the lecture portion to thank you, or to ask you a question privately. That gratitude outweighs your early evening butterflies-in-the-stomach.

... And now, for some pointers ...

- **KNOW YOUR TOPIC.** That seems pretty self-evident, but take another look. Are you a generalist, or do you specialize in a particular area? FAO's: when's the last time you reviewed which states are non-portable for the PHEAA State Grant or what the out-of-state limits are? Lenders: are you familiar with the new Common PLUS app? Are you up-to-date on how PLUS loan denials may result in the awarding of an Additional Unsubsidized Stafford loan to the student?
- **Find out who the other speakers will be that evening.** If you're new to this business, the Financial Aid Officer and/or PHEAA Regional Director will be placed on the agenda before the lender. However, you should coordinate with the other speakers to minimize duplication of effort. Too much repetition is boring to the audience, and potentially annoying to your colleagues. Know in advance if you're willing to share the podium with a financial planner, or how many speakers is your (or the audience's) limit.
- **Bring some materials with you.** Whether it's an institutional aid or bank student loan brochure, your own fancy publication, or The Student Guide, it's always helpful to bring supplementary material to have parents take home. Learn from the Guidance Counselor how many have attended in the past so you can gauge how many to bring.
- **Of particular interest to lenders: be sure to brush up on direct loans.** Be prepared. You should know the extent of national and state involvement in this program and be ready to discuss it calmly and professionally. Direct loans have received some press outside of the aid community, and parents are confused. You can help clarify, or ask your FAO partner to assist you.
- **Other ways to enhance your presentation:** Consider taking a public speaking course if you feel you need it. Perhaps your institution has a course in its training department. Visual aids always assist in making a clearer presentation, too. This could range from a showy slide presentation to running transparencies through the office printer. The audience will be grateful you invested the time to do so, even if they're unaware of it.

You can enhance both your institution's and your own professional image in the successful planning and implementation of a good Financial Aid Night program. Best of Luck!

NEOPHYTE AID ADMINISTRATORS . . . the start of a beautiful friendship

by: Joyce M. Ballaban
Albright College

Sunday, October 23rd marked the first day of 'conferencing' for many experienced aid professionals throughout the state of Pennsylvania. However, there was a small group of individuals who made their appearance at The Hershey Hotel one day early. This group comprised of approximately 20 people, began 'their conference' on Saturday, October 22nd by attending a two day pre-conference PAATP training program for new financial aid administrators who have recently joined our profession.

Under the tutelage of three 'seasoned' financial aid veterans, this group was exposed to a multitude of financial aid programs, forms, and experiences they will someday face should they continue within our esteemed profession. Though not listed as part of the training program, one of the important objectives accomplished during the workshop was the formation of friendships and collegiality amongst neophytes that is so critically important in cementing ties within the profession. Throughout the conference, it was a pleasure to see so many of our new colleagues continuing their training, not as 'singles or loners' but now as 'couples or groups'. Perhaps there is safety in numbers or perhaps the old saying 'no man is an island' surfaces here, but most likely, the comradeship of having someone 'as new as you' was the motivating force behind these new friendships.

Whatever it is that surfaces in these type of situations is hard to name, but there is something very special about the relationships that are created during this time. To this group of 20, please continue the friendships you began way back in October . . . you will be rewarded greatly in the future.

FOUR-YEAR PRIVATE SECTOR

The four-year private sector will be meeting at the HUB (Holland Student Union Building) on the campus of Dickinson College on Friday, December 9, 1994. The meeting will begin promptly at 9:30 and end approximately 3:30 pm. Featured speakers will be Brian Mitchell and Richard Miller of CICU and Mary Beth Kelly from PHEAA. Mary Beth will be speaking about the new part-time state grant program. Lunch will be included for \$13.00. Special thanks needs to go to our hosts at Dickinson for their help in arranging the meeting and the lunch. Any questions regarding the meeting should be directed to:

Cate McIntyre c/o Allentown College 2755 Station Avenue Center Valley, PA 18034-9568 (610) 282-1100 ext 1208. FAX (610) 282-2254. PHEAA Terminal ID# CG00005. Suggestions and input requested.

(A REORT ON ACTUAL MEETING CONTENT WILL BE IN THE SPRING NEWSLETTER)

PASFAA EXECUTIVE COUNCIL MINUTES

OCTOBER 26, 1994

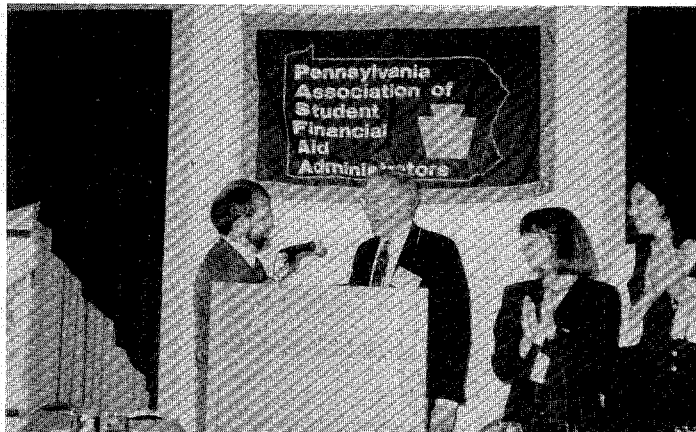
submitted by: Bonnie Lee Behm
PASFAA Secretary

- The PASFAA Executive Council meeting was held on October 26, 1994 at 7:45 am in the Circular Dining Room of the Hotel Hershey, Hershey, PA.
- Madelyn Campbell reported that Robin Szitas passed the year end reports to the auditors. She also reported that we will continue to use the same auditor as last year.
- New expense reports will be made up indicating Madelyn Campbell as the new Treasurer. Madelyn also reminded Council that she needs expense reports for all receipts submitted.
- PASFAA must pay sales tax on all items so Madelyn reminded members of this when working with outside vendors.
- Marge Karl moved to accept the Financial Statement that was presented and Cate McIntyre seconded the motion. Motion approved.
- Clarke Paine reported that at least 425 paid attendees were present at the conference, however, this is not a final count.
- Chris Zuzack commended the conference committee on an excellent job.
- Georgia Prell made a recommendation and the recommendations was approved to appoint Fran McKeown as the 1996 Conference Chair.
- The 1995 Conference will be held October 22-25, 1995 at Seven Springs Resort.
- The 1995 Conference committee was approved: Jim Zuzack, Julie Salem, Joanne Parke Davidson, Michael Price, Patrick Hayes, Fran McKeown.
- Discussion took place regarding the fact that the PASFAA members often do not know who to talk to if they wish to volunteer for conference or other committees. Perhaps we should publish volunteer lists earlier in the cycle to permit committees to form earlier.
- The preliminary hotel prices for next year are as follows: \$130-139 Per person/per night, \$103-107 per person/per night, \$91-98 per person/per night
- Wendy Dunlap, 1995 Hotline Chair is currently looking for a location to host the Philadelphia site.
- Georgia Prell will again be keeping the PASFAA membership data base.
- Don Shade recommended and the council approved the following slate of committee members for the Government Relations Committee: Wendy Barron, Mike Lewis, Sharon Richards, Jean Walker, George Walter, Dan Wray and Jennifer Fedele.
- Don discussed that there are still issues on OVR that need to be discussed. OVR is looking into a new formula for trade and technical schools. OVR needs information on the costs of those schools and PASFAA has volunteered to assist them look in to the costs of these schools.
- Dr. Jane Stockdale of the SPRE was approached by Linda Brittain to see if a representative from PASFAA could be included on the SPRE. Chris asked Don to contact Jane Stockdale and follow up on this issue.
- 38 sites have been selected for the 1994 Guidance Counselor Workshops with all the workshops being held in November. All materials have been revised to fit the revised format.
- Extra transparency materials are available to the membership. A report will be in the membership to advise members that copies are still available.
- Alisa DeStefano was presented and accepted as a new member of the Editorial Board of the PASFAA Newsletter.
- Georgia Prell will continue to serve on PAATP. And Cindy Heaton will fill Georgia's unexpired term.
- Ron Shunk commented that PASFAA is well represented on EASFAA with Mary Miller, Rachael Lohman and Cate McIntyre holding leadership and committee positions.
- Sector Reports
 - Two Year Private - Barbara Schmitt
 - 12 of the 18 members in their sector attended the sector meeting.
 - Four Year Private - Cate McIntyre
 - A sector meeting is planned for December 9 at Dickinson. Brian Mitchell of CICU and a PHEAA representative will be asked to attend.
 - State Related - Bob Heyl
 - Bob reported that he had good representation at their sector meeting.
 - SHEE - Marge Karl
 - Marge Karl reported good representation at her sector meeting.
 - Two Year Public - Fran McKeown
 - A sector meeting will be held in Harrisburg on November 10-11, 1994
 - Proprietary - Nora Downey
 - There was good representation at the proprietary sector meeting
- Barbara Schmitt asked if there was any way that we could have coordinated efforts from the various agencies such as JTPA, OVR, TRA, PIC, and UMW/ABOA. Chris asked Don Shade to contact each agency to see if their efforts could be coordinated or if a manual could be put together to assist the membership with completing the various forms requested by each agency. Don will discuss his findings and pass it on to Georgia's committee if training is involved.
- Chris asked for guidance in spending for the next year since the new budget is not established. Council recommended that the budget from last year be accepted for continuation of spending until a new budget is approved at the December meeting.
- Future meeting of Council will be held on the first Sunday and Monday of December, and the first Monday of February, April, and August and the second Monday of June.
- The meeting adjourned at 9:00 am.

Donald V. Raley

1994 PASFAA Distinguished Service Award

"I am sure anyone who has worked with Don knows his wonderful homespun style of telling a story. At times he meanders through a conversation and a story much the same way that the Mississippi River meanders through the heartland of America. For those who don't know Don . . . they grow impatient with his meandering way of telling a story or making a point. But I always caution them to be sure to wait until he is finished because inevitably there is a 'kicker' in what Don says. The point that he always makes has substance, wisdom, and should be listened to."



Congratulations, Don . . . our words cannot adequately attest to the contribution you have made to the financial aid profession. You have truly 'meandered' through the hearts of your colleagues who have had the privilege of your friendship and expertise.

(EDITOR'S NOTE: Please read Don's thank you letter on page 13, which reflects the exact reasons why he is the recipient of the 1994 PASFAA Distinguished Service Award.)

GOVERNMENT RELATIONS

submitted by: Don Shade
Vice President, PASFAA

The PASFAA Government Relations Committee has met and set its agenda for the upcoming year. The Committee will be very busy as it looks at student loan reform, SPRE, OVR, Phase II, strengthening of the legislative network, and the challenges which we will face in Washington and Harrisburg as a result of the Republican takeover of Congress and the General Assembly. It's going to be a busy year, and the Committee will be looking to the membership for input and support on a number of these issues. Of course, the Committee can not possibly address EVERY issue which arises, so members are still strongly encouraged to read and respond to NPRMs and other matters which cross their desks. The 1994-95 Government Relations Committee consists of Don Shade (Chair), Wendy Barron, Jennifer Fedeles, Mike Lewis, Sharon Richards, Jean Walker, George Walter, and Dan Wray. We're sure you'll be hearing from us.

NOTE OF THANKS

This is to thank Ron Shunk and the 1993-94 PASFAA Council and, indeed, the entire PASFAA membership for bestowing upon me the PASFAA Distinguished Service Award during the recent annual conference. I was totally surprised, significantly humbled and entirely pleased to be named the 1994 recipient of such an auspicious award.

Of course, there are others to be thanked for my being singled out for recognition I received. The college presidents and other senior administrators with whom I have worked at Dickinson College and earlier at Allegheny and Blackburn Colleges deserve a piece of the praise heaped upon me, because they were always supportive of my professional activity. Not to be missed are the financial aid colleagues with whom I have worked, because they have been the ones willing to hold the fort while I have been away from the office. (Honestly, Madelyn and Rick, it's not as glamorous as you may think.) Then there is the family. To my daughters who must have thought frequently - wonder where the old man is tonight; and to my wife, Ann (a.k.a. "Supermom"), I owe unending gratitude. In addition to carrying the responsibilities of a wife and mother, concerns from her professional role of high school counselor and her special interests as a political activist/feminist/volunteer for worthy causes, Ann has become proficient at making excuses for my absences from events like dinner engagements with friends who more or less understand, to family gatherings with the in-law who probably figured - good riddance, to birthday celebrations for our children who may never forgive my commitment to my profession. Perhaps the Distinguished Service Award will lend some credibility to my tales of having to spend too many nights working late in the office or needing to travel to yet another professional meeting.

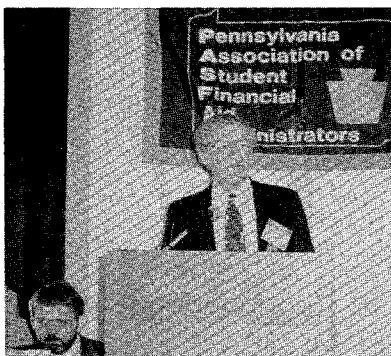
After the excitement of receiving the award subsided, I began to reflect upon my professional activities outside the old grey stone walls of the Dickinson campus. As I recall it, I never aggressively sought out elective office or appointment to a committee. Instead, I think we all have a professional responsibility to do our part above and beyond the letter of our institutional contract which keeps food on our tables and shoes on the feet of our kids. That obligation is to do whatever we can do to help shape the programs with which and the environment in which we work. Nobody knows better than the financial aid administrator who encounters students and parents daily and directly how to build programs and delivery systems to help needy student achieve their educational objectives. While it is easy to sit back and be critical of program development and professional leadership, it is much more challenging, but also more rewarding, to join the effort to forge improvements. In my view, opportunities for professional involvement have never been greater than they are right now.

It is with reverence and wonder that I review the new company I keep as a recipient of this award. Previous recipients of the award are truly movers and shakers of the financial aid profession in Pennsylvania and the nation. I am motivated to try to do even more just to earn my keep in this small, exclusive enclave of luminaries to whom I have looked for guidance in my own career.

Until I see you all again at PASFAA '95 in Seven Springs, I encourage you to send your neophyte colleagues to the PAATP Summer Institute here at Dickinson in June. I guarantee that it will do wonders for them and for you. Give me a call and I'll tell you why.

Also, you directors need to arrange to turn your middle managers loose for a few days in June to let them join the fray we call the PAATP Intermediate Summer Institute. I know it's a bad time to have these important people away from the office, but, it's a terrific investment. Our training needs surveys repeatedly suggest that professional development opportunities are most needed by people who are at about the five year mark in their careers. They will return to the office with renewed vigor and a broader view of why we do what we do.

Again, thanks to you all for naming me the recipient of the 1994 PASFAA Distinguished Service Award.



Sincerely,

Donald V. Raley
Director of Financial Aid
Dickinson College
Carlisle, PA

PAATP

PENNSYLVANIA AID ADMINISTRATORS TRAINING PROGRAM

A Cooperative Effort of PHEAA and the Pennsylvania Association of Student Financial Aid Administrators

CHECK THIS OUT PAATP TRAINING EVENTS

March - Professional Development Series will be offered at two locations with guest speakers that you will not want to miss!

March 10, at the Palace Inn, Monroeville

March 14, at the Valley Forge Hilton, King of Prussia.

Watch for the information being mailed to your offices during the month of January.

April - A Common Interests Workshop Series will be presented at four sites concerning major issues that affect business officers, financial aid and student loan administrators. This is a critical training session with many new updates.

April 7, at the Palace Inn, Monroeville

April 11, at Luzerne County Community College Conference Center, Nanticoke

April 12, Holiday Inn, Mechanicsburg

April 17, Valley Forge Hilton, King of Prussia.

Announcements will be mailed during the month of February to your offices.

June - Two Summer Institutes will be offered, the 14th Annual Summer Institute for New Financial Aid Administrators and the 4th Summer Institute for Intermediate Financial Aid Administrators.

June 12-14, 1995 Intermediate FAA Summer Institute

June 12- 16, 1995 New FAA Summer Institute

A preliminary announcement will be mailed in February and brochures will be mailed early Spring giving detailed information for the 1995 summer institutes.

For further information, contact PHEAA/PAATP staff at (717) 257-2550.

XVRY PXRSON IS IMPORTANT

Xvxn though my typxwritxr is an old modxl, it works vxry wxll --xcxpt for onx kxy. You would think that with all thx othxr kxys functioning propxrlly, onx kxy not working would hardly bx noticxd but just onx kxy out of wack sxxms to ruin thx wholx xffort.

You may say to yoursxlf -- Wxll I'm only onx pxrson. No onx will noticx if I don't do my bxst. But it doxs makx a diffxrxncx bxcausx to bx xffxctivx an organization nxxds activx participation by vxvry onx to thx bxst of his or hxr ability.

So thx nxxt timx you think you arx not important rxmxmbxr my old typxwritxr!

YOUARX A KXY PXRSON!!!

TRAINING: KEY TO SUCCESS & PROFESSIONAL DEVELOPMENT - Part 2

*submitted by: Diana Miller
PHEAA/PAATP Specialist*

To become a PAATP volunteer is as easy as 1 - 2 - 3! PAATP mails an announcement in January inviting individuals from the financial aid community to volunteer for the next program year; this announcement is both an invitation to participate and an application form. This year's mailing will be different since both the PASFAA self-nomination form requesting that individuals with training experience volunteer to be considered for appointment to the Planning & Program Development Committee and the PAATP interaction/application form will be in the same envelope. The PPD&C is the committee which plans the calendar of workshops to be presented during the program year. Volunteering for PAATP may include serving as a committee member which involves writing assignments or as both committee and faculty which involves writing assignments and presenting for a workshop series. The completed PAATP application is to be returned to PHEAA; the self-nomination form should be returned to PASFAA.

Each July PAATP mails acceptance letters along with a personnel data sheet to its volunteers with all of the pertinent information concerning the workshop series, meeting dates, the schedule workshop dates, etc. to which they have been assigned.

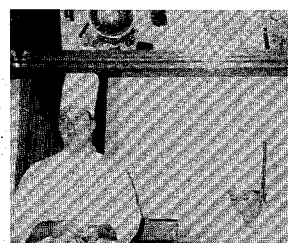
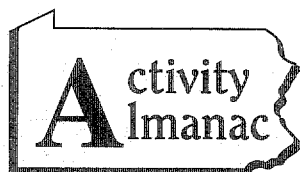
Are there advantages resulting from being a PAATP volunteer? We can only share what your colleagues have said over the years. Several individuals have expressed that it gave them the opportunity to meet and work with individuals at other types of institutions as well as from different parts of the state. It also provides you with recognition from your peers and from your institutions that you are a dedicated professional willing to share experiences and information with the financial aid community. Training opportunities are available and you will be able to "grow" within your profession as a presenter as well as learn while being part of the training process.

The Planning and Program Development Committee reviews the list of volunteers and their applications that were received during February and March. The volunteers are assigned as committee or committee/faculty to each workshop series with consideration of both experience and region. Based upon acceptance of assignments, individuals are contacted until all of the workshop series for the new program year are completely staffed. By returning the personnel data sheet and accepting an assignment to either write a portion of the syllabus or both write and present, the volunteer has committed oneself to giving of his/her time and talents to PAATP. This acceptance should not be taken lightly, it is a major professional responsibility to help in providing current training information to your colleagues and other professionals in the financial aid community. A committee/faculty member is expected to complete the assignment given to them by their chairperson in a timely manner and to the best of their ability.

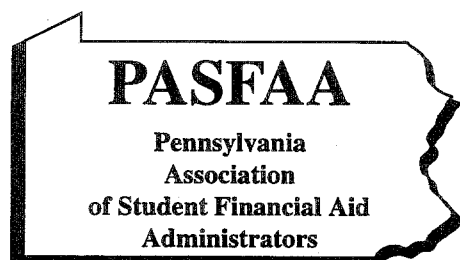
Membership on the Planning & Program Development Committee is a three year commitment of five meeting a year along with the chairmanship of a workshop series which will require an additional two meetings in Harrisburg and/or at a workshop.

Watch for the invitation to participate in PAATP as a faculty and/or committee member and the PASFAA self-nomination form for PAATP Planning & Program Development Committee in your January mail.

The next "Training" article will explain how workshops are structured and selected for the annual PAATP Calendar.



February-March, 95	College Services/Need Analysis, sites TBA
March, 95	Professional Development, listed page 14
April, 95	PHEAA Remote Time Sharing Service Seminars, sites TBA
April, 95	PAATP Common Interests Workshops, listed page 14
May 7-10, 95	EASFAA Conference, Burlington, VT
June 12-14, 95	Summer Institute-Intermediate FAO, Carlisle, PA
June 12-16, 95	Summer Institute-New FAO, Carlisle, PA
July, 95	State Grant Certification Workshops, sites TBA
July 9-12, 95	NASFAA Conference, San Antonio, TX
July 26-29, 95	National Conference on Student Retention, New York, NY
October 22-25, 95	PASFAA Conference, Seven Springs, PA
November, 95	Support Staff Workshops, sites TBA
July 14-17, 96	NASFAA Conference, Denver, CO
July 13-16, 97	NASFAA Conference, Philadelphia, PA



Albright College

Financial Aid Office
Reading, PA 19612