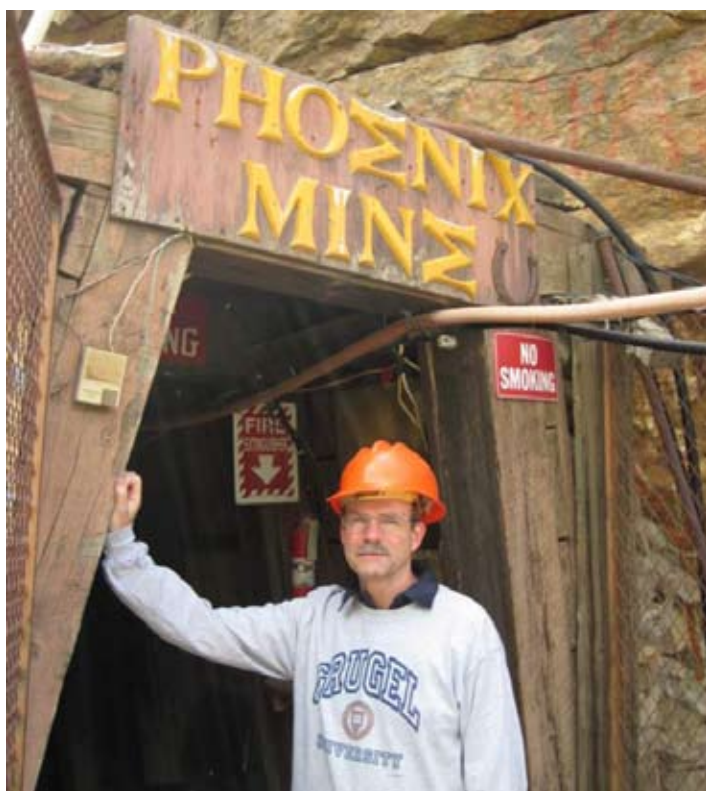


Letter From The President

Kenneth Grugel, PASFAA President

Dear PASFAA Family,



As I write this article for the spring edition of the PASFAA POST it is snowing outside and 13 degrees! It just goes to show how fast our seasons change in Pennsylvania and how fast our profession also changes. Just a few short months ago, we were planning the opening of another school year, now we are planning once again for fall of

2011. Somewhere we need to "fit in" spring and summer and take a vacation.

PASFAA members have been busy this past fall with many notable accomplishments. To name just a few, you have assisted with FAFSA completion sessions, developed tutorials on the PASFAA web site, contacted the US DOE to retain the loan question on the 2011-12 FAFSA, assisted with numerous college fairs, sent electronic holiday greetings to our business partners, and conducted countless guidance counselor workshops and presented at college nights. You did all of this because you follow the A,B,C's of financial aid administration. You have the right ATTITUDE in your work, you are up to date on the BEST PRACTICES, and you clearly know how to COMMUNICATE to your students/ families and colleagues.

This coming spring our president-elect and vice-president will attend NASFAA's Leadership Conference in Washington, D.C. What a great way to learn more about being a leader in PASFAA and on campus. We will be conducting Spring Training in Grantville and Mars and will be gearing up for the ever popular Don Raley Institute held at Dickenson College each summer. Our Association offers so much for its membership in personal and professional related activities each year to keep us up to speed on what we need to know to be effective practitioners of our craft.

I have often wondered if I had my own college and all the money I needed to assist students what I would do differently to help them. Probably call on PASFAA for help!

Enjoy the sunny days ahead!

Remember - WE ARE FAMILY!

Respectfully submitted,
Ken

From the Editor's Desk

Keri Neidig, Newsletter Editor

Greetings Fellow PASFAA Members!

I write to you during a time of chaos in the office. Whether you are making preparations for the incoming freshman class or engaging in loan 'clean up' and exit counseling sessions, there is never a dull moment in this industry!

A few things I wanted to draw your attention. We have a packed newsletter and hope you find the following pages beneficial to each of you. As always, we need your ideas. If you do not see topics of interest covered by the Newsletter Committee, please get in touch with me. As your editor, it is my goal to provide a valuable, informative and accurate newsletter. Your feedback, suggestions and comments are welcome and encouraged. Contact me directly at

Keri.Neidig@salliemae.com or 610-419-2581.

continued on page 2

From the Editor's Desk... (continued from page 1)

Plan your conference attendance now:

- **PASFAA Spring Training** is around the corner! You will find details on the two sessions offered and agenda items enclosed.
- **45th Annual EASFAA Conference** - Registration is now available
 "Higher Education: Making Stars of the Future"
 May 15-18, 2011
 Sheraton Society Hill, Philadelphia, PA
<http://easfaa.org/docs/conference/2011/index.html>
- **NASFAA National Conference**
 "Uniting for Financial Aid's Future"
 July 17-20, 2011
 Boston, MA
<http://conferences.nasfaa.org/2011National/default.aspx>

- **PASFAA Annual Conferences**

- October 23 - 26, 2011: Station Square Sheraton, Pittsburgh
- October 29 - 31, 2012: Hilton Hotel, Harrisburg
- October 14 - 16, 2013: Penn Stater

On behalf of the Newsletter Committee, I thank you for your support of the PASFAA Post!

Teleconference - Future On Hold

Gary Means, Chair, PFAT Committee

We are reviewing training activities that PASFAA does each year and will not be doing a Teleconference for 2011. We will be doing an evaluation of future training priorities and will be surveying the membership to determine training needs.

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Budget Wars

Scott Miller, Director of Federal Relations, AES/PHEAA

Whether you call it a three-legged stool, or a three-headed monster, one thing is certain: Washington is engaged in a budget war of epic proportions will last through most of this year and perhaps beyond.

Why the “three-legged” and “three-headed” references? Because there are three distinct battles that lie ahead in this war.

The first is the need to finish up the federal appropriations process for the current fiscal year (FY 2011). As I write this, the federal government is operating under a temporary Continuing Resolution that expires on March 4th. This Continuing Resolution was made necessary because the last Congress failed to approve any final appropriations bills for any of the myriad federal agencies. If Congress fails to act, then non-essential services of the federal government may be forced to shut down. If Congress does pass an extension of the current Continuing Resolution it almost certainly will include funding cuts beyond those already imposed when the resolution was passed last year.

The second battle will be fought over the need to increase the federal debt ceiling - or the maximum amount the federal government can borrow under law - sometime this Spring. The exact date is sort of a moving target, as it depends on a number of economic factors and the creativity that can be employed by the Secretary of the Treasury, but most economists believe the current debt ceiling of \$14.3 Trillion will be reached sometime in April or May. If Congress fails to act, Treasury will be unable to issue the new Treasury bonds and notes it needs to fund government operations and make payments on government programs. There is also a risk, though a remote one, that the U.S. could default on an outstanding Treasury note or bond, which could seriously damage the ability of the U.S. to issue credit in the future. Early indications are that the price for Members of Congress voting for the debt ceiling increase may be additional budget cuts.

The third and final battle is the need to, eventually, agree on a new federal budget for FY 2012, which begins on October 1, 2011. This battle began on Valentine's Day when President Obama released his plans for the 2012 budget and will stretch through the summer and into the Fall. It will either result in a full package of appropriations bills being approved, another Continuing Resolution, or some combination of the two. Republicans and Democrats seem to be in general agreement that the 2012 budget must include cuts in federal programs and a trimming of projected budget deficits. The magnitude and the details of the cuts, though, are far from agreed upon.

So, what does this all mean for the student aid programs? It means, as I wrote in my last column, that Congress and the President will likely be proposing cuts in student aid and that the Pell Grant program, with its growing shortfalls in funding, will be at the center of this debate. Already, the seriousness of the plight of student aid

is evident. House Republicans have put forward their plan for a new Continuing Resolution that includes cuts totaling \$60 billion. Part of this package is an \$845 reduction in the maximum Pell Grant for the 2011-12 academic year. Funds for SEOG, LEAP, and Byrd Scholarships would be eliminated under this plan and TRIO and GearUp would both sustain significant cuts. While the House has approved this plan, it is likely to be modified substantially before it reaches the President's desk. In fact, the President has promised to veto this package in its current form.

The President's budget proposal for FY 2012 addresses Pell Grant funding from a different angle. The President has made it a priority to maintain the maximum Pell Grant at \$5,550 for the 2011-12 academic year and beyond. In fact, he highlighted his commitment to the program as part of his news conference on February 15th, following the release of the budget. But, his support for the \$5,550 maximum has come at a price. In his budget proposal, the President recommends that funding to cover the Pell Grant shortfall come from ending interest subsidies for graduate students securing Stafford Loans, eliminating LEAP and Byrd scholarships, and converting Perkins Loans to Unsubsidized Direct Loans with a 6.8% interest rate. Much to my dismay, my concerns about student aid “cannibalism” have been realized.

Already, NASFAA, EASFAA, and PASFAA have urged you to speak up and tell your Members of Congress about the impact that these proposed cuts will have on your students and your school. You can be assured that they will be asking again and again for you to be involved. As noted above, this budget war is going to take quite a while to play out and take many forms. A victory in one of these battles could be followed by a setback in the next skirmish. Thus, you will need to answer more than one call for action. A shrinking federal budget pie is going to mean hard choices for Congress and multiple opportunities to cut spending. Student aid is not alone in this battle; numerous popular federal programs are on the chopping block and numerous effected constituencies will be clamoring to save their funding. If the student aid community remains silent, it will be putting itself at a disadvantage.

Now is the time to begin a long-term effort to protect student aid funding. Financial aid administrators should not have to go it alone. You should engage your institution's leadership now and urge them to get involved. It can be expected that national associations of college executives, business officers, and others will be rallying their memberships, as well. You can help your campus officials become involved by giving them crucial information on the impact of the federal aid programs and by gathering real-life examples of students who would be harmed by the proposed cuts. The more your school can help your Members of Congress fight these cuts, the better the chance of minimizing the damage.

Government Relations Update

Linda Anderson, Vice President and Chair, Government Relations Committee

Welcome from the Government Relations Committee (GRC). I am excited to be serving as the Chair of the GRC and look forward to our initiatives to serve the Membership. I believe the strength of our PASFAA Government Relations Committee and the impact on our membership is attributable to the diversity of our committee representation and experience. I am fortunate to have the following committee members and look forward to their commitments and many contributions:

1. Linda Anderson, PASFAA VP and Committee Chair, Director of Student Financial Aid, Carnegie Mellon University.
2. Scott Miller, Director of Federal Relations, PHEAA.
3. Patricia McCarthy, Assistant Vice President for Enrollment Management Director of Financial Aid Indiana University of Pennsylvania.
4. Cheryl DePaolis, Director of Financial Aid, Pittsburgh Theological Seminary
5. Evan Weiler, Assistant Director of Financial Aid, Kutztown University.
6. Bill Hoyt, Financial Aid Director, Consolidated School of Business. (Bill was on our committee for a few months and due to his promotion had to leave our committee; we wish him the best!).

Our goals are as follows:

1. To gain an understanding of the impact of leadership changes in the House and Senate: to understand the impact on federal aid and state grant program funding.
2. To identify ways to keep PASFAA membership informed and involved.
3. To understand legislative issues, in order to appropriately inform and influence members of Congress in support of our federal and state financial aid programs.
4. To understand the impact of any deficit reduction proposal on our students, programs, on access, affordability, retention and program completion to graduation.
5. To articulate the value and impact of our financial aid programs: Student access, affordability, progress to degree completion, and the minimization of overall student debt burden, are critical initiatives and justifications to retain programs which continue to help our students and our schools achieve these objectives.

We have been meeting monthly via conference calls focused on budget deficit reduction proposals, legislative issues and advocacy planning. We have our challenges ahead of us, as we carefully review the February 11 release of the House Appropriations Committee's proposals and the February 14 release of The Administration's FY2012 Budget Proposals.

Our focus and plans for the remainder of the 2011-12 Year are as follows:

- As part of the March 6-8 NASFAA Leadership Training in DC, Heidi Hunter, PASFAA President Elect, and Linda Anderson, PASFAA Vice President, will be representing PASFAA. Part of this initiative will incorporate a visit to Congressional Members. Scott Miller, Director of Federal Relations, PHEAA and veteran GRC member, will be assisting us with our Hill Visit.
- We have been in discussion with Nathan Hench, V.P of PHEAA, who provided us with important insights into the PA legislative and budget issues. Before March 28 the GRC will prepare an advocacy summary for President Ken Grugel to submit to the PA House Appropriations Committee in support of our PA state financial aid programs.
- On May 2-4, 2011, a few of our PASFAA Executive Council members will make a visit to the Hill in support of all of our financial aid programs.

This year will be a challenging one for all of us. I invite you to send me your comments and questions, proposals and ideas.

Spring Training Will Soon Be Here Mark Your Calendar

Jim Zuzack, Committee Chair

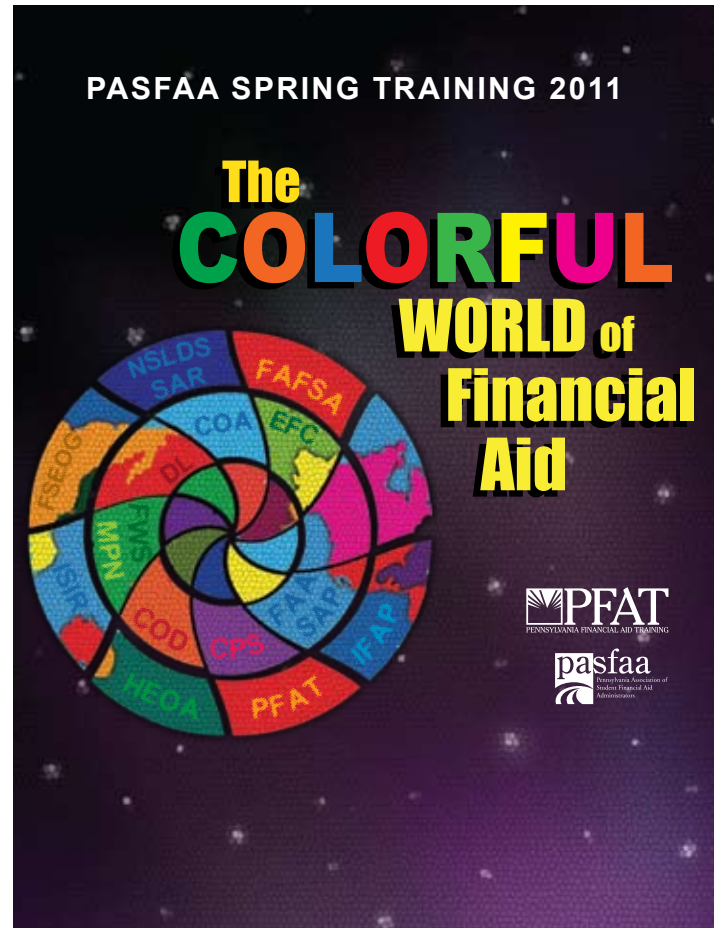
**WEST SITE - APRIL 5 - FOUR POINTS BY
SHERATON - MARS (NEAR PITTSBURGH)**

**EAST SITE - APRIL 12 - HOLIDAY INN
HARRISBURG/HERSHEY (GRANTVILLE)**

Register Now at www.pasfaa.org

2011 PROGRAM SCHEDULE

8:00 a.m. - 8:40 a.m.	Registration/Refreshments
8:40 a.m. - 8:50 a.m.	Welcome
8:50 a.m. - 10:05 a.m.	General Session: Federal Update
10:15 a.m. - 11:05 a.m.	Interest Sessions <i>Federal Disclosures/Consumer Information</i> <i>Pell Grant Processing (Credit Hour and Clock Hour)</i> <i>Alternative Loans - Processing Delivery Systems</i>
11:15 a.m. - 12:05 p.m.	Interest Sessions <i>Cost of Attendance</i> <i>FAS Transition from PHEAA</i> <i>Federal Direct PLUS Loans Roundtable</i>
12:05 p.m. - 1:05 p.m.	Lunch
1:15 p.m. - 2:05 p.m.	Interest Sessions <i>Navigating COD</i> <i>Graduate School Roundtable</i> <i>NSLDS Reports</i>
2:10 p.m. - 3:30 p.m.	General Session: <i>Direct Lending</i> <i>AES, Education Services Group</i> <i>PHEAA, State Grant and Special Programs</i>



PFAT - Don Raley Institute

Colleen Coudriet, Committee Chair

The 2011 Don Raley Institute (DRI) will be held June 13-16 on the campus of Dickinson College in Carlisle, PA. The DRI committee, comprised of Carol Horning - Kutztown University of PA, Matthew Stokan - Waynesburg University, James Theeuwes - Lock Haven University of PA, co-chair Cathy Poiesz - Messiah College, and chair Colleen Coudriet - DuBois Business College, will shortly begin developing the instruction that will be communicated to new financial aid administrators during the annual institute. While DRI primarily uses NASFAA's CORE, a module-based financial aid learning system, the committee tweaks the CORE components, editing them for time and content, while adding a number of extras to the curriculum. The next committee meeting will be held by conference call in early March.

2011 PASFAA Conference Station Square Sheraton, Pittsburgh, PA October 23-26, 2011

Kim Adamson, 2011 Conference Chair

The Conference Committee is working on exciting things for the annual conference at the Station Square Sheraton in Pittsburgh. We reviewed the results of the 2010 conference survey and are including as many suggestions as possible to make "A Family PASFAA" a fabulous and memorable experience.

At our February meeting, we welcomed Markkay Klara of Villanova as our Chair Designee for the 2012 conference and Carol Horning of Kutztown as a committee member. They join the rest of the family: Kim McCurdy, Cathy Nagy, Patty Peterson, Dana Suter, Sally Treadwell, and Erin Wolfe. We also thank Ben Brudnock, Chair Designee for 2012 Finance and Development for his continued support and assistance.

All First Time Conference Attendees will be invited to the First Timers Breakfast on Monday morning. If a First Timer is a Commuter, we will be inviting him/her be our guest for the event. We will also be offering a Conference Buddy to any First Timer who would like one.

We have selected Ronald McDonald House as our charity and will have the charity walk and raffles as our fund raisers.

Very soon we will begin the Call for Sessions. We need your help to provide a variety of levels of training for our participants on a variety of subject areas. We will bring some outside experts and the Department of Education to enhance our session offerings.

Debra Cross will be presenting a session on professional deportment. Her enthusiasm and knowledge will point us in the right direction with regard to professionalism - in appearance and manner - at our institutions.

We will also meet the EASFAA President-Elect, Rich Heath. We have invited several more interesting and



influential members of our profession and hope they are able to join us.

We are very pleased to announce our Key Note Speaker, Mary Jane Saras, Vice President of Leadership Development at Creative Energy Options. She has agreed to host a session, which you will find helpful in navigating the culture of the "office family". She has donated a book on her topic to PASFAA that will be raffled to a lucky attendee.

After business hours, we plan to take the suggestion of beginning entertainment immediately after dinner. We plan to have a costume party one night and a tailgate party with live music on another night.

Monday night will be "Dinner on Your Own", but you may decide to join in on the activity the committee is planning. We aren't telling you what it is now, but you will not want to miss it!!

Stay tuned for more breaking news in the next issue of the PASFAA Post!

Look Forward to 2012

Marykay Klara, 2012 Conference Committee Chair Designee

The 2012 PASFAA Conference will be held at the Harrisburg Hilton Hotel and participants will have the opportunity to make a visit to "Capital Hill." Our students' futures depend on us to advocate on their behalf and attendees will provide the power.

The conference will have a different look in 2012. We heard you - the Sunday start date will be eliminated based on feedback provided in a membership survey conducted last year. Instead, the conference will begin with a noon lunch and general session on Monday, October 29, 2012 and end with a longer final day including afternoon visits to "Capital Hill" on Wednesday, October 31, 2012.

Mark your calendar! Plan to attend a revitalized and powerful conference and be an active part of the dynamic association known as PASFAA.

More information to follow in future issues.

Montgomery County Community College in the Community: Student Credit Awareness

Holly Parker, Member, Newsletter Committee

Student credit awareness is an important, yet sometimes overlooked part of the financial aid process. According to the United States department of education, student loan defaults have doubled in the last five years. ***America's student debt at the end of 2010 is nearly \$880 billion. That number is growing by more than \$2,800 dollars per second. (CNBC, 2010)***

Given the current climate, it is important now, more than ever, to arm students with support services to assist them in managing their debt and provide them with the tools to combat current and future credit problems. To this end, Montgomery County Community College is providing free programming for both students and members of the community to take control of their credit. In November 2010, the college presented a program in conjunction with CARE (Credit Awareness Resistance Education). The CARE Program was founded in Rochester, New York in 2002 and now has a presence in all 50 states and the District of Columbia. The American media has dubbed this Program a "scared straight" credit program for students. CARE is a free financial literacy initiative that makes experienced members of the Bankruptcy Community available to teach the importance of financial education. CARE's primary target is high school seniors and college freshmen

who are most at risk because, as hungry consumers, they are aggressively marketed by the credit card industry at a time when they carry a very low Financial I.Q. In her nationally syndicated Color of Money Column in The Washington Post, Michelle Singletary said, "Look, if you are responsible for the education of high school or college students and you care about the way credit card debt and consumerism could affect their financial future, contact CARE."

In addition to the CARE program, the College has scheduled financial literacy programming with TD Bank to present their "WOW" Program. WOW consists of tools for students that support credit awareness, budgeting, goal setting and ways to avoid common financial problems. The WOW program will be held at the culmination of campus credit awareness events and on campus FAFSA completion rallies at the College's West Campus.

As we know, the most difficult part of providing programming is piquing the interests of the students and drawing them to attend these scheduled events. The College has enlisted its Office of Student Leadership and Civic Engagement to provide support for the events and charged various student leaders with encouraging students to attend and informing students of the importance of financial related topics.

Montgomery County Community College proudly presents

CARE: Credit Abuse Resistance Education*

FREE! credit awareness workshop

Wednesday, **October 20th**
12:30 to 1:30 pm
Central Campus **Science Center Room 214**
340 DeKalb Pike, Blue Bell

Guest Speaker
Judge Diane Weiss Sigmund (retired)
Former U.S. Bankruptcy Judge
for the Eastern District of PA

*CARE is a free financial literacy initiative that makes experienced members of the Bankruptcy Community available to teach the importance of financial education.

YOU CAN'T AFFORD TO MISS THIS WORKSHOP!

The College will also offer a Free Credit Awareness Workshop with Judge Rick Fehling on Monday, November 8th from 6-7 PM at the West Campus Community Room

Montgomery County Community College proudly presents

CARE: Credit Abuse Resistance Education*

FREE! credit awareness workshop

Monday, **November 8th**
6:00 to 7:00 pm
West Campus **South Hall Community Room**
101 College Drive, Pottstown

Guest Speaker
Judge Rick Fehling
U.S. Bankruptcy Judge
for the Eastern District of PA

*CARE is a free financial literacy initiative that makes experienced members of the Bankruptcy Community available to teach the importance of financial education.

YOU CAN'T AFFORD TO MISS THIS WORKSHOP!

The College will also offer a Free Credit Awareness Workshop with Judge Diane Weiss Sigmund on Wednesday, October 20th, 12:30-1:30 PM, in the Central Campus Science Center.

Credit Awareness CARE Flyers

Volunteerism: A Committee Breakdown, Newsletter Committee

Cathy Poiesz, Member, Newsletter Committee

A friend in the Registrar's Office said, "We are all in this together." Financial Aid works closely with several departments on campus. Integrated campus-wide FAM systems hopefully make our job easier, but we are dependent on other people to do their job. Jackie Chan said, *"We have to do what we can to help wherever and whenever it is possible for us to help."* Our job in Financial Aid is to help students, parents, and colleagues, and "we are all in this together!"

There are a myriad of ways to receive Financial Aid communications. The PASFAA Post Newsletter gives us quarterly updates, news from PASFAA committees and sector representatives, as well as advertising from our business partners. Leonard Nimoy said, *"The miracle is this - the more we share, the more we have."* A person working in Financial Aid can never have too much information; we just need the time to read and digest it all!

The PASFAA Post Committee is comprised of volunteers - that's no surprise, since all of PASFAA is comprised of volunteers. This article is the fourth in a series of articles focusing on volunteerism and the various PASFAA Committees. It is designed to provide an overview regarding the Newsletter Committee. Anyone can submit articles, or tidbits of information that will be of interest to other colleagues for the newsletter. You may think you aren't a great writer like Lois Lane or Benjamin Franklin, but you don't need to be. After reading this article, please consider volunteering to help the Newsletter Committee.

Keri Neidig, Senior Account Executive for Sallie Mae, is the Chair of the Newsletter Committee. She graciously provided the information for this article.

- The Newsletter Committee is responsible to provide a timely, informative and interesting quarterly newsletter to current PASFAA members. The PASFAA Post is a place to gather information related to our industry, details of upcoming events or past events, and advertisements from our business partners.
- This committee doesn't have a variety of 'positions', rather we are composed of a team each with similar responsibilities. One exception is editorial duties, which take additional time to complete (see below). Committee members agree to contribute 1-2 articles each year or aid in other duties as assigned. For instance, working with the technology committee on initiatives such as transforming our .PDF Post to a miniature website within www.pasfaa.org is an ongoing project. Additionally, depending on the type of article volunteered, additional research or interview time may be needed (i.e. Past President Series Article).

- Editorial duties require ongoing communication with committee members, PASFAA Council members, as well as attendance to quarterly Council meetings. Eliciting articles, following up on and enforcing deadlines, finalizing publication schedules and article makeup for each edition are a few of the core responsibilities the editor (a.k.a. committee chair) will take on. I cannot forget to mention the actual editing of the articles submitted! This position does require a significant time commitment, but it typically is a quarterly commitment and isn't something that continues heavily other times of the year.
- The Newsletter Committee meets just once each year at the annual PASFAA Conference. Most communication is accomplished via email.
- When asked about total time commitment in hours/days for committee members, Keri responded that her *"best guess would be a total of 1 day or 8 hours of commitment are needed per academic year. Various levels of engagement are available. Typically, each member will contribute 1-2 articles per year or provide support in other related areas such as managing the annual membership survey."*
- Keri states that the Newsletter Committee is important because *"information drives our industry. While the PASFAA Post cannot be up to date with immediate details, we strive to bring you timely industry information. From trends and sector reports to learning about upcoming trainings, viewing photos and updates of past trainings, obtaining tips to keep you motivated and productive, seeing another side of your PASFAA colleagues - or simply enjoying a few moments away from the hustle and bustle of your daily lives - we encourage and appreciate your continued support."*
- Keri said she volunteered to chair the Newsletter Committee because she has *"enjoyed volunteering within the PASFAA organization for several years. Prior to my taking on role as editor, I had volunteered for the Newsletter Committee under the direction and guidance of Joan Holleran. Joan's hard work and commitment to providing a timely, informative and light-hearted newsletter inspired me to get more involved. All I can say is that Joan is a great advocate and did a great job convincing me of stepping up! My understanding of the PASFAA organization has certainly grown and with that comes an internal passion for soliciting new volunteers. Whether one is hoping to step out of his/her comfort zone and*

continued on page 9

Volunteerism: A Committee Breakdown, Newsletter Committee... (continued from page 8)

present at a training event or write a newsletter article or simply agreeing to moderate, the connections made within PASFAA cannot be more rewarding both professionally and personally."

Keri welcomes any new ideas for the Newsletter Committee. Please remember that **anyone can write and submit an article for the PASFAA Post**, but if you are

interested in being part of this great team, don't hesitate to contact Keri Neidig at 610.419.2581 or Keri.Neidig@salliemae.com.

Aristotle said, "What is the essence of Life? To serve others and to do good." Please consider being a part of the PASFAA Post Newsletter Committee, because we are all in this together!

Financial Aid Awareness: Thank You!

David Pearlman, Committee Chair

Pittsburgh National College Fair

PASFAA coordinated eight volunteers to maintain the Financial Aid Center at the David L Lawrence Convention Center in Pittsburgh. The Center was open during the fair on Thursday, February 3 from 9am - 12noon and 6pm - 9pm, and Friday, February 4 from 9am - 12noon. Located just inside the entrance of the fair, PASFAA was prominently displayed. Volunteers handed out the PASFAA Financial Aid timeline sheet produced by PHEAA, the PHEAA student aid booklet, information on educationalplanner.org, and the Federal Student Aid checklist.

The volunteers for the fair were:

Thomas Ball
Michael Bertonaschi
Sandra Cronin
Wendy Dunlap

Jayeann Harr

Kimberly McCurdy

Julie Salem

David Pearlman

Grove City College
Seton Hill University
Point Park College
PHEAA - Pennsylvania
School Services
PHEAA - Pennsylvania
School Services
PHEAA - Pennsylvania
School Services
PHEAA - Pennsylvania
School Services
Penn State Altoona



**Sandra Cronin, Point Park University and
Thomas Ball, Grove City College**



**Kimberly McCurdy, PHEAA - Pennsylvania School
Services; Julie Salem, Pennsylvania School Services;
and Michael Bertonaschi, Seton Hill University**

PASFAA - 'on the phone'

PASFAA members are providing 'on the phone' assistance with financial presentations/FAFSA completion sessions in the Philadelphia area. PASFAA members agreed to be 'on the phone' to provide assistance by answering questions from participants. The bulk of the sessions are in February and March.

Volunteers for "on the phone" to date are:

Kenneth Grugel
Carolyn Julian
Christine Saadi
Cheri Kramer

David Pearlman
Patty Hladio

Clarion University
Penn State Harrisburg
Alvernia University
Westmorland County
Community College
Penn State Altoona
Slippery Rock University

continued on page 10

Financial Aid Awareness: Thank You!... (continued from page 9)

**David Pearlman, Penn State Altoona,
"on the phone" with PASFAA/PHEAA**

Spring PACAC Regional Fairs

Plans are under way for PASFAA members to volunteer at the Northeast Regional Fair in Wilkes-Barre on Monday, April 11, 2011 and the Villanova Fair on Tuesday, April 12, 2011. Anyone interested in volunteering is asked to contact David Pearlman at dpp1@psu.edu.

You CAN help them deal with it!



Visit YouCanDealWithIt.com to find the tools and resources that will help you provide the right information to your students throughout their college career:

- Financial Wellness Curriculum
- Three-Step Letter Series
- Default Aversion Roster
- Cohort Default Rate
- Repayment Calculators & Downloads

An excellent source of information designed to meet the unique needs of your financial aid office!



PAST PRESIDENT'S SERIES

Featuring

Christine Zuzack, PASFAA President 1994-95

Linda Gaston, Member, Newsletter Committee

If you looked up the word volunteerism, you may very well see Christine Zuzack's picture. Many of you know Chris or have heard of Chris because of her visibility and work within the PASFAA organization and PHEAA. Chris' career in financial aid spans over 32 years and within those years she has given of herself by volunteering in PASFAA and other organizations. PASFAA was lucky enough to have Chris' leadership as PASFAA President from 1994-95. She is surely an example to all of us that dedication and volunteerism are an important part of keeping our organization and profession strong, united and progressing.

Chris got her start in financial aid when she was finishing up a Master's Degree in Clinical Psychology at Indiana University of Pennsylvania (IUP). She completed a variety of internships, one of which was at a campus counseling center. She found this internship the most rewarding and enjoyed working with the students. When she finished her degree, she decided to start another graduate program at IUP. This time she chose Student Personnel Services in Higher Education and started an internship in the Financial Aid Office based on the recommendation of a friend. This internship launched Chris into her lifelong career and passion for helping students finance their education.

In June of 1978, Chris began her career at the Community College of Allegheny County-North where she took on Financial Aid/Admissions counselor and Veteran's Coordinator duties. In 1983, Chris returned to her alma mater, IUP as Assistant Director of Financial Aid and was later promoted to Associate Director and then Director of Financial Aid in 2001. In July of 2005, she joined PHEAA as Vice President for State Grant and Special Programs a position which she still holds today.

When speaking of volunteerism, she indicated the PASFAA Post might not have enough available space - she has been busy over the past 32 years! Chris started early in her career volunteering. In 1979, Chris facilitated Guaranteed Student Loan training for the State Student Financial Assistance Training Program (SSFAT). That led to other training activities and committee work. After becoming PASFAA President (94-95), Chris went on to serve as a state representative for Eastern Association of Student Financial Aid Administrators (EASFAA) and became President of that association in 2003-04. Regional Presidents serve on the National Association of Student Financial Aid Administrator (NASFAA) Board of Directors which opened Chris up to other dimensions of volunteering. Currently, Chris serves on the Executive Committee as a Representative at Large for the National Association of State Scholarship and Grant Programs (NASSGAP) which is an organization of individuals who administer



The 1983 PASFAA Conference Committee-first conference at Seven Springs. Catherine Kratzer, Rick Sparks, Chris Zuzack, Helen Nunn, Mary Miller



"Clue" Stump the Stars - Rachael Lohman, Chris Zuzack, Bill Irwin



George Murdoch, First President of PASFAA, with current and former IUP Financial Aid staff members: George Murdoch, Sally Abrams. Second row: Alisa DeStefano, Deidre Smith, Patricia McCarthy, Bill Srsic, Mary Miller, Chris Zuzack



Chris Zuzack, Mary Miller, Helen Nunn - PASFAA 1996

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Past President's Series... (continued from page 11)

grant programs through their respective states. In addition to all this, Chris has served on a number of conference committees as both a member and chair. She says she is now prepared to plan any wedding with a hotel as a result!

Over the years, Chris has received many awards and accolades. In 2001, she was surprised to learn she would be honored with the 2001 NASFAA Leadership Award. Chris indicated that she was certainly surprised to be selected and never expected it. She said it was a great honor for her to be selected from so many across the nation.

Throughout her activities she has had a number of mentors and supporters over the years. She credits Fred Joseph and Bill Srsic from the Financial Aid Office at IUP with always encouraging her to expand her horizons and get actively involved in financial aid. Bill Irwin from Lock Haven University was also a great mentor to Chris through her involvement with EASFAA and NASFAA. Helen Nunn and Mary Miller, two of her former IUP graduate school classmates, were also very supportive and helpful.

When asked what advice she would give to someone new to the financial aid profession, Chris believes getting involved through the many volunteering opportunities will provide you with not only a wonderful experience, but will bring many benefits ; from building professional networks and finding mentors to gaining new skills and knowledge. Even if your office doesn't support travel, there are many volunteering opportunities that can be done from your home or office. She also advises listing professional activities on a resume will show a potential employer that you are someone who aspires for more as an employee. That's definitely someone you want working in your office.

Chris agrees working in financial aid is a tremendously rewarding profession. She indicated how satisfying it is to know that you've helped someone achieve their educational dreams by attaining a college degree. Chris also relishes the camaraderie and fellowship among financial aid professionals.

Friend and former co-worker, Patty McCarthy of Indiana University of Pennsylvania has known Chris for many years. Patty also provided insight into Chris. She used a long list of adjectives to describe Chris including intelligent, organized, upfront and truthful. But, maybe the most telling was Patty's admiration when she spoke of what a great friend Chris is and what a great co-worker she was during the time they worked together. She said "Chris is a very devoted friend." Patty said Chris never forgets someone--she'll call to see how you're doing, send a birthday card. She just never forgets. Patty also commented on what a great working relationship she and Chris had during their time at IUP. When Chris became her boss, she always appreciated that Chris gave her the opportunity to lead and learn as much as possible. Chris was always supportive of letting Patty expand her horizons and get involved.

Another friend and colleague, Mary Miller of PHEAA says Chris is "always on the go, like the energizer bunny!"

I know an item on her "bucket" list is to have visited all 50 of the states, and knowing Chris, I'm sure this will be accomplished." Mary has known Chris for many years and attests to her ability to pursue her professional responsibilities with passion, while striving to represent the best interests of PHEAA and the postsecondary schools and their students in managing PHEAA's State Grant and Special Programs. She was one of the first to organize Pennsylvania

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Vali Heist and Chris Zuzack - PASFAA 1998



Rich Esposito and Chris Zuzack



PASFAA Conference Committee - Pocono Manor 1990



Chris Zuzack and Fred Joseph - PASFAA Seven Springs

Past President's Series... (continued from page 12)

colleague gatherings at conferences such as the FSA conference. Always with camera in hand, Chris has quite the collection of photos to memorialize these events over the years. Mary also speaks of Chris's golf activities, playing on several leagues with a mighty fine drive! "I have been fortunate to know Chris as a colleague and friend for the past 32 years."

Chris will be married 37 years this April to husband, Bill whom she met at Grove City College. They have three wonderful children, Katie, Michael and Zachary and a little dog Maxine. In her downtime, Chris enjoys reading, golf, traveling and getting outdoors for some biking, kayaking and hiking.

On behalf of PASFAA, thank you Chris for your many years of service, dedication and for inspiring us all to become involved and volunteer. You have certainly made an impact on many of us and the PASFAA organization.

New Business Partner Package Options for 2011-12

Joan Holleran, Chair, Finance and Development Committee

PASFAA's strength and ability to offer training programs to our members and outreach programs to the students and families we serve is due in part to the generous financial support we receive from our loyal business partners. We also realize that the climate of the industry has changed significantly and some longtime business partners have been unable to offer their support in recent years. In a February conference call with Institutional Support Service sector members, F&D pledged to make advertising options accessible to a greater number of our business partners.

The Finance and Development Committee conducted an extensive review of what other state and regional associations offer and determined that providing opportunities to participate in the annual fall conference and remain connected with PASFAA members throughout the year using other PASFAA communication methods ensures a year-long partner relationship. As a result, we are unveiling a new pricing structure for the 2011-12 academic year. When business partners click on the "Business Partner" link of the PASFAA homepage for next year, they will find a choice of new package options to select from as well as new ala carte items.

A business partner who selects the top package of \$2,500 will now have four conference registrations included

with their booth space as well as one full-page color ad in each edition of the newsletter, advertising materials in both the annual conference and Spring Training literature, one banner ad, a listserve announcement ad, and a link from the PASFAA website to their website - all for a combined value of almost \$6,000. New to the ala carte selections will be advertising in Don Raley and Fundamentals literature as well as the ability to advertise at other training opportunities plus the purchase of an additional booth space at \$500.

An electronic notice is projected to go out in March to business partners inviting them to review the options and make their selections. Ben Brudnock, Citizens Bank, is the F&D chair-designee and will be responsible for working with business partners who want to lend support to PASFAA for 2011-12.

F&D is also responsible to develop a balanced budget for PASFAA and outgoing committee chairs and officers can expect to receive their budget request forms with an April deadline. The budget request forms are sent to outgoing committee chairs rather than incoming chairs because experience has shown that the outgoing chair, having been in the role for the past year, is better able to assess how much funding the committee will need to do their business.

Social Media Pitfalls

Mary Jo Phillips, Member, Newsletter Committee

If there's one thing that financial aid administrators are adept at, it's change. And that's a good thing, because the advent of social media has dramatically changed not only how we live our lives, but how we do our jobs. Is there a way to circumvent the pitfalls of social media so that we can save our stamina and our sanity for the next round of change?

In the famous words of Sarah Palin, "You betcha!" But before we move to the solution, let's get our bearings. "Social media," of course, refers to media used for social interaction. Social media includes (but is certainly not limited to): social networks (MySpace, Facebook), online publishing (Wikipedia, blogs, wikis), online sharing of photos, audio, art, music, video, and opinions (Flickr,

iTunes, YouTube, epinions), microblogging (Twitter), virtual online game worlds, RSS feeds (Real Simple Syndication) email, instant messaging, mobile devices, search engines, live casting, and online collaboration (Listservs, SurveyMonkey). There are at least a thousand social media options out there. Are you thinking that's an exaggeration? Wikipedia (www.wikipedia.org) lists at least 200 major active social networking websites! Google Blog Search (<http://blogsearch.google.com/>) can help you search through hundreds of blogs to follow experts in the field of your choice. Let it suffice to say that there are many options

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Social Media Pitfalls... (continued from page 13)

beyond what most of us are familiar with. **The Social Media Bible: Tactics, Tools, & Strategies for Business Success**, by Lon Safko and David K. Brake (John Wiley & Sons, Inc., Hoboken, New Jersey, 2009) is a great guide to what you don't already know about those options.

Social media is alluring. It has the power to reach millions, or a select few. It offers immediacy, accessibility, ease of entry, low cost, and in the case of some social media (like Facebook and Twitter) - it can attract hundreds of millions of users.

Should social media be our new best friend forever?

Before you hit the "confirm" button, let's review some of the pitfalls of social media. Here are a few examples.

Pitfall A: If you host an open forum like a Facebook page, you have no control over what people say about you or your school. At best, you can respond and/or guide a conversation.

Pitfall B: Once it's out there, it's public. Search engines can find postings very quickly, even years after publication. Archival systems can save information even if you delete it. Be careful of what you post, particularly if you are responding to criticism.

Subpoint to Pitfall B: It's always a good idea to spell check *and* read before you send. Although a word is spelled correctly, it may not be the word you intended to use when you hit the spell check.

Pitfall C: As you are happily and busily file-sharing, downloading and uploading, please be mindful of copyright issues.

David Love, director of marketing and communication at Clarion University of Pennsylvania, reminds us of another pitfall. "Regarding Facebook postings by a financial aid officer - you should never post to another Facebook or fanpage as a representative of the office," he explains. "You should post as an individual." Love adds... "Another pitfall is posting a specific answer to a specific inquiry. Other "friends" of the site may assume the advice is for them as well. A one-to-one response should be made to the individual asking the question."

But you already know about those pitfalls, right? Let's move on to what experts consider to be other major social media mistakes:

1. **Forgetting the "social" in social media.** This would include such sins as not "listening" to the online conversations before jumping in, over-posting, failing to participate in the online community, and not offering relevant and timely postings. Your audience uses social media to connect on a personal level. They are not looking for sales pitches.
2. **Trying to do too much at once.** Most social media strategy results are proportionate to the effort put into them. Building a community is not a short-term endeavor. A well-designed website should have a higher institutional priority, since the goal of most social media is to drive your clients to your website. A 2009 web article from Inside Higher Ed.com advised that although students enjoy connecting with colleges on social networks, they still get their primary information from the college's website.
3. **Being trendy instead of strategic.** Do you and your college know what you're trying to accomplish with social media, or do you have a Facebook page because every other college has one? Are your students actually completing scholarship applications online as you wanted, or are the financial aid pages of your website winning awards for "most original use of color?"
4. **Not integrating your social media strategy with your marketing, public relations, and customer service strategies.** It's important to maintain a consistent image.
5. **Not tracking your results (see #1 and #5 below).**
6. **Not being authentic.** Traditional media college publications tend to sound alike and look alike. Your school's social media should resonate with your school's unique personality.
7. **"Giving it to the intern."** Social media planning and management is too important to delegate it to "the intern."
8. **Not having a university-wide social media policy.**

We can do better!

1. **Start with a strategy.** What are you trying to accomplish? What are your goals? David Meerman Scott, author of The New Rules of Marketing & PR tells us to define our goals in terms of how we can get our audience to help us reach our real goals. "We want to have an increase of hits to the financial aid webpage" is not an example of a real goal. A better example might be "Having 90% of our students successfully complete the financial aid application process on time by following our college's instructions on the webpage".
2. **Target a specific audience.** In the example above, one audience might be current students. Tailor your plan to that audience. Who are they? What do you know about them? (The more, the better!) What do they want to talk about?
3. **Use the right tool to connect to the right audience.** Where does your target audience gather online? Whom do they trust for information? How, when and where do they want to receive that information?
4. **Track your results.** If you have a specific goal, then tracking your results is that much easier because you know what to measure. Computers make it even easier.

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Social Media Pitfalls... (continued from page 14)

5. **“Follow” the experts.** Attend conferences for information on best practices. Take advantage of white papers, blogs, books, and other free information from higher education, marketing, and social media consultants. These experts often discuss case studies of other colleges, and you can learn from other schools’ successes and failures. You can also ask your colleagues for their advice on what worked well for them, and what pitfalls you should avoid.

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How Are American Families Paying for College?

Keri Neidig, Newsletter Editor

Why go to college? Is it the allure of better pay or a more desirable job? Is it the personal benefit of academic enquiry and the shared experience of discussion with students who have differing viewpoints? Is it the chance to achieve a personal dream or realize societal ambitions? According to Sallie Mae’s national study conducted by Gallup, *How America Pays for College*, any or all these reasons, to varying degrees, contributed to the decision by approximately 20 million Americans to attend college in academic year 2009-10.

These students were the first to begin the decision-making process for an academic year in the aftermath of the economic setbacks experienced in late 2008. These setbacks changed the financial circumstances of millions of Americans and have certainly affected families’ approaches and concerns about paying for college.

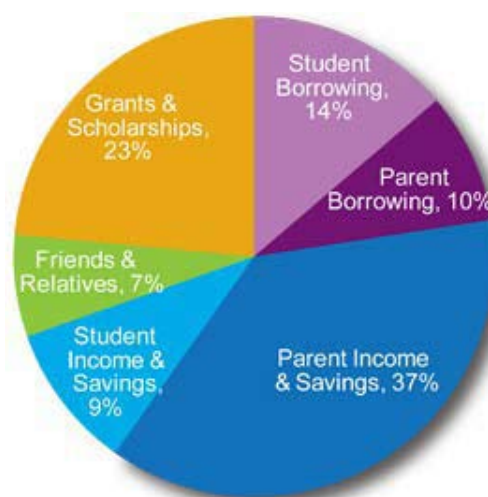
Now in its third year, the study illustrates why families prioritize the investment in college and, more importantly, how those with students ages 18-24 meet the rising cost of earning an undergraduate degree.

Most strikingly, this year’s families report that they are facing rapidly escalating college costs, are reaching across all funding sources to meet those additional costs, and are very worried about future tuition increases. At the same time, high majorities of families strongly agree that college is an investment in the future and that a college degree is more important now than in the past.

The proportion of costs from the various funding sources used by families is virtually unchanged from 2008-09. The significant change is the increase in funds used from all sources to meet additional costs. Despite these costs and worries in the aggregate, there is no statistically significant shift in the overall enrollment by type of college, the major determinant of college costs. Instead, practically all families report taking at least one cost-saving measure and 78

percent report taking two or more. Most families report student lifestyle changes including reducing student personal spending (73%) or increasing student work hours or earnings (48%), but a remarkable 43 percent of families report that their student lived at home in 2009-10 to reduce costs.

The surveyed families report that their costs of attendance have increased 17 percent over last year and 28 percent above two years ago. Families across all income levels faced increased costs except, notably, the lowest-income families, earning less than \$35,000 a year. The cost of attendance for those families has stayed relatively flat, indicating, perhaps, that choices can be made at the family level to help contain costs.



On average, parents pay the highest share of college costs, including 37 percent from parent income and savings and 10 percent from parent borrowing. Grants and scholarships remain the second most important source of

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How Are American Families Paying for College?... (continued from page 15)

funding for college, making up an average of 23 percent of college costs. Students borrowed another 14 percent of the bill, and used their own income and savings to cover an additional 9 percent. Friends and relatives paid an average of 7 percent of costs.

Increasing costs and the effects of the economic recession appear to influence strongly parents' economic concerns and cost considerations. One of the most striking differences from the past two years' results was the sharp rise in parents' economic concerns. Nearly half (49%) are extremely worried that schools will increase tuition compared to less than one-third of parents two years ago. One-third of parents are extremely worried that their income will decrease due to job loss, up from 23 percent last year. Only 10 percent of parents were extremely worried two years ago that their child wouldn't be able to find a job, but that has risen to 27 percent this year. Hispanic families are much more worried about almost all factors.

This year, more families reported eliminating schools during the college selection process based on cost after receiving their financial aid packages, steadily rising to 40 percent from 34 percent two years ago. Overall, 63 percent of families report eliminating colleges because of financial considerations at some point in the application process, compared to 56 percent in 2009. More families strongly disagreed (29%) than strongly agreed (26%) that they had a plan to pay for the desired college degree before enrolling.

Seventy-two percent of families completed the Free Application for Federal Student Aid (FAFSA), a similar rate as previous years. While the percent of freshmen completing the FAFSA has risen from 65 percent in 2008 to 80 percent in 2010, the percentage of seniors completing it has declined from 78 percent to 61 percent.

Despite the economic pressures of the past few years, parent and student attitudes toward the value of a college education remain very high. Eighty-three percent strongly agree (by rating 5 on a scale of 1 to 5) that college is an investment in the future, virtually unchanged over the past three years. Seventy-one percent strongly agree that a college degree is more important now than it used to be. Sixty percent strongly agree that they will stretch themselves financially to afford college. At the same time, families are looking for a practical return on their college education. Only 32 percent of students and 33 percent of parents strongly agree that they themselves or their children would attend college for the intellectual and social experience regardless of whether more money were earned with a college degree.

Considering all of the report data, important questions emerge: With families demonstrating a willingness to stretch financially to pay for value investments, can colleges and universities continue to demonstrate value in the face of countervailing financial pressures, such as reduced state appropriations and endowments? As the economic recession continues and the economic benefit of an undergraduate degree is increasingly scrutinized, will American families' worries about tuition increases translate into further cost-saving actions, including shifting enrollment to lower-cost institutions? Will the tolerance among families to continue to meet the increased cost of attendance abate if the economy fails to improve? The answers to these questions will have immense economic and social repercussions in the coming years.

For further information and a full copy of the report visit www.salliemae.com/HowAmericaPays.

State-Related Sector

Joni Trovato, Sector Representative

Hello State-Related Sector Members!

As we begin a new year I would like to reiterate the importance of becoming actively involved in PASFAA. Volunteers are the life blood of any professional organization. Your involvement not only helps our organization, it allows you the opportunity to network and learn from others in our field. I encourage you to explore all the volunteer opportunities that PASFAA has to offer and to take advantage of the knowledge and experience of its leadership. Your participation in this great organization is important to our continued impact on our profession. Keep an eye out for the 2011 Volunteer form!

Don't forget to mark your calendars for the following upcoming events:

Spring Training: April 5, 2011 (Four Points by Sheraton at Mars, PA)
 April 12, 2011 (Holiday Inn at Grantville, PA)

Remember, I am your representative for the sector. I am your voice on PASFAA's Executive Council. If you have any issues/questions/concerns/suggestions that need to be brought to the attention of the Executive Council, please don't hesitate to email me at jtrovato@pitt.edu. I hope to hear from you soon!



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Private Sector Report

Matt Stokan, Sector Representative



As we try to survive another cold, windy and snowy Pennsylvania winter and anticipate not only the warmth of spring but also the beginning of another new packaging award year, here is an important announcement from AICUP:

You're Invited to Join Us for the 2011 AICUP Student Lobby Day at the PA State Capitol!

Dear Members:

On **Tuesday, April 12th, 2011** you will have an opportunity to voice your concerns to Pennsylvania legislators in our State Capitol at the Association of Independent Colleges and Universities of PA (AICUP) Student Lobby Day in Harrisburg, PA. Hundreds of students and faculty will go to Capitol Hill to lobby for issues that have an impact on many thousands of students in private higher education. The day will begin at 8:00 a.m. in the Commonwealth Keystone Building in Harrisburg with registration and a continental breakfast followed by meetings with legislative officials and staff members. Lunch will be provided by AICUP. This is an excellent educational experience and a great opportunity to make a difference about the issues surrounding independent higher education.

Will Lobbying Really Make a Difference?

Do not underestimate the value of face to face contact with legislators. Legislators appreciate and respect educated and prepared constituents who are passionate about their issues. YOU can make an impact on your legislators! You can help them to understand the needs of our private higher education institutions, and the students who go there.

How Can Our College or University Sign Up for Student Lobby Day?

A faculty member or administrator should be designated as the student coordinator for your school. Once this person has been designated, he or she may register your group by filling out the attached registration form or by contacting Mary Maronic at maronic@aicup.org or at (717) 232-8649 ext: 232. Once your registration is received, you will be sent instructions, talking points, directions and an agenda for the day.

Registrations must be received by **Monday, April 4th, 2011**

SEE YOU ON THE HILL!

This is a very worthwhile event and we encourage everyone in the Private Sector to participate. With financial aid funds being cut, we need to make our voices heard and get our fair share of the limited resources!

See you all at spring training!

PASSHE Sector Report

Dorothy Body, Sector Representative

The PASSHE Sector has not held a formal meeting since PASFAA. However, we have been quite busy sharing information via electronic discussions on a variety of topics.

We provided information regarding our admission application and the presence of financial aid information to our representative for financial aid to the Core Project Team. Clarification on teacher certification programs not subject to gainful employment rules, clarified by Gregg Martin was also shared.

There seems to be a yearly discussion on the timing of award letters and whether verification is completed prior to sending these awards. One colleague provided updated information on TAA requirements which proved to be quite helpful. Data submission to the System and IPEDS were additional topics. Schools participated in targeted collaborations based on software systems to share processes on topics such as student employment and other matters.

Plans are underway for our Spring meeting at State College on April 27 and 28, 2011.

ISS Sector Report

Ken Shutter, Sector Representative

Greetings ISS Sector! Since we last met in Lancaster we have been busily working with the Finance and Development Committee on issues raised at our Sector meeting. Sponsorship is going to be a moving target and I applaud Joan Holleran and the rest of the Finance and Development Committee for working with the sector.

We held a conference call with F&D on Friday, February 25, 2011. Thank you to all who participated. We discussed various ideas, including packages being presented for sponsorship for the Pittsburgh 2011 PASFAA Conference. If you have any additional ideas or would like to take part in discussing these ideas further with PASFAA, please contact me directly at 717-720-3551.

If you are providing your time and talent to the association complete a volunteer form online at www.PASFAA.org.

Remember, PASFAA needs your help. Let's keep our associate strong!! Get involved!

It has been my pleasure to serve as the Institutional Support Services Sector Representative these past few years. Participating as part of PASFAA Council has been truly rewarding. I am proud to have been part of such a

unique Association and will look upon my time as Sector Representative fondly. I would like to extend my Thanks to all the members of PASFAA Council and to all of you for providing the support and guidance necessary to keep our Association strong and vibrant.

The ISS Sector Representative seat will be coming up for election this Spring 2011. My last Council meeting will be at the PASFAA Conference in Pittsburgh in October 2011. We are looking for candidates to run. The rewards of being part of such a robust and well respected Association by serving as your Sector Representative are unparalleled. If you are interested in running, please contact me directly at kshutter@pheaa.org or Mary Ellen Duffy at mduffy@ALB.EDU.

It has been my honor to serve this Sector and I know PASFAA will remain strong and continue to provide the very best support to the Pennsylvania student financial aid community in the future.

If you have issues you would like brought to the attention of PASFAA Council, please do not hesitate to contact me directly at 717-720-3551.

Have a fantastic Spring/Summer season!

Nursing Sector Report

Patty Zink, Sector Representative

Greetings to all Nursing Sector Members! It is the time of year when we are busy wrapping up this academic year and preparing for the next one.

Hopefully you were able to attend one of the FAS Transition Workshops held last week at various locations throughout the state for those schools who will need to transition from PHEAA's FAS software program to a different program. You have the option of switching for 2011-12 or 2012-13. The Workshop was very informative and the Department of Education noted that they will be conducting hands-on workshops later in March and April on EDEExpress software for those schools who will be utilizing this program to process aid.

Other trainings coming up are the Regulatory Updates 2011 offered by the Department of Education and PASFAA Spring Training (April 5, 2011 - East) and (April 12, 2011 - West).

I will be contacting you soon to schedule sector meetings in the East and West (planning on sometime April - after Spring training). If you have any topics you would like to discuss, please let me know.

As always, please contact me at any time with any issues you would like me to take to Council. I can be reached at (724) 223-3167 or pzink@washingtonghospital.org.

Thanks and HAPPY SPRING!

Volunteerism Form Now Available

Jim Theeuwes, Sector Representative

In general terms, **volunteering** is the practice of people working on behalf of others or a particular cause without payment for their time and services. Volunteering is generally considered an [altruistic](#) activity, intended to promote good or improve [human quality of life](#), but people also volunteer for their own skill development, to meet others, to make contacts for possible employment, to have fun, and a variety of other reasons that could be considered [self-serving](#). From: <http://en.wikipedia.org/wiki/Volunteerism> 02/08/11.

Starting out with a definition seemed to be a practical idea. From time to time we all need to be reminded of what a word means and what we can do with it. Like all organizations that exist, PASFAA needs YOU. We are busy: with work, family and other interests. All too often we decide that we are too busy to participate. We let others 'do

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Volunteerism Form Now Available... (continued from page 19)

it.' Besides, it is easier to sit back and let someone else 'do it' and then we can all play "arm chair" quarterback. Maybe it is time we all got in the 'game.'

PASFAA offers each of us an opportunity to become involved in some way with an organization that represents each of us. This organization exists for you and because of you. Without YOU PASFAA has little purpose. As you know, times are changing in the world of financial aid. Change can be frightening sometimes, but if you are involved with an organization of peers, change can be seen as a motivator.

Please get involved with your organization - PASFAA! Visit the website and take a few minutes to complete the volunteer form. <http://www.pasfaa.org/docs/forms/memVolunteer.html>

Once completed, the form comes to the at Large Sector representative for inclusion in a data base of volunteers that is than shared with all committee chairmen so when they need 'help' there is a source. On behalf of PASFAA, I thank you for your consideration!

Two Year Public Sector Report

Melissa Wisniewski, Sector Representative

Hello Two-Year public sector! I hope you are all keeping warm these days. I don't know about you, but I am trying to think spring! With that in mind, I wanted to remind you all of our upcoming spring sector meeting scheduled for March 24-25 at PHEAA. Greg Martin is scheduled to be with us on Friday to discuss year round Pell. I will be contacting you shortly for any other agenda items you would like to discuss.

PASFAA Bulletin Board

Job Changes/Promotions - Congratulations to all!

Andy Sturgill, former Financial Aid Advisor at Goldey-Beacom College in Wilmington, has recently assumed a new position as Financial Aid Counselor at Ursinus College.

Stephen Cassel, formerly of Moravian College, is now the Director of Financial Aid at Cedar Crest College.

Jill Fernandes, formerly with Carnegie Mellon University, Tepper School of Business, has recently accepted a position as Director of Financial Aid at California University of Pennsylvania.

Richard Heckman has been promoted to Director of Financial Aid at Dickinson College. Other changes in the Dickinson Financial Aid Office:

Erica Burg was promoted to Assistant Director of Financial Aid

Carole Kushner, formerly with the LIS department at the College, was promoted to Financial Aid Office Systems Manager.

Retirement Enjoy this well deserved time, Diane!

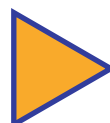
Diane Fegely retired from the Kutztown University Financial Aid Office on December 17 after 24 years of service.

PASFAA Colleagues:

I was very disappointed that I wasn't given the opportunity to attend the conference to say "good-bye" in person to many of you. It would have been a great way to end my career in Financial Aid. I have retired from Kutztown University as of December 31, 2010, after 24 years.

Wow!! No more FAFSA questions, C flag discrepancies, and no more complaining that the student didn't get enough financial aid to cover the bill!!!! I won't miss a lot

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of that but I will miss speaking to Freshman Orientation groups, at Open Houses and High School Financial Aid nights. But most of all I will miss working with many of you. I have served on committees, as PASSHE Sector Rep, presenter, moderator and "Promissory Note" and have worked with many of you.

I came to financial aid from the insurance industry because I was tired of all the changes in insurance. Silly Me!!! I had no idea what I was getting myself into when I interviewed for a fin aid position with Renee Saleh and the staff at KU. I had a great mentor/teacher in Renee Saleh, she taught me well.

Maybe our paths will cross someday. It has been a pleasure working with so many of you.

Your Friend and Colleague,

Diane Fegely

diane.fegely@live.kutztown.edu

Obituaries - Sincerest sympathies from the entire PASFAA community:

Vince Davis of StuFund, recently lost his father Vince Davis, Sr. after a long battle with lung cancer.

PASFAA loses a dear friend with the recent passing of **Kenneth R. Reeher**, age 88. In 1964, Ken was appointed as the first President and CEO of the newly formed Pennsylvania Higher Education Assistance Agency (PHEAA). Under Ken's leadership, the agency grew from three employees to more than 2500 employees when he retired in 1991. Ken is survived by a daughter, Kelly R. Brown and a son Mark R. Reeher. He was preceded in death by his wife, Joyce Robbins Reeher.

