



Letter From The President

Mary Ellen Duffy, PASFAA President

Dear PASFAA Colleagues,

Ahh, summer. Time for baseball games, holiday picnics, and vacation. For me, these activities - most of which I am blessed enough to be able to spend with my family - offer much-needed relief from the hectic activity that characterizes summer in most Financial Aid Offices. Spending time with my extended family three weekends in a row inspired me for my President's welcome to this edition of the PASFAA Post.

I can't count the number of times I've had a chuckle at the naiveté of a well-meaning friend who asks if I'm ready for my summer vacation, thinking I'm off work when the students leave. In 27 summers in Financial Aid, work has been lots of things, but it's never been much of a vacation! Others on our campus are recuperating from another academic year, planning ahead for the next year and cleaning up their offices and to-do lists. In our office, we're hard at work checking academic progress, packaging,

performing verifications, talking to parents and students who are "new to this whole college thing", certifying loans and counseling last-minute FAFSA completers. Some years, this frenzy is heightened by the requirement to implement new programs, new processes or new software. I know many colleagues at schools around Pennsylvania this summer who are achieving an implementation trifecta. Hard work, long hours and plenty of stress are likely in store for us this year.

During times like this, my PASFAA family is as important to me as my "real" family is during leisure time. It is often simpler to call or email another finaid-er to find an answer to a question, resolve confusion, or just blow off steam than to dig through volumes of references, try to interpret regulatory language or just make a system do what I think it should.

Just as family relationships require attention in order to flourish, our PASFAA family needs attention, too. We want to be able to continue our mission of providing professional development, advocating for access to post-secondary education and educating the public on financial aid

continued on page 2

Letter From The President... (continued from page 1)

opportunities far into the future. In order to accomplish this, we need leadership and contributions from our family members.

What can you do to help keep our organization strong for future generations of aid administrators, which will benefit future generations of students? There are plenty of opportunities to nurture the PASFAA family. You can propose a session for our fall conference by completing the session proposal form at http://www.PASFAA.org/docs/forms/conf_sessionProposal.html. You can still volunteer for a committee or to help out with training activities next year by completing the volunteer form at <http://www.pasfaa.org/docs/forms/memVolunteer.html>. You will very shortly be presented the opportunity to vote for members of PASFAA's Executive Council - your family's leadership - for the next two years.

Don't forget that you can also contact legislators or your institution's leadership to advocate for important issues.

Please consider doing all you can to help our family because, quite frankly, we need each and every one of us in order to be as good as we can be. Each individual's unique strengths will help strengthen the Association as a whole.

Respectfully,



FEATURES

Letter From The President	1	Volunteerism: A Committee Breakdown,	
From The Editor's Desk	3	Finance And Development (F & D)	9
PASFAA 2010 Spring Training	3	Credit Card Reforms Aim To Protect	
Don Raley Institute Update	4	Young Consumers	10
PASFAA Annual Conference	4	Technology Committee Update	11
Are You Having Fun Yet?	5	Past President Series: Betty Davis:	
The Mrs. Smith's Go To Washington	5	Super Star!	11
Government Relations Committee:		Should Your Boss Be Your Facebook	
Visit the Direct Loan		Friend?	12
Transition Page	6	State-Related Sector Report	13
Legislative Update	6	Private Sector Report	13
Schools Must Meet New Disclosure		Two-Year Public Sector Report	13
Requirements For Private		PASSHE Sector Report	14
Education Loans	7	ISS Sector Report	14
Financial Aid Awareness Says		Institutional At-Large Sector Report	15
Thank You!	8	PASFAA Bulletin Board	16
Finance And Development Update	8		

From the Editor's Desk

Keri Neidig, Newsletter Editor

I hope you find this edition of the PASFAA Post both full of valuable information and allowing you a break from your hectic schedules.

Thank you to those that have completed the brief PASFAA Post survey! If you haven't taken a moment, please consider providing the Newsletter Committee your feedback so we may work to build a better newsletter. We hope you find our upcoming initiatives and enhancements to streamline our format helpful. Members of the newsletter committee will continue to work with the Technology Committee, led by Heidi Hunter-Goldsworthy, to create a more vibrant and user-friendly electronic Post. More details coming soon...

You will see plug after plug for the benefits of volunteering for PASFAA. We need you! The volunteer form is easier than ever to complete online at www.pasfaa.org and we hope you consider any of the various levels of volunteerism as we prepare for the 2010/11 academic year.

It continues to be a pleasure serving PASFAA as Newsletter Editor and I look forward to continuing this role throughout the 2010/11 year!

Have a great summer!



PASFAA SPRING TRAINING

The Illogical Logic of Financial Aid

Denise Nuccio, Member, Spring Training Committee

The PFAT Spring Training held in the East at the Holiday Inn Conference Center in Breiningsville (near Allentown) and in the West at the Sheraton Four Points Inn in Mars (near Pittsburgh) was a huge success! Over 320 participants had the opportunity to explore the Illogical Logic of Financial Aid.

Participants were able to get the most up-to-date information and best strategies on Direct Lending and Year Round Pell. Attendees also had the opportunity to explore Title X, alternate funding sources, effective ways to communicate with students, and dealing with unique scheduling options. Scott Miller provided the Washington update, Chris Zuzack brought us up to date on matters pertaining to state grants and special programs, and Mary Miller provided an ESG update.

A big thank you to the 2010 Spring Training Committee for putting together an information-packed day at both locations.

The Spring Training Committee volunteers were: Rachael Lohman, - Chairperson, Sue Bloom, Betty Casale, Ryan Hannigan, Cindy Heaton, Jason McClain, and Denise Nuccio. Also thanks to AES/PHEAA for providing the computer equipment for the workshops and providing the printing of the materials, and to Henry Chance and Tracy Peirce, Education Services Group AES/PHEAA, for their assistance.

We would like to once again acknowledge our Business Partners who supported the event: EdAmerica, ELM Resources, Great Lakes Higher Education Corporation, Key Bank, PNC Bank, and Sallie Mae.

Finally, special thanks to all of our presenters and moderators at both locations. Volunteers are the heart of this organization and we are grateful for all of your efforts to make this year's training a success!

continued on page 4





Don Raley Institute Update

Colleen Coudriet, Chair, Don Raley Institute

Planning for the 2010 Don Raley Institute is in the home stretch, with the annual training for new financial aid professionals slated June 14-17 on the Dickinson College campus in Carlisle, PA. Faculty members Diane Fegely of Kutztown University of PA, Colleen Coudriet of DuBois Business College, Matt Stokan of Waynesburg University, and Jim Theeuwes of Lock Haven University of PA, along with Henry Chance of AES/PHEAA, are putting the final touches on the curriculum that will be delivered during the event. At the heart of the training is NASFAA's CORE, a set of comprehensive module-based lessons that are being enhanced and fine-tuned for the DRI audience. While the faculty will provide the bulk of the instruction throughout the event, special guests from AES/PHEAA and the U.S. Department of Education will also be on-hand to deliver state and federal updates. It won't be all work during the week, as some fun and frolic have been built into the agenda, too!

Visit http://www.aessuccess.org/higher_ed/training_opp/Don_Raley_Institute.shtml to register. It's not too late to sign-on for the "DRI experience"!

PASFAA Annual Conference

Joseph Alaimo, Chair, Conference Committee

Get your motor running. In the midst of changing times within the financial aid profession, the conference committee is hard at work planning a conference which is sure to be exciting. So, grab your helmets and join your colleagues for a fun filled time of education, entertainment, and a little well deserved fun.

A preview of conference events:

Charity Golf Outing, Stump the Stars, President's reception, dancing, charity walk, keynote speaker, Federal Updates, membership luncheon, business meeting, biker games and much more.

This year's charity organization is Toy for Tots. The objectives of Toys for Tots are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future. Pasfaa members are asked to donate an unwrapped toy to help the Marines. More information about the charity will be provided as we get closer to the conference.



Joseph Alaimo, Chair, Wilkes University
Kim L Adamson, Chair Designee, East Stroudsburg University of Pennsylvania
Darlene R Gilliland, Pennsylvania State University (The) - Mont Alto
Carol A Horning, Kutztown University of Pennsylvania
Manny Loera, EDFUND

continued on page 5

Jan M Napolitonia , AES
Charles M Scheetz , Ursinus College
Stacy L Schenk , Mount Aloysius College

Alison S Seagle-Wojcik, Duquesne University
Caroline A Siravo, Delaware County Community College

Are You Having Fun Yet?

Denise Nuccio, Member, Newsletter Committee

The Spring 2010 PASFAA Post Article "The Financial Aid Office" was recently featured in a blog about having fun at work. Rich DiGirolamo is the founder and creator of Recess at Work Day, a day dedicated to creating team spirit, engaging employees, increasing morale and sharing your fun side with the people you spend the majority of your life with. This year's Recess at Work Day is June 17th. Are you having fun yet?

Check out the blog, posted on April 19th: <http://richdigirolamo.com/blog/>

The Mrs. Smith's Go To Washington

Ragan Griffin and Carolyn Julian

In the movie *Mr. Smith Goes to Washington*, the main character, Jimmy Stewart is a naive man appointed to fill a vacancy in the US Senate. He heads to D.C. feeling fairly nervous as he embarks on his great "political adventure". Not unlike the fictitious Mr. Smith, Ragan Griffin, Clarion University and Carolyn Julian, Penn State Harrisburg, also headed to the capitol city with feelings of trepidation as they began their "great NASFAA Leadership Conference experience" this past March.

Each year NASFAA conducts a two and a half day conference to encourage aid administrators to become more involved in their state, regional and national associations by providing a diverse menu of workshops intended to strengthen and develop leadership skills in attendees. This year's conference included workshops such as "You've Been Elected - Now What?" and "The New Realities for Financial Aid and Financial Associations" among others. The conference culminates in a visit to Capitol Hill to meet with members of Congress in an effort to advocate for students and critical federal aid programs/legislation.

Both Ragan and Carolyn agreed that, without a doubt, the most nerve-wracking portion of the conference was tackling Capitol Hill. Both women were grateful for the materials that they had brought with them - "Talking Points" written by Mary Ellen Duffy, PASFAA President, and "Fact Sheets" from each of their respective universities. Even so, they admitted to feeling a bit weak-kneed as they set out to the Cannon Building to visit Cara Toman, legislative assistant to Rep. Jason Altmire. However, as dutiful Leadership Conference attendees, they had strategized a "plan of attack", rehearsed their speeches, and double checked their facts and figures the night before their momentous visit to the "Hill".

It was fascinating observing the inner workings of Rep. Altmire's office that morning as they waited for Ms. Toman. Thankfully, presenters at the leadership conference had cautioned them that many congressional staffers are fairly young and Rep. Altmire's aids were no exception. However, both women were very pleased to find that Ms. Toman was very cognizant of the current legislation and its' potential

impact on financial aid. Cara took many notes during Ragan and Carolyn's presentation and promised to share them with the congressman. Both women left the meeting feeling very confident and ready to continue their crusade to advocate for higher education and secure funding resources to whomever would like to listen!

As a matter of fact, Ragan did continue her advocacy campaign later that day when she met with Rep. Glenn Thompson and his legislative aid, Matthew Brennan. Fortunately, Scott Miller, AES, was able to accompany her and lend his political expertise and moral support for the occasion. Once again, Ragan and Carolyn's preparedness paid off as Rep. Thompson asked Ragan to provide a draft statement of the risks of "split loan servicing" to students and post-secondary institutions so that he could appeal to members of both parties in soliciting support for an amendment to the current proposed legislation.

In conclusion, both women fully enjoyed themselves during their sojourn in D.C. and felt most rewarded by their experiences on Capitol Hill, quite ironic since this is what had intimidated them the most during the conference! The Leadership Conference is a fantastic opportunity for members of PASFAA to meet other state association members, develop leadership skills and learn to take a chance and speak out to political leaders about what is important to financial aid administrators - helping students attend the college of their choice without indebting themselves with high interest loans.



Government Relations Committee: Visit the Direct Loan Transition Page

Bernard McCree, Vice President, Chair of Government Relations Committee

Have you successfully transitioned to Direct Lending? Are you hard at work making the transition? Is starting to work on this the next item on your list of things to do?

Wherever you are in the process, the Government Relations Committee invites you to visit the Direct Loan Transition page on the PASFAA website (http://www.pasfaa.org/docs/toc_directlending.html).

If you've already transitioned and have materials you'd like to share with other PASFAA members, like communications to students and parents, processing procedures, or forms, please do so! Email your materials to GRC member Evan Weiler at weiler@kutztown.edu.

If your school is in transition, we encourage you visit the site often. We have links to other useful web pages and materials from other organizations. We are all in this together and want to help each other.

As always, please remember that if you have any questions regarding legislative matters, do not hesitate to contact a member of the Government Relations Committee.

Legislative Update

Scott Miller, Member, Government Relations Committee

Moving Forward While Looking Backwards

As we all attempt to absorb the changes made by Congress to the student loan and Pell Grant programs, we cannot ignore that further changes to the student aid landscape loom on the horizon. So, while many of you are busy putting the finishing touches on the changes you need to ensure that you can disburse Direct Loans on July 1, we also need to look back to Washington, DC to get an idea of what other changes could be in our future.

Health Care and Education Affordability Reconciliation Act

On March 30th, 2010, President Obama signed into law the Health Care and Education Affordability Reconciliation Act, which included a number of crucial changes needed to assure the prior passage of the Patient Protection and Affordable Care Act, the health care reform bill. A portion of the reconciliation bill was devoted to sweeping reforms in the student loan programs and other provisions affecting student aid programs. Below is a partial list of the items included in that bill:

- Eliminate new FFELP originations as of July 1, 2010
- Increase administrative funding for Direct Lending
- Provide \$50 million to help schools transition to Direct Lending
- Allow non-profit agencies to service Direct Loans
- Increase the Pell Grant Maximum annually by a percentage equal to the amount of the increase in the Consumer Price Index beginning in AY 2013-14 (the maximum Pell Grant will be set at \$5,550 for the next three academic years)
- Reduce the minimum Pell Grant award
- Allow limited in-school loan Consolidation from July 1, 2010 through June 30, 2011
- Reduce Income Based Repayment plan payments to 10 percent of discretionary income for new borrowers in 2014 and allow remaining balances for those

borrowers' loans to be forgiven after 20 years

- Increase funding for the College Access Challenge Grant program
- Increase funding for Historically Black Colleges and Universities and Hispanic Serving Institutions
- Provide funding for job training programs at community colleges
- Devote \$10 billion towards deficit reduction
- Use \$9 billion to increase the budget savings in the health care portions of the reconciliation bill

While this is a pretty long list of items included in the bill, there are also a number of items that did not make the final cut. Notable among these is the revamping of the Perkins Loan Program that had been proposed by the Secretary of Education. This plan had promised to increase Perkins lending six-fold (from \$1 billion to \$6 billion annually), eliminate the in-school interest subsidy on Perkins Loans, and recall the Perkins Revolving Funds from schools. Also set aside was a proposal to maintain the 3.4 percent interest rate for Subsidized Stafford Loans made to undergraduate students that will be in place for loans first disbursed on or after July 1, 2011. Instead, those rates will revert to 6.8% beginning in July 1, 2012. Several items related to FAFSA and need analysis "simplification" were also excluded from the final package.

On The Horizon

The Congress may have completed its deliberations on the FFEL and Direct Loan Programs, but it may not be finished altering with the landscape of student loans. The U.S. Senate has just concluded its work on the Restoring American Financial Stability Act of 2010 – also known as the "financial services reform" bill. This bill is a wide-ranging effort to address systemic problems in the regulation of the U.S. financial services industry and an attempt to address

[continued on page 7](#)

Legislative Update... (continued from page 6)

some of the root causes of the financial meltdown from which we are currently recovering.

Included in the Senate-passed bill is a provision creating a special Ombudsman's office where private student loan borrowers could go to receive help resolving problems with their loans and assistance in negotiating modifications to their repayment terms. This office would be part of the newly established Bureau of Consumer Financial Protection within the Federal Reserve. While this office would be separate from the Department of Education's Student Loan Ombudsman Office, there is language directing both Ombudsmen to coordinate with each other.

During the course of the debate on this bill, several provisions were considered, but not ultimately adopted, that could have had significant impact on the world of private student loans. Among items that were not included in the Senate bill is a requirement that financial aid administrators certify the amounts of private student loans to ensure that the amount borrowed does not exceed the student's cost less any aid received. This concept had recently been endorsed by a coalition of school, lender, and student interest groups, led by NASFAA.

In addition, the Senate did not include provisions to remove the exemption for private student loans from being discharged in bankruptcy. This change was being sought, primarily, by student and consumer advocates who argued that private student loans should be treated in bankruptcy proceedings in the same way as other consumer loans, which are, potentially, eligible for discharge. Many entities that make private student loans voiced opposition to this provision and pointed out that current law treats private student loans in the same manner as federal student loans. Should this change be adopted, they contended, the interest rates and fees charged on private student loans would rise and credit standards could be further tightened to reflect increased risk of loss to the lender or owner of the

loan. While there were some attempts at compromise on this issue, none were adopted as part of the Senate bill.

One other private loan-related issue is the "debt swap" bill, originally crafted by Sen. Sherrod Brown (D, OH). Under this proposal, certain borrowers would be eligible to have certain private loans "swapped" for Direct Consolidation Loans. Sen. Brown's proposal was considered for inclusion in the Health Care and Education Affordability Reconciliation Act, but was not incorporated into the final version of that bill. While not part of the financial services reform bill, it is possible that this proposal could resurface again on another bill down the road. Sen. Brown's version of the bill provides a complicated framework for the debt swap concept and, according to some, may not reach borrowers in true need of financial relief. It is worth noting, though, that the general concept supported by Sen. Brown has gained some influential supporters and that a similar bill was introduced in the U.S. House of Representatives. It is likely that Sen. Brown's bill will be modified if it gains additional traction in Congress.

As noted above, the Senate has approved its version of the financial services reform bill. The next step in the legislative process is to have the Senate bill combined with a very different version that was previously passed by the House of Representatives. A final bill may be ready for the President's signature this summer.

While it looks like most of the student loan-related issues will not be included in the final financial services reform bill, further consideration of these items could still be on the horizon. Thus, it remains important that you keep your ear to ground about these issues and that you let your Members of Congress and Senators know how you feel and how these items might impact your students. While the "big" student loan decisions have been made, some of the supposedly "small" ones may still be in the pipeline and they shouldn't be overlooked.

Schools Must Meet New Disclosure Requirements For Private Education Loans

Elena McClelland, Member, Newsletter Committee

Postsecondary institutions that provide private education loans to students to pay for tuition and other expenses must comply with new disclosure requirements enacted as part of the Higher Education Opportunity Act of 2008. The disclosures are mandated as part of final regulations issued by the Federal Reserve Board, effective Feb. 14, 2010. USA Funds® offers the following overview of the new private loan disclosures.

The new regulations do not apply when schools issue "emergency" loans with terms of 90 days or less, or if the school does not charge interest, and the term of the loan is one year or less.

The regulations require three different sets of disclosures as part of the Truth in Lending Act.

Application/Solicitation Disclosure - provided within three days after the individual applies for or is solicited for a private education loan. The disclosure must include:

- Interest rate or rates and whether the rate is fixed or variable.
- Loan fees.
- Repayment examples, including an estimate of total payment to be made over the term of the loan.
- A description of federal loan alternatives to private education loans.
- A statement explaining that the terms of the loan will not change for 30 calendar days if the loan is approved.

continued on page 8

Schools Must Meet... (continued from page 7)

- A statement requiring the borrower to complete a self-certification form.

Approval Disclosure - issued when the school approves the loan. The disclosure must include:

- Interest rate or rates and whether the rate is fixed or variable.
- Loan fees.
- Repayment examples, including an estimate of total payment to be made over the term of the loan.
- A description of federal loan alternatives to private education loans.
- A statement explaining the borrower has the right to accept the terms of the loan within 30 calendar days after receipt of approval disclosures.

Final Disclosure - issued before the school can consummate the loan. Final disclosures must include

information required for approval disclosures, except that the description of federal loan alternatives to private education loans is not required, and the school must explain that the applicant may cancel the loan without penalty within three days after the applicant receives the final disclosure.

The borrower also must complete a self-certification form, provided by the U.S. Department of Education, before the loan can be made. The form includes information about the availability of federal student loans, the student's cost of attendance at that school, the amount of any financial aid, and the amount the consumer can borrow to cover any gap.

Model disclosure forms and the text of the final regulations are available from the Federal Reserve Web site at www.federalreserve.gov/newsevents/press/bcreg/20090730a.htm. For additional information, school officials should consult with their institution's legal counsel.

Financial Aid Awareness Says Thank You!

David Pearlman, Chair, Financial Aid Awareness Committee

Many thanks to all who volunteered this past year with college fairs, FAFSA Completion nights, the printing of materials, and by serving on the Financial Aid Awareness Committee. It has been a wonderful year with all of the support from the membership and committee. During the summer months the committee will be scheduling PACAC and NACAC Fairs to attend during the 2010/11 academic year. Please watch for opportunities to volunteer.

Finance And Development Update

Ragan Griffin, Chair, Finance & Development Committee

This year has been, to say the least, "interesting". With the subject of direct lending monopolizing aid administrators' and congress's attention for most of the past year, we were all left in a state of suspended animation, waiting for a final decision from congress to be made. Now that the end of the FFELP program is nearing, as June 30th approaches, we are anxiously watching the ripple effect this will have on the lending institutions and Business Partners we have worked with so closely for so many years.

As my year as chair of F&D comes to an end, I would like to acknowledge not only the committee members of the 2009-10 F&D Committee: Joan Holleran, chair-designee, Ben Brudnock, Ruth Cramer, Vince Davis, Jonathan Kirby, Mary Miller, Dan Wray, Ken Grugel, ex-officio and Tonya Hsiung, ex-officio but also the 2009-10 Business Partners who have so generously supported our association during the past year. The Business Partners whose financial support enabled PASFAA to continue to advocate for student access to higher education and helped us provide professional development opportunities for our members include the following:

AES
American Student Assistance
Citizens Bank



F&D meeting at AES/PHEAA on May 21st. Left to right: Jonathan Kirby (University of Scranton), Joan Holleran (Kutztown University, Chair Designee), Mary Miller (AES/PHEAA), Tonya Hsiung (Millersville University, Treasurer), Ben Brudnock (Citizens Bank), Ruth Cramer (Dickinson College), Vince Davis (StuFund), Ragan Griffin (Clarion University, Chair). Missing from photo is Ken Grugel (Clarion University, President Elect).

continued on page 9

Finance And Development Update... (continued from page 8)

Discover Student Loans

Edamerica

EDFUND

ELM Resources

**Great Lakes Higher Education Corporation
and Affiliates**

HESAA

KeyBank

PELA

PNC Bank

Sallie Mae

Student Funding Group, LLC

Sun Trust Education Loans

USA Funds Services

Wells Fargo EFS

Thanks to the dedication and willingness of F&D committee members to think "outside of the box" and to the continued support from our Business Partners, even in these uncertain times, we were able to present a budget to PASFAA Council that should help the association meet the fiscal challenges of the upcoming 2010-11 year.

Special thanks to Ruth Cramer, past-chair of F&D for her level-headed advice and budget packet preparations, Tonya Hsiung, PASFAA Treasurer, for her expertise with the financial workings of PASFAA and to Joan Holleran, chair-designee, who so diligently coordinated the solicitation process during this past year.

PASFAA is a strong and vibrant organization. With the continued support of volunteers who staff various committees, including F&D, and with our Business Partners' continued generosity, we will face the challenges we encounter yearly within our profession with confidence and grace.

Volunteerism: A Committee Breakdown, Finance And Development (F & D)

Cathy Poiesz, Member, Newsletter Committee

How qualified do you think volunteers are on the various PASFAA committees? Do you think you shouldn't volunteer because you don't have the right qualifications? Dr. Martin Luther King, Jr. said, "Everyone can be great because anyone can serve... You only need a heart full of grace. A soul generated by love..." This is the second in a series of articles focusing on Volunteerism and the various PASFAA Committees. It is designed to provide an overview regarding the Finance and Development (F & D) Committee, and spark an interest so you will volunteer for this committee.

Ragan Griffin, Associate Director of Financial Aid at Clarion University, is the 2009-10 Chairperson of F & D. Joan Holleran, Associate Director of Financial Aid at Kutztown University, is the Chair-designee. They graciously provided the information for this article through a telephone interview. Please use this information on F & D as a catalyst to consider your volunteer opportunity.

- The Finance and Development (F & D) Committee is the financial heart of PASFAA.
 - F & D develops the PASFAA budget for the upcoming year.
 - Part of this process is to solicit business partners' support, i.e., lenders, guarantee agencies, vendors, etc. These business partners place ads in various PASFAA media, like the Post Newsletter, banner ads on the PASFAA website, as well as ads for Spring training, and the fall conference. Some business partners choose to exhibit at the annual fall conference, which permits them to actively conduct business with all conference attendees.
 - Another part of the budget process is to review the Budget Request Forms submitted by various PASFAA committees in order to develop a balanced budget for the upcoming year.
 - F & D maintains oversight of the investment portfolio, which is managed by an outside company. F&D advises PASFAA Council annually on the portfolio's status.
 - F & D works very closely with the PASFAA Treasurer.
- Committee breakdown and responsibilities:
 - The F & D committee consists of up to 10 people, including the President-Elect and the Treasurer as ex-officio members. Typically there is a three-year commitment allowing the committee to have some level of experience and history, and providing for a smooth transition from year to year.
 - The Chair is responsible for:
 - Coordinating the association's budget development, in conjunction with the other committee members.
 - Communicating with PASFAA Council regarding financial affairs.
 - Attending PASFAA Council meetings (held five times per year).
 - Coordinating sales and marketing communications with the Business Partners.
 - Working with the PASFAA Technology Chair liaison for ATAC.

continued on page 10

Volunteerism: A Committee Breakdown... (continued from page 9)

- The Chair-designee is responsible for:
 - Assisting the chair while preparing for their future role as chair of the committee.
 - Sending holiday greeting to Business Partners who are supporting PASFAA.
 - Soliciting current and potential business partners.
- Time Commitment
 - Duties for F & D are cyclical; depending on the time of year.
 - The committee meets at the fall conference, and also three or four other times of the year.
 - There are conference calls with committee members throughout the year, and also updates on the investment portfolio.
- Importance of the F&D Committee
 - F & D is critical to the current and future fiscal health of PASFAA. Every event costs something; every publication, each activity has a price tag associated with it, and this is what F & D oversees. F & D is responsible to each of the PASFAA members, so it is this committee's responsibility to keep costs in check. The volunteers on this committee are essential in keeping PASFAA financially sound.
- The Chair and Chair-Designee tell why they volunteered for F & D:
 - Chair: Ragan said, "she wanted to understand the financial interworking of PASFAA, and also wanted to develop her leadership skills." She felt that, "F & D has a high level of responsibility; you can gain insight into the inner workings of PASFAA". Ragan is beginning her third year with F & D, but she came in as Chair-designee when Ruth Cramer was the Chair. Ruth helped guide and teach her throughout the learning process. As is the case in all of the PASFAA committees, you are never really alone when dealing with various challenges, because everyone is so willing to help.
 - Chair-designee: Joan, having served many years as editor of the PASFAA newsletter, felt it was time to try something outside her comfort zone so-- she volunteered for a committee that would really challenge her. Again, the guidance and moral support she has received from various committee members, and the chair, have made it a very positive experience.
- Recruiting volunteers for F & D:
 - A successful F & D Committee has members from a variety of schools, lenders, guarantee agencies, etc. This ensures that the committee has a well-rounded perspective and members who provide a plethora of skills regarding investment strategies, budget development and fiscal responsibility.

Current F & D committee members include: Ben Brudnock, Ruth Cramer, Vince Davis, Ragan Griffin, chair, Joan Holleran, chair-designee, Jonathan Kirby, Mary Miller, Dan Wray. Ken Grugel, President-Elect and Tonya Hsiung, Treasurer serve as ex-officio members.

My phone interview with Ragan and Joan was very interesting. They seemed to complement each other as leaders of F&D. They would enjoy sharing their experiences, knowledge, and history with you. Ronald Reagan said, "No matter how big and powerful government gets, and the many services it provides, it can never take the place of volunteers." PASFAA NEEDS VOLUNTEERS. Don't hesitate; volunteer now online at: http://pasfaa.org/docs/toc_memberservices.html.

Credit Card Reforms Aim To Protect Young Consumers

Elena McClelland, Member, Newsletter Committee

The Credit Card Accountability, Responsibility and Disclosure Act of 2009, better known as the CARD Act, sets limitations on credit card marketing practices on campus and to young consumers. Provisions of the law, which were effective Feb. 22, 2010, also require schools and credit card companies to publicly disclose contracts or agreements with credit card issuers. The following description highlights provisions of special interest to college administrators.

Credit Card Accounts for Young Consumers

Credit cards companies are prohibited from issuing

cards to consumers younger than 21 year of age, unless the young consumer can show proof of the means to repay the debt, or a co-signer age 21 years or older who has the means to repay the debt agrees to be liable for any unpaid credit card debt for the underage consumer. Additionally, prescreened credit offers no longer can be sent to consumers under the age of 21.

Credit Card Marketing on Campus

The CARD Act prohibits credit card marketers from offering students any tangible inducement to open a credit

[continued on page 11](#)

Credit Card Reforms... (continued from page 10)

card account while marketing on or within 1,000 feet of a campus or at an event related to a postsecondary institution. Examples of tangible inducements include free gift cards, t-shirts or magazine subscriptions, but do not include card reward points or promotional credit card terms. Schools are encouraged by Congress to limit the number of locations on campus where credit card companies can market. Recommendations from Congress also include required credit and debt management courses included with new student orientation programs.

In addition, schools are required to disclose the existence and details of contracts with credit card

marketers that allow access to contact information for students and alumni. Schools may comply by posting the agreements on their Web sites or making them available on request. Credit card companies also must provide to the Federal Reserve Board an annual report that outlines the terms and conditions of all business, marketing and promotional agreements with schools, including any payments provided from the creditor to the institutions.

For additional information regarding the Credit CARD Act of 2009, visit the Federal Reserve Web site at www.federalreserve.gov/consumerinfo/wyntk_creditcardrules.htm.

Technology Committee Update

Heidi Hunter-Goldsworthy, Co-Chair, Technology Committee

Executive Council Training module is "Under Construction" with a really funny picture of a construction worker!! Stay tuned!

Past President Series: Betty Davis: Super Star!

Liz Rihl-Lewinsky, Member, Newsletter Committee



She may not have a star on Hollywood Boulevard but to the students she has helped over the last 30+ years and, to all in the world of Pennsylvania financial aid, Betty L. Davis has definitely been a shining star. Thirty eight years is a long time to be in one profession, almost unheard of these days, so what has kept her so motivated and loyal to the profession?

According to Betty, who began and spent a good portion of her career at the Community College of Allegheny County (CCAC) where she wore many hats in Admissions, Financial Aid, Records/Registration and Student Services over her 34-year tenure, it has been her work with the students and her deep belief in the importance of access to higher education that has kept her motivated each day. It has also helped that working in higher education has been a family affair. In fact, Betty's father worked at CCAC, her husband teaches mathematics there and, her sister works in Admissions at the University of Pittsburgh. Just imagine the conversations at holiday dinners in the Davis household!

Even though she had enough titles (and no doubt name plates and name tags to fill a few shelves) while at CCAC, Betty eventually served as Dean of Enrollment Management during her last three years there, a position which involved the start-up and management of the First Stop Service centers at each of the institution's campuses.

Focusing on recruitment, registration and retention in her position, Betty was always able to juggle many balls at once but she considers the high-point of her financial aid career at CCAC to have been the establishment of several new systems that created student pathways to success. Having built up the financial aid area from scratch, she took pride in the fact that the department became known for its good practices, no small feat considering it was a multi-campus institution that served over 20,000 students. Additionally, her four-year tenure as Co-Chair of the Institution's Middle-States Committee was also a personal career high-point for her.



From left, Betty's husband (Dick), brother-in-law (Rich Henderson), father (Jim DiLucia), nephew (Jimmy), Betty, and sister (Cindy Henderson, also a financial aid officer) - play a big part of her life

continued on page 12

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

Despite being busy getting her M.S. in Education from Duquesne University during her tenure at CCAC, Betty managed to volunteer within NASFAA, EASFAA, PASFAA and also held a position on the College Board's Community College Advisory Panel. In fact, Betty remembers fondly the four days she spent sequestered in a hotel room with



**Betty with godchild,
Michael Davis-Wrate**

Vali Heist and Bill Irwin, creating summer PFAT Training materials and eating (literally) tons of M&M's to stay awake!

There is no doubt that Betty epitomizes what it means to "give back" to one's profession. As a NASFAA volunteer, Betty served two three-year terms on the Board of Directors, Chaired the Professional Development Committee, was

a member of the Association Governance Committee and also a faculty member for NASFAA training sessions. She chaired the EASFAA Conference Committee in 1997

and her list of contributions to PASFAA prior to serving as President of the Association in 1992-1993 were quite extensive. Betty served as two-year sector representative, as a faculty member at several summer institutes and guidance counselor workshops and as a member of the PASFAA Financial Aid Awareness Committee. Certainly, it was no surprise that she received the PASFAA Distinguished Service Award in 2000!

Always up for a challenge, Betty jumped over to the student lending side for a few years, taking a position as Vice President at Sallie Mae in 2005. During her three-year tenure at Sallie Mae, Betty managed student loan marketing needs for Western Pennsylvania colleges and promoted Sallie Mae products to her assigned schools. Ultimately, however, it was her desire to work directly with parents and students, along with changes in the lending industry itself that led her back to a college. In 2008, Betty accepted a position as Senior Director of Student Financial Services at Point Park University, where she currently manages both financial aid and student accounts.

So what is Betty's advice for those entering the financial aid profession? She believes it is critical for those starting out to recognize that working in financial aid gives you a large, transferrable, multi-faceted skill set. She encourages those new to the profession, or those who have a few years of experience under their belt to not sell themselves short when it comes to considering other opportunities, both in and out of higher education. Truth be told, Betty likes to gamble and she encourages those just starting out to go beyond their comfort zone and do the same, and of course, never lose site of why they entered the profession in the first place - the students and the desire to see them succeed!

Should Your Boss Be Your Facebook Friend?

Adriana Heskett, Member, Newsletter Committee

You may have seen a recent email about a girl who was fired after a post on Facebook. Her status updates included complaints about her job and specifically about her boss. Just below the status update her boss responded by reminding her that she was "friends" with her on Facebook and as such, she could see the things being posted. The employee was reminded that the specific complaints were what she was being paid to do, and finally because she was still within her six month trial period, to not bother coming in the next day as she was fired. Although this mythical email probably never really happened it does beg the question about whether or not you should be "friends" with your boss on Facebook.

Within the last few years Facebook has grown exponentially. Virtually everyone is a member now. People you haven't seen or heard from in years are now sending friend requests. Who you decide to be friends with is a very individual choice and is different for everyone.

Some people are more private in general. They use Facebook to keep in contact with close friends and family

and limit the access to their personal information. Unless they feel very close on a personal level with their supervisor it would be assumed that they would not feel comfortable adding them as a friend. Others are friends with everyone on Facebook. People who know someone...who knows someone else...are friends with them and that is OK too. Besides your feelings about sharing personal information with various people you also have to think about the content on your Facebook pages. If you are spending work hours farming in Farmville, calling in sick to spend the day at the beach, or as in the email example, to vent about work you should be wary of who you add to your friend list as it may catch up to you.

There also should be an understanding about spending time on Facebook. Some people remain logged in all day - similar to their personal email. It takes less than a minute to update a status, flip through new pictures or chat with your spouse about dinner plans. Others feel that all

continued on page 13

Should Your Boss... (continued from page 12)

of that should be done during your breaks, lunch time, or even better not at work at all. Some administrators have a separate Facebook accounts that they use for work. They can still use the advantages of staying connected to students and other employees, while maintaining the separation of work and personal life.

You should never feel like you have to be friends if you are not comfortable and you should not take it personally if

your request is denied. In fact, denied friend requests may simply mean that person(s) would like to create additional boundaries. Whether or not you decide to be friends with your boss, co-workers, or even students, be mindful of the activities and information being displayed on personal Facebook pages.

State-Related Sector Report

Joni Trovato, Sector Representative

WOW! How quickly the 2009-2010 school year has flown by. After looking back over this past year I have learned one thing...Change is the only constant!!!

I hope that you all received my email update and I would again like to encourage you to volunteer and become an active member in PASFAA. Whether you volunteer for a committee, as a council member, or just moderating a session, get involved.

Keep up the great work and be proud to be in this profession. You are making someone's educational dream a possibility!

If you have any questions, concerns or ideas, please contact me at (814)269-7198 or at jtrovato@pitt.edu.

Have a great summer!!

Private Sector Report

Matt Stokan, Sector Representative

Congratulations to us all! We survived another school year! That said, there are a few items of interest for our sector in the upcoming months:

1. PASFAA is looking for recommendations of anyone with leadership potential who might interested in participating in the Leadership Development Training, which takes place the Saturday and Sunday prior to our annual conference. Each sector is able to nominate two individuals so, if you know of anyone or would be interested yourself, please contact me immediately!
2. AICUP announced that US BANK has just joined The Pennsylvania Private Loan Marketplace. In addition to this, it also announced that eight AICUP members have posted a link to the Marketplace on their website. If you are interested in doing so, contact Time Alexander at 717-232-8649 x222.
3. AICUP is sponsoring their 10th Annual Member Meeting on collaboration to be held on June 9th and June 10th at the Heritage Hills Golf Resort in York. If

you are interested in attending, please contact Kelly Carli at carli@aicup.org.

4. Due to not only a limited response but, more importantly, to everyone's busy schedules, we will postpone having a Private Sector Meeting until our annual conference. If anyone has any items that they would like disseminated to the group, please contact me at anytime and I will be happy to do so!

Finally, as we come to the end of another academic year and anticipate the beginning of a new one, it is easy to get so caught up in the changes and challenges we face on a daily basis that we often forget to step back and realize all the good we do for so many students and families. Before you get too caught up in direct loans, packaging, special circumstances, dependency overrides, verification, etc... make sure that you take some time for yourself to get away, re-energize and take pride in the fact that while we may not feel appreciated all the time, our work **does** make a difference! In other words, have a safe, relaxing and productive summer!

Two-Year Sector Report

Melissa Wisniewski, Sector Representative

The two-year sector met on April 22-23 at HACC's Midtown campus. We discussed the transition to Direct Loans. Most schools are prepared and some have already starting processing DL for Spring or Summer. Year round Pell was another topic of interest and so we spoke about how each school is handling summer awards.

Mary Miller joined us on Thursday and discussed changes on the AES website as a result of the transition to Direct Lending. The "Apply Now" link has been moved from the middle of the page to the corner to make it less visible. Entrance/Exit Counseling will be discontinued on

continued on page 14

PASSHE Sector Report... (continued from page 13)

June 30th and PLUS Pre-approval on the Alec portal will be discontinued on June 6th. There will be hands on DL training for FAS schools and dates will be announced soon.

Chris Zuzak joined us on Friday. \$3,781 is expected to be the max award for 10/11. Community Colleges can expect a max award of \$2,011. Overall, the number of recipients is increasing and the award amounts are decreasing. All awards will be conditional for 10/11. We

discussed online classes and their impact on state grants eligibility. There is going to be a new cancelation code, DE – for Distance Education. This should be available for Fall.

Many of our members requested our next meeting be held in Lancaster and is scheduled for November 11-12, at HACC's Lancaster Campus.

I hope you all have a wonderful summer and I look forward to seeing you in November.

PASSHE Sector Report

Dorothy Body, Sector Representative

Happy Spring - or is it? We have all seen the articles referencing the need to do more with less. We get it. Do more with less is definitely a common theme on our campuses. During our sector meeting held April 22nd and 23rd, we engaged in much discussion of the "do more" requirements. We discussed the increase in the number of veterans that we are seeing who come to us with various issues and concerns and a need for understanding the many benefits that may be available to them. In our ever-changing financial aid world, we are grappling with alternative loan issues and new regulations (Regulation Z), year-round Pell Grant, simplified needs-analysis, VSA College Calculator vs. Net Price Calculators, E-Sign regulations and affirmative notices by students to receive financial aid notices electronically, and of course direct lending were all topics of discussion.

Though it was obvious there were no easy solutions, discussion (or confession) was good for our souls. Some possible solutions that did emerge to the need to do more with less included consolidation of functional areas as determined by an organizational assessment of administrative functions for PASSHE. Another solution may rest in hiring temporary assistance as defined by an RFP process that would allow

schools to purchase specific services. This will not be an option for many of us due to budget constraints. Technology will provide relief for most of us. But, the initial upfront requirements for set up will be taxing.

There is a ray of hope (as there always is). Our State System is very much concerned about affordability as we all are. The State System office is therefore leading the charge of addressing the very real issue of financing education for our students. State System officers met with us, listening to our concerns of more families with special circumstance, increase in Pell eligible students, less SEOG funds and the soon to disappear ACG and SMART Grant funds. The officers shared their intent to take some of the burden of reporting of our plates by gathering comprehensive data from our respective campuses with common definitions and taking up the task of submitting report to the various requesting agencies.

In the end we will do what we have always done as financial aid professionals. We will get the job done, serve our students and parents efficiently, and we will remain compliant of the myriad of rules and regulations. Happy Spring everyone!

ISS Sector Report

Ken Shutter, Sector Representative

Hello ISS Sector! I hope everyone is enjoying the summer! This time of year is filled with vacations and relaxation for some, but the PASFAA Council and PASFAA Conference Committee is busy preparing the Association for yet another fantastic conference this fall. Make sure you update your membership and begin plans to attend the conference. I have no doubt the conference will be both rewarding and beneficial to whatever role you play in student financial aid. Additional details can be found on the PASFAA website at www.PASFAA.org, however I have included the basics below for your convenience. PASFAA Council has one more scheduled meeting before the actual conference which will be held in June 2010 at the Lancaster Host.

2010 PASFAA Conference

Sunday October 10, 2010 to Wednesday October 13, 2010

Lancaster Host

**Resort & Conference Center
2300 Lincoln Highway East
Lancaster, PA 17602**

Since we last met in Valley Forge we have had telephone communications as well as some very positive changes that affect our Sector directly.

January 5, 2010 - The ISS Sector held a conference call with the PASFAA Finance and Development Committee as well as the 2010 PASFAA Conference Committee to discuss

[continued on page 15](#)

PASFAA Sector Report... (continued from page 14)

vendor/sponsorship. The discussion went well and focused on the capacity to provide sponsorship this upcoming year. The call resulted in a very clear concern regarding Associate Members conducting business in the vendor area that have not paid sponsorship and are not vending. The group decided the honor system would be the best route to take right now and will not seek a by-law or policy change at this time. **It is strongly recommended and further stated that conducting business in the vendor area is reserved for the paid sponsors of PASFAA to conduct business and Associate Members who are not paid vendors should not be conducting business in the vendor area. Associate Members may conduct business elsewhere during the conference or in common areas.**

Associate members roles are expanded within PASFAA!! On February 25, 2010 the following message was communicated to the entire Association via e-mail:

Dear PASFAA Membership:

The following changes have been approved by PASFAA Council:

As a result of the current economic instability, it is prudent that PASFAA maximize the use of all existing resources

Institutional At-Large Sector Report

Dottie Brehm, Sector Representative

The newly launched on-line 2010-11 volunteer form is proving to be easily accessible and user-friendly and, "at press time" I am pleased to report that over sixty forms have been submitted electronically. Sincere thanks to each and every one of you who responded with your interests. Especially in these particularly challenging days in the financial aid world, your contribution will make an enormous difference.

The electronic format on the PASFAA database has also given the committee chairs greater access to their volunteers than ever before - as soon as you indicate an interest, that information, along with all of your contact information becomes available to the committee chairs when they next log in. This should make it much easier for all parties to get together - those with openings on their committees and those who are ready to make a contribution.

Nursing Sector Report

Lenny Slemmer, Jr., Sector Representative

Summer has sprung and with that, the change from winter snow and cold temperatures to warmer, rainier weather. Change is continuous as with every new season. It is the same for the Nursing sector as we undergo change from the past academic year. From clock hours to credits, FFELP to Direct Lending, or the number of disbursements from the government, to creating school plans for the 2010/2011 school year, change is among us. While too numerous to discuss here, I gladly welcome any questions or comments from all Nursing programs that have changes in process. I can honestly say that the past two years have been a blur. We will get through these changes - just as we do when seasons change.

available within the membership when considering volunteers for Committee assignments. Associate members within the PASFAA community will now be eligible to chair the following PASFAA committees going forward:

**Conference Committee
Finance and Development
PFAT Spring Training**

These opportunities are in addition to the existing Associate Membership Chair opportunities already available for Associate members:

**Leadership/Development
Technology
Newsletter**

Please take advantage of the expanded opportunities presented by these Policy and Procedure changes and volunteer your time to chair or participate on a committee!!!

Until next time, enjoy the rest of your summer and I look forward to seeing you in Lancaster!

I will continue to summarize the "other" volunteer activities, not related to particular committees - things like offering to stuff envelopes, moderate sessions or be a greeter at conference - on a spreadsheet and will make that available as needed.

It's not too late to submit a volunteer form if you somehow missed doing it earlier this spring. Remember that, as someone named Betty Reese once said, "If you think you are too small to be effective, you have never been in bed with a mosquito!" We still need you; we still need your contribution of time and talent. Help us reach the goal of a hundred volunteers?

Have a great summer!

Please remember, the DOE has changed the requirement for maximum Federal fund disbursements for clock hour schools. Fifty percent may be disbursed at the start of the school year and the additional fifty percent after the student has completed more than half of their Clock Hours for the year. This may be a change you may not be aware of. If you are unsure of how this might impact you, please let me know. I can be reached at slemmerl@readinghospital.org or (610) 741.0105. Have a good Summer!

PASFAA Bulletin Board

Congratulations to all!!

Births:

1

David and **Kathryn Adams** of Gettysburg College are the proud parents of **Conor James Adams**. Conor was born on March 5th weighing 8 lb. 1 oz. Dad, David, is the Director of Admission at Hood College in Frederick, MD.

2

Katherine Ruth Brudnock was born March 31st and is Sandy and **Ben Brudnock's** third - "AND FINAL!!!!" - child. Katherine joins big brother Nathan, who is 9 ½ and sister Elizabeth, who just turned 8.

Retirements / Job Changes / Promotions:

Peter D'Annibale has retired as Director of Financial Aid at Shippensburg University of PA. Peter writes: "Please tell my PASSFA colleagues that it has been an honor and a pleasure working with them. I'm doing well now and don't regret a minute of my career in FA."

3

Pauline Reedy retired on April 16 after 18 years at King's College, Financial Aid Office. The attached photo is from a recent NEPIC meeting in which Pauline was recognized for her aid accomplishments.

4

Ed Moyer retired on April 16 from Johnson College. Ed has been employed in the financial aid industry for over 25 years having previously served as Associate Director of Financial Aid at Wilkes University.

Nancy Chalker, formerly with Education Loan Source, has recently accepted a Business Development position with Studentaid.com effective May 3, 2010.

Meghan Petsko joined the staff of Villanova University as Assistant Director of Financial Assistance after previously working at Drexel University as an Assistant Director.

Amanda Baright recently joined the staff of Villanova University as Federal Student Loan Coordinator. Previously Amanda was a Financial Aid Counselor at Touro College in Manhattan, NY and prior to that she worked for TERI.

Mike Cioce, formerly Associate Director of Financial Aid at Drexel has accepted a Director of Financial Aid position at Burlington County College in NJ.

Melissa Walsh is now the Director of Financial Aid at Moore College of Art. Melissa was the Director of Aid at Rosemont College prior to accepting this new position.

Kristina Fripps, former Director of Financial Aid at Moore College of Art, has accepted a position as Director of Financial Aid - Campus Operations, Star Career Academy.

Lisa Holland, formerly the Associate Director of Aid at Eastern University, is now the Director of Student Accounts at Eastern. Lisa has been in the aid business for a long time - 16 years! We wish her the best of luck in her new career.

Jennifer Moore of Eastern University was recently promoted from Financial Aid Counselor to Associate Director.

