

Talking Points: What business partners provide to PASFAA

Mission Statement: The Pennsylvania Association of Student Financial Aid Administrators (PASFAA) is a dynamic service association whose mission is to provide training, mentoring and career support to members and other constituencies within a changing environment, to advocate for access to post-secondary education, and to educate the public on financial aid opportunities.

PASFAA is grateful for the support of our business partners. We hope that you will take a moment to thank them for their support by visiting their booth in the exhibit area, attend an educational session, and engage with them throughout the year on your campus and PASFAA committees.

Through their support and partnership, members will benefit in a variety of ways. As shared from a Director of Financial Aid who spent her career in the financial aid field, these partnerships offer schools:

1. An expansion of knowledge to help us (the schools) understand national trends and data specific to our students that will help us improve or create our counseling strategies and student intervention efforts that help us make our students successful.
2. The ability for us to better inform others on campus about our students. This provides us with data-driven credibility on our campuses.
3. The ability to understand product selection and possibly the impact that product selection has on enrollment, retention, graduation, and default rates at our schools.
4. The opportunity to learn from each other; our partners bring to the table not only data about our students, but also regional and national data trends. This exchange brings value to our schools. The relationship with our business partners brings long-term value to you, your career in the financial aid field, and to PASFAA.
5. A beneficial understanding of our schools, our students and families, our enrollment practices, and programs and policies. This helps business partners to create or modify their products and services to better serve our students and meet our enrollment, retention, and graduation goals.

PASFAA values their business partners and all the ways they help our schools, students and families to achieve their postsecondary education goals. We will succeed if we all work together, rely on each other for growth and knowledge, and strategize together to help achieve PASFAA's mission.