

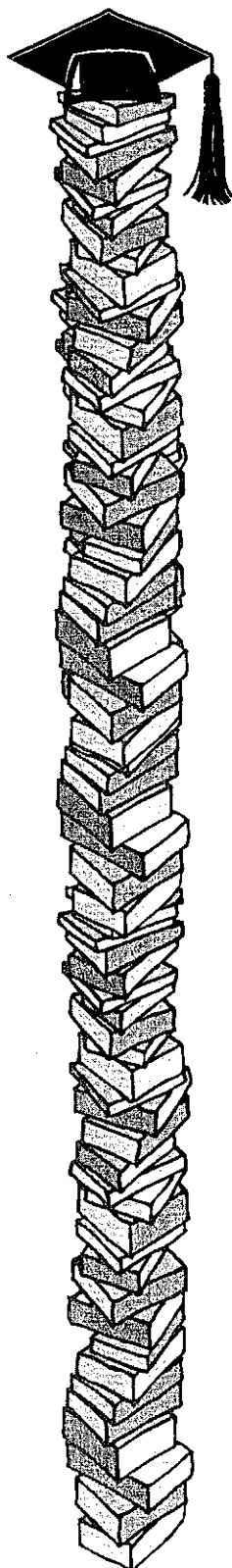


Pennsylvania Association of
Student Financial Aid
Administrators

NEWSLETTER

VOLUME 35, NUMBER 4

Fall 2002



It's Coming!

34th Annual Conference

"Get on Board the PASFAA Express!"

**Hershey Lodge & Convention Center
October 20-23, 2002**



34th
Annual
Conference
Hershey Lodge
& Convention Center
October 20-23, 2002

FEATURES

- President's Letter
- Nominees for Office
- Summer Institutes End Year
- Legislative Guide Wins Award
- 2002 Conference Preview
- High School Counselor Workshops
- Spotlight on Public & Prof Info Comm.
- Let's Get Motivated
- Sector and Committee Reports
- PELA News

2001-02 PASFAA EXECUTIVE COUNCIL

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Editor Excerpts

1. NEWSLETTER EDITORIAL BOARD FOR 2001-02

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Alisa DeStefano	Elizabeth McCloud	Sally Treadwell
Dana French	Kathy Myers	Sherry Youtz
Ragan Griffin	Judith Rile	

2. PUBLICATION SCHEDULE

Articles, position openings, meeting dates or other items can be submitted to the Editor according to the following publication schedule:

Winter 2003 issue:	articles due November 15
Spring 2003 issue:	articles due February 15
Summer 2003 issue:	articles due May 15
Fall 2003 issue:	articles due July 15

3. IMPORTANT MESSAGE

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

PASFAA Potpourri

1. MOVING? CHANGING POSITION OR TITLE?

PASFAA membership belongs to the individual, not the institution. All changes in name, address, title, etc. should be submitted to Dana Parker, Financial Aid Office, West Chester University of PA, 138 E.O. Bull Center, West Chester, PA 19383 or dparker@wcupa.edu. The 2001-02 membership list is maintained at West Chester University of PA.

2. 2001-02 PASFAA COMMITTEES

Government Relations	Ken Grugel
Membership	Dana Parker
Association Governance	Dana Parker
Public and Professional Information	Suzanne Sparrow
Technology Advisory Group	Ginny Kopko
2002 Conference	Cindy Haney
Financial Aid Training	Randy Harmon
Financial Aid Awareness	Liz Rihl Lewinsky
Finance and Development	Ruth Cramer

3. MEMBERSHIP IN PASFAA

Subscription to the PASFAA Newsletter is included in your yearly membership fee. Contact Dana Parker, West Chester University of PA, for information about 2001-02 PASFAA membership.

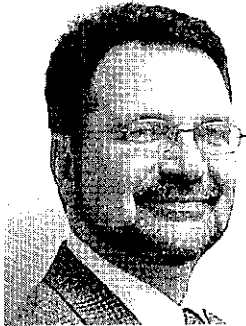
4. LETTERS TO THE EDITOR

Readers are invited to express their concerns about PASFAA or any financial aid related issues. Opinions, suggestions, questions, etc. are welcome. Letters must be signed. The Editorial Board reserves the right to condense or edit if necessary.

5. PASFAA HOME PAGE

Visit our World Wide Web site at: <http://www.pasfaa.org>
Webmaster, Mary Miller, mmiller3@aesSuccess.org or PH1 2038.

LETTER FROM THE PRESIDENT



Greetings PASFAA Members:

It is hard to believe that this is my last President's Letter and my term is almost over. Yes, being President does require a certain time commitment – you do attend and run a few meetings and you do a bit of traveling for those meetings, but I have no regrets. The benefits far out way any negatives.

I have had an opportunity to meet new people, attend various meetings as well as regional and national conferences. There is one thing that remains constant – I met good, quality people involved in PASFAA, EASFAA and NASFAA. The key to any successful association is to have people willing to give of their time to make the organization effective in achieving its goals. I saw first hand that these people exist in EASFAA and NASFAA. (I already knew we have good people involved in PASFAA and we could use more of them to actively step forward.) As in PASFAA, EASFAA and NASFAA both have a lot of the same people participating in active roles, and we need to have new people get involved in all these organizations. So if you haven't served on a committee yet in PASFAA or EASFAA, consider volunteering for one. If you have an interest in serving on a committee in NASFAA, one of the areas considered is your involvement in the state and regional associations.

Since I had the opportunity to attend both EASFAA and NASFAA conferences, it was easy to compare those to our state conference. Although I found each conference interesting, I believe our conference to be as good, if not better, in some areas. This year's PASFAA conference will provide a number of training opportunities on important and timely issues. Also, members will have the chance to see old friends and make new friends, as well as develop contacts in our financial aid profession. I know Cindy Haney and her committee have planned a great conference. I hope everyone has a chance to "Get on Board the PASFAA Express" October 20 – 23 at the Hershey Lodge & Convention Center.

We provide many training opportunities throughout the year and a number of them are done in conjunction with AES/PHEAA. Members were recently sent the Training Guide that lists many of the training activities scheduled for the upcoming year. I wish to thank AES/PHEAA and especially Diana Sheehan and Tina Reinoehl for their hard work in making available this valuable training.

Also, I would like to thank our many sponsors and vendors who provide a lot of the funding that makes it possible to provide this training at a reasonable cost. Along with training, sponsorship funds help put on a great conference each year, help print the membership directory, enable us to put out a great quarterly newsletter, and help support our ever improving PASFAA Website and list server for messages. So when possible, and especially at the conference, take time to thank our sponsors and vendors for the assistance. We would not be able to provide these services without their support.

In closing, I would like to thank the members of the PASFAA Council and Committee Chairs for their hard work this year. They made my job easier and made PASFAA an effective organization. Also I wish to thank the membership for providing me the opportunity to serve this fine organization as President. It was my honor to serve and will always be a special time in my professional career.

Sincerely,

A handwritten signature in cursive script that reads "Gary A. Means".

Gary A. Means
PASFAA President

PASFAA 2002 Elections

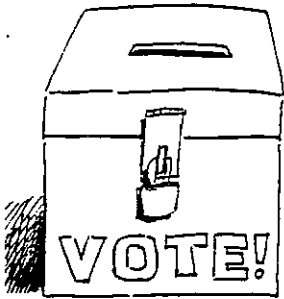
Submitted by
Dana Parker
PASFAA Past President

The candidates who have agreed to have their names placed on the ballot are listed in this newsletter. In accordance with PASFAA by-laws, the two persons receiving the highest number of nominations for each office have their names placed in contention. In addition to the names listed in the newsletter, the Sector Representative for the Business Trade and Technical Sector remains as an open position.

Ballots will be placed in the conference packets for individuals eligible to vote. Active members may vote for the Office of President-Elect, Vice President, Secretary, Treasurer, and Representative At-Large.

At the opening session of the annual business meeting on Sunday, October 20, 2002, the candidates will be introduced to the membership and nominations will be received from the floor for any of these positions. Voting will occur at the conference with the ballot box being located at the PASFAA table in the vendor area. Balloting will end at 12 noon on Tuesday, October 22, 2002. The election results will be announced at the closing session of the annual business meeting later that day.

Absentee Ballots



In keeping with the procedures adopted by PASFAA, absentee balloting will be available to persons unable to attend the conference but who have renewed their PASFAA membership for the upcoming 2002-2003 year. On the 2002 conference registration form there is a provision for individuals who cannot attend the conference to renew their membership and to request an absentee ballot.

Absentee ballots must be requested on or before Friday, September 20, 2002. Ballots will be mailed upon receipt of a request. The completed ballot must be returned to the Past President at least one week prior to the start of the conference, using the double envelope method. The Past President will bring any such ballots to the conference where they will be opened and counted by the Membership and Elections Committee prior to the counting of ballots cast at the conference. Write-in votes are only acceptable for individuals nominated from the floor at the conference. Therefore, members casting absentee ballots can only vote for individuals printed on the ballot.

Once an individual requests an absentee ballot, that person cannot receive a ballot at the conference should they attend. Any questions about the election process should be addressed to Dana Parker, Past President.

Candidates for Office

President-Elect	Jean Walker	Butler County Community College
Vice President	David Smedley	Valley Forge Military Academy & College
Secretary	Kimberly McCurdy	Mansfield University
Treasurer	Sheryle Proper	Allegheny College
At-Large	Cheryl Gerber Margaret Hynosky	Westminster College University of Scranton

PASFAA ELECTION NOMINEES

PRESIDENT-ELECT



Jean M. Walker
Director of Financial Aid
Butler County Community College
1997 - Present

PREVIOUS EMPLOYMENT

- Butler County Community College
- 1995-1997 Associate Director of Financial Aid
- 1993-1995 Assistant Director Financial Aid
- 1988-1993 Financial Aid Assistant
- 1986-1988 Financial Aid Secretary

Zayre Department Store, Butler, PA
• 1979-1983 Auditor/Controller

EDUCATION

- M.S. Professional Leadership, Carlow College, 2001
- B.S. Human Resource Mgmt., Geneva College, 1995
- A.A.S. Business, Butler County Comm. College, 1986

PROFESSIONAL ACTIVITIES

Member NASFAA, EASFAA, PASFAA

PASFAA

- 2002 Representative to NASFAA Leadership Conf.
- 2002 Chair, Leadership Development Committee
- PA Financial Aid Training Committee
- 2000 Faculty, Fundamentals Workshop
- 1998 Hotline Coordinator
- 1995-1997 Public Two-Year Sector Representative
- 1995-1997 Professional Standards & Training Comm.
- 1994-1996 Government Relations Committee

PHEAA

- Education Services Group Advisory Board
- Fast Tech Redesign Advisory Board
- Keystone Loan Advisory Board
- 1994-1996 SLSC Advisory Board

Butler County Community College

- Chair, Scholarship Committee
- Co-Chair, Middle States Subcommittee
- America Reads Committee
- Tenure Committee
- 1995-1998 Act 101 Advisory Board

2000-2002 Chair, PA Virtual Community College Faculty Development Subcommittee
Presenter, Western PA Technology Consortium Conference
Nat'l Assn. Of Veterans Program Administrators (NAVPA)

"I consider it an honor to be nominated for President-Elect. My involvement in PASFAA during the past 15 years has allowed me numerous opportunities for professional growth and development, and I want to be certain that those opportunities continue to be available to PASFAA's current and future members. PASFAA is a dynamic organization, offering its members not only support and training, but the camaraderie of dedicated professionals from diverse institutions striving to provide access and choice to those seeking a postsecondary education. Ours is a noble profession, and I welcome the opportunity to contribute to its development by volunteering my time and energy to PASFAA. Together we can make it all happen."

VICE-PRESIDENT



David R. Smedley
Director of Financial Aid
Valley Forge Military Academy & College
1998 - Present

PREVIOUS EMPLOYMENT

- 1993-Present College Adjunct Faculty
Philadelphia University
Temple University
- 1997-1998 Senior Financial Counselor
Temple University
- 1990-1996 Graduate Asst. to Dir. of Financial Aid
Temple University
- 1988-1989 Governor's Fellow, State of New Jersey
New Jersey Board of Public Utilities

EDUCATION

- Completed coursework Ph.D. program, Political Science, Temple University, 1988-1996
- Total Quality Mgmt. Delaware Cty. Comm. Coll., 1992
- MPA Research & Policy Analysis, Temple Univ., 1987
- B.A. History, Temple University, 1985

PROFESSIONAL ACTIVITIES

Member NASFAA, EASFAA, PASFAA

PASFAA

- 2000-Present Newsletter Editorial Board
- 1998-2000 Government Relations Committee
- 2002 Faculty, Committee Member, Don Raley Institute
- 2000 Presenter, H.S. Counselor Workshop
- 1998, 1999 Site Registrar H.S. Counselor Workshop

1998-Present Member, American Society for Public Admin.
1991-1993 Temple University Student Publications Board
1991-1993 Temple University Student Government
1996-Present Op/Eds, Phila. Inquirer, PASFAA Newsletter

"I believe that my professional experience in PASFAA and EASFAA, my professional teaching experience, my educational background, and my strong professional and personal interest in governmental issues, would help me to serve PASFAA as Vice President - particularly in the coordination of government affairs issues, with the importance of HEA Reauthorization on the horizon. I would seek to build upon the firm foundation put forth in the past few years by the PASFAA Government Relations Committee and its award-winning Legislative Guide (which I helped to create as a member of the Committee) by developing new methods to educate the Association on governmental matters, and to keep the Association apprised of policy, regulatory, and political developments both within Pennsylvania and Washington, DC. I would also seek to assist the President and President-Elect with other matters as needed."

PASFAA ELECTION NOMINEES

SECRETARY



Kimberly J. McCurdy
Assistant Director of Financial Aid
Mansfield University of PA
2001 – Present

PREVIOUS EMPLOYMENT

- 1999-2001 Financial Aid Counselor
Widener University
- 1998-1999 Financial Aid Officer
MCP – Hahnemann University
- 1997-1998 Student Loan Coordinator
Art Institute of Philadelphia

EDUCATION

- M.Ed. Adult Education, Widener University, 2000
- B.A. Journalism, Indiana University of PA, 1997

PROFESSIONAL ACTIVITIES

Member NASFAA, PASFAA

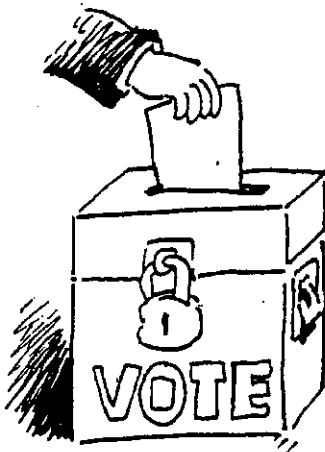
PASFAA

- Hotline volunteer
- H.S. Counselor Workshop Training volunteer
- 2002 Nominee, Leadership Development Training

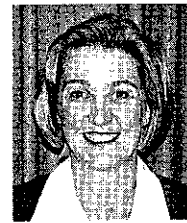
NASFAA

- 2002 NASFAA Conference
- NASFAA Symposium participant

"I'm excited to be running for PASFAA Council. For me, the next logical step in my career is getting more involved. My involvement in PASFAA for the past several years has been very rewarding. Not only have I gotten to meet my professional colleagues, but PASFAA also enables me to take advantage of training opportunities. As secretary, I hope to bring my attention to detail and my journalistic skills to the organization. I expect that continued involvement will help me to grow professionally while serving my colleagues at the same time."



TREASURER



Sheryle A. Proper
Associate Director of Financial Aid
Allegheny College
2001 – Present

PREVIOUS EMPLOYMENT

- Allegheny College
- 1999-2001 Assistant Director of Financial Aid
- 1997-1999 Office Manager, Financial Aid
- 1989-1997 Secretary, Economics Department

EDUCATION

- Graduate work toward MBA, Penn State University, 2001-present
- B.S. Mathematics, Allegheny College 1998

PROFESSIONAL ACTIVITIES

Member – NASFAA, EASFAA, PASFAA

PASFAA

- 2001 Conference Committee
- 2000 Presenter, H.S. Counselor Workshop

Allegheny College

- 2002-Present Chair, Administrative Advisory Comm.
- 2002-Present V.P. Enrollment Mgmt. Search Comm.
- 1997-1999 Finance & Facilities Committee
- 1999, 1996 V.P. Finance & Presidential Search Comm.
- 1997 Strategic Planning Committee

"PASFAA's long history of providing valuable training and assistance to its members makes it a privilege to be associated with such a professional and supportive organization. I have benefited tremendously from this association as it has helped me learn about the field of financial aid and become established in the profession. Election as PASFAA Treasurer would give me the opportunity to give back to the organization that has done so much for me. I believe my education, experience, and interest in the areas of math and fiscal management provide me with the background needed to serve my colleagues as PASFAA Treasurer. I am honored to accept this nomination and to make a commitment to serve such a valuable and worthwhile organization."

PASFAA ELECTION NOMINEES

AT-LARGE SECTOR REPRESENTATIVE



Cheryl A. Gerber
Assistant Director of Financial Aid
Westminster College
1999 – Present

PREVIOUS EMPLOYMENT

Westminster College

- 1998-1999 Financial Aid Secretary
- 1997-1998 Admission Receptionist

LNT Enterprises, New Wilmington, PA

- 1995-1997 Administrative Assistant

Volant Brass and Iron, Volant, PA

- 1987-1993 Corporate President and Business Manager

Volant Borough & Wilmington Area School District

- 1985-1988 Tax Collector

EDUCATION

- B.A. Business Administration, Grove City College, 1979

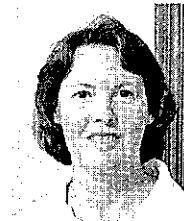
PROFESSIONAL ACTIVITIES

Member NASFAA, EASFAA, PASFAA

- 2001, 2000, 1999 PASFAA Conference
- 1999 Participant, Intermediate Summer Institute
- 1998 Participant, Don Raley Institute

"I am thrilled to be nominated for the At-Large Sector Representative seat on the Executive Council. I would be honored to serve my colleagues in this position. As a relative 'newcomer' to financial aid, PASFAA has provided me with a wealth of knowledge, the venue to share ideas and the chance to meet the dynamic, professional and dedicated people of this association. As the representative for the active membership of PASFAA, I would be provided with the opportunity to give back to an organization that has given much to me."

AT-LARGE SECTOR REPRESENTATIVE



Margaret F. Hynosky
Associate Director of Financial Aid
University of Scranton
1993 – Present

PREVIOUS EMPLOYMENT

Lackawanna Junior College

- 1987-1993 Director of Financial Aid & Vet Affairs
- 1982-1987 Asst. Director of Fin Aid. & Vet Affairs
- 1979-1982 Secretary, Financial Aid

EDUCATION

- B.A. Liberal Studies, University of Scranton, 1989
- A.A. Accounting, Lackawanna Junior College, 1979

PROFESSIONAL ACTIVITIES

PASFAA

- 1998-Present Financial Aid Awareness Committee
- 1998, 1999 PASFAA Conference Presenter
- 1996, 1997 High School Guidance Counselor Workshop Presenter
- 1989-1993 Two-Year Private Sector Representative
- 1989-1993 Prof. Standards & Training Committee

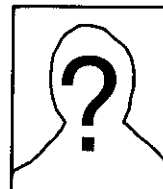
PHEAA

- 2000-Present PLUS Processing Advisory Group
- 1997, 1998 DirectLINK Advisory Committee
- 1989-1993 State Grant Cert. Procedures Comm.

"My first experience with PASFAA was in 1982 at the annual conference. Of course being the youngster that I was (back then), I was overwhelmed. These feelings went away fast with the help of the Association. That's what PASFAA is about. Although I have been active in PASFAA in the past, it is always an honor to serve my colleagues and return the guidance and support that I have received over the years. As my mentors have passed along their expertise, I too would like to serve our organization by helping PASFAA meet the needs of our members and work at promoting and enhancing our profession."

Business, Trade & Technical Sector Representative Open

No nominations for the Business, Trade and Technical Sector Representative position were received by the time the Newsletter went to press. Nominations will be accepted from the floor at the annual conference in October. If you plan to nominate someone from the floor, please be sure in advance that the nominee will accept the nomination and will agree to run.





WASHINGTON UPDATE

Playing Politics with Administrative Relief

Submitted by
Scott Miller
Federal Relations
Director, AES/PHEAA

The week of July 15, 2002, was an especially bad one for Financial Aid Administrators seeking relief from administrative burdens. It isn't that Members of Congress, the Bush Administration, and the higher education community aren't concerned about providing such relief; it's just that some of them allowed politics to get in the way of achieving this goal.

Extending the Low Default Rate Provisions

As you know, two provisions that provide administrative relief for schools that maintain low default rates expire on September 30, 2002. These provisions allow schools that have default rates below 10% for three consecutive years to waive the 30-day loan disbursement delay for first-time freshmen borrowers and to disburse loans in single installments if the loan period is equal to a single academic period (semester, trimester, quarter, etc.).



What's



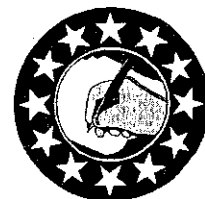
on the Hill?

To extend these provisions for an additional year adds approximately \$10 million to the federal budget. The cost is attributable, primarily, to the increased in-school interest subsidies paid on behalf of borrowers because the loans are disbursed more quickly. In these very tight budget times, finding the extra \$10 million was not an easy task. After, literally, months of trying, the House Education and the Workforce Committee and the U.S. Department of Education agreed that the money could come from a general administrative fund that is authorized under Section 458 of the Higher Education Act. Funds in this account are used to pay for the operations of the Federal Direct Loan Program (FDLP), to fund some guaranty agency operations, and for general support of administering the student aid programs. The Department of Education assured Members of Congress and the higher education community that taking \$10 million from the 458 account would not effect student aid delivery or the operations of the FDLP.

Despite these assurances, most of the higher education associations based in Washington, DC opposed using the 458 account as the source of funds to pay for extending the low default rate provisions. These associations urged Democratic Members of Congress to oppose this provision. Because Democratic votes were needed to approve these extensions, the whole idea was shelved and its fate, at press time, is uncertain.

Additional Administrative Relief – the FED UP Act

The low default rate extensions were intended to be added to the FED UP Higher Education Technical Amendments Act of 2002 (H. R. 4866). This bill included numerous revisions to the statute, most of which were suggested by schools and other program participants as part of the FED UP initiative launched last year by Rep. Buck McKeon (R, CA) and Rep. Patsy Mink (D, HI). This bi-partisan effort collected in excess of 3,000 suggestions for improving the federal higher education regulations. Some of these items were addressed in this year's negotiated rulemaking sessions and the resulting Notices of Proposed Rulemaking that were published this summer.



Among the items included in the FED UP Act, were some relief on the Return of Title IV Aid policy, an easing of the process through which borrowers may obtain forbearances, and clarifications regarding the eligibility of certain schools and students for Title IV aid. Individually, none of these items are earth-shaking; collectively they were an important step towards general administrative relief in the student aid programs. And, they were a sign that Congress could deliver on the promises made when the FED UP process was launched.



Rep. Howard "Buck" McKeon (R, CA) was instrumental in launching the FED UP initiative.

Unfortunately, politics – DC-style – caused the defeat of the FED UP Act. Democratic Members of Congress, led by Rep. George Miller (D, CA), ranking Democrat on the Education and the Workforce Committee, wanted to offer a number of amendments to the bill that were either costly or involved major policy changes that did not have bi-partisan support for inclusion in the FED UP Act. Because the FED UP Act was being considered in the House of Representatives under special rules that required a two-thirds majority for passage, the bill was not approved, even though it received 246 votes in its favor and 177 against.

This is another case where the Washington based higher education associations let us down. They did not believe the bill was important enough to risk bucking Rep. Miller and his colleagues and, thus, the associations did not exert any particular effort to urge members to drop their political stance and support the bill.



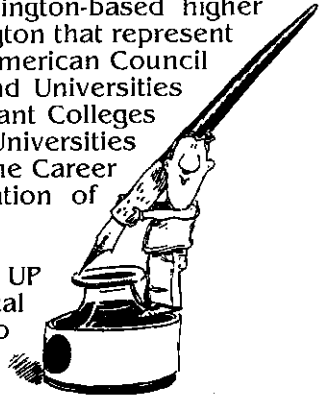
Rep. George Miller (D, CA) is the ranking Democrat on the Education and the Workforce Committee.

Lessons Learned

While I am hopeful that, by the time you read this article, the FED UP Act and the low default rate extenders will have become law, I am far from certain that they will be finalized. But I am sure that we have learned some valuable lessons in the process. First, we have learned, again, how important it is for the financial aid community to stay informed of what is happening in Washington, DC regarding the student aid programs. Second, we have learned that we cannot always rely on our Washington based higher education associations to represent our interests.

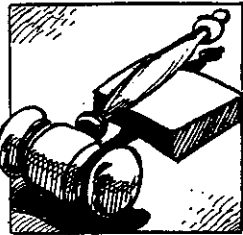
So, whereas in the past I have often urged PASFAA members to contact their Members of Congress and their Senators, I am now going to add their Washington-based higher education associations to that list. The major associations in Washington that represent postsecondary institutions and lobby on student aid issues are the American Council on Education (ACE), the American Association of State Colleges and Universities (AASCU), the National Association of State Universities and Land Grant Colleges (NASULGC), the National Association of Independent Colleges and Universities (NAICU), the American Association of Community Colleges (AACC), the Career College Association (CCA), and, of course, the National Association of Student Financial Aid Administrators (NASFAA).

If you feel strongly about extending the low default rate provisions or about the FED UP Act (and it has not yet been approved by Congress), you should not only contact your local Member of Congress and your Senators, but also the higher education associations to which your institution belongs. Please feel free to contact me if you need more information about these associations or how to contact them.



Postscript on School Vouchers and Federal Subsidies

Submitted by
David R. Smedley
Newsletter Editorial Board



In the Spring 2002 issue of the PASFAA Newsletter, I overviewed the case of *Zelman v. Simmons-Harris* (United States Supreme Court, 00-1751), in which the United States Supreme Court took up the issue of "school vouchers" from a case emanating from the City of Cleveland under the Ohio Pilot Project Scholarship Program. On June 27, 2002, the Court handed down its ruling, upholding the constitutionality of the program even though the vouchers, from a public school district, could potentially be used at private schools with religious affiliations.

This, of course, is not the end of the debate, but just the beginning. With its constitutionality upheld, it will be interesting to see how such programs are developed elsewhere. And as I noted before, it will be very interesting to see if regulations are enacted to restrict how such vouchers are to be used by parents, and by schools, similar to what we have to deal with in terms of how Federal student aid funds are to be handled – i.e., those dreaded "cash management regulations."



You can view the text of the US Supreme Court at:
<http://a257.g.akamaitech.net/7/257/2422/27jun20021045/www.supremecourtus.gov/opinions/01pdf/00-1751.pdf>

A summary of the case can be accessed at this website:
<http://www.washingtonpost.com/wp-dyn/articles/A54620-2002Jun27.html>

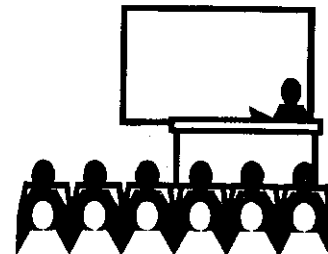
General information on the school choice debate:
<http://www.washingtonpost.com/wp-dyn/education/specials/policy/choice/>



Presenters & Registrars Needed for High School Workshops

Submitted by
George Gerhart
Chair, High School Counselor
Workshops Committee

This fall, PASFAA and PHEAA again will offer High School Counselor Workshops at 38 sites across the Commonwealth. PASFAA volunteers will be teamed with PHEAA regional directors to present an overview of federal, state, and institutional financial aid, the application and delivery processes, and related information. The workshop is geared to all counselors – novice and veteran alike. Letters have been sent to PASFAA members asking for volunteers to serve as presenters or registrars. *(Please note: Revised dates and locations for the Southwest region appear in the list on the next page.)* If you have not received that mailing and are interested in serving, please use the volunteer form printed below. If you received the letter but have not yet responded, please contact Jennifer Liedtka at Lebanon Valley College (717-867-6126). Assignments of presenters and registrars will be made in September.



The workshop materials will be mailed to presenters prior to the PASFAA conference. At the conference, the format, content, supplementary materials, and Powerpoint presentation will be reviewed and questions that the presenters may have will be answered. This series of workshops is a very helpful service to the high school counselors. If you have not volunteered before, this is a great opportunity to begin to become active in PASFAA.

Thanks to the members of the High School Counselor Workshop Committee, Maryann Dudas, Steve Fekete, George Gerhart (chairperson), John Gorman, Norma Groover, Jennifer Liedtka, and Dana Suter, and to the PHEAA regional directors, Don Shade and Dan Johnston, and to Vee Blaine, for all of their hard work on this project.

High School Counselor Workshops Volunteer Form

Name _____ Title _____
Institution _____ Work Telephone: (____) _____
Address _____ Work Fax: (____) _____

Email address _____ Home Telephone (____) _____

Please indicate your top three choices of workshop locations by referring to the schedule of workshops on the next page. Every effort will be made to place you in your first choice; however, you may be placed at your second or third choice. Locations listed with an asterisk (*) are those that are expected to need a site registrar; so, please indicate your preference to serve as either the presenter or registrar at those sites.

	DATE	LOCATION	PRESENTER or SITE REGISTRAR
Choice #1	_____	_____	_____
Choice #2	_____	_____	_____
Choice #3	_____	_____	_____

Please return Volunteer Form to:

Jennifer Liedtka
Director of Financial Aid
Lebanon Valley College
101 North College Avenue
Annville, PA 17003

Fax: 717-867-6026

e-mail: liedtka@lvc.edu

2002 High School Counselor Workshop Sites

NORTHWEST

<i>Daniel Johnston, Regional Director – Sharon Regional Office</i>			<i>(724) 347-5891</i>
(1)	October 31, 2002	University of Pittsburgh – Bradford	Bradford
(2)	November 1, 2002	Gannon University	Erie
(3)	November 5, 2002	Clarion County Career Center	Shippensburg
(4)	November 7, 2002	Midwestern Intermediate Unit #4	Grove City
(5)	November 8, 2002	Crawford County Vo-Tech	Meadville
(6)	November 12, 2002	Clearfield High School	Clearfield
(7)	November 14, 2002	Warren County Career Center	Warren

SOUTHWEST

<i>C.A. (Jim) Cardinale, Regional Director – Pittsburgh Regional Office</i>			<i>(412) 881-5279</i>
(8)	November 1, 2002	CCAC – North Campus	Pittsburgh
(9)	November 4, 2002	Penn State University – Fayette Campus	Uniontown
(10)	November 5, 2002	University of Pittsburgh – Greensburg Campus	Greensburg
(11)	November 6, 2002	Arin Intermediate Unit #28	Indiana
(12)	November 7, 2002	Penn State University – Altoona Campus	Altoona
(13)	November 8, 2002	Penn State University – Beaver Campus	West Mifflin
(14)	November 12, 2002	University of Pittsburgh – Johnstown Campus	Johnstown
(15)	November 13, 2002	CCAC - South Campus	Monaca
(16)	November 14, 2002	Washington & Jefferson College	Washington

NORTH CENTRAL

<i>Donald Shade, Regional Director – Williamsport Regional Office</i>			<i>(570) 323-7001</i>
(17)	November 4, 2002	Northern Tier Career Center	Towanda
(18)	November 6, 2002	Bloomsburg University of PA	Bloomsburg
(19)	November 7, 2002	Susquehanna University	Selinsgrove
(20)	November 8, 2002	Newport Business Institute, Inc.	Williamsport
(21)	November 15, 2002	South Hills School of Business & Technology	State College
(22)	November 22, 2002	Mansfield University of PA	Mansfield

SOUTH CENTRAL

<i>Bruce Diefenderfer, Regional Director – Carlisle Regional Office</i>			<i>(717) 245-0062</i>
(23)	November 4, 2002	Elizabethtown College *	Elizabethtown
(24)	November 8, 2002	Shippensburg University of PA	Shippensburg
(25)	November 13, 2002	Penn State University – York	York
(26)	November 14, 2002	Capital Area Intermediate Unit #15 *	Summerdale
(27)	November 15, 2002	Gettysburg College *	Gettysburg

NORTHEAST

<i>Thomas O'Donnell, Regional Director – Wilkes-Barre Regional Office</i>			<i>(570) 826-1476</i>
(28)	November 1, 2002	McCann School of Business	Pottsville
(29)	November 7, 2002	Bucks County Community College	Newtown
(30)	November 8, 2002	Westminster Theological Seminary	Glenside
(31)	November 13, 2002	Colonial Intermediate Unit #20	Easton
(32)	November 14, 2002	Alvernia College	Reading
(33)	November 15, 2002	Penn State University – Lehigh Valley Campus	Fogelsville
(34)	November 19, 2002	Marywood University	Scranton
(35)	November 20, 2002	Wilkes-Barre Area Vo-Tech School	Wilkes-Barre

SOUTHEAST

<i>Cheryl Browning, Regional Director – Philadelphia Regional Office</i>			<i>(215) 735-2877</i>
(36)	November 4, 2002	Great Valley High School	Malvern
(37)	November 13, 2002	Delaware County Community College	Media
(38)	November 21, 2002	Community College of Philadelphia NW	Philadelphia

* Indicates those sites needing a Registrar

Schedule at all sites: Registration is 8:30 to 9 a.m. Workshop starts at 9 a.m. Please call the PHEAA Regional Director serving the county where your school is located if you have any questions.

PASFAA Hits High Note at NASFAA 2002 Conference

"Jazzin It Up in the Big Easy"

Submitted by
Gary Means
PASFAA President



The 2002 NASFAA Conference was held in New Orleans July 20-24, 2002. This was my first NASFAA conference and also my first trip to New Orleans. (And yes, I did visit the famous Bourbon Street and so did many of our colleagues. Let's just say it is a "different kind of place.")

The Keynote speaker was Alan C. Page, Minnesota's first African-American Supreme Court Justice. (You may remember Mr. Page when he played defense for the Minnesota Vikings in the 70's.) He was a dynamic speaker and has established a foundation to provide college tuition for underprivileged students. He is a strong believer in equal education for all children, and is definitely not your stereotypical ex-football player.

Congressman Howard P. "Buck" McKeon also spoke. He has been very active in legislation concerning education and is currently the Chairman of the Subcommittee on 21st Century Competitiveness with jurisdiction over higher education funding and technology in education. It was easy to recognize his passion concerning education, and he encouraged us to contact Congress and let them know our concerns.

Sally L. Stroup also spoke at the conference and is currently the Assistant Secretary for Postsecondary Education. She is an energetic and down-to-earth type speaker with strong Pennsylvania ties – born in Harrisburg and a graduate of Indiana University of PA – and worked for PHEAA for a number of years. Ms. Stroup will also speak at our conference in October.



(l to r) Kendra Feigert, Jan Napiltonia, Chris Zuzack and Joyce Spencer enjoy themselves in New Orleans.



(l to r) Rick Sparks, Chris Zuzack, Cindy Haney, Juli Louttit, Jean Walker and Donna Wilkoski were some of the PASFAA Folks at NASFAA.

The closing speaker was Jonathan Kozol. He is a Harvard graduate and is the author of seven award-winning books which focus on the plight of the disadvantaged children of our nation. He is a strong advocate for the cause of quality public education for America's poorest children.

There were over 100 training sessions to pick from. I was also impressed with the size of the conference. We work hard at PASFAA to organize a conference for about 500 members. At NASFAA, about 3000 members attend the conference and over all, except for some housing issues, things were well organized.

It took three large rooms, spread out over two floors, to hold all of the vendors and sponsors. Those little hand held fans were big giveaways. (It was in the



Clarke Paine and Lisa Cooper enjoy some down time.



Matt Williard dishes up some Southern hospitality for Sally Treadwell at the AES breakfast.



Some Carnegie Mellon staffers relax at a NASFAA reception.

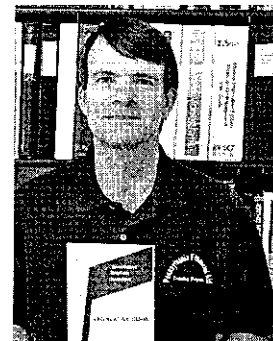


(l to r) Jim Zuzack, Julie Salem, Michael Bertonaschi and Leanne Frech enjoy food and friendship in the Big Easy.

90's every day and did not get much cooler in the evening.) For this first time attendee, it was a great opportunity, and I would recommend attending a NASFAA conference to anyone who has never enjoyed the experience. Mark your calendars for next year's conference in Salt Lake City, Utah on July 9-12, 2003.

PASFAA Wins 2002 State Award for Legislative Guide

For the third year in a row, PASFAA received one of NASFAA's four state awards. (In 2001, PASFAA received the state award for *Service to Other Constituents* for our laminated web resource guide and in 2000, NASFAA recognized PASFAA in the category of *Service to the Financial Aid Profession* for the project, "Yearning Members Counseling Activities (YMCA) Mentoring Program.") This year, PASFAA was selected to receive the state award for *Service to the Financial Aid Profession* for our Legislative Guide, prepared by our Government Relations Committee. Thanks to Ken Grugel and his fine committee - Cindy Farrell, Joyce Lattig, Michael Lewis, Scott Miller, David Smedley, and Robert Snyder - for putting together this information. If you have not seen this useful guide about the legislative process, with suggestions for effectively contacting your governmental officials, it will be available at the PASFAA table at our conference in October.



Ken Grugel, chair of the Government Relations Committee, displays PASFAA's award winning Legislative Guide

Sign up for Financial Aid Nights "Volunteer Bank"

Submitted by
Liz Rihl Lewinsky
Financial Aid Awareness Committee Chair



Interested in sharing your financial aid knowledge with families in your local community? Here's your chance! Due to a demand expressed by many high schools, the PASFAA Financial Aid Awareness Committee is seeking volunteers that would be willing to conduct a high school financial aid night in their local area during the 2002-2003 school year. A central volunteers bank of PASFAA members is being formed for this purpose. The volunteer bank will be linked to a map on the PASFAA website which high school guidance counselors can access, clicking on their local area to determine available presenters. If you would be willing to conduct an aid night in your local area, should such a need arise, please complete

the Financial Aid Night Volunteer Form, which can be accessed at www.pasfaa.org. Volunteer presenters can feel free to use the Powerpoint financial aid night presentation available on the PASFAA website or their own presentation, should they have one.

All Pennsylvania high schools will receive a postcard mailing advertising the PASFAA aid night volunteer bank in September. Guidance counselors will be asked to contact the presenter in their area at least two months in advance to determine if he/she is available to conduct the financial aid night. This is a great way for PASFAA members to serve their local communities while also spreading the word about PASFAA as an association! Please volunteer to share your knowledge.

**Lend us
a hand!**

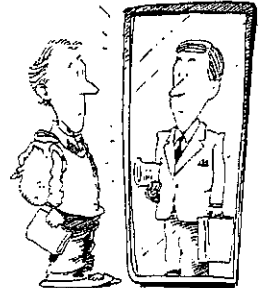
First Leadership Development Training Planned

Submitted by
Jean Walker,
Chair, PASFAA Leadership
Development Committee



Plans are well underway for the first ever PASFAA Leadership Development Training to be held at the Hilton Garden Inn in Hummelstown, PA, on Saturday and Sunday, October 19-20, 2002, in conjunction with PASFAA's annual conference being held October 20 - 23 at the Hershey Lodge and Convention Center.

Following PASFAA's second planning retreat held in November of 2000, Council charged the PA Financial Aid Training (PFAT) Committee with exploring the possibility of offering a leadership development workshop free of charge to members of the Association. In response to Council's charge, the Leadership Development Committee was formed for the 2001-2002 training year and its members have been diligently working on developing a seminar to meet the training needs of the membership in the area of leadership development.



The inaugural training workshop is being limited to 20 participants. The participants were selected based on recommendations from the eight sector representatives with input from current PASFAA officers and committee chairs. The training is being tailored for individuals with 3-15 years financial aid experience who have the potential and aspiration to develop as leaders within the association and who are willing to take on a more active and stronger participation within the Association. Sessions that are being developed for the training include:



- Encouraging Teamwork
- Dealing with Conflict
- Regulatory Issues/Government Relations Issues
- How to Run a Successful Meeting
- Time Management and the Art of Delegation
- Leadership Roles Within PASFAA, EASFAA, NASFAA
- Selling Your Staff and Administration on Your Participation in PASFAA, EASFAA, NASFAA
- Leader as Coach/Mentor and Other Effective Leadership Styles

David Knapp, Ph.D, President and CEO of Clear Ideas Consulting, will be the keynote speaker at dinner on Saturday evening. Dr. Knapp has conducted leadership training throughout the United States and Europe and will present The 21st Century Leader for the attendees. Committee members will be conducting many of the general training sessions with assistance from guest speakers including PASFAA's own Rachael Lohman, William Irwin, and Christine Zuzack.

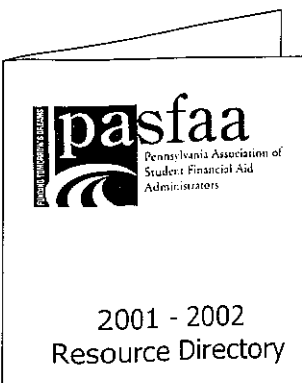
Hopefully, the leadership training will be offered annually to PASFAA members. For additional information about the Leadership Development Training or if you have an interest in serving on next year's committee, feel free to contact any of the following committee members:

Jean Walker, Chair
Lisa Kendi, Co-chair
Bill Burke
Gary Means
Mary Miller
Valerie Mockus

Butler County Community College
Fleet
University of Scranton
Westmoreland County Community College
AES/PHEAA
The College Board

PASFAA Directory Online

Submitted by
Ginny Kopko
Technology Advisory Group Chair



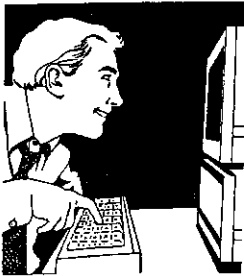
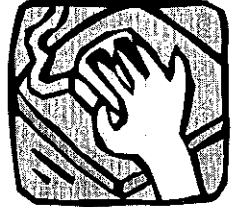
The PASFAA Directory is officially online. PASFAA members now have access to the directory in the "Members Only" section. Once you are logged into the members-only section, just click on the Membership Directory link and you will find a searchable database screen. You can search by name or institution. The Technology Advisory Group is pleased that the directory can be accessed on our website, and we continue to work towards building this site and providing a useful tool to the membership.



The How and What of E-Signatures

Submitted by
Nancy Chalker
Newsletter Editorial Board

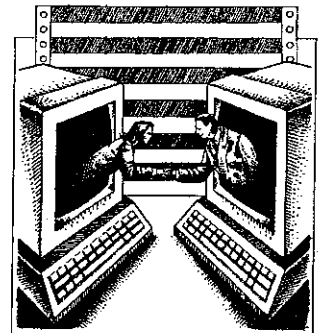
Who would have thought that some day students and parents would be able to use an electronic signature to sign their promissory notes? In light of the Department's Government Paperwork Elimination Act (GEPA) and the Electronic Signatures in Global and National Commerce Act (E-SIGN), that day is now a reality. The E-SIGN Act made it possible to recognize an electronic sound, symbol or process attached to or logically associated with a contract or other record and, executed, with the intent to sign the record, as a legally binding signature. In other words, you don't need a "wet signature" any more in order to "sign" a document.



So, what does all of this cutting edge technology mean for you? Well, hopefully, it will help to fulfill the original mission of the Department to reduce costs associated with processing paper-based information. A brief overview of the E-SIGN process shows that depending on the lender and/or their servicer, there are different ways of utilizing E-SIGN.

Using the Office of Student Financial Assistance (SFA) way, a student obtains a USDE Personal Identification Number (PIN) and uses that to "sign" their MPN. Once they have input their PIN, the Student Authentication Network (STAN) verifies the student's information against the SFA database. After a series of steps and after the student reviews their rights and responsibilities, they obtain a transaction code. It is this code that must be input in order to successfully "sign" their MPN.

Not all lenders/servicers utilize the SFA way of doing E-SIGN. If a student has not obtained a USDE PIN or has forgotten it, some lenders/servicers use their own version of E-SIGN. You need to ask your lender whether they or their servicer are using the SFA process, or, if not, are they at least verifying information using a third party database in order to meet the legal standards of the E-SIGN Act. If they are not verifying information against a third party database, that process may not provide sufficient fraud protection.



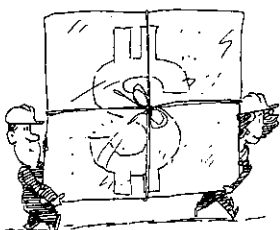
As was "cutting edge technology" of EFT, electronic signatures are the wave of the future. Today's students are the most technologically-savvy generation to date and are having no problem embracing this new electronic technology. As anyone who has been in this business for any length of time will attest, change is inevitable and this is just the latest in the ever-evolving process we call financial aid.

Finance & Development Committee

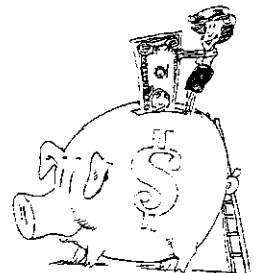
Submitted by
Ruth K. Cramer
Finance & Development Committee Chair

PASFAA's 2002-03 budget, totaling just over \$275,000, was passed at the June 3 Council meeting. Many thanks to all officers and committee chairs for their well-conceived budget requests, and to this year's Finance & Development Committee members who were invaluable in the budget preparation process.

This year's sponsor solicitation went particularly well due to several procedural enhancements and the dedicated work of Barbara Schmitt, 2002-03 incoming Finance & Development Chair. 2002-03 Platinum sponsors include AES/PHEAA, Citizens Bank, Fleet Bank, Key Education Resources, M&T Bank, National City Bank, PNC Bank, and Sallie Mae. Gold sponsors include Academic Management Services and Citibank Student Loan Corp. Silver sponsors include Beneficial Savings Bank, Chase Bank, Educaid/First Union, Nellie Mae, Sovereign Bank, and USA Funds Services. Bronze sponsors include College Board, Edamerica, SunTrust Education Loans, and Wells Fargo.



2002-03 promises to be a particularly successful year in great part because of the support of the above-named sponsors. PASFAA could not serve its members nearly as well without the financial and committee support of these individuals and the organizations they represent.



Pennsylvania Financial Aid Training Program

Submitted by
Donna Cerza
Chair, Financial Aid
Training Committee

2001-02 Summer Institutes Provide Knowledge Base for Professionals



Sally Ann McCrea instructing the Financial Aid Basics group.

Are you a Type A personality who enjoys problem solving and finds the Student Financial Aid Handbook stimulating? Then you must be a financial aid officer! Welcome to those who are new to our profession and to PASFAA. The PA Financial Aid Training Committee and PHEAA offered two summer institutes at Dickinson College again this year. The training programs strive to provide a knowledge base for newer members of our profession as well as training for those professionals with whom we collaborate to insure the success of our students and institutions.

The **Don Raley Institute for New Financial Aid Administrators** is designed specifically to provide a solid foundation for PASFAA members who have been working in financial aid for two years or less. This intensive training also provides a wonderful opportunity for networking and camaraderie on the beautiful campus of Dickinson College. Mr. Edward Cunningham, First Vice President, AES/PHEAA welcomed the group. This year's class had 39 people in attendance during June 10-14. Thanks to our knowledgeable faculty, dedicated committee members and loyal friends at PHEAA, the event was very successful.



Don Raley group 'class picture.'

The faculty presenters this year were:

Juli Louttit	Butler County Community College
Ken Grugel	Clarion University
David Smedley	Valley Forge Military Academy

Guest presenters included:

Greg Martin	USDE
Scott Miller	AES/PHEAA
Henry Chance	AES/PHEAA
Mary Beth Kelly	PHEAA
Mike Nolan	AES/PHEAA

The Don Raley Committee was:

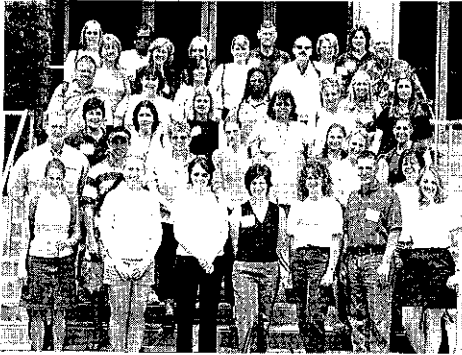
Ray Toole, Chair	Delaware County Community College
Peggy Charnick, Co-Chair	College Misericordia
Molly Leese	West Chester University of PA
Mike Wisniewski	LaSalle University
Henry Chance	AES/PHEAA



On a yearly rotating basis, either the Intermediate Summer Institute (designed for those with three to five years financial aid experience) or the Financial Aid Basics Seminar is offered in conjunction with the Don Raley Institute. The **Financial Aid Basics Seminar** was held this year during June 12-14 with 35 people in attendance. Financial Aid Basics (FAB) is designed to provide a basic understanding of financial aid essentials to those professionals with whom we work collaboratively such as Enrollment Management professionals and Controllers.



Robin Szitas and Sally Ann McCrea conduct a class exercise with Financial Aid Basics group.



Financial Aid Basics "class picture."

The 35 attendees benefited from the expertise of faculty members:
 Sally Ann McCrea Harrisburg Area Community College
 Robin Szitas Allegheny College

The hard working FAB Committee was:

Alisa DeStefano, Chair	Indiana University of PA
Judy Carter, Co-chair	Dickinson College
Jennie Slesh	PA Culinary Institute
Donna Boonton	Central Penn College
Melissa Walsh	Villanova University
Nancy Chalker	Citizens Bank



Financial Aid Basics group work on an assignment.

Greg Martin, USDE, and Scott Miller, AES/PHEAA, were also present for introductions and to provide an overview of their positions.

On behalf of the PFAT Committee, I extend our sincere appreciation to Diana Sheehan, AES/PHEAA and her assistant, Tina Reinoehl, for their tremendous efforts toward ensuring the success of the Summer Institutes. Also, many thanks to Judy Carter, and all of the folks at Dickinson College, for their gracious hospitality during our Institutes.



Ken Grugel dresses the part as he and Juli Louttit hand out Certificates of Completion to Don Raley participants.

AES Holds Retreat for Advisory Committees

Submitted by
 Kathy Myers
 AES/PHEAA



The Education Services Group held their second retreat for financial aid staff on June 27-28 in Lewisburg with Bucknell University serving as host. Financial aid staff from more than 70 schools were invited to this annual event in appreciation for their service on various advisory committees throughout the year. Some of the topics presented were updates on the FASTech project, AES web enhancements and custom reporting, School/Borrower Portals, and e-signature.



Father Paul Taylor and Bob Latta joined financial aid colleagues at AES' retreat.

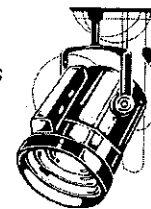


Vince Racculla welcomes Rachael Lohman (left) and Chris Zuzack to the retreat.



Participants wait for the next session to start.

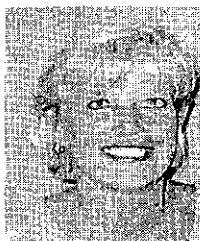
A different PASFAA committee will be highlighted in each issue of the Newsletter to familiarize members with the functions of each. The series concludes with this issue.



The spotlight is on The Public & Professional Information Committee

Submitted by
Sally Treadwell
Newsletter Editorial Board

The Public and Professional Information Committee (PPIC) might be the only PASFAA committee to lay claim to having a split personality – the Secretary and the Newsletter. The committee performs two separate functions, carried out by two separate arms.



Suzanne Sparrow
serves as PASFAA's
current secretary.

The first arm of the Public and Professional Information Committee is a one-person show, run by the **Secretary** of PASFAA's Executive Council. The Secretary's most important function is taking the minutes of Executive Council meetings and of the annual Conference business meetings. Effective with the Winter 2002 issue, minutes are now accessible to members via PASFAA's website or by contacting the current Secretary, Suzanne Sparrow. Sparrow views her interaction with the newsletter in this vein, "Joan Holleran, Newsletter Editor, is fabulous!" says Suzanne. "The Newsletter Editor really runs the committee. I have absolutely no involvement. I would have if they didn't have someone as qualified as Joan."

One can easily discern that the functions, while remaining separate, are mutually respectful and admiring. It may be a split personality, but it's a happy one.

The **Newsletter** is the second arm of the PPIC. In 1996, Joan Holleran assumed the Editor position after a stint as a writer on the Editorial Board. Holleran is the personification of a tour de force, but she is adamant about teamwork. When discussing the joint efforts of the Editorial Board, she speaks in downright affectionate tones. It is clear that she depends on them not only for their writing contributions, but also for their creativity and judgment. The Editorial Board came into being under the tenure of the prior editor, Joyce Ballaban. Its purpose was to provide a regular pool of writers, and to act as an impartial body to judge the appropriateness and relevance of material submitted for inclusion. If it's news, if it's instructional, it's always a "go." The Editorial Board has, however, blown the whistle on a few occasions and declined to publish some submissions.



The 2001-02 Newsletter Editorial Board produce the Association's newsletter.

Patty Hladio sums up the collective views of the Editorial Board in this way, "I have thoroughly enjoyed my experiences as part of the newsletter staff. Each time I've submitted an article, whether it was about a specific financial aid topic or a self-help topic, I've benefited personally from the information I've put on paper. In addition to being a great way to contribute to PASFAA, it's also been a lot of fun working with the other members of the Editorial Board!" The 2001-02 Editorial Board includes Joan Holleran (Editor), Brian Blackburn, Nancy Chalker, Alisa DeStefano, Dana French, Ragan Griffin, Patty Hladio, Jen Liedtka, Elizabeth McCloud, Kathy Myers, Judy Rile, Danell Schoemaker, David Smedley, Sally Treadwell and Sherry Youtz.

The newsletter is published quarterly but not evenly spaced, due to the coverage of specific activities of the association. Given the volume of information included, it has been running 28 pages, but always in multiples of four as the paper version is printed on both sides of a page and folded in half. The front cover is dedicated to a graphic pertaining to the "big story" along with the PASFAA logo and a border. Regular features include the President's Letter, Washington Update, PELA News, From the Editor's Desk, the Bulletin Board, and Activity Almanac. The editor sends out reminders to every PASFAA officer, sector representative, and committee chair, who post regular updates of their activities.

Perhaps most importantly, the newsletter reports on the events of the collective organization – elections, the annual conference, college fairs, spring training, etc. Speaking of the profession at large, our editor and the editors of other state associations exchange newsletters on a regular basis. The number of other states, however, that still publish a paper newsletter has dwindled due to the migration to internet-only based publications.

The Newsletter Staff tries to meet annually at the conference to plan for the upcoming year and to brainstorm for new ideas. Series such as the *Past President's Club*, *The Spotlight is on PASFAA Committees*, and *What Would You Do?* have grown out of these creative sessions. The Spotlight is on...series was created to address a mission that each PASFAA President in memory has had – to increase volunteerism within the Association supposing that if the membership had a better idea of what each committee actually did, more might be willing to add their talents. But in the case of the newsletter, you don't have to be a member of the Editorial Board to contribute articles. Lucretia (Lucky) Hill and Anna Griswold, the Association's past and present Historians, have assembled a





fascinating and comprehensive history of PASFAA in a three-part series.

Another area that the Editorial Board has tackled is the promotion of professional and personal development. Articles such as, *How to Unclutter Your Desk and Your Mind* and *Top 10 Less Frequently Thought of Things You Can Do to Promote Yourself* are examples of suggestions for self-improvement, while the *Dusting Off the Shelf* series promotes reading beyond regulatory issues to enhance professional development. Suggestions and comments are always welcome.



David Smedley
authors the *Dusting
off the Shelf* series
and frequently writes
opinion pieces.

Articles and reports are sent to the editor who develops a mock layout. She inserts graphics, solicits photos, and injects humor where appropriate. After proofreading two or three draft versions, the final copy is delivered to the editor's office where student workers attach labels and seal it for mailing to every PASFAA member. Approximately 825 newsletters go out each issue. The newsletter is also now available on the "members-only" section of the PASFAA website. However, the trusty old hard copy will still arrive in your mailbox for the foreseeable future. When asked how they would react to an internet-only newsletter, most members polled said that they would print it, take it home, and read it. So, for now, you have a choice of paper or the electronic version.

One large change that has occurred this year is the inclusion of one one-page advertisement per issue. In the past, the Executive Council did not want the newsletter to lose substance for form and just be a forum for support industry ads. However, in an effort to increase sponsorship opportunities, Council approved a single advertisement per issue starting with the Winter 2002 issue.

The Newsletter staff will keep reporting, photographing, writing, editing, and mailing to provide quality and timely information to the PASFAA membership. We hope it is of value to you and we invite you to join in. Deadlines for submissions and contact personnel are listed inside the front cover of every issue.

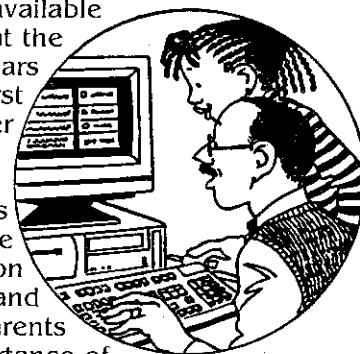
Editor's Note: The "spotlight" series of articles is intended to give readers a behind-the-scenes look at the inner workings of each committee in general. Any oversight in mentioning specific committee members is unintentional and purely accidental.

Website Assists Spanish-Speaking Audience in Planning for Higher Education

Submitted by
Kathy Myers
AES/PHEAA

In an effort to make sure that all students have the information they need to pursue a higher education, PHEAA has launched EducaciónSuperior, a website designed for Spanish-speaking visitors who are planning for higher education. EducaciónSuperior.org also provides planning information for non-traditional students and parents of students, as well as in-depth information on financial aid programs.

"At PHEAA we have dedicated ourselves to making higher education affordable and available to everyone," said PHEAA President and C.E.O. Michael H. Hershock. "This means that the information must be understandable for all of our audiences. Within the next 50 years 50 percent of the population of the United States will speak Spanish as their first language. It is important that we provide them with a tool for planning for higher education."



EducaciónSuperior.org is divided into four main sections, the first of which focuses on introducing the importance of higher education to the reader and providing the financial aid information needed to assure the student's success. The second section delves into the many financial aid programs available to help students afford tuition and attain their education goals. The site also hosts a section especially designed for the parents of students headed for higher education. Students should be introduced to the importance of postsecondary schooling at an early age; therefore information is provided to assist the parents of children in elementary schools as well as secondary schools.

www.educacionsuperior.org

The final section of the site assists adults who would like to continue their education at a postsecondary school. Their goal may simply be to better themselves through education or they may hope to find a better job with more stability, a higher salary and more comprehensive benefits. Users can access the website directly at www.educacionsuperior.org or they may follow the link found at the bottom of PHEAA's website, accessible at www.pheaa.org.

AES
American Education Services
a division of pheaa

PHEAA
Creating Access to Education

Pennsylvania Financial Aid

Training Program

Submitted by
Donna Cerza
Chair, Financial Aid
Training Committee

Training Committee Convenes for First Meeting of 2002-03

The 2002-03 PA Financial Aid Training (PFAT) Committee met on June 21 at PHEAA with the new committee chairs and co-chairs officially taking their posts. The 2002-03 Training Committee is:

Robert Thorn
Donna Cerza
Cindy King
George Gerhart
Julie Louttit
Margaret Charnick
Randy Harmon
Jean Walker
Linda Malchano
Marguerite Borst
Kim Adamson
Christine Saadi
Judy Carter
Diana Sheehan
Edward Cunningham

California University of PA
College Misericordia
Northampton Comm. College
Penn State - Shenango
Butler County Comm. College
College Misericordia
King's College
Butler County Comm. College
Duff's Business Institute
Albright College
Cedar Crest
Allentown Business School
Dickinson College
AES/PHEAA
AES/PHEAA

PASFAA President- Elect
Chair, PFAT
Co-Chair, PFAT
Chair, Guidance Counselor Workshops
Chair, Spring Training
Chair, Don Raley Institute
Chair, Intermediate Summer Inst., 2003
Chair, Leadership Development
Chair, Fundamentals Workshop
Chair, Support Staff Workshop, 2003
Chair, Teleconference
Chair, Business, Trade & Technical Seminar, 2002
Chair, Financial Aid Basics Seminar, 2004



Donna Cerza (center), Chair, and the 2002-03 Training Committee meet to plan next year's program.

During the June meeting, the Committee heard reports on upcoming events. Linda Malchano, Chair, reported that the Fundamentals Workshop Committee and Diana Sheehan, AES/PHEAA, are busy reviewing training materials for the session to be held on Saturday and Sunday October 19-20, 2002 in conjunction with PASFAA's annual conference in Hershey. Faculty for the event are Brandi Darr, University of Pittsburgh-Greensburg, and Alisa DeStefano, IUP. The Fundamentals Workshop is designed to provide new Financial Aid professionals with an introduction to topics such as Verification, NSLDS, Pell Grants, Record Retention/Reporting Requirements, Professional Judgment, Overawards and Refunds.

Jean Walker, Chair, Leadership Development Committee, reported plans are well underway for the first ever PASFAA Leadership Development Training to be held at the Hilton Garden Inn in Hummelstown on Saturday and Sunday, October 19-20 in conjunction with PASFAA's annual conference being held October 20-23 at the Hershey Lodge and Convention Center. This training event will

afford 20 PASFAA members an opportunity to prepare for future leadership roles within the organization.

The High School Guidance Counselors' Workshop Committee reported great progress in preparing for the November training programs. George Gerhart, Chair, provides the details in his article contained within this issue of the newsletter.

Hats off to all of our volunteers who make these vital training events so successful! A special thanks to Randy Harmon for the time, guidance and encouragement he provided the PFAT committee and sub-committees during his tenure as 2001-02 PFAT Chair.



2002-03 Training Committee members discuss the upcoming year's activities.

Council Minutes on PASFAA Website

The newsletter will no longer carry minutes from recent Executive Council meetings. You can access the complete minutes of the June 3, 2002 meeting on the PASFAA website at www.pasfaa.org or by contacting the PASFAA secretary, Suzanne Sparrow, at ssparrow@ursinus.edu.



2002 PASFAA Conference is Coming Your Way

"Get on Board the PASFAA Express!"

Submitted by
Elizabeth McCloud
2002 Conference Committee

All aboard! The PASFAA Express is coming to town October 20-23, 2002 at the Hershey Lodge and Convention Center. Your conference committee has been hard at work making sure that the track is all set. If you haven't bought your ticket yet, now is the time!

Accommodation, Meals and Costs

Conference Registration: \$125 includes your registration, conference sessions and conference activities.



The 2002 Conference Committee finalizes preparations for the annual conference.

Hershey Lodge and Convention Center (American Plan):

\$211 single occupancy per night

\$144 double occupancy per night

(The American Plan rates include overnight accommodations and three meals daily, beginning with dinner on the day of arrival and concluding with lunch on the day of departure)

Meal tickets for guests and for day-only attendees will be available at the registration booth.

Hotel reservations will be due by September 20. After that date, the hotel will open rooms to the public and conference participants cannot be guaranteed a room. Send your hotel reservation form in promptly. Conference pre-registration will be due by September 20. Registration after that date will be subject to a \$25 late fee.



On-Site Conference Check In and Late Registration:

Sunday, October 20 - 1:00 to 5:00 pm

Monday, October 21 - 8:30 am to 12:00 noon, 2:00 to 4:00 pm

Tuesday, October 22 - 8:30 am to 11:00 pm, 2:00 to 5:00 pm

Dress Code

The conference will be casual.

Entertainment

Sunday, Oct. 20:

"Phalanx" (student a cappella group) entertaining during dessert
Resort entertainment: piano in the Forbay Lounge and a DJ in the Bear's Den

Monday, Oct. 21:

Resort entertainment on your own with drink tickets

Tuesday, Oct. 22:

General Session (11:10 am) - "Capital Steps"

Circus Train (8:00 to 10:00 pm)

Resort entertainment on your own (10:00 pm to ?)



For more information, contact the Conference Committee:

Cindy Haney (Chair)
Joetta Bradica
Nancy Chalker
Denise Coulter
Sheree Fetcho
Rick Heckman
Vonnice Hunter
Elizabeth McCloud
Michiale Schneider
Donna Wilkoski

Montgomery County Comm. College
Penn State College of Medicine
Citizens Bank
Univ. of PA School of Nursing
California University of PA
Dickinson College
Indiana University of PA
Elizabethtown College
Chase Manhattan Bank
Bucks County Comm. College

215-641-6565 chaney@mc3.edu
717-531-4103 jbradica@psu.edu
570-735-5360 chalker.n@mellon.com
215-898-8157 dcoulter@nursing.upenn.edu
724-938-4415 fetcho@cup.edu
717-245-1308 heckman@dickinson.edu
724-357-3291 vonnice@grove.iup.edu
717-361-1302 mcclouek@etown.edu
419-478-8871 mschneider@edfirst.com
215-968-8206 wilkoski@bucks.edu

Have a great summer, and we look forward to seeing you when the PASFAA Express arrives in Hershey.

Good Stuff Available at PASFAA Table

Submitted by
Ken Grugel
PASFAA Vice President

Once again, there will be plenty of useful items available at the PASFAA table located in the vendor area during the annual PASFAA conference to be held at the Hershey Lodge. New members will be able to pick up PASFAA membership pins and the Legislative Guide. Volunteer forms for the 2002-2003 year and the official ballot box will also be available for your convenience. You can also stop by to chat with current PASFAA Council member and ask all of those pondering questions which have been lingering since Seven Springs last year!



Let's focus on you for a change.



Fleet Education Financing is focused on you.

**NEW low interest rates, flexible repayment options,
online applications and more.**

Fleet Education Financing helps make applying for your education loan quick and effortless. We offer a broad set of education loan products and financial solutions to meet every student's needs.

At Fleet, we don't just lend you money for college...we help you make important decisions when choosing your education financing options.

Visit our website today at
www.fleeteducation.com
for an online application
or call our student loan hot line
at 1-800-2-FLEET-5

 **Fleet**
Education Financing

PELA News

Submitted by
Kerry Paoletta
National City



Pennsylvania Education
Lenders Association

Our PELA group is beginning a new year with new officers in charge. We held elections in June and our current officers are:

President
Vice-President
Treasurer
Secretary
Member-at-Large

Judy McKenna
Sharon Murray
Tony LaRe
Kerry Paoletta
Nancy Chalker



Newly installed PELA officers (l to r) Tony LaRe, Sharon Murray, Judy McKenna, Nancy Chalker and Kerry Paoletta.

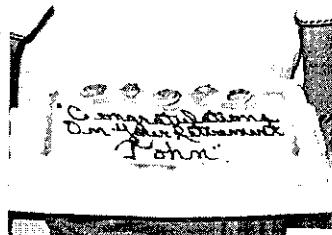
We also had one member who was attending his last PELA meeting. We celebrated the retirement of John Southwood with cake and a special gift to John for all of his time and dedication to our profession. We wish John the best of luck in his retirement!



John Southwood

There are several projects our members have been busy working on. If you haven't already done so, check out the new website! It is an ever-changing site. We have made some enhancements that we believe will be more beneficial for school personnel. First, our home page looks very different. We have updated it with the current interest rates for the FFEL program and have also included a link to www.bankrate.com to find current interest rates for alternative loans such as the Prime Rate and the LIBOR Rate. The alternative loan section should be current and we have made it easier for our members to keep this information current so schools are not looking at outdated rates and loan specifics. We will continue to update the site and future enhancements will include making it easier for schools to contact us with questions or concerns.

Another project we have been working on is a new Northeast PA College Fair. This fair will be in conjunction with PACAC and held in May 2003 at the First Union Arena in Wilkes-Barre. School interest and promotional commitments are coming together so this new fair should be a great success. We also have our PASFAA conference committee working on a session on the costs of borrowing to be presented in Hershey. Closer to the conference, watch for a mailing about a contest using our website. You may be eligible for a prize from PELA at the



John Southwood was treated to a retirement celebration.



John McKenna displays the gavel he was presented as outgoing President.

PASFAA conference! We also will be continuing our scholarship giveaway at the conference this year. Make sure to stop by the PELA booth and see what we have. We look forward to seeing everyone in Hershey!

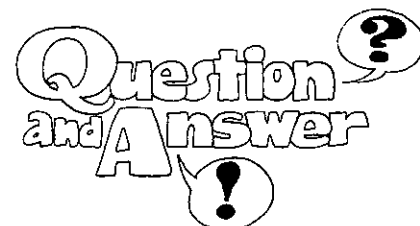
"Ask PELA"

Question:

Are there any rules or procedures for schools to follow when a student's aid package includes a private alternative loan and the student has withdrawn?

Answer:

Since these loans are private loans and fall under the regulations for consumer loans and not Title IV, PELA cannot establish any specific criteria for schools to adhere to for the return of these funds. If the school must return private funds to the student, they should follow their own set guidelines, established at the school, whether they send the funds to the lender or the student. We do recommend that if a portion of the student's refund does involve a private loan, and the funds are returned to the student, the school suggest that the student apply the refund as a payment on their loan.



STATE SYSTEM of HIGHER EDUCATION SECTOR

Submitted by
Patty Hladio
SSHE Sector
Representative

Hello everyone. By the time you receive this newsletter you will likely be looking at summer in your rearview mirror. Hopefully the warm weather won't leave us too quickly!

With the PASFAA conference just ahead, I want to strongly encourage those in our sector to consider volunteering for a position on PASFAA council or for a committee assignment. We are entering a year when one of our own, Bob Thorn, will take the reigns as President. It would be great to show him our support by volunteering in any number of ways. Nomination and election information for vacant offices is listed in this Newsletter so be sure to take a look at it. Also, there will be information at the Conference for those of you who want to volunteer for a committee.

Especially for those of you newer to our sector, I think you'll experience great rewards by getting more involved with PASFAA. One thing I've found is that each time I serve on a different committee or participate in some other volunteer activity through our organization, I really learn to appreciate those who have provided leadership and who have volunteered in the past. It takes a lot of people-power to make our organization as strong as it is, and the personal rewards can be great. If you need any input or advice on what committees or offices might suit your preferences, just let me know. I'll do my best to connect you with someone who knows.

Be sure to stop by the PASFAA table at the Conference and see what we may have in store for you! See you in Hershey!

BUSINESS, TRADE & TECHNICAL SECTOR

Submitted by
Rhonda Moore
Business, Trade
& Technical
Sector Representative

Get ready, get set, and go to the PASFAA 2002 Conference at the Hershey Lodge and Convention Center in Hershey, PA - October 20-23, 2002. Fundamentals Workshops will be held prior to the Conference on October 19-20, 2002. Register early!

There will be a Business, Trade, and Technical Sector meeting at the PASFAA 2002 conference on Monday, October 21, 2002, 8:30 a.m.-9:45 a.m. Please mark your calendars and plan to attend the entire conference.

As the representative for the Business, Trade, and Technical sector of PASFAA, I am very interested in getting your feedback as to how PASFAA can be of assistance to you with the management of your office. Please e-mail me at rmoore@mcc2000.org or call me at (215) 568-9215, ext. 314 with any specific request or need for training materials, input, or suggestions. This information will be presented to PASFAA Council at the next Council meeting.

Hope to see you at the PASFAA 2002 Conference in Hershey, PA.

INSTITUTIONAL SUPPORT SERVICES SECTOR

Submitted by
John McKenna
Institutional Support
Services Sector
Representative

PASFAA Executive Council met in June for the last time prior to the PASFAA Conference in Hershey, PA. This year, many of the PELA members will be offering new products and terms for Alternative Loans to fill the gap between the cost of education and financial aid. We would like to have the full support of our Institutional Sector Members as we renew our membership in PASFAA for 2002-2003.

Thanks to Sallie Mae and its staff for hosting our meeting on July 17 in Wilkes-Barre. During the meeting, the recently elected PELA officers assumed their new responsibilities. The new officers are President - Judy McKenna, Vice President - Sharon Murray, Secretary - Kerry Paoletta, Treasurer - Tony LaRe, and Member-at-Large - Nancy Chalker.

Oh What A Site!

PELA Lenders were given an excellent live website presentation by Sharon Murray on the new look of our website. All PELA representatives in attendance have been instructed to review their Alternative Loan data for submission to our webmaster. Whenever there is a change made to the products of a lender organization, you will see these changes updated immediately. **Your Lender Representative Is Responsible For The Accuracy Of The Information concerning the products that they offer.**

PASFAA has linked PELA to their website. PELA officers are working with PACAC for a new link to their webpage. We have updated interest rate information added to our site so Financial Aid Administrators can review current changes in Prime, Libor, T-Bill. Visit us at www.pelalenders.org for information on products, order supplies or find your lender representative. We will have a new look and a new site but the same mission.

On The Horizon!

Fifteen Lender Organizations have made a commitment to sponsor the first ever Northeastern Pennsylvania College Fair to be held May 5 at the First Union Arena in Wilkes-Barre, PA. PELA members are working hand in hand with PACAC to bring this event to Northeastern PA. We are anticipating that over 200 Colleges and Universities will attend the event. The event will run the entire day in order to meet the expected demand.

INSTITUTIONAL AT-LARGE SECTOR

Submitted by
Margaret Hynosky
Institutional At-Large
Sector Representative

Hi to everyone in Financial Aid Land. If you have any concerns or questions about PASFAA and don't know who to voice them to, let me know and I'll try to get you an answer or bring question to Council.

PRIVATE SECTOR

*Submitted by
M. Clarke Paine
Private Sector
Representative*

Please plan on attending the private sector meeting at our annual conference at The Hershey Lodge. Our meeting will be on Monday, October 21, 2002 from 8:30-9:45. Please send to me any topics you would like to discuss. One topic that we will be discussing is the PHEAA Grant Program and private colleges. I will e-mail you more information as we get closer to the conference.

One of the sessions I attended at the NASFAA conference was an NCAA Division III update. My take on the situation is that we will not have to audit our student athletes for a few years. Standards still need to be resolved and approval has to occur by the membership.

We will again have a day-long sector meeting this November or December. At our conference sector meeting we can develop an agenda. Again, I plan to hold the meeting in the central part of the state.

Well, best wishes on getting the bills paid and working with your students to "get them in the door." Also, I hope you have some energy and time left for yourself. See you in Hershey!

NURSING SECTOR

*Submitted by
Tracey Wassel
Nursing Sector
Representative*

Happy Fall to all! Everyone should be in the "swing" of things as it is. We have all begun much larger first year classes and welcomed back our second year students. Now that they are in our doors, it's time for posting Pell, PHEAA and Stafford Loans. Next comes the students' favorite time of year - refunds!

Remember as you muck through the first month or so that Reauthorization is on the horizon - it's not going anywhere. Give some thought to what you would like to see or what you don't like.

I look forward to seeing you in Hershey at our sector meeting. I am currently planning a roundtable discussion on various items including the multiple hats we wear, time constraints and the different methods to our madness. Please come ready to share. This is always a very positive learning experience. If there is something you would like to discuss in particular please contact me at wasselta@msx.upmc.edu and I'll make sure it gets onto my agenda. Here's to a productive and prosperous academic year! See you in Hershey!

STATE-RELATED SECTOR

*Submitted by
Robert Snyder
State-Related
Sector Representative*

Greetings to everyone in the state-related sector. I hope everyone took time to enjoy the summer with family and friends even though summer is a very hectic time in aid offices everywhere. Fall classes are now underway and hopefully the fall registration period was a successful one for everyone. I'm sure many of you are already looking toward the aid application process for 2003-04. Oh what a crazy business we are in.

I am looking forward to the fall conference, which will be held October 20 -23 at the Hershey Lodge. My plan (at least right now) is to use our sector meeting time to talk about issues that are important to our sector and that you would like me to take to future PASFAA Council meetings for discussion. In addition, I would like to use the remaining time to talk about alternative loans since this appears to be where many of us are advising students and parents to turn to help to pay for the increasing college expenses.

If you are not a PASFAA member, please visit the PASFAA website at www.pasfaa.org to learn more about the organization. A membership application can be downloaded from the website.

PUBLIC TWO-YEAR SECTOR

*Submitted by
Mary Kosin
Public Two-Year
Sector Representative*

Hello everyone! Here is a brief update from the Public Two Year Sector meeting held in Harrisburg April 18-19, 2002. The meeting was well attended, as always. The agenda included such items as Reauthorization issues, packaging, and of course, our favorite, loan processing issues. We were lucky to have Jan Napiltonia, from PHEAA DataLink services as a guest speaker. Jan presented us with very timely information on the Fastech project, transfer monitoring and yet another new process from our friends at the Department of Education, the COD process. Jolene Fink, another member of the DataLink staff also attended our meeting. We would like to thank Jan, Jolene, Ed Cunningham and the entire PHEAA staff for their willingness to provide us with any information we need to make our jobs easier. Whenever I ask for a presenter for our meetings, they are always eager to help in any way they can.

I hope everyone made it through the summer in one piece! Have a healthy, happy and safe fall season. I am already looking forward to the conference in October. I hope to see all members of the Public Two Year sector at the conference.



FROM THE EDITOR'S DESK

This issue includes the names and resumes of PASFAA members who have answered the call to serve as an elected member of the Executive Council. How did these individuals prepare themselves to feel comfortable to step forward when the opportunity arose? Some will tell you that they have had a mentor along the way who nurtured them and guided them within the field. Others have been influenced by a co-worker or colleague at another school who, perhaps, has "shown them the ropes" and believed in them when they may have needed a boost of self-confidence. And still others have served on various committees and at different levels of involvement as their careers progressed.

The PASFAA membership list reads like a "Who's Who" of individuals who have taken on leadership roles on the state, regional and national level. We can be proud of the commitment that these individuals have shown to the profession and are grateful for their willingness to share their experiences with the Association's leaders of tomorrow. As PASFAA prepares to hold its first Leadership Development Training workshop, a number of our members who have answered the call to prepare for leadership roles in the organization will benefit from the insight and guidance of these proven leaders. How fortunate we are to have some of the "best of the best" here in Pennsylvania. Let's hope that this will be the first of many leadership development opportunities and that more of our members will take the next step to serve in a leadership role.

Joan L. Holleran

Joan L. Holleran
PASFAA Newsletter Editor

PASFAA BULLETIN BOARD



By Members

Ron Shunk, formerly Director of Financial Aid at Gettysburg College, has moved to a position in the Enrollment and Educational Services division to be the Assistant Dean for Institutional Analysis/Financial Aid Consultant. Ron will be involved in institutional research, while continuing to work with first-year student packaging as well as serve as a liaison with admissions and athletics on financial aid matters.

PASFAA extends best wishes for a happy, healthy retirement to **John Southwood**, Educaid/First Union, who will retire at the end of September after 35 years in the student/parent lending business.

Christina Marrone, Assistant Director at University of Pittsburgh at Bradford, and husband, Jim, had a baby boy, Alex, on June 18.

Fran McKeown, Bucks County Community College, and her husband Mike, along with big sister Eileen, want to announce their newest addition. Mary Agnes arrived on July 5 and weighed 7 lbs. 4 oz. and was 19.5 inches long.

Diane Pelli, formerly at Harcum College, has joined Widener University as an Associate Director.

Patty Zink, formerly at Washington Hospital School of Nursing, has accepted the position of Associate Director of Financial Aid at West Virginia Northern Community College in Wheeling, WV.

Michael Burke, formerly at Eastern University, has accepted the position of Regional Manager for Southeastern PA for PHEAA.

Tracey Berton, formerly at Ursinus College, has joined the staff at Lafayette College as the Technical Coordinator on a part-time basis so she can focus on being a mom to son, Jacob, born January 8.

George Gerhart, Penn State-Shenango, had a summer to remember with his youngest daughter getting married in June, his middle daughter giving birth to a baby girl on July 26, and his oldest daughter having a baby girl on August 24. This brings the total number of grandchildren to 4 - two girls and two boys. George's job responsibilities have also changed. He is no longer involved with financial aid and is now the coordinator of the master's degree program in teaching and curriculum and coordinator of strategic planning for the campus.

Peg McCann is the new financial aid coordinator for Penn State-Shenango.

Pamela Bauer is leaving DeSales University to work as a Citibank representative in New Jersey and New York.

About Members

Let's Get Motivated!

Submitted by
Patty Hladio
Newsletter Editorial Board

**I found
a way.**



Okay, so you've survived another summer, your students are in class, and you're already thinking about your timeline for 2003-2004 awarding. But, before you move on to a new year, NOW is a great time to think about your most valuable resources – your human resources.

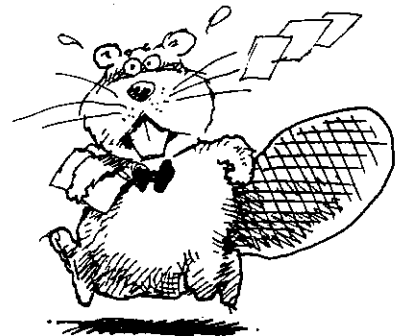
We all recognize that it's the people in the financial aid office that can mean the difference between a good office and a great office, both in program administration and in service to students. However, because of the myriad of outside needs and influences, it is sometimes easy to forget that those we work with need attention and acknowledgement too. Laurie Kirk, President of Growth Strategies for Peak Performance, provides several suggestions to help motivate people to peak performance. In her article "Seven Insights to Motivate Employees," she provides the following insights:

- You get what you reward. Clearly define the goals you want each employee to meet, then use reward and recognition to move toward those goals.
- What is motivating to individuals varies from person to person. To be on target, ask employees what they want.
- The most motivating rewards take little or no money. Try a sincere thank you, providing information, involvement in decision-making – especially as it affects your employees.
- Everyone wants to be appreciated. People want to know that what they are doing is important and meaningful.
- Positive consequences will most quickly lead to desired behavior and enhanced performance.
- Management is what you do with employees, not to them. Tell employees what you want to do and why. By involving them, you'll more easily gain their commitment and support.
- It's not what you believe or say, it's what you do. Practice recognizing people and their achievements on a daily basis.



In her article entitled "Employee Recognition," Dr. Kirk also offers some simple suggestions for ways to recognize employees:

- Remember to follow-up public announcements with a private, personalized letter, making sure you do it in a timely and consistent manner for it to be most meaningful.
- Provide opportunities for impromptu celebrations such as surprise lunches, parties or off-campus breaks away from the daily office routine.
- Commend employees both publicly and privately for a job well done.



So whether you use any of Dr. Kirk's suggestions above or whether you find other ways to motivate and encourage those who work in your office, NOW is a great time to give some attention to this often overlooked area of our aid offices.

Dr. Kirk's articles can be found at www.stressed.com/art_cat_success.htm.

Thank you to the following sponsors who are providing generous support for PASFAA activities for the 2001-02 fiscal year. It is because of this support that PASFAA is thriving as an organization and able to create new initiatives for the benefit of all. We look forward to continued close work with each of these sponsors in the year to come.

Platinum (\$8,000 and above): AES/PHEAA, Educaid/First Union, Fleet Bank, Key Education Resources, Mellon Bank, PNC Bank, Sallie Mae

Gold (\$6,000 - \$7,999): AMS Education Loan Trust, Chase Bank, Citibank Student Loan Corporation, National City

Silver (\$4,000 - \$5,999): M&T Bank, Nellie Mae

Bronze (\$3,000 - \$3,999): Bank One, Beneficial Savings Bank, CollegeCredit, Ed America, Suntrust Education Loans, Wells Fargo EFS





VISIT THE PASFAA WEBSITE:
<http://www.pasfaa.org>



October 20-23, 2002	PASFAA 2002 Conference, Hershey Lodge
October 19-20	Fundamentals Workshop, prior to PASFAA Conference
November 2002	High School Counselor Workshops
December 2002	Business, Trade & Technical Workshops (tentative)
May 14-17, 2003	EASFAA 2003 Conference, Hershey, PA
July 9-12, 2003	NASFAA 2003 Conference, Salt Lake City, UT
October 19-22, 2003	PASFAA 2003 Conference, Seven Springs



650 PASFAA Newsletter
Financial Aid Office
Kutztown University
Kutztown, PA 19530

