



MASFAP MONITOR

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June 2004

From the President

MASFAP's Year of Thinking Differently

David Rice
MASFAP President

This past November with the passing of the Presidential Gavel, I urged you to think differently for this next year; to believe that we can make a difference; to believe that we can **change** things. So how are we **thinking differently?**

New directions and accomplishments:

Committee Chair Binders to house MASFAP Policies & Procedures, Constitution, expectations for committee chairs, meeting minutes, project information, and budgets.

Post-Fall Conference Board Meeting established as the regular time when outgoing committee chairs will pass their information to incoming chairs.

President-elect, Jon Gruett began selecting committee chairs for the 2005 year this past January. We have traditionally waited until late fall to make these selections, but this will give new chairs some great experience as they work with the committees this year.

Past-President Cabinet established to recognize and utilize our past leadership.

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Committee Spotlight

2004 Early Awareness Committee

The objective of the Early Awareness Committee is parent and student outreach. Unfortunately, most families are not given the opportunity to familiarize themselves with the wealth of information associated with financial planning, financial assistance and college academic expectations until late in the college planning process. Exposing parents and students to this information sooner, rather than later, is a strategic goal of the Early Awareness Committee.

In an attempt to "think outside of the box," the 2003 Committee began to offer the "College: The Attainable Dream" presentation as a Lunch-and-Learn session for interested employers throughout the state. The presentations from both 2003 and 2004 include St. Louis employers, Monsanto (2 sessions in two different months), Parkway School District, Unigroup and Schnucks. Other employers include Shelter Insurance in Columbia, Federal Reserve of KC, Southeast Missouri State University/Southeast Hospital in Cape Girardeau, and Empire Utilities in Southwest Missouri. The committee is continually looking for opportunities with new employers and would like to take this opportunity to solicit suggestions from the MASFAP community.

Obviously, the "College: The Attainable Dream" presentation is not limited to employer sponsored presentations. The committee recognizes that families typically receive this type of information during an evening event in their school district. We encourage all professionals to utilize this presentation and tailor it accordingly to meet the needs of their audience. The presentation, which is available on the MASFAP web site, was designed to appeal to parents of children of all ages, grade school to high school.

The presentation consists of 5 sections:

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Electronic Committee Reports are filed with the Secretary one week prior to scheduled board meetings. This allows board members the chance to read the reports before we meet and increases our effectiveness during board meetings.

College Goal Sunday was a great success as we served over 1000 people in our inaugural event.

Governor's Proclamation of February 2004 as Financial Aid Awareness Month.

This correspondence would not be complete without also acknowledging Alan Purdy. I sent a letter to Mr. Purdy and thanked him for attending the Spring Conference. I told him that words alone would never thank him enough for the contributions he has made to financial aid and more importantly to students. Our actions and commitment to his style of servant leadership will be the true measure of our gratitude for the legacy he has created.

We are all at different points in our journey. The days are busy and there seems to be no time for "financial aid philosophy" and **the year of thinking differently**. Many of you are in the midst of processing season. You are chin deep in FAFSA's, verification, scholarships, work-study, and loan applications. The days can be long and thankless, and somewhere – many times in the dark recesses of our institutions – we struggle for purpose and meaning to a never-ending avalanche of needs, requests, **demands**; guidelines, policies, and **regulations**.

Many of our associate members spend countless hours on the road providing endless hours of service to financial aid administrators and students. We are a diverse group with varying philosophies and responsibilities and while these attributes usually strengthen our association, there are times when they cloud our vision.

Somewhere, lost in the great shuffle of this information age, are real people. They are real people with sons and daughters seeking a better life through higher education; single parents trying to change their lot in life as they struggle to juggle work and kids; and moms and dads who have lost their jobs, their sanity – their hope for a brighter future. Somewhere lost in the EFC's, COA's, aggregates, packaging strategies, master notes and secondary markets are real people who think less of themselves as numbers and more of themselves as simply – people.

In the past the cry of higher education has been for **access** and we have been more than happy to fill our campuses with students. Now Congress is using a new term – **accountability**. Have we solved the **access** question or are we just giving people access to



something they cannot finish? What does it mean when 20% of our population between the ages of 24 and 65 do not have a high school education – 8% do not have an 8th grade education- and only 24% have a bachelor's degree or higher? What does it mean when that figure of 24% has basically remained constant across the generations that have been served by the Higher Education Act?

I think it means – **it's time to think differently**. Einstein said, "We can't solve problems by using the same kind of thinking we used when we created them". JFK said, "The old era is ending. The old ways will not do... It is a time, in short, for new men to cope with new problems and new opportunities".

At the Spring Conference we looked at many examples of great individuals who have dared to think differently, to rebel against the norm, to push the human race forward. Too often we see them as different from ourselves – possessing something that we do not which enables them to do great things. More often than not, however, we are separated only by the will to persevere through life's obstacles and overcome the mountains, which stand between the next "Northwest Passage" and us.

We work in a great profession, which provides us with great opportunities to make a great difference for a great many people. May we each find the **greatness** within ourselves that uniquely qualifies each one of us to make that great difference.

MASFAP Spring Conference 2004

- 1) College Costs, Benefits and Financial Planning
- 2) Parent and Student Long Range Planning
- 3) Making High School Count
- 4) Types of Financial Assistance
- 5) Tax Relief for Higher Education Expenses.

In order to increase attendance, a flyer was designed that could be given to students/employees to summarize and promote the presentation, as well as provide the time and location of the presentation. The text from this flyer may be copied and used in newsletters or other forms of parent communication. You may download the flyer on the MASFAP website.

The MASFAP Early Awareness Committee also provides many publications and documents to the attendees of these presentations. These publications have been obtained from many resources. A Materials List is available on the MASFAP website which provides a link to the organizations that make these publications available. You may request copies of these publications directly from the publishing source by using the link listed to the far right of each document. The MASFAP Early Awareness Committee plans to continue soliciting large businesses across the state of Missouri to promote this program. In addition, a new challenge of expanding this presentation to alternative entities such as state workforce development programs and other agencies that provide services to families who may be seeking information regarding financial assistance and college planning is one of the committee's goals for 2004. If you have questions, comments or suggestions regarding the Early Awareness Programs, please contact Judy Cantoni at judy.cantoni@usbank.prserv.net or call 800 242-1200 ex. 5092.

The Early Awareness Committee is:

Judy Cantoni, U.S. Bank (Chair)
Mary Lehman, MO\$T
Pam King, Nelnet
Katherine Coates, U.S. Department of Education
Cheri Marks, University of Missouri - Columbia
Jessica Key, Webster University
Melissa DuPont, Webster University
Kim Foley, Missouri Department of Higher Education
Cheryl Dobson, Missouri Southern State University
Michelle Pursel, EdFund
John Bailey, SmartFunds
Connie Holmes, Security Bank of Kansas City
Jessie McCoy, Southwest Bank of St. Louis



(l-r) Jamie Trussel, Southwest Missouri State University; Larry Viterna, USAFunds; Tom DeLuca, hypnotist; Rebecca Hedrick, Citibank



Twenty Years of Service Recipients: (l-r) Barb Ulrich, MOHELA; Cathi Nolde, Webster University; Tony Georges, University of Missouri-St. Louis

2004 Election Results

Congratulations to the following individuals. MASFAP is fortunate to have your leadership.

President-Elect

Jon Gruett, Webster University

Vice-President

Angie Comstock, Avila University

Secretary

Janice Barnes, St. Louis University

Treasurer-Elect

Mindy Beckley, Cleveland Chiropractic College

Delegate-At-Large

Amy Hager, Moberly Area Community College

MASFAP Officers 2004

Archives	Anna Fligge
Associate Concerns	Sara Edwards
Association Governance and Legal Issues	Carla Boren
Awards	Sharon Abernathy
Budget and Finance	Kyla McCarty
Career Schools	George Holske
College Goal Sunday	Joseph Camille
Corporate Support	Ginny D'Angelo
Delegate-at-Large	Rick Woolverton
Delegate-at-Large	Michael Smith
Delegate-at-Large	Barb Ulrich
Delegate-at-Large	Amy Hager
Early Awareness	Judy Cantoni
Ex-Officio Member	Dan Peterson
Leadership	Cindy Butler
Legislation	Leo Hertling
Membership	Karen Koenig-Griffin
Newcomer-Welcome	Colleen Heneghan
Nominations and Elections	Carla Boren
Past President	Carla Boren
Past-Presidents Cabinet	Sue Armstrong
President	David Rice
President-Elect	Jon Gruett
Professional Development	Kathy Morriss
Program	Angie Comstock
Research	Lori Hartman
Secretary	Janice Barnes
Site	Ronn Ramey
Site Co-Chair	Michelle Bass-Williams
Technology and Communications	Samantha Ruffini
Treasurer	Michelle Paul
Treasurer-Elect	Mindy Beckley
Vice President	Angie Comstock

Spring 2004 Service Awards

Twenty-five Years of Service

Robert Whites, University of Missouri - Rolla

Twenty Years of Service

Tony Georges, University of Missouri - St. Louis
Cathi Nolde, Webster University
Barb Ulrich, MOHELA

Fifteen Years of Service

Brent Carpenter, Commerce Bank
Jessica Key, Webster University

Ten Years of Service

Sharon Abernathy, Columbia College
John Brandt, North Central College
Joyce Johnson, U.S. Bank
Christian Lee, MOHELA
Claudia Russell, Commerce Bank
Cathy Wetzel, Evangel University

Five Years of Service

Kim Balentine, Ozark Christian College
Liz Bennett, William Woods University
Karla Briggs, Missouri Department of Higher Education
Pauletta Burns, Three Rivers Community College
Justin Cannavan, MOHELA
Jean Frazier, Rolla Technical Institute
Valerie Jordan, Park University
Susan Knoten, St. Louis Community College

Fall 2003 MASFAP Award Recipients

Missouri Award

Jon Gruett, Webster University

President's Award

Joseph Camille, University of Missouri-Columbia
Judy Cantoni, US Bank

Committee of the Year

Program Committee

Bob Berger Newcomer Award

Lindsay Turner, William Jewell College

News from Across the State

KC-RAP- The last meeting was held June 3rd at UMKC. Items discussed included special circumstances, how much tax information a financial aid officer is expected to know, and reauthorization. We discussed how to increase the number of schools attending our bi-monthly meetings. Our meetings are generally a forum for schools to bring any issues they may be having to the table and share with other schools that might be in the same situation, and to learn from schools that may have already been in that situation. We would love to have suggestions from our schools. Please email them to Jim Wyant at jwyant@kc.devry.edu. Our next meeting is August 5, from 3-5 pm at UMKC.

OAKFAP-The last meeting was held at the Library Station in Springfield on May 13th. We will begin alternating our monthly meeting between the north Library Station and the south Library Center to accommodate as many Southwest Missouri schools as possible. The June meeting was cancelled due to the overlap of the MASFAP Fundamentals workshop being held in Springfield. The next meeting will be on July 8th at 1:30 p.m. at the Library Station-North. We are planning to have a Mapping Your Future presentation in the near future. Our past presentation with USDE's Mark Walsh talking about Default Management was very well attended. He provided a lot of good information and some very valuable written materials. Thanks again to Mark and USDE for providing the session. If you have suggestions for future speakers please contact Debby Williams, Drury University at dwilliam@drury.edu.

SLAP-The last meeting was held April 13th at Commerce Bank. Many items were discussed including ways to increase participation, ideas for future speakers, College Goal Sunday, having a central location for all meetings and the Christmas Charity. The next meeting will be at MOHELA on July 13th at 2:00. The other future date is October 12th and the meeting place is to be determined. We want to have guest speakers at future meetings and would like to have any ideas and suggestions from the community. Email suggestions to Claudia Russell at CRussell@edamerica.net.

FANG-FANG is picking up again on July 9 from 2-4pm at the Columbia Public Library, 100 W Broadway, Conference Room A. This meeting will serve to establish a schedule, determine meeting formats, and to discover the needs of the mid-Missouri region. Contact Karen Misjak at (573) 365-2177 or Karen.misjak@commercebank.com.

Mapping Your Future Annual Conference

Gateway to the Future, Mapping Your Future's 2004 Annual Conference was held at the Embassy Suites in downtown St Louis, April 28-30. Approximately 100 team members, sponsors and friends from across the nation attended the annual event. Attendees were offered numerous presentations and professional development sessions to choose from in addition to being given the opportunity to experience a Cardinals game or a Broadway show. Dave Rice, MASFAP President, presented a very thought provoking session titled "Envisioning the Financial Aid Office of the Future." His session sparked a very good discussion about the future of the financial aid office as we know it. We look forward to hearing "Part II" of the presentation from Dave next year.

Judy Cantoni, U.S. Bank, and Marilyn Landrum, MDHE, both presented in sessions about the features of MYF. Judy highlighted Online Student Loan Counseling in "Communicating Value to Your Customer Through Electronic Loan Counseling" while Marilyn focused on financial fitness in "Incorporating MYF into Default Prevention Campaigns."

College Goal Sunday Highlights

MASFAP's first College Goal Sunday on February 8 was a huge success. Over a thousand people attended The eight Missouri sites. The committee will be meeting in June to outline and brainstorm about the next College Goal Sunday in 2005. More details will be provided in an upcoming newsletter. Congratulations and thanks go out to everyone involved with the 2004 event. We are looking forward to another successful year in 2005.

Drury University	275
University of Missouri- Columbia	192
University of Missouri-St. Louis	145
St. Louis University	128
William Jewell College	109
Southeast Missouri State University	96
Northwest Missouri State University	37
Truman State University	21

Grand Total: 1003

Tidbits

- **Comfort Trullinger** has been promoted to the position of Financial Aid Counselor at the **Hannibal Career and Technical Center**. Her previous position at the school was Default Prevention Counselor for 2 ½ years.
- A word from **Sandy Thies**, who will retire June 11, 2004 from **Hannibal Career and Technical Center**. "Your help, support, and friendships over the past 11 years will never be forgotten. MASFAP is a wonderful association and I will miss your smiling faces and all the great conferences."
-Sandy Thies, klisefarm@missvalley.com
- **Anna Fligge** at **Central Missouri State University** is a Grandma! Peter was born 5/8/04. All are well! Also, her son graduated from UM-Helena College of Technology on 5/15.
- **Paul Schwartz** at **University of Missouri- Kansas City** along with a cross-divisional team who worked on revising their Short Term Loan Business Processes have been honored with the 2004 Awards for Excellence in Management and Service Delivery from the Government Finance Officers Association (GFOA). Paul was the lead on this project and he will be attending the GFOA national conference in June to receive the award.
- Effective June 30th, **Kelly Mayfield** has resigned her position at **Ozark Christian College** and is leaving the wonderful world of financial aid to be a stay-home mommy. Kelly says, "I have really enjoyed my five and a half years as Director of Financial Aid and will miss seeing and talking with many of the witty and caring people of this profession. It has truly been a great experience."
- **Kim Balentine** will be the new Director at **Ozark Christian College** beginning July 1st. Many have known her as the Loan Counselor. She has been with OCC for four and a half years.
- **Lori Clouse** has been promoted to the Loan Counselor position at **Ozark Christian College** effective July 1st. She has been working in the OCC financial aid office for almost a year.
- **Jennifer Thruston** with the **Missouri Department of Higher Education** has been very busy lately. She recently graduated from Drury University with her Masters of Arts in Communication degree, and she is planning her June 19th wedding to Scott Hendrickson. Jennifer moved to Kansas City in April and began her new job at the same time. She also took on the job of designing the MASFAP newsletter that you are currently reading.

2003 Salary Survey Available on the MASFAP web site

The 2003 Salary Survey can currently be found under Association Information in the General section of the MASFAP site (www.masfap.com). Thanks to Janice Barnes and the MASFAP Research Committee for their hard work on this project. They had 171 respondents to the survey, which is the highest number of respondents in years. It may actually set a record! It looks great and is full of useful information.

- **Valerie Jordan** graduated from Webster University with a Masters of Arts degree in Management on May 19, 2004. She was recently promoted to Associate Director of Student Financial Services at **Park University**.
- **Scott Giles**, Director of the Missouri Student Loan Group at the **Missouri Department of Higher Education**, just completed his Master's in Public Administration at the University of Missouri-Columbia.
- **Angie Beam** at **Missouri Western State College** is expecting her first child February 1st.

The MASFAP Monitor is brought to you by:

The Technology and Communications Committee

Samantha Ruffini, University of Missouri-Saint Louis (Chair)

Pam King, Nelnet; **Monitor Editor**

Jennifer Thruston, Missouri Department of Higher Education; **Monitor Designer**

Janice Barnes, Saint Louis University

Karen Koenig-Griffin, Sanford Brown College

Keith Broadus, Missouri Department of Higher Education

Keith Broadus, Missouri Department of Higher Education

Gurleen Kaur, University of Missouri-Saint Louis

Michael Passer, University of Missouri-Kansas City

June 7, 2004