



MASFAP May 2022 Communication

MASFAP Election Time!

It's time to elect new Executive Board members to the MASFAP Board! The Nominations and Elections Committee is excited to announce an amazing slate of candidates who have agreed to run for a MASFAP office. No matter the outcome, the future of MASFAP will be in excellent hands! We truly appreciate those who agree to run, you make MASFAP strong!

The election will go live next week and will be open for 15 days. MASFAP elections are held annually and voting is the responsibility of the primary member representing your institution or organization. The Nominations and Elections Committee encourages each member to read through candidate statements and discuss as an institution/organization prior to submitting the vote of your primary voting member. An official notification will go out from our system to the voting member of your institution once the ballot is live.

Thank you to all of the candidates for agreeing to run—we appreciate each of you!

Becca Diskin

MASFAP Nominations and Elections Chair

MASFAP Board Candidates

President-Elect

Kimberly Meeker
Rob Moore
Matthew Kearney

Vice President

Valerie Jensen

Treasurer-Elect

Keri Gilbert
Krissy Loenneke

Secretary

Marla Fernandez
Kaley Williams
Kelly Wilson

Delegate-At-Large—Institutional

Jennifer Wright
Julie Loftin

Delegate-At-Large—Associate

Tom Dreyer
Julie Finn

PLEASE SEE FOLLOWING PAGES FOR EACH OF THE CANDIDACY STATEMENTS

President-Elect



Kimberly Meeker

Institution: North Central Missouri College

Current title/position: Director of Financial Aid

Institution type: 2-year public

Years in current position: 6

Years in profession: 10

Statement of Candidacy:

My name is Kimberly Meeker and I have been with the North Central Missouri College Office of Financial Aid for 10 years; serving as the Director for the past six years. I currently serve as your Past-Treasurer/Budget and Finance Chair on the 2022 MASFAP Executive Board. I also currently serve on the MASFAP Budget and Finance Committee, Early Awareness Committee, as well as the Program Committee. I value the experience and relationships I have gained through serving on the Board and these committees. I am honored to run for the President-Elect position. I believe that the leadership and success in my numerous professional positions have prepared me to take on this new role. I look forward to future growth through my involvement in MASFAP!

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

- 2018 Early Awareness Committee and Program Committee
- 2019 Executive Board Secretary, Early Awareness Committee, and Leadership Development Program
- 2020 Executive Board Treasurer-Elect, Early Awareness Committee, and Legislative Committee
- 2021 Executive Board Treasurer and Early Awareness Committee
- 2022 Executive Board Past Treasurer/Budget and Finance Chair, Early Awareness Committee, and Program Committee
- 7 NASFAA Professional Credentials, 2020 Certified Financial Aid Administrator FAAC®

Honors, awards and publications: 2015 NCMC Foundation Board Salutes Award, 2021 MCCA Administrative Professional Award



President-Elect



Rob Moore

Institution: Missouri State University

Current title/position: Director of Financial Aid

Institution type: 4-Year Public

Years in current position: 3 years

Years in profession: 12 years

Statement of Candidacy:

I am both excited and humbled to have been nominated to run as MASFAP's President this year. I view this candidacy as an opportunity to contribute to the legacy of an organization that, for more than a decade, has helped shape my professional career and personal interests. I have gained tremendous value from MASFAP throughout my career, and now I have an opportunity to help lead the organization that has been pivotal in my development as a financial aid professional and a leader. Hence my excitement!

As we all know, our organization has benefited greatly from a strong line of excellent leaders, all of whom have helped MASFAP navigate an ever evolving post-secondary landscape while providing unfailing support to our member institutions through some of the most trying times many of us have experienced. The challenges facing our industry and our membership will persist in the years to come, but I feel that the relationships and friendships I have developed through MASFAP, as well as the experiences and lessons learned through my committee work, have prepared me to do the hard work necessary to ensure the ongoing success of MASFAP and our members.

If selected to serve as MASFAP's President, I look forward to working with the great team of folks already in place, as well as the new members to be added, in contributing to the organization's impeccable resume as an advocate for post-secondary education and champions for student success. Thanks!

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

NASFAA – Organizational Member

MASFAA – Organizational Member

MASFAP – Member of Legislative Committee; Co-Chair of Legislative Committee

MDHEWD State Student Financial Aid Committee

2021 MASFAP & St. Louis Graduates PDI – April 2021

Financial Aid Panel at MEHEWD's Equity Summit – October 2021

MOCAN/St. Louis Graduates PDI Panel – March 2022

President-Elect



Matthew Kearney

Institution: Southeast Missouri State University

Current title/position: Director of Student Financial Services

Institution type: 4-Year Public

Years in current position: 4 Years

Years in profession: 13 Years

Statement of Candidacy:

It is an honor, a privilege, and humbling to run for President of MASFAP. I have had the distinct pleasure of serving on the board in multiple positions over the last 10 years. Over the last couple of years due to work and family obligations (and throw in COVID for good measure) I have had to take a step back from my involvement which has made me even more appreciative of what this association offers, and I am excited to have the ability to get back into it. Absence truly does make the heart grow fonder.

MASFAP is special to me for several reasons, but mostly, because of the connections I have made with individuals across the state. Without this association, I can truly say I would not be where I am professionally, today. If elected, I plan to continue moving us forward so that we remain one of, if not the, strongest state associations in the country. As president, I would look to continue developing our newer generation of professionals, while also working to keep those who have been in the field a while, connected to the association and the members. We are in a unique time in higher education where we are seeing a wide gap in the age of workers and soon, as many of those on the tail end of their careers leave, I want to be sure we do not lose the knowledge and the history they have. I appreciate your time and hope, even if it is not a vote for me, that you let your voice be heard and vote.

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

MASFAP:

Conference Planning Committee 2013-2016

Secretary 2014

Vice President 2015

Research Chair 2016

Delegate-At-Large 2016 - 2019

MASFAA:

Program Committee Member 2015

Site Planning Committee Member 2016

Road to Relevance Task Force Member 2017

Membership Chair 2018 - 2019

Research Chair 2020 - 2022

Honors, awards and publications:

MASFAA Committee of the Year 2018

MASFAA Committee of the Year 2016

MASFAP Bob Berger Newcomer of the Year Award 2014

MASFAP Committee of the Year 2014



Candidacy Statements

Vice President



Val Jensen

Institution: Washington University in St. Louis

Current title/position: Deputy Director, SFS

Institution type: 4-Year Private

Years in current position: 9

Years in profession: 1.5

Statement of Candidacy:

It would be an honor to serve as Vice President of MASFAP. This association has become incredibly important to me as my career in financial aid continues to grow. I was first introduced to the aid profession as a federal work study student at SLU in 1996. My experience as a student worker in the aid office helped to expose me to career opportunities in higher education. After graduation I went on to work in Undergraduate Admissions at Webster University. After 13 years in admissions, I transitioned to the world of financial aid, and found my true calling. I have been a member of MASFAP since 2013 when I began my work in aid at Saint Louis University. While at SLU, one of my primary duties was community outreach. Over the years I have had the pleasure of giving hundreds of financial aid presentations to students and families throughout the state and region. My role in outreach and my passion for assisting students with the aid process compelled me to join the MASFAP Early Awareness Committee, on which I served for several years.

In October of 2017, I departed SLU and moved to Student Financial Services at Washington University in St. Louis as Assistant Director, Student and Family Engagement. After leading a successful PowerFAIDS implementation in 2020, I transitioned into my current role of Deputy Director of SFS. My experiences at several different universities in the St. Louis area have exposed me to a variety of processes and have cultivated a more holistic understanding of the challenges we face in our profession. These diverse perspectives have allowed me to represent the needs and interests of MASFAP membership in my role as Delegate-At-Large for the last two and a half years. As Delegate I have worked with my fellow Delegates to create opportunities across the association for dialogue and feedback through Director’s Brown Bag lunches. This Delegate role has allowed me to witness firsthand the roles and responsibilities of each of the positions of the MASFAP Executive Board, and I am confident that I could fill the role of Vice President in a way that would make my MASFAP colleagues proud. If given the opportunity to serve as VP, I will work tirelessly to serve the interests of the MASFAP membership and the aid profession.

SUMMARY OF PROFESSIONAL ACTIVITIES:

MASFAP:

Early Awareness Committee (2015-2019), Delegate-At-Large (2020-present), Program Committee (2022)

NASFAA: Member 2013-present

Credentials in Verification, Packaging/Awarding, Needs Analysis

OTHER (previous institutions, other states/regions, other associations, etc):

Webster University, Admission Counselor and Associate Director of Admissions (2000-2013)

Saint Louis University, Assistant Director of New Students/Outreach (2013-2017)

Missouri Association of College Admission Counselors (2000-2017)

National Association for College Admission Counseling (2000-2017)



Treasurer-Elect



Keri Gilbert

Institution: Stephens College

Current title/position: Director of Financial Aid

Institution type: 4-Year Private

Years in current position: 9 months

Years in profession: 7

Statement of Candidacy: I am humbled and honored to be nominated for the position of Treasurer-Elect.

It has been a joy to be a part of MASFAP as a member, and I am excited about the opportunity to give back to the association. I have served in the Treasurer-Elect role for the Midwest Association of Student Financial Aid Administrators (MASFAA) and plan to apply my experience there to this role. The fiscal health of an association, outside of lovely volunteers, is what keeps it running. If elected, I plan to continue to keep MASFAP in a sound financial position while ensuring members have the same access to the great services they are used to receiving. Like all FAAs, I am always looking to be a good steward of the funds entrusted to me—something that would continue in the position of Treasurer-Elect.

Thank you for your consideration!

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

MASFAP

- Professional Development Committee Member (2021-Present)
- Communications Committee Members (2021-Present)
- Taught National Association of Student Financial Aid Administrators (NASFAA) Credential Courses on Administrative Capability and Professional Development (2019)
- Attended the 2018 Annual Conference in Lake Ozark, Missouri
 - Presented session titled *Imposter Syndrome: When Are People Going to Find Out About Me?*
- Taught National Association of Student Financial Aid Administrators (NASFAA) Credential Course on the Federal Pell Grant (2018)
- Membership Committee Member (2018-2019)
- Association Governance Committee Member (2018)
- Attended the 2017 Annual Conference in Lake Ozark, Missouri
 - Co-presented session titled *Advocacy: It Shouldn't Take an Act of Congress*

Candidacy Statements



- Legislative Committee Member (2017-Present)
Co-Chair (2018)
- Taught National Association of Student Financial Aid Administrators (NASFAA) Credential Course on Satisfactory Academic Progress (2017)
- 50th Anniversary Committee Member (2017)
- Selected for the 2017 Leadership Development Program
- Attended the 2016 Annual Conference in Lake Ozark, Missouri
Co-presented session titled *Troubleshooting the FSA ID*
- Newcomer Committee Member (2016)

MASFAA

- Program Committee Member (Present)
- Awards Committee Member (2021)
- Treasurer (2020)
- Access Committee Member (2020-Present)
- Attended the 2019 Annual Conference in Chicago, Illinois
Co-presented session titled *Best Practices for Assisting At-Risk Youth*
- Treasurer-Elect (2019)
- Advocacy and Legislative Issues Committee Member (2019-Present)
- Assisting At-Risk Youth Working Group Member (2019)
- Attended the 2018 Annual Conference in Minneapolis, Minnesota
Co-presented session titled *How to Advocate*
Presented session titled *Imposter Syndrome: When Are People Going to Find Out About Me?*
- Communications and Electronic Initiatives Committee Member (2017-2018, 2020-Present)
Chair (2020-Present)
- Summer Institute and Leadership Symposium Committee Member (2017-2019, Present)
Faculty member at 2021 Summer Institute and Leadership Symposium in Elkhart Lake, Wisconsin
Faculty member at 2019 Summer Institute in Kalamazoo, Michigan
Faculty member at 2018 Summer Institute in Columbus, Ohio
Faculty member at 2017 Summer Institute in Normal, Illinois
Taught National Association of Student Financial Aid Administrators (NASFAA) Credential Courses on Administrative Capability, Cost of Attendance, Consumer Information, Federal Pell Grant, Direct Loans, Need Analysis and Federal Methodology, Packaging and Notification of Awards, Return of Title IV Funds, and Verification
- Attended the 2016 Annual Conference in Kansas City, Missouri
Recipient of the 2016 Conference Scholarship
- Attended the 2016 Summer Institute in Normal, Illinois

NASFAA

- Advocacy Pipeline Participant (2022)
- Rapid Response Network Member (2018-2019, 2021-Present)
- Assisting Displaced Students Working Group Member (2018)



- Advocacy Network Member (2017-2018)
- Recipient of the NASFAA 50th Anniversary Scholarship-Midwest Region (2017)
- Earned NASFAA Credentials in Administrative Capability, Application Process, Campus-Based Programs, Cash Management, Consumer Information, Cost of Attendance, Direct Loans, Gainful Employment, Need Analysis and Federal Methodology, Federal Pell Grant, Packaging and Notification of Awards, Professional Judgment, Return of Title IV Funds, Satisfactory Academic Progress, Student Eligibility, TEACH Grant, and Verification

Griffiths Leadership Society for Women

- Awards and Recognition Committee Member (2018)

Honors, awards and publications:

- MASFAA President's Award (2021)
- MASFAA State Leadership Award (2021)
- MASFAA Committee of the Year Award—Summer Institute and Leadership Symposium (2019)
- MASFAP Committee of the Year Award—Association Governance (2018)
- MASFAP Bob Berger Newcomer Award (2017)
- MASFAP Committee of the Year Award—50th Anniversary Committee (2017)
- MASFAA Committee of the Year Award—Communications and Electronic Initiatives (2017)
- MASFAA Outstanding New Professional Award (2017)



Treasurer-Elect



Krissy Loenneke

Institution: Southeast Health College of Nursing and Health Sciences

Current title/position: Financial Aid Specialist

Institution type: Private

Years in current position: 2

Years in profession: 11

Statement of Candidacy: I am very excited to seek the position of MASFAP Treasurer-Elect. I have been a MASFAP member since 2011 and have slowly been giving back to the organization. Previously, I have been a member of both the Newcomer Committee and Program Committee. In 2021 after the special election for the President-Elect, I became the Membership Chair. After completing the MASFAP LDP program in 2021, I feel that I am ready to take a bigger leadership role on the MASFAP Board. I am looking forward to being your MASFAP Treasurer-Elect.

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

MASFAP

- Newcomer Committee member
- Program Committee member
- Membership Committee Chair
- Conference Speaker
- Conference Moderator
- LPD 2021 Cohort participant

NASFAA

- Administrative Capability Credential
- Professional Judgment Credential
- Return of Title IV Credential

MASFAA

- 2021 Leadership Symposium participant

Secretary



Marla Fernandez

Institution: Truman State University

Current title/position: Director of Financial Aid

Institution type: 4-year Public

Years in current position: 3 ½ years

Years in profession: Higher Education – 16 years, Financial Aid – 3 ½ years

Statement of Candidacy:

It has been great to be a part of this organization, and I am continually grateful for the camaradery, willingness to help, sharing of knowledge and overall sense of community that exists within MASFAP. The selfless assistance members of MASFAP have provided has been invaluable to me and it would be my pleasure to give back in some way.

I am honored to be nominated to run for MASFAP Secretary. Currently, I serve as the Research Committee Chairperson and have enjoyed being more involved this year. It would be a pleasure to expand my involvement and serve as your Secretary next year. I would plan to continue the professional, well-organized and detailed reports and meeting minutes that have been provided and help carry out MASFAP's mission.

Thank you for your time and your consideration.



Secretary



Kaley Williams

Institution: Kansas City University

Current title/position: Associate Director

Institution type: Private Graduate/Professional

Years in current position: 2 years and 11 months

Years in profession: 12 years

Statement of Candidacy:

It is an honor to be nominated to run for the position of Secretary of MASFAP. I have thoroughly enjoyed being part of MASFAP and I have loved getting to know all of the members. I started working in financial aid as a work study student while I was an undergrad and was called back to financial aid a few years after graduating. The financial aid community seems to have a way of drawing you back in and I have truly enjoyed being a valuable resource to students as they continue their education.

Serving as the Co-Chair for the Professional Development Committee for two years, I gained a wealth of knowledge and have been provided with numerous resources, connections and opportunities for growth, both personally and professionally. It would be an honor to carry on the legacy of those that have served as MASFAP Secretary before me and continue to provide opportunities for growth, a chance to build relationships both inside and outside of MASFAP, and to help expand the knowledge of all of our members. I am extremely detail oriented and thrive on having everything organized, which would set me up for success in this position. I would be honored to serve you as the next MASFAP Secretary and thank you for your consideration.

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

2022 MASFAP Program Committee member

2020, 2021 MASFAP Professional Development Committee Co-Chair

2019 MASFAP Program Committee member

2014, 2015 KASFAA Finance Committee Co-Chair

2013 RMASFAA Program Committee member

Secretary



Kelly E Wilson

Institution: Carthage Technical Center

Current title/position: Adult Supervisor/Financial Aid Coordinator

Institution type: Technical Center/Clock Hour

Years in current position: 5 Years

Years in profession: Financial Aid total= 10 Years; Higher Education for 36 years

Statement of Candidacy: I have been in Higher Education since 1986. I have worked both in Student Affairs (Financial Aid and Counseling Center) and Academic Affairs (Academic Advising, Student Retention, Multiple Academic Committees). I was a MASFAP member in the 80's-early 90's before I moved over to Counseling and Academic Advising. Where I worked with Financial Aid assisting students trying to make academic progress. I believe in this organization and the outreach and support for Financial Aid Professionals.

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

- MSSU Financial Aid-Assistant Director/ Financial Aid Counselor 1986-1991
- Conducted Financial Aid Workshops for incoming students/and through Southwest MO High Schools.
- Association of University and College Counseling Directors
- American Counseling Association
- NASPA -Student Affairs Administration in Higher Education
- National Association of Academic Advisors for Athletics
- (NACADA)-National Association of Academic Advisors
- Missouri Association of Blacks in Higher Education

- International Alliance for Invitational Education
- Partners in Prevention

Honors, awards and publications:

- Superior Service Award 2011
- Making a World of Difference
- Inducted in Omicron Delta Kappa 1995
- PHIETA Sigma 1996



Delegate-At-Large—Institutional



Jennifer Wright

Institution: Rockhurst University

Current title/position: Director of Student Financial Services

Institution type: Private, nonprofit, 4-year

Years in current position: 2

Years in profession: 10

Statement of Candidacy:

I am honored to be considered for the position of Delegate at Large on the MASFAP Board. I have worked in higher education for 12 years with over 10 of those years being in financial aid. Much of my time in higher education has been spent working as the Director of Financial Aid at Saint Luke’s College of Health Sciences. In 2020, Rockhurst University acquired Saint Luke’s College of Health Sciences where I now serve as the Director of Student Financial Services.

This summer, I will be attending the MASFAA Leadership Symposium as the selected scholarship recipient from MASFAP leadership. I am truly grateful for the opportunity they are giving me to attend this conference and have no doubt it will provide me with additional knowledge and skills that I can apply to my position at Rockhurst as well as future involvement in MASFAP and MASFAA. I have been able to attend the MASFAP annual conference for the past few years and witness the passion and connection of those involved in this organization. I am proud of MASFAP’s commitment to serving students as well as supporting colleagues and friends across the state of Missouri. As we all know, financial aid is complex, and it is comforting to know that so many members are willing to share ideas, knowledge, and support one another. I look forward to becoming more involved in MASFAP and being able to give back to such a great group of colleagues.

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

MASFAP:
Member

NASFAA:
Member

R2T4 Credential earned in 2018

Others:

Vox Dei Community, Council Member and Treasurer - 2021 to present

Rockhurst University, Staff Advisory Council member, Service and Staff Recognition subcommittee – 2021 to present

Delegate-At-Large—Institutional



Julie Loftin

Institution: Ozarks Technical Community College

Current title/position: Financial Aid Advisor

Institution type: Community College

Years in current position: 1.5 years

Years in profession: 9

Statement of Candidacy:

I am grateful and honored to be nominated to serve as a MASFAP Delegate-At-Large for the 2022 year and incredibly excited for this opportunity. If given the opportunity, I will work hard to connect with the membership to ensure your concerns and suggestions are shared with the Executive Board. I will actively participate in MASFAP meetings and activities, and collaborate with the membership and the board to formulate effective and responsible policies and procedures. I will work hard to ensure we continue our tradition of excellence by providing positive and fiscally responsible feedback in collaboration with the Past-Treasure and the Budget and Finance committee to ensure our audit is conducted accurately.

After several years of contributing to the financial aid community at both the state and national level by serving on committees, I look forward to the opportunity to further grow in MASFAP in an elected capacity. Based on my professional experience in financial aid, academic training, and career goals, I feel that I am well qualified for this position, and would be a strong contributing member of the MASFAP board.

Since starting in Financial Aid in 2013 I have had the privilege to serve on the following committees: MASFAP Newcomer Committee, MASFAP Program Committee, MASFAP Professional Development Committee, MASFAP Early Awareness Committee, MASFAA Awards Committee, and NASFAA Rapid Response Network. I currently hold 8 NASFAA credentials.

It would be my honor and privilege to give back to MASFAP for all that it has given to me by serving as a delegate. Thank you very much for your consideration of my candidacy.

Honors, awards and publications:

Member of Committee that was awarded Committee of the Year in 2015, 2020 and 2021. I served as Chair of the Newcomer Committee in 2021 when it was selected as Committee of the Year. I am also a 2019 graduate of the MASFAP Leadership Development Program.

Delegate-At-Large—Associate



Tom Dreyer

Institution: PNC Bank

Current title/position: AVP/Campus Relations Manager

Institution type: Associate/Financial

Years in current position: 14

Years in profession: 37

Statement of Candidacy:

I am honored to be nominated for the position of Delegate-At-Large (Associate Member). While I have been a member of MASFAP for more than 12 years, this would be my first role with the MASFAP Board. If elected, I look forward to the opportunity to represent the Associate Members and share my experience as we support the financial aid community in Missouri.

Summary of professional activities including within MASFAP, MSFAA, NASFAA, other associations, and other professional organizations:

Over the past 37 years, I have served in a number of roles in the financial aid associations within the states I represent. Most recently, I have served as:

2022/2023 – MSFAA Associate Sector Representative

2022/2023 – Member of the MSFAA Diversity, Equity, and Inclusion Taskforce

2021/2022 – Member of the KASFAA Membership Committee

2019/2021 – MSFAA Conference Program Co-Chair

2018/2019 – MSFAA Conference Program Co-Chair

Honors, awards and publications:

2020 MSFAA Special Achievement Award for Co-Chairing the Conference Program Committee

2019 MSFAA Special Achievement Award for Co-Chairing the Conference Program Committee

Delegate-At-Large—Associate



Julie Finn

Institution: College Ave Student Loans

Current title/position: Head of Campus Development - Southwest

Institution type: Lender

Years in current position: Less than one year

Years in profession: 15

Statement of Candidacy:

I would be thrilled to serve as the Associate Delegate for MASFAP for the next 3 years. I have been a longtime member of MASFAP and recognize the importance of nurturing the relationship between associate and institutional members. By being a member of multiple state and regional associations, I have learned so many new and creative ways to improve the association experience for all members.

Over the years, we associate members have become like family members to each other, and I would love to share in the responsibility of ensuring all our associate members' voices are getting heard. We all have so much to offer MASFAP!

Summary of professional activities including within MASFAP, MASFAA, NASFAA, other associations, and other professional organizations:

I have served on the Conference Program Committee for both MASFAP and MASFAA, as well as the Membership Committee for MASFAA. I have presented on multiple topics at conferences for both MASFAP and MASFAA, as well as presented Financial Literacy and Professional Development webinars for both associations.