**ISFAA Conference**

**January 27-29, 2020**

**Wednesday, January 27**

2:00 – 3:00pm 2021-2022 Verification Effie Barnett

This session will include a discussion of the verification requirements for the 2021-22 Free Application for Federal Student Aid (FAFSA) cycle and review verification issues related to the 2020-21 FAFSA cycle.

 Best Practices for Comparing and Searching for Private Loans Raina Chezem

Navigating the financial aid process can be a daunting task.  Coming together as a financial aid community to share best practices, we can take a proactive approach in providing families with detailed information that will allow them to make an informed decision on a product that fits their specific needs.  Come join us for this informative session as we take a look from the student and parent perspective when searching for a private loan.

 Manual EFC Calculation Stan Werne

I assume we all rely on our student information systems for students’ EFCs. However, it is interesting to calculate some EFCs by hand to see how it all works. Some of you longer-term FAAs have done this before. Newer colleagues might find this instructive. We’ll talk about some of the elements of the EFC calculation and then work through a dependent student’s EFC calculation and an independent student’s EFC calculation.

3:00 – 4:00pm Networking

**Thursday, January 28**

9:30 – 10:30am Keynote “Finding Motivation in Tough Times Justin Draeger

Financial aid administration is hard, even in normal times. But every few years, what is normally a tough job becomes nearly impossible with a pandemic and a recession that’s testing the mental and emotional health of our students and each one of us. This is one of those years that makes even the most dedicated aid professional ask: “Why am I doing this?” Join NASFAA’s President, Justin Draeger as he shares his personal tips on how best to find motivation in tough times.

10:30 – 11:00am Break

11:00 – 12:00pm Affirmative Action in Higher Education Dr. Kiracofe, Purdue University

Dr. Kiracofe, who is a Professor and Director of the Higher Education PhD Program at Purdue and co-editor of *Education Law into Practice*, will discuss the impact Affirmative Action has on higher education. Within the session, she will review current legislation and offer the opportunity to discuss future implications of affirmative action policies.

 How to Use Communication to Drive Student Engagement Brad Schick/Heidi Sisson

Communicating effectively with students requires first getting their attention—but that’s exceedingly more and more difficult. Emails to your students are likely landing with only a 17% open rate, according to industry statistics. A consistent message paired with a multi-channel approach can help. 80% today’s students watched a video from their college during their college search. Is your office exploring digital ways to make communications stick beyond the simple email campaign?

Join us to learn the channels that drive student engagement at the right moment in the financial aid lifecycle, and how personalized and highly relevant communications are more effective. Work through a sample scenario where we discuss your award letter communication process and map tactics across channels to drive success. Leave with immediately implementable tips you can use to optimize your communications through automation and analytics to drive results.

 Professional Judgment Panel

A panel of Financial Aid Colleagues will discuss how their college/universities Financial Aid Offices are handling professional judgements on their campus during the pandemic.

12:00-1:00pm Brown Bag Lunch and MASFAA Update

1:00 – 2:00pm Sector Meetings

Join your colleagues to discuss the issues or accomplishments that you have encountered due this pandemic. Ask a question… Make a statement…. Give a pat on a virtual back…. Throw out an idea…. This is the best way to network and gain new ideas.

2:00 – 3:00pm Care and Feeding of your Career Deb Gossman/Abby Frye

Who is responsible for your career?  Where do you begin to assess what you want and need?  What should you do now?  Is it time to make a move?  How do you go about moving on?  Do you need to network?  Join us for this informative session to learn how to take stock of your career and make a plan to take it to the next level.

 Annual Student Loan Acknowledge Kirsten Reynolds

It is coming soon…. YES… Another step we must watch…. Things to consider when coding your system for the new ASLA.

 Town Hall Meeting Effie Barnett

 Effie, DOE Trainer, will be taking Q&A during this time.

3:00 – 3:15pm Break

3:15 – 4:15pm Federal Update Effie Barnett

Friday, January 29

9:00 – 10:00am CHE Update Josh Garrison/Courtney Hott/Michelle Rogers

The Indiana Commission for Higher Education staff will deliver information updates regarding the 2021 legislative session and recent financial aid updates. Financial aid updates will include federal and state changes. Legislative updates will include bills to watch and the Commission’s 2021 agenda.

10:00 – 11:00am Speed Topics

On your mark, get set….. GO… Join your colleagues to share your experiences and thoughts about different topics that are presented at the table. Each topic is discussed for 10 minutes then move on to the next topic.

11:00 – 12:00pm Business Meeting and Passing of the Gavel