



# Bits & Bytes

Newsletter of the Indiana Student Financial Aid Association

October 2013

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## The 2013 MASFAA Conference



Lori Vedder and Paula Luff

Friday afternoon I felt something freakishly exciting in the air. Being MASFAA President I knew we had great MASFAA representation leading the Conference Program and Local Arrangements Committees as well as fantastic members supporting the efforts of both. Friday kicked off with a meeting with the Marriott staff. Every detail of every day and night of the conference was reviewed. I immediately recognized that we were in good hands with the hotel staff. Score one for Downtown Indy!

Saturday rolled around and what would be the beginning of the last of my Presidential duties began as the Finance and Association Governance and Planning Committees met. It was then, like holiday elves that committee members began to creep out of the woodwork, diligently delivering all that they had promised, doing so professionally



Tuesday Evening  
at Dallara

and quietly trying not to interrupt me coming in and out of my suite to make sure I was taken care

of. Working behind the scenes with the hotel, Dallara Indy Car Factory, guest speakers and up until the last minute the U.S. Department of Education, awaiting the latest news on the Federal Government shutdown, the committee members didn't miss a beat. They were ready in the wings with presenters willing to step in to fill the shoes of Department of Ed staff. NASFAA was also working diligently to rearrange some schedules in order to help out their Mid-West colleagues. The entire week was well orchestrated!

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Cecilia Lopez and  
Dontay Gray

Sunday afternoon kicked off with a great showing of First Time Attendees, of which two agreed to write an article for the MASFAA News on their first time MASFAA Conference experience. We got a glimpse of the real world of our students through the stories of many of our guests, from our Sunday evening panelists to our Monday noon "First Generation" film stars, Dontay and Cecilia. Their stories reminded us that it does take a village not only to raise a child, but to get them to college. Even with strong high school counselors, it still takes strong family, mentors and financial aid staff to help them achieve this goal. Where one of

Continued on page 2

these factors may be lacking, another must step up.

The conference program was filled with a vast array of sessions to attend. From the fundamentals to financial literacy, to consortiums, loans, fraud and audits there just wasn't enough time to get to



**MASFAA's Megan McClean**

of our presenters and moderators for making the conference program so enriching. I was also pleased to see the exhibit hall abuzz with members

spending time conversing with our supporters from the Associate sector. MASFAA is so appreciative of all that our exhibitors and vendors bring to our membership and to our conferences!

The night at Dallara was a treat! If you had the opportunity to take a ride around the "track" in the Indy car, you know what I mean. What a lovely evening for a speedy ride, photo ops with the MASFAA Indy Car all with good food, drinks and collegiality! This year's MASFAA Conference was a culmination of great work, dedication and collaboration amongst so many. From the bottom of my heart I thank everyone involved, including the MASFAA membership. You have all been so supportive throughout the

past year, and your friendships and collegiality will remain with me for a lifetime!

I would like to personally thank the Indiana Student Financial Aid Association (ISFAA) for their hospitality and support of MASFAA. I am honored to have met so many of you and to have shared my MASFAA Presidency with you. ISFAA has great members whose dedication really showed in Downtown Indy this fall!

Thank you all for being such great colleagues!

Lori Vedder  
Past MASFAA President

## Resources for your college questions

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## President's Perspective

Fall is my absolute favorite time of year and for those of you who don't know me very well I am going to take a moment to tell you that football and Halloween are among my top favorite things of all time. These days it seems there are either NFL or college football games on almost every night of the week so it makes it hard to catch up on normal TV shows. I will never complain but I do get concerned when my DVR starts to get full and the football season has only been on for about a month. What to do... What to do?? I am also not real fond of snowflakes in the air as seen this morning on my drive into the office. Please Mother Nature let me enjoy Halloween before you start to let the snow fly –after next week I will no longer complain (as much)

It was exciting to have MASFAA in Indiana this year. On behalf of ISFAA I would like to extend an extra Thank you to all of the committees that made this an incredible conference. A lot of time and energy goes into planning these types of events and we are grateful for everyone's involvement. What a great conference and a chance to catch up with all friends, colleagues and ISFAA members.

Now on to matters at hand... what a time it has been since I began my term as President of ISFAA last year. I have learned so much about ISFAA and worked with so many great people and each day I continue to learn more and more and meet great people. Everyone in Indiana and within financial aid in general has been amazingly helpful, encouraging and patient. ISFAA continues to do so many great things for the students, families and aid offices across the state. So much volunteer time from all of our members in a variety of areas and I am so happy to be a part of those efforts. High School Guidance Counselor workshops are beginning and we are once again presenting several sessions at the IACAC conference. Financial aid nights are beginning to get scheduled so please make sure to report your numbers to that committee. NASFAA Fall training is being worked on and additional details are coming out soon. College Goal Sunday is in February 2014. Support Staff Workshops will take place in 2014 as well please look for more details coming to the ISFAA List Serve soon.

Just a reminder that there is not going to a Winter Conference for ISFAA this year because of MASFAA, however, I will be sending out budget details, committee reports in December for the membership to look over and we will also need a vote on some by-law changes. We will have our one day drive in at IUPUI in April and some exciting news for our next winter conference - stay tuned for more details.



**Kim Bennett**



## SFA News



Mary Jane  
Michalak, Indiana  
Commission of  
Higher Education  
Division of Student  
Financial Aid

Fall is a season of change... changing classes, changing leaves, changing wardrobes and two years ago, a change leadership at SSACI. On October 10, 2013, I “celebrated” my two year anniversary in financial aid. Ironically, the Commission for Higher Education’s monthly meeting was that day, and I was slated to make a presentation to the Commission members, updating them on recent activities of the Division of Student Financial Aid. Needless to say, it was a lengthy update. Having the opportunity to give that presentation, however, allowed me to reflect on my past two years in this industry and the “havoc” I have brought with me. All kidding aside, it has been a crazy two years.

We have changed the oversight of state financial aid – not just the name of the entity overseeing it. Changing the name was just the beginning. We at “the agency formerly known as SSACI” have moved away from a purely operational entity to one that considers the policy of financial aid in the context of overall higher education. We reviewed all of the state’s financial aid programs in the context of the Commission’s strategic plan, Reaching Higher, Achieving More, and we made significant reforms that are paving the way for discussions in other states and at the federal level. Other states are looking at Indiana – contacting Indiana – to talk about the financial aid reforms we have made. In many ways, that is a little intimidating and something I have been thinking about a lot lately.

Some of you may know that I moved to a new home last summer. It is new construction, so we have had a hard time establishing a new lawn and landscaping. Between last year’s drought and my attempts at planting bulbs that just didn’t take, I am far from having the lush, floral-filled yard and flower beds I had hoped to enjoy. And as I was preparing my notes for my October Commission presentation, the thought occurred to me that what we are doing right now in financial aid is very much like a landscape renovation, only on a much more important scale.

Most people would agree that landscape is an important part of a home. Attractive landscaping is like a welcome home sign each time you pull in your driveway. And realtors will tell you that curb appeal can entice buyers into your home. Without trimming and pruning – and even sometimes with all that – the plants of the foundation can get crowded over the years. Tree limbs often need to be cut back to allow more sunlight, and sometimes you have to remove trees completely when the roots start to stray too far from their origin. Without routine trimming, shrubs can block windows and overpower pathways, making residents and guests feel uncomfortable.

With any major landscaping, things tend to look worse before they look better. While under construction with holes and edging...pulling out plants and rocks... a yard can look like a disaster area. But, given time and hard work, what you are left with is a final product that compliments the home very nicely.

To craft and maintain that great landscape – once established – you have to have a set of working tools – machinery, if you will – that must also be maintained. And as you all know, machinery is made of many complex pieces and parts that go together and must work together to function properly.

You need frames, motors, wheels, gears, spark plugs, fuel filters, valves, switches, flywheels, starters, nuts and bolts.... I could go on and on. The point is, if any one of these parts is not functioning properly, the whole machine can seize up, breakdown and keep you from having great landscaping.

At the Commission, we have been trying to emphasize this point of working together and shared responsibility. But in higher education, we are at a point now where our engines are in danger of seizing up. Unless we work together identifying and addressing issues, our Hoosier landscape is in danger of looking less than its best. Higher education achievement is critical to the success of our state, and if we think of higher education as a tool, we clearly understand why it is so important that we keep our tools working.

Since I started in this industry, I have seen a tremendous effort put forth by the financial aid community. ISFAA as an organization is amazing with its outreach, from the high school guidance counselor workshops that are started in October and ongoing in November, to College Goal Sunday, to professional development opportunities, organizing MASFAA this year, to the ongoing collaboration and support from which I have personally benefited.

You all work hard for the shared goal of student success. For academic year 2012-2013, the Commission funded 85,475 students, who utilized all or a portion of their award offer. For 2013-2014, here is some of the exciting news we have to share:

### Minority Teacher Scholarship

We will be awarding 2013-14 Minority Teacher Scholarships to 214 students.

## SFA NEWS - CONTINUED

Scholarship recipients were selected and awarded in the following order and amount:

- 51 students - Renewal scholarship applicants with financial need; \$4,000
- 97 students - New scholarship applicants with financial need; \$2,500
- 21 students - Renewal scholarship applicants without financial need; \$1,000
- 45 students - New scholarship applicants without financial need; \$700

Initial scholarship award offers to applicants will utilize the full AY 2013-14 program appropriation of \$400,000 provided by the 2013 General Assembly and \$100,000 in carryover funds from AY 2012-13 for a total of \$500,000 in scholarship award offers to applicants.

If there unutilized funds at the end of the fall term, SFA will look to offer additional funds up to statutory maximums (\$4,000 for students with financial need, \$1,000 for students without financial need) first to new scholarship applicants with financial need, then to new scholarship applicants without financial need.

### **Mitch Daniels Early Graduation Scholarship**

Students who graduated one year early from high school must have applied by September 4, 2014 to be considered for the Scholarship. Students will each receive \$4,000. Last year, we initially awarded 204 students the scholarship. The award was claimed for 172 students.

- For 2013-2014, we received 322 applications (218 last year)
- 9 students who applied did not graduate from high school early as anticipated, did not attend an Indiana-supported high school, did not choose to attend an eligible Indiana college

or institution, or did not begin school within five months of graduation.

- Indiana Department of Education is currently verifying students; as of October 9, 2013, they have verified 121 students and are working on the remaining list.
- The State spends approximately \$5,535 per student in ADM (not including special education, vocational education, and other grants). For each student who graduates early, the State saves approximately \$1,535

### **EARN Indiana**

As a year-round internship program, we are tracking EARN Indiana in three time increments. :

- Summer 2013 Wave (May 1 – August 15)
- 57 student/positions matches were successfully made out of 107 positions approved
- With the completion of the internal admin system, we can now approve positions ahead of the current wave. This will allow employers more time to fill the open position and improve the rate of positions being filled by EARN eligible students.
- 30 unique employers received reimbursement
- Total reimbursements provided to employers = \$85,682.95
- Average hourly wage = \$8.53
- Semester I 2013 Wave (August 16 – December 31)
- To date 44 positions have been approved for participation from 24 unique employers.
- 17 positions have been filled with an EARN Indiana eligible student. This number increases almost daily as some of the approved positions have not started yet.
- Total expected reimbursements to

employers = \$58,865.33

- Average hourly wage = \$9.12
- Semester II 2014 Wave (January 1 – April 30)
- 1 employer has already been approved for 5 positions
- Total expected reimbursements to employers = \$14,417.14
- Average hourly wage = \$17.40

We are using the numbers in the first year to set a baseline, and will work to increase participation to allow us to utilize our full allocation for 2014-2015. For comparison, the average hourly wage rate in 2011 was \$8.53, with the high salary being \$13.48 per hour and low being \$7.25 per hour.

### **Student Teaching Stipend for High-Need Fields**

Individuals student teaching during the fall 2013 term were required to complete the application for the stipend, no later than October 4, 2013. Students teaching during the spring 2014 term are still permitted to submit applications as many do not yet have their placement information.

- 174 student applications received (both fall and spring)
- 93 student applications for fall 2013
- 61 students are verified eligible for the stipend
- 30 have GPA higher than 3.5
- 31 have GPAs between 3.0 and 3.5
- 16 are awaiting final eligibility verification by school
- 2 students did not meet GPA requirement
- 1 student is teaching business and PE (not a high-need field) as verified by his school
- 11 students were not first-time undergraduates

## SFA NEWS - CONTINUED

- 2 students were not Indiana residents
- 81 student applications for spring 2014
- 72 are awaiting final eligibility verification by school
- 7 students were not first-time undergraduates
- 2 students were not Indiana residents

### Student Teaching Stipend for Minorities

Individuals student teaching during the fall 2013 term were required to complete

the application for the stipend, no later than October 4, 2013. Students teaching during the spring 2014 term are still permitted to submit applications as many do not yet have their placement information.

- 40 student applications received (both fall and spring)
- 24 student applications for fall 2013
- 19 students are awaiting final eligibility verification by school
- 5 students were not first-time undergraduates
- 16 student applications for spring 2014
- 15 students are awaiting final eligibility verification by school

- 1 student is not a first-time undergraduate

None of this would not have been possible without all of you, so thank you for your work, dedication and partnership.

As always, we encourage you to reach out to us with questions and concerns, and we plan to continue to work with you to make sure that Indiana's welcome home sign is out, and our curb appeal is enticing..... and that all our maintenance equipment is in working order to keep Indiana growing.

## 2013 MASFAA Conference - Indianapolis





## Q4 2013-LP Developing a Strategy for your Social Media Effort

Linda Peckham, Senior Training Strategist, Great Lakes Higher Education Guaranty Corporation

An increasing number of financial aid offices have entered the social media space in an effort to communicate critical information to students in timely ways. Although many have embraced the two-way communication and transparency that social media encourages, aid directors have acknowledged that they struggle to create more meaningful social media goals. For offices just wanting to use their Facebook or Twitter accounts to send out timely financial aid information, posting content on a regular basis might be a sufficient objective. But others are looking for some of the longer-term benefits that social media can provide—such as improving awareness, developing influence in the community, or increasing engagement with students—and those goals require the development of a more thoughtful strategy. Liz Gross, Social Media Strategist at Great Lakes Educational Loan Services, advises that aid offices interested in developing a social media strategy should first consider goals that support their office mission. “If your mission is to provide great customer service or to improve financial literacy, then there are ways to build your social media strategy around those goals—and there are tools that you can use to assess your progress. But for aid offices just starting in the social media world, I encourage them to first determine how they will develop content for social media, and then focus on using that content to increase their number of fans and followers. You can’t fully reach your social media goals and implement your strategy until your community is large enough to make it worthwhile.”

Social media experts generally advise that organizations develop a strategy around three goals: volume (how often you post), engagement (how many followers interact with a post), and influence (whether your content is shaping follower behavior or opinion). But how do these strategic goals translate into the financial aid world?

Gross says that volume in the financial aid space is important because students tend to interact more with social media sites when content is refreshed often. She recommends that aid offices refresh their Facebook content and Twitter feed at least five times a week. “Aid offices should definitely be measuring volume,” says Gross, “because if the volume isn’t high enough, students will never have the chance to see your message.”

Engagement is simply defined as how many people interact with each post. As with the volume metric, this one is also important for aid offices because their mission is tied to student service and engagement. “If people don’t interact with your posts, it’s very hard to continue to develop your strategy. Good social media posts will invite conversation and allow you to learn more about your audience.” In the social media world, engagement is measured by how many likes, clicks, comments, shares, replies, or re-tweets result from the post. One of the more difficult and controversial factors to assess is influence. And it may take aid offices time to make progress towards this goal if influence is part of their strategy. Influence is a measure of how well your messages are affecting your followers in either their actions or feelings. Some common reasons that aid offices might want to measure their influence is to see if student behaviors (attending exit counseling or reducing loan levels, as examples) result from your posts about these topics.

For aid offices seeking to improve their social media strategy and identify specific goals, Gross recommends the following resources:

- A Student Affairs Social Media Plan: [edcabelion.com/tech/socialmediaplan](http://edcabelion.com/tech/socialmediaplan) – A blog post that details the steps a campus department should take to develop their social media plan.
- The Elements of a Great Higher Ed Twitter Account: [bit.ly/HigherEdTwitter](http://bit.ly/HigherEdTwitter) – A blog post analyzing what makes a campus Twitter ac-

count great, with input from professionals at many campuses.

- Social Works: How Higher Ed Uses Social Media to Raise Money, Build Awareness, Recruit Students, and Get Results by Michael Stoner: [eduniverse.org/socialworks](http://eduniverse.org/socialworks) – A book full of case studies from campuses around the country.
- Social Media ROI by Olivier Blanchard: <http://smroi.net/> – While not an introductory book, professionals interested in developing a social media program can find everything they need here.

Great Lakes will feature a three part series of SmartSessions webinars on social media in the financial aid office, with sessions on getting started, creating a strategy, and assessing outcomes. The series runs from September through December. To learn more or to register, visit [mygreatlakes.org/smartsessions](http://mygreatlakes.org/smartsessions).

## Save The Date

2014  
ISFAA  
Spring  
Conference

April 22, 2014

IUPUI

## Are you regularly tracking your cohort default rate?

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# Financial Aid Night Committee Update

By Megan Johnson, IUPUI, ISFAA Financial Aid Outreach Committee Chair

We hope that you have had a great start to a new academic year! We are gearing up for a new season of Financial Aid Nights and have a few updates to mention.

The Financial Aid Night committee has many awesome volunteers that present to high schools and other organizations throughout Indiana during the year. Because we have grown and are doing so many presentations and outreach activities, the committee name has been changed to Financial Aid Outreach. It is still our goal that we can reach out to the community and provide them with the tools to

navigate through the financial aid process.

This year we are encouraging the committee members to reach out to high schools in their counties to see if they are interested in having someone present to their groups. The idea is that we can be proactive and make sure that we aren't missing opportunities to deliver information that could help students achieve their goals of continuing on to higher education. If you conduct a presentation promoting the FAFSA, whether it is through ISFAA or your place of employment, we ask that you

please report the presentation to the committee chair Megan Johnson ([mmj6@iupui.edu](mailto:mmj6@iupui.edu)). In doing so, we will be able to better track what schools are being visited and how many students and families we are reaching out to. Presenters are welcome to use the evaluation forms that are on the ISFAA website as a means to report the presentation. A big THANK YOU goes out to everyone who takes time to volunteer and conduct presentations in our communities.



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[wwozniak@ismloans.org](mailto:wwozniak@ismloans.org)

# 2013 MASFAA Conference - Indianapolis





# SAVE THE DATES!



Nearly 3,000 financial aid professional from across the country attend the NASFAA National Conference each year to learn, network, and share best practices. The Conference offers a wide array of sessions and programming for experienced, intermediate, and beginning financial aid officers. Nowhere else can you get the depth and breadth of professional development opportunities all in one place!



## 2014 NASFAA Conference

Nashville, TN

Music City Center, June 29 - July 2, 2014



## 2015 NASFAA Conference

New Orleans, LA

Hyatt Regency New Orleans, July 19-22, 2015

## NASFAA's 50th Anniversary Conference

Washington, DC

Marriott Wardman Park, July 10-13, 2016

National Association of Student Financial Aid Administrators  
1101 Connecticut Avenue NW, Suite 1100, Washington DC, 20036-4303  
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## Volunteer Today!

It is that time of the year already!!

Time to volunteer for the  
2014 College Goal Sunday Fun!

Please take a minute and volunteer today!  
The event will be February 23<sup>rd</sup> 2014.

Volunteers will again receive a  
wonderful long sleeve t-shirt!!  
This year the color is a beautiful  
sea foam green color!!

VOLUNTEER TODAY!!!!

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# Comings and Goings

## ...and other tidbits of association news .....

Sue Allmon

### Comings

A change in Anderson University's food service provider produced an added benefit in the person of **Laura Robbins**. Laura and her husband, who is the director of our food service, along with their two year old triplets (yes triplets! - and they are adorable!) moved from Spring Arbor, Michigan where Laura had been serving for the past six years as Financial Aid Counselor at Spring Arbor University. Looking for a part-time position void of much of the pressure of a full time counseling role, we had just the position for her and are thrilled with our good fortune. All Laura had to do was learn PeopleSoft. Welcome, Laura, to Indiana and to ISFAA.

The Goshen College Financial Aid Office hired **Angelia Forrest** as the new Assistant Director of Student Financial Aid. Angelia has a BS in Business Administration from Indiana University and an MS in Management from Indiana Wesleyan University. Angelia was working as the Office Manager at Macedonia Missionary Baptist Church. She also brings teaching experience from Ivy Tech and Indiana Wesleyan University.

### Transitions

**Jessica Schiller**, Assistant Director is leaving St. Mary College to be an Assistant Director in the financial aid office at University of Notre Dame.

**Heidi Carl** formerly of the University of Indianapolis has assumed the role of Director of Financial Aid for Wabash College. Heidi began her new position on June 17<sup>th</sup>.

**Candice Sutliff**, after ten years at Indiana State University will be transferring jobs to work at Rose Hulman Institute of Technology. She will be serving as an Assistant Director in the Financial Aid office, and has a year of service left as training coordinator for ISFAA. Best of luck to Candice in her new role!

### Goings

**Alexis Wolf** (University of Notre Dame) is leaving the financial aid field and has accepted a position at Oaklawn Psychiatric Center in Elkhart as a System of Care Facilitator. She is working in two Elkhart elementary schools doing case management work. This will consist of working with the most at-risk children and their families. She will be facilitating and overseeing wellness

plans for them along with the school principals, social workers, skills workers, and therapists. This is a great opportunity for Alexis to utilize the skills she is acquiring in her new Master's Program at IUSB and we wish her well!

### Retirements

After 30 years of hard work in financial aid at Ivy Tech Community College, **Mildred Williamson** retired on August 30<sup>th</sup>. A celebration with Mildred was held August 21, 2013 at Ivy Tech in Indianapolis. Many of her friends and colleagues stopped by to wish her well and to share our jealousy of her ability to retire!

**Corene Foust** has retired after 25 years of employment at Anderson University, 17 of which were served in the Office of Student Financial Services. Corene enjoyed her involvement in ISFAA, especially when serving on the Sight Committee, and will miss her many friends. Not missing so much reconciling Direct Loans however. Corene and her husband will now have more time for camping and is busy helping plan her daughter's wedding. You might also see them about on their new Harley-Davidson. We wish Corene well in her retirement.

The staff at the University of Evansville writes: **JoAnn Laugel** will be retiring in December, at the end of the fall semester. She began at the University of Evansville in 1980, a 33-year career. Here is a list of JoAnn's many activities, related to serving ISFAA and MASFAA, as well as all students, parents, and high school guidance counselors:

- College Goal Sunday: Volunteered at every College Goal Sunday since the event's inception. She has quite often been the main presenter.
- Evansville and Southwestern Indiana area Financial Aid Nights: Presented at High School Financial Aid Nights every year since 1993, serving as the Southwest Regional Financial Aid Night representative since 1999.

#### *IFSAA Leadership Roles:*

- 1999 - Site Chair for Spring Conference in Evansville.
- 2001 - Began serving on ISFAA Executive Committee; has served as Commissioner for Internal Operations and Training & Development

# Comings and Goings

...and other tidbits of association news .....

Sue Allmon

2004-05 - Recipient of the ISFAA Distinguished Service Award  
 2007 to present - Governmental Relations Committee  
 2007-08 - ISFAA President  
 2008-09 - chaired the ISFAA Leadership Symposium held in February 2009 for new ISFAA members  
 2009 - MASFAA Conference Program Committee for the Minneapolis Conference  
 2010 - Chair of the 75th ISFAA Planning Committee  
 2011 - MASFAA State Leadership Award

## Births

**Darla Hopper**, Financial Aid Director for Saint Mary of the Woods College writes: I'm now a Grandma!! My first grandchild (granddaughter) was born on September 3rd. Lynlee Mae Ann arrived at 7 lbs, 2 oz and 20 inches long. My heart has been stolen!! LOL

## Good News Announcements

**Christy Miller** (University of Notre Dame) graduated from WGU Indiana in August with a Bachelor's of Science in Business Management. She would like to send her thanks to all her ISFAA "cheerleaders" over the last few years! "I couldn't have done it without all of you cheering me on!"

**Ted Malone**, Executive Director, Division of Financial Aid for Purdue University is a proud Grandpa to Madaline and has recently adopted Yeshumnesh, their new 16 year old daughter.

IUPUI's own **Ginny Washington** was honored at the MASFAA Annual Conference last week in Indianapolis with the MASFAA State Leadership Award.

The State Leadership Award is presented annually to recognize the outstanding leadership of a member from each of the 9 states within MASFAA. The recipients, who must be current MASFAA members, must have made outstanding contributions to the financial aid profession at the state and regional levels over a sustained period of time, i.e., seven years or more. Leadership at the regional level is not the only criterion for this award, and the selection process will not be limited to current state elected leaders. The individuals selected for this award must: exhibit high integrity and character; have shown

creative leadership; have inspired and encouraged others to participate actively in professional development activities; have sustained active involvement in professional organizations, and have supported the goals and objectives of MASFAA.

Congratulations to Ginny!



The screenshot shows the ISFAA website. On the left is a navigation menu with links: News & Updates, About ISFAA, Students & Parents, HS Counselors, Member Services, Employment Listings, Listserv, Leadership, Calendar, Conference/Training, Bits & Bytes, Online Forms, Resources, and Home. The main content area has a header with the ISFAA logo and a photo of graduates. Below the header, there's a section titled 'Keeping ISFAA Informed...' with a calendar quickview dropdown. A message says 'We invite you to Bookmark This Page and visit often.' Below that is a list of bullet points: 'Presentations from IACAC 2013 now available', '2013 High School Guidance Counselor Workshop Registration now open', 'Membership now open for 2013-2014', 'ISFAA Needs Volunteers! Volunteer Today!', and 'Update Your Member Profile'. At the bottom, there's a 'Welcome to ISFAA' message and a link to 'Today's News from NASFAA'.

For the latest ISFAA information visit [www.ISFAA.org](http://www.ISFAA.org)! There you can view the latest news from NASFAA, download the 2013-2014 volunteer form, update your membership profile, and get a second look at previous editions of *Bits and Bytes*!



## Bits and Bytes

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## Deadlines for Article Submission

Nov. 25 for December Issue  
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Thanks