



APRIL 2015

Bits & Bytes

Newsletter of the Indiana Student Financial Aid Association

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College Goal Sunday 2015 Helps Hoosier Families Across Indiana!

College Goal Sunday 2015 is behind us, but once again hundreds of ISFAA volunteers gathered at sites across the state to help families with filing the FAFSA. The dedication of these volunteers was made clear as 35 of the 36 sites were able to be open as scheduled despite Mother Nature doing her best in the days leading up to the event to create a winter wonderland in areas of the state. A plow operator was even voted the MVP by the volunteers at the Indianapolis Northwest location!

There were over 2000 attendees at an Indiana College Goal Sunday event this

year, with over 1000 students working with experts to file the most important financial aid form! Make sure to look inside this edition of Bits and Bytes for two pages of pictures from College Goal Sunday activities from Gary to Columbus and everywhere in between.

If you haven't already, consider following the Indiana College Goal Sunday social media pages to stay up with the latest information as planning for the 2016 event begins soon! The Facebook page is www.Facebook.com/IndianaCollegeGoalSunday and our Twitter page is www.Twitter.com/CGS_Indiana



More College Goal Sunday photos on page 9

President's Perspective

Trying to figure out what to write this month's President's Perspective was difficult. I posted on Facebook that I needed help on what to write and many of my friends offered their suggestions:

- Death and taxes
- Spring Sports
- Rebirth/new growth
- Transitions
- Who inspired me to take the position
- What made the year successful
- How important it is to do a refresh and renew day.....

....with that last suggestion I am taking the rest of the day off and going to the spa.

Seriously though, while all are great suggestions, I have written on some and others I'm saving for my last column. Number five, "Who inspired me to take the position", is the one that struck me and was the suggestion from my friend, Robin Huffman. Her suggestion also

goes along with the theme this year, "Celebrating ISFAA and its Members." Many people played a role in me wanting to run for President as I look back over my 11 ½ years in financial aid and how I got involved in ISFAA, but a few come to mind that "pushed" me to run. I had great examples of Presidents like Jon Riester, Heidi Carl and Thomas Ratliff just to name a few. I remember sitting in meetings with them and thinking what great leaders. They shared a few traits like compassion, kindness, respectfulness, their deep knowledge and their dedication. They are some of the most compassionate people I know. They truly care about the person and not simply the name, number or title. They care about you as a person. I always felt like I was being treated with the same kindness and respect that they provide to everyone else. They all have great knowledge of the job, of life, etc. I know that if I have questions or concerns, I can turn to them for advice and perspective. They are dedicated to their students and



Deb Schumm

universities. I am truly blessed to have them in my life as mentors and friends. Watching them inspired me to run for president.

I hope you all have a great spring and that I see you at French Lick for the Summer Conference!

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SFA News

Help Indiana Recognize Outstanding 21st Century Scholars Alumni and Partners

by Stephanie Wilson

To celebrate the 25th Anniversary of Indiana's 21st Century Scholars program, the Indiana Commission for Higher Education is asking Hoosiers to nominate alumni students who benefited from the program as well as organizations and individuals who have contributed significantly to its success.

Since 1990, the 21st Century Scholars program has helped more than 65,000 low-income Hoosier students afford and succeed in college. The program represents a significant ongoing commitment from state leaders to fund higher education for students in need: From 1990 to 2014, the state has dedicated \$495 million to scholarships for students who qualify.

The financial aid community has a tremendous connection with the 21st Century Scholars program and the students whose lives have been

transformed because of it. Please take a moment to nominate someone you know. ICHE is accepting nominations in three award categories through May 1, 2015:

Distinguished Alumni Award (Individual)

This award recognizes an outstanding 21st Century Scholars alumnus for his or her professional achievements, contributions to society and continued support to the program. Nomination forms are [online here](#) and are open to any alumnus who has successfully earned a postsecondary credential.

Outstanding Partner Award (Organization)

This award recognizes an outstanding school, community organization or other partner for its impact and contributions to the 21st Century Scholars program. Any school,

non-profit, business, foundation or governmental agency may submit a [nomination here](#).

Champion Award (Individual)

This award recognizes an individual who has made an essential contribution to the success of the 21st Century Scholars program and the students it serves. Nomination forms are [online here](#) and open to parents, family members, mentors, school personnel, current or alumni scholars—anyone who has advanced the program's mission of college and career readiness and student success.

Winners will be recognized at a 25th Anniversary Celebration and Awards Reception in July 2015. The awards are just one aspect of a year-long effort to commemorate and build on the success of Indiana's groundbreaking 21st Century Scholars program.



2015 Summer Conference

Thursday, May 28 -
Friday, May 29, 2015

French Lick Springs Hotel

Register today at www.ISFAA.org

Maintain Your Financial Aid Facebook Page in Only Two Hours Per Week

Submitted by Doug Hess, Senior Marketing Associate
Great Lakes Educational Loan Services, Inc.

If you've been somewhat conservative or cautious about maintaining a Facebook page for your financial aid office because of a potential drain on staff resources, here are some quick tips on how to set up and handle Facebook notifications, responses, content curation, and postings... in only two hours per week.

Develop a Notification and Response Procedure

If you're constantly interrupting your other work to check your Facebook page for new posts from students or their family members, you'll end up wasting time. Instead, make sure the right people have access to respond, and are notified when something needs their attention.

- Review your page roles (Settings > Page Roles) to make sure the correct people have access to respond to posts. Staff members who only need to answer questions (and not post status updates) should have the moderator role. Learn more about Facebook page roles.
- Have every staff member with access to your page adjust their notification settings (Settings > Notifications). You can choose to get notifications on Facebook as they happen, or once every 12-24 hours. You can also choose to get an email every time there is activity on your page (but that will be sent to the address associated with your Facebook account). If neither of these options appeal to you, you can download the Facebook Pages app for your mobile device and enable notifications there. To maximize efficiency, have staff members responsible for responding to posts turn on the notification(s) of their choice, and have other staff members with admin privileges turn them off.
- To maximize your time, check your notifications and respond to messages just once or twice per day. By dedicating approximately 5 minutes per day, you should be able to manage responses in 30 minutes per week.

Automate Your Content Curation

One of the best things your office can do on Facebook is provide students with excellent online resources related to

scholarships, personal finance, and student loans. Instead of checking popular websites whenever you have time to search for content, subscribe to each site's RSS feed using a free service like Feedly. Some good sites to subscribe to are the U.S. Department of Education's Homeroom Blog, The Scholarship Coach, and Two Cents. You can also create custom Google alerts for stories of particular interest to your students, and put the URL for the alert into Feedly. Once you've developed a list of website subscriptions, you should be able to quickly scan new content and choose what to post in less than 30 minutes per week.

Create Interest Lists to Find Shareable Content

Did you know that Facebook allows you to create a custom Newsfeed of posts from pages you've added to an interest list? Visit any Facebook page, click the arrow on the "Like" button, and choose "add to interest list." If you already have a list, you can choose it from the drop down, or create a new list.

To access your lists, check the "Interests" menu on the left side of your Facebook Newsfeed (from a desktop computer, not a mobile device), and click the list you want to view. You'll see all the recent posts from pages on that list. Create a list that includes other campus offices, and maybe another that includes Federal Student Aid and student loan servicers. Then, once per week, take 15 minutes to peruse the list for other great content to share from your page.

Create and Schedule Your Posts

After curating content with Feedly and Facebook interest lists, add some original posts from your office and schedule at least a week's worth of content in advance. You can schedule posts from your page by choosing the arrow next to "post" and setting a date/time in the future. When you have scheduled posts, you'll see a reminder on the top of your page timeline that indicates the next scheduled post and a link to view/edit upcoming posts. You should be able to create and schedule a week's worth of posts in less than 30 minutes.

Review Your Insights Data Regularly

Facebook provides a lot of data about the performance of your posts and the behavior of your fans within their Insights platform. You can access this data from the Insights menu at the top of any page you admin. If you'd like to delegate this work, you can add someone to your page with an analyst role. This person will only be able to access Insights—they won't be able to post as your page or respond to comments. If you can only spend 15 minutes per week with Insights, click on the "Posts" tab to see two important pieces of information:

When Your Fans Are Online: This shows when the people who like your page have been online during the most recent one week period. By hovering over the graph, you can see how this varies based on the day of week and time of day. This can help you determine when to schedule your posts (you want to post when most of your fans are online).

Post Types: This shows you how different types of posts (status updates, links, videos, images, etc.) have performed on your page. You can use this information to determine which types of posts result in the most reach (people who

see the post) or engagement (people who click on a link, view an image, or like/comment/share).

If you have a bit of extra time, you can review the reach and engagement data for each post from the last week to see if a certain topic was more popular with your audience.

Here's what a well-planned week of Facebook page management can look like for your office:

- Receive and respond to notifications (30 minutes)
- Review curated content on Feedly (30 minutes)
- Review Facebook interest lists (15 minutes)
- Create and schedule next week's content (30 minutes)
- Review Facebook Insights to assess post performance (15 minutes)

Doug Hess is a Senior Marketing Associate with Great Lakes, serving schools in Indiana and Illinois. You can reach Doug at (800)308-0161 or by email at dhess@glhec.org. Additional information about Great Lakes can be found online at schools.mygreatlakes.org.

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Executive Committee Member Focus

Kathleen Brown

1) Please tell Bits and Bytes about your current position at Saint Mary's College

I have been the Director of Financial Aid at Saint Mary's College since July of 2006. At Saint Mary's we have a staff of 5.25 in the financial aid office. Currently we only have undergraduate students, but in the fall of 2015 we are starting our first graduate programs.

2) How did you get your start in Financial Aid?

My first job in financial aid was at a proprietary school in Cleveland. The job was a great learning experience for me because I was a one-person shop and the school was very concerned about compliance. Because of this I had excellent training on all the rules and regulations in financial aid, rather than starting with a focus on one particular aspect of financial aid. The corporate office also completed an internal audit of each financial aid office once per quarter, and if a campus had zero to two errors the financial aid administrator at that campus would get a bonus. Being able to get a bonus four times a year was a nice perk! After that job I left financial aid for two years. It was during this time that the SLS loan went away and direct lending was introduced. When I came back to financial aid in 1994 it was a very different world!

3) Tell us about your current role(s) with ISFAA and being on executive committee

Currently I am the ISFAA Secretary. 2015-16 will be the second of my two year term. As ISFAA Secretary I attend all Executive Committee meetings and all ISFAA General Business meetings, take notes at the meetings and then post minutes of those notes on the ISFAA webpage. Even though I have been working in financial aid in Indiana since 2006, this is the first time I have been

involved with the Executive Committee of ISFAA. I've met more ISFAA members in the past year than I had met in all the years prior!

4) You have been involved with financial aid for 25 years. Do you have a memory about a student you helped that stands out in your mind that shows the good work that FA folks do?

Not one memory in particular. But in general my favorite memories are of the times when I was working with a person who was apprehensive about paying for college, or confused about financial aid, and after meeting with them they were able to leave my office no longer feeling so anxious, unsure or confused. People who work in financial aid do this every day, and because of this many of us don't realize the positive impact we have on people's lives. But of all the ways we help students and families, I think this is one of the most important.

5) Please tell us about any other leadership roles you've had involving financial aid

I started my financial aid career in Ohio and was very involved with OASFAA for many years. My favorite leadership role with OASFAA was as Regional Representative. OASFAA divides the state of Ohio into four quadrants and each region elects a Regional Representative to the executive Committee. This is very similar to the ISFAA Delegate at Large position. As Regional Representative I had the responsibility for planning about five meetings in my region just for OASFAA members from my region. This involved everything from choosing the location to planning the agenda, finding speakers and organizing lunch. It sounds like a lot of work but it was very fun and was a great way to get to know financial aid administrators

Continued on page 7



2015 NASFAA Conference

July 19-22, 2015

Hyatt Regency – New Orleans

EXECUTIVE COMMITTEE MEMBER FOCUS - CONTINUED

from other schools that I wouldn't normally see at a larger conference.

6) You joined ISFAA in 2006. Please share your thoughts about the organization after almost a decade as a member

Even though I have been an ISFAA member since 2006 I haven't been very involved with ISFAA until my election as Secretary. Because of this I can't really compare the ISFAA of today to the ISFAA of the past.

7) What is your favorite thing about your profession?

I like the variety that working in financial aid provides. Not only can there be variety in tasks from day to day, but as everyone who works in financial aid knows, the work is cyclical throughout the year. This keeps the job from becoming boring – and that's not even taking into account the frequent changes we have to adapt to from the federal and state governments!

8) Do you have a least favorite thing about your profession?

The heartbreaking stories we hear from students and parents. Sometimes we learn things about families that have nothing to do with financial aid, or there's only so much financial assistance we can provide to a student. At these times all we can do is share our emotional support and make sure the student has utilized all the other resources available to him or her.

9) Do you have any thought or message that you would like to pass along to the other ISFAA members?

As I mentioned above, even though I have been a member of ISFAA since 2006 I haven't been very involved with ISFAA until recently. This is because I always put off volunteering until "next year" when I would have more time. But I realized that if you keep waiting for next year before you know it too much time has passed and nothing has been accomplished. Being Secretary has been work, but has also been so much fun, getting to know others in ISFAA that I just haven't had the time to meet until now. I wish I hadn't waited so long to get involved with ISFAA.

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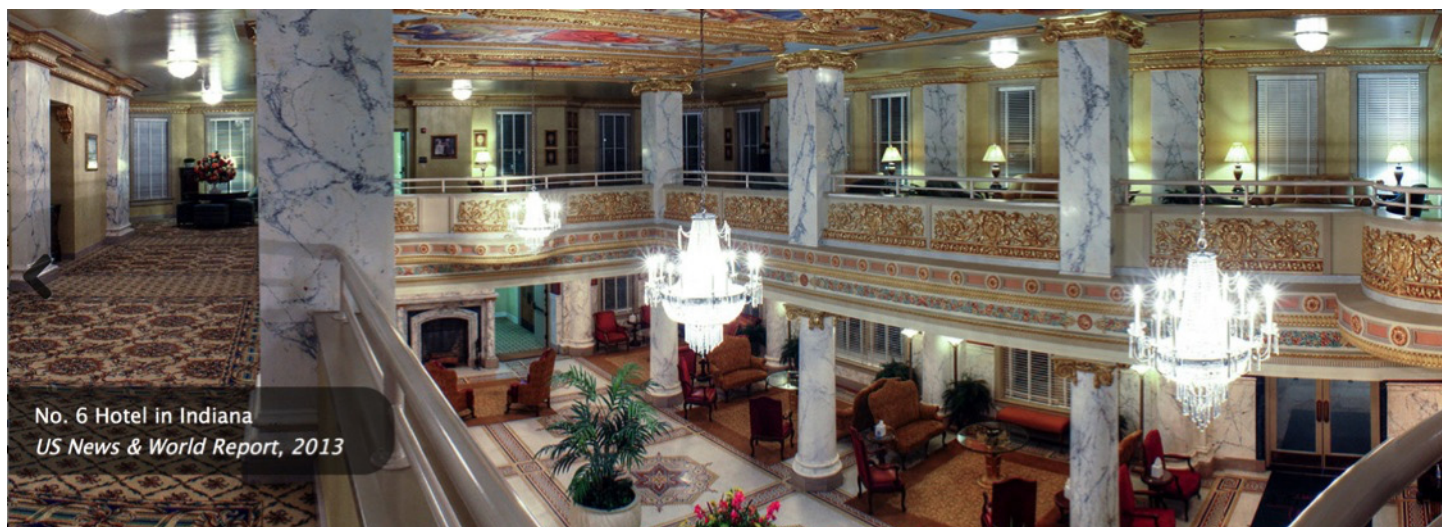
Summer Conference 2015 - Building the Bridge to the Future – Some Assembly Required

ISFAA's 2015 summer conference to be conducted Thursday, May 28, and Friday, May 29, at the French Lick Springs Resort in French Lick, Indiana. Your conference site committee has been hard at work getting all the details in place. Your conference program committee has a lineup of sessions that should appeal to those who are relative beginners and to those who have been at our business quite a while. (We're not saying some of us are old!)

Featured speakers are Mark Kantrowitz, long-time financial aid guru, and Steve Hughes, widely experienced presenter of public speaking. You will also be able to participate in an array of breakout sessions from A to Z—"Applying Behavioral Economics to Financial Aid" to (well, almost Z!) "Veterans Issues and Financial Aid." In addition to enjoying the grounds of the resort during the conference, on Thursday

evening golfers can try their mettle at the resort's challenging course, gamblers can try their luck at the casino, the gifted of toss can try to win a corn hole tournament, and card sharks or gamers can join in euchre or board games. And don't miss stopping by President Debbie Schumm's reception, where newcomers can meet colleagues from all over the state.

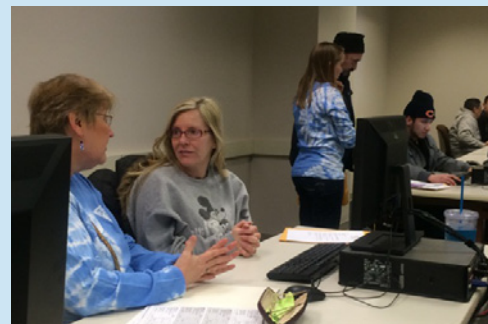
Check out the conference agenda and register today at www.isfaa.org!



College Goal Sunday 2015



College Goal Sunday 2015



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Comings and Goings

...and other tidbits of association news

Sue Allmon

Promotions

Lisa Montany has been chosen as the new Director of Financial Aid for the Indiana Wesleyan University residential campus in Marion. She has served as a Financial Aid Counselor within the office for four years, setting a stellar example of caring and effectiveness for our students. We are very excited to have her come on board in this new role!

Weston Outlaw has been promoted to Assistant Director for Financial Aid Systems at UIndy! He will be supervising a newly created position, Coordinator for System Operations.

Births

Cheryl Dixon, Purdue University writes "my new granddaughter, Rylan McKinsey was born on December 19, 2014 to my son and daughter-in-law. I am so blessed to have them live less than 15 minutes from me and I get to be on 'Grandma duty' almost every Sunday."



Rylan McKinsey

Nathan Lohr, Assistant Director of Student Financial Services at IUPUI, and his wife, Ashley, are the proud parents

of a son, Kellen Fredrick, born January 17, 2015. Kellen measured 18.5 inches long and weighed 6 lbs., 5 oz.



Kellen Fredrick Lohr

Joel Short, Financial Aid Director for Goshen College and his wife Stacey welcomed their new son, Isaac James Short, into the world on March 26, 2015 weighing in at 8 lbs 1 oz. Isaac, Joel, Stacie and big sister Kennedy are all doing well.



Joel and son, Isaac James Short

Deaths

Charlene Shivers, Financial Aid Director, ISU writes *Our dear colleague, Fred Hoback Jr, passed away on Tuesday, March 24, 2015. Fred graduate from Indiana State University in 1996 with his Bachelor of Science in Computer Science and worked here at the university for over 23 years within the*

Office of Student Financial Aid. Fred was very friendly, hardworking, and a great teammate. He had a very special place in many of our hearts and lives and was instrumental in the betterment of what we do for our students every day. Our hearts are filled with grief.



For the latest ISFAA information, or to check out previous editions of Bits & Bytes, visit www.ISFAA.org!



Bits and Bytes

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Thanks