

Time Slot	Session Title	Session Description	Presenter(s)	Speaker Bio
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Monday, April 26, 2021 PM

General Session

12:00 - 1:15PM	President's Welcome	Hear from WASFAA President Dr Keyimani Alford	Dr Keyimani Alford, Madison College	
	State Update - Part I	Receive the latest status update on Governor Evers budget proposal and the Governors Student Loan Debt Taskforce	Secretary Kathy Blumenfeld, DFI	Kathy is a business leader with extensive experience in diverse areas of the financial-services industry, business and government. In January of 2019, Kathy was appointed by Gov. Tony Evers as Secretary of the Wisconsin Department of Financial Institutions. In her prior role Kathy worked for TASC (Total Administrative Services Corporation) as Executive Vice President of Special Operations. There she oversaw a large federal contract with the Office of Personnel Management (OPM) and led Business Intelligence and Premium Services teams. Kathy is both a Certified Public Accountant (CPA) and a Project Management Professional (PMP). Prior to her position at TASC, Kathy was Vice President of Lending & Payment Security for CUNA Mutual Group, where she worked for 26 years. Among her accomplishments were: growing sales, revenue and profitability in the company's largest line of insurance; leading strategic corporate initiatives; and conducting Asset/Liability Management consulting and training for credit unions. During her time there she co-founded the Women's Leadership Network and served on the Diversity and Inclusion Council and the Employee Philanthropy Committee. Kathy also served 10 years on the board of Summit Credit Union, culminating in the role of board chair. Before joining CUNA Mutual Group, Kathy was a CPA at two large CPA firms. Additionally, she has experience in Wisconsin government, as well as federal government, having worked for a governor, U.S. senator and a state senator. Kathy holds a bachelor's degree in Accounting and Political Science from the University of Wisconsin-Madison. In 2017, Kathy earned two prestigious Gold Awards for Best Product or Program Director (Woman) from Golden Bridge Awards and One Planet Awards for Female Product or Program Professional of the Year. Kathy is the author of three books and many journal articles. She is passionate about community service, philanthropy and tennis.
	Randy Fox "Silver Platter Service: How to Create a Culture of Excellence"	An unforgettable journey through powerful stories and action based strategies that will transform the culture of your team. Discover the art of first class service at the silver platter level. <i>This program is for:</i> 1. Leaders desiring to build a culture of trust. 2. Teams striving for consistent, high-level performance. 3. Organizations needing team members to be fully engaged. 4. People working to deliver the highest levels of service. <i>The audience will leave with:</i> 1. Key strategies in building an intentional, trusting, and accountable team culture. 2. Practical steps to service excellence. 3. The how to's in navigating change. 4. Inspiration to constantly grow and make a difference.	Randy Fox	Prior to becoming an international award-winning speaker, author, and coach, Randy earned his stripes with 23 years as an NCAA basketball official and 20 years filled with much success (and some failure too) as a corporate operations and sales leader. He is a professional member of the National Speakers Association Florida Chapter, has written several prestigious books, and is fully aware that his 8-year-old has more artistic ability than he.

Corporate Partner Meet Up

1:15 - 1:25PM	Meet up with Deb Gossman from College Ave	Stop in to catch up with Deb and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Interest Sessions

1:25 - 2:15PM	The Balancing Act of Work and Home	Maintaining work-life balance isn't always an easy task, particularly when both are under the same roof. It's often a daily challenge to make time for work, family, friends, and self. The balancing act of work and home doesn't mean dividing hours evenly. Instead, it involves intentional planning and integration to ensure you have happiness and satisfaction with both. Attend this session if you're striving for improved balance. Specific topics covered: Managing the integration of work and home; Setting healthy boundaries; and Extending grace to self.	Tasha McDaniel, Attigo by Ascendium Education; Michiale Schneider, Attigo by Ascendium Education	Tasha McDaniel is a senior trainer with 26 years of experience in financial aid, admissions, student lending, and learning and development. She's an Accredited Financial Counselor with the Association of Financial Counseling and Planning Education (AFCPE). She's also a certified Health and Wellness Coach and Behavior Change Specialist with the American Council on Exercise (ACE). Michiale Schneider is a senior trainer with 37 years of experience in financial aid, admissions, student lending, and learning and development. She was a former director of financial aid with her Master's degree in Higher Education Administration from the University of Toledo. Michiale is also an Accredited Financial Counselor with the Association of Financial Counseling and Planning Education (AFCPE).
	HEERF Panel	Do you have questions regarding how institutions are processing the Higher Education Emergency Relief Funds (HEERF) from the Department of Education? Hear from a panel of knowledgeable financial aid colleagues who will share best practices, processes and tips on how these funds can be awarded to students	Kim Donat, UW-Oshkosh; Susan Teerink, Marquette; Pam Lowrey, Gateway; Keyimani Alford, Madison College; Kevin McShane, Herzog	
	Annual Loan Acknowledgement	Is your Financial Aid Office prepared for the roll-out of the new Annual Loan Acknowledgement process which will be mandatory for the 2021/22 Award year? This new process will require student and parent borrowers to acknowledge the amount of debt owed before taking on a new Federal Loan. In this session, you will learn about this new requirement, along with recent updates to Entrance and Exit Counseling online processes to help your office stay up to date.	Tara O'neil, Marquette University	Tara O'Neil has worked for Marquette University for the last 18 years. She previously worked for UW Colleges and Great Lakes. Prior to that, she was an FWS Fin Aid student worker. Fun Fact: She has 1995-1996 Pell chart on her desk.

Corporate Partner Meet Up

2:15 - 2:25PM	Meet up with Debbie Murphy from Ascendium Education	Stop in to catch up with Debbie and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Interest Sessions

2:25 - 3:15PM	Building Resilience During Uncertain Times	Please join us as we discuss what it means to navigate the uncertainty of the unknown and difficult times. This session will also focus on building resilience and coping strategies to help us all find our footing during life's challenges.	Katie Lohre, LPC, Vicki Wahler, LPC, and Nicole	This session is led by the Student Support Counselors—all of whom have Master's Degrees in Counseling and hold the title of Licensed Professional Counselor by the State of Wisconsin. Vicki and Katie joined the counseling team at Gateway in 2014, and previously worked at UW-Parkside as therapists. Nicole has been at Gateway since 2010, and prior to Gateway worked at Oakwood Clinical Associates as a psychotherapist.
	Trends in Higher Education	Our discussion will review trends in areas, such as enrollment, cost of attendance, private student loans and federal grants and loans. This presentation will also review recent studies on the value of a college education. In addition to reviewing opinions on if college is worth it, the results also touch on average debt, payment-to-income ratios and average annual income by education.	Jill Gosse, Sallie Mae	Jill Gosse joined the Sallie Mae team in 2008. She currently manages relationships with colleges, universities and high schools in Wisconsin and Northern Illinois. Jill has over thirty years of experience helping families and the financial aid community. She is actively involved in the Wisconsin Association of Student Financial Aid Administrators. Jill loves serving on the board of directors for College Goal Wisconsin. She received a Bachelor of Science degree from the University of Wisconsin – Madison.
	R2T4 Panel	What happens when Title IV recipients withdraw? A panel of experienced colleagues discuss institutional procedures related to R2T4, the Return of Title IV Funds.	Susan Biak, Lakeland University; Sarah Blevins, UW Madison; My See Lee, WTCT	

Corporate Partner Meet Up

3:15 - 3:25PM	Meet up with Kim Jenkins from PNC	Stop in to catch up with Kim and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Group Activity

3:25 - 4:40PM	Treasure Hunt	Join us from wherever you are for a WASFAA Treasure Hunt. Network with colleagues, have some fun and win prizes!	Debbie Duff, Marquette University; Coral Taylor, Marquette University	
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Tuesday, April 27, 2021 AM

General Session

9:00 - 10:15AM	Corporate Partner Appreciation	Thank you	Lea Polizzi, UW Madison	Co-Chair of WASFAA Spring 2021 Conference Committee
	"Don't Limit your Challenges... Challenge your Limits"	<p><i>This program is for:</i> 1. Individuals & groups struggling with forward momentum. 2. Building positive attitude within a company. 3. Building strong company relationships. 4. Team spirit and momentum. <i>The audience will leave with:</i> 1. How to master, disintegrate & overcome your fears from self-doubt and self-imposed limitations. 2. The risks, tragedies & failures of living below our capacities. 3. The benefits, strengths, & blessing of living above our abilities. 4. Embracing our limitations into potential.</p>	Justin Osmond	Justin was born with a severe/profound hearing loss. Diagnosed at the age of 2 with a 90% hearing loss and after 12 years of intense speech and listening therapy, he can now speak with passion and through modern-day technology, hear with conviction. Considering the fact that he was a couple years behind his peers, he has shown through intense dedication, mental toughness and physical exertion, that nothing can stop him from going after his dreams. Despite living with a profound hearing loss, Justin pressed forward with a perfect brightness of hope and a love for all humanity. Even after being told by doctors, teachers and professionals that he would never play a musical instrument, he went on to play the violin, viola, piano, and drums. He has received numerous awards such as the prestigious sterling scholarship in music, academic scholarships, honorary achievements, and many athletic titles in soccer, football, basketball, and track. He is also proud to represent the Boy Scouts of America as an Eagle Scout, and he currently has his Master's in Business Administration. Justin is a family man who resides with his sweetheart Kristi, his two little angels & fluffy dogs in southern Utah. Justin Loves 4-wheeling, boating, camping, anything outdoors, and spending time with family and friends. Justin knows first-hand what it is like to live in a world without sound. In his recently published book "Hearing with my Heart", he shares his story with the world in order to help everyone understand the struggles of living with a hearing loss and how to overcome it. He lives every day by his personal motto: "I may have a hearing loss, but that hearing loss does not have me."

Corporate Partner Meet Up

10:15 - 10:25AM	Meet up with Sara Edwards from Citizens	Stop in to catch up with Sara and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Interest Sessions

	Free Legal Help Available for Wisconsin Students!	Legislators help people from being able to go to school or professional careers. They include housing, family, immigration, and criminal-records issues. Fortunately, help is available! A group of legal-aid providers have a program to provide free legal help to students throughout Wisconsin. Come learn how you—and your schools and students—can benefit! Here's a link to the intake form: https://www.lawsonline.com/2021/03/08/madison-college-offers-free-assistance-through-legal-clinic/	Jill Kastner, Legal Action of Wisconsin; Norma Kropp, Madison College; Jasmine Loera-Espinoza, Ascendium; Dena Welden, Wisconsin Judicare; Rebecca Rapp, Ascendium	The speakers are part of a collaboration that started free legal clinics at Madison College and Milwaukee Area Technical College in Fall 2019. The collaboration now working to expand the student legal-aid project statewide. Over 500 people have reached out to the legal-aid project for help since it began.
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10:25 - 11:15AM	7 Disruptors to the Financial Aid Process	Are you thriving, or just getting by? In this session, you will learn more about seven disruptors that are happening in the financial aid process. It appears these challenges are here to stay for a while, so let's spend some time talking about how to overcome them.	Brad Schick, Campus Logic; Mark McGinnis, Campus Logic	Presenter: Mark McGinnis Sr. Solutions Architect, CampusLogic Mark has more than 20 years of experience in higher education and financial aid. He has spent his entire professional career working at, and with, colleges and universities—helping them improve office efficiencies and increase student engagement, from college search to graduation. As a CampusLogic Sr. Solutions Architect, he remains focused on helping schools change lives through easy, mobile, personalized student financial success. Presenter: Brad Schick Regional Director, CampusLogic Brad Schick has worked in higher education for over twenty years and has over a decade of technology experience. As a Regional Director, he leads the #wemakefinancialaidawesome movement in the central region (IN, IL, MN, WI) —working with institutions to help them improve student satisfaction, boost enrollment yield, and reduce costs. Brad is based in Columbus, Ohio, and when he is not traveling for business, you will find him outside either playing golf, fishing, or taking a hike in a nearby park.
	Financial Education and Issues of Student Inequity	<p>Our financial education initiatives, the same as our financial conversations, are created equal. Our students can face issues of social injustice or inequity, which may inhibit their ability to fully engage with our efforts. This intersectionality of finance and inequality makes it incumbent upon us to address these barriers to move the discussion forward.</p> <p>Attendees will learn about issues regarding the gender pay gap, the racial wealth divide, and food insecurity and homelessness by reviewing:</p> <ul style="list-style-type: none"> An overview of leading data and research Identification of issues of inequity pertaining to race, gender, and socioeconomic status Ideas and implementation strategies for incorporating these topics into financial education programs 	Matthew Nettleton, Inceptia	Matthew Nettleton Assistant Vice President, Business Development built his professional career providing guidance on debt management, repayment solutions and repayment counseling. His diverse background of over 25 years in higher education and financial aid makes him an ideal advisor to colleges and universities in the Midwest. Before joining Inceptia, Matt was a senior administrator for Manchester University, a district vice president with American Student Assistance and dean of enrollment management with the University of Saint Francis where he earned his MBA. Being on all sides of student lending empowers Matt to better navigate the changing government guidelines, delineate specific repayment solutions, financial tech (fintec) solutions as well as provide valuable financial education to students and staff. If you are looking for guidance in helping your students succeed, Matt is committed to finding solutions.

Corporate Partner Meet Up

11:15 - 11:25AM	Meet up with Matt Lehmann from SoFi	Stop in to catch up with Matt and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Interest Sessions

11:25 - 12:15	The Learning & Communication Styles of Gen Z	As a new generation approaches adulthood in unprecedented times of uncertainty, it is essential to try to understand them so we can better communicate and help them succeed. Identifying the unique ways this generation interacts will help us do our jobs more effectively. In this session, you will receive background on the students of Generation Z, insights into how they choose to learn and communicate, and ideas on how to make their educational journey great.	Carin Kruger, ScholarNet	Carin Kruger is new to ScholarNet and comes with 23 years of experience in the financial aid industry on the lender side. She has worked in both Client Services and as a School Representative, which helps her appreciate school needs and good customer services. She enjoys working with financial aid professionals and truly believe you make a difference for the better in students' lives each and every day.
	Cultivating Mindfulness	What is mindfulness? Why does it matter? How can it help me in my professional and personal life? Join us as we discuss what it means to be mindful, and how to help create change and enhance your strengths.	Nicole Gustafson, LPC	Nicole earned her Master's Degree in Counseling and holds the title of Licensed Professional Counselor by the State of Wisconsin. Nicole has been at Gateway since 2010, and prior to Gateway worked at Oakwood Clinical Associates as a psychotherapist.

Corporate Partner Meet Up

12:15 - 12:25PM	Meet up with Matt Nettleton from Inceptia	Stop in to catch up with Matt and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
	Meet up with Dave Bowman from Nelnet Student Loans	Stop in to catch up with Dave and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		

Group Activity

12:25 - 1:00PM	Meditation for All	In this session, we will work through the contemplative practice of meditation, as well as breathing techniques and body grounding. Open to all practice levels.	Nicole Gustafson, LPC	Nicole Gustafson, LPC. Nicole her earned her Master's Degree in Counseling and holds the title of Licensed Professional Counselor by the State of Wisconsin. Nicole has been at Gateway since 2010, and prior to Gateway worked at Oakwood Clinical Associates as a psychotherapist.

Wednesday, April 28, 2021 PM

General Session

12:15 - 1:00PM	State Update - Part II	Hear updates regarding HEAB, the Wisconsin's Coalition on Student Debt, and WASFAA FAFSA Outreach.	Executive Secretary Dr Connie Hutchinson, Higher Education Aids Board (HEAB)	Dr. Connie Hutchinson has her PhD from the University of Wisconsin School of Education Leadership and Policy Analysis. She attended the University of Wisconsin Eau Claire and Grambling State University for her undergraduate degree. Secretary Hutchinson has worked as an elementary teacher and school principal. In 2003 she was appointed by Governor Doyle to the position of Executive Secretary of the Higher Educational Aids Board. She was again appointed to this position in 2019 by Governor Evers. Connie has consulted with education groups around the country, including in Wisconsin, Idaho, Florida, Mississippi and Arkansas.
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Corporate Partner Meet Up

1:00 - 1:10PM	Meet up with Jill Gosse from Sallie Mae	Stop in to catch up with Jill and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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Interest Sessions

1:10 - 2:00PM	Verification with the Dept of Education	Verification 2020–21 and 2021–22 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. We will discuss acceptable documentation for the various verification groups as well as guidance on items such as Verification of Non-Filing and amended returns.	Effie Barnett, Department of Education	Effie Barnett is excited to be part of our Conference. She began her career at DeVry University - Chicago in 1984, where she advanced to Director of Financial Aid. Effie then worked at the U.S. Department of Education (ED) in 1990 and 1991 as an Institutional Review Specialist in Chicago, and Alternate Training Officer for the Chicago and Atlanta regional offices. She left ED to work at Northwestern University, and was the Director of Financial Aid - Chicago for twelve years of those sixteen years. After realizing that her heart belonged to public service, Effie returned to Federal Student Aid in 2008 as an Institutional Review Specialist. She became an Institutional Improvement Specialist (IIS) in 2010 and remained in that position until becoming a Training Officer in Spring 2020. Effie has processed eligibility and method of payment actions, resolved deficient compliance audits, conducted program reviews and new school visits, and developed and delivered training to school officials and FSA staff. As a Training Officer, Effie presents at Fundamentals of Federal Student Aid Administration workshops and state conferences, develops training materials, and provides technical assistance via the AskAFed mailbox. Effie has presented the Top 10 Compliance Findings session at the Federal Student Aid Training Conference and is a co-presenter of the Applying for Recertification webinars.
	Supporting Transgender Students during the the Financial Aid Process	Please join me for this educational session, to learn how we as financial aid administrators can support transgender students through the financial aid process. We will many times, including the importance of proper pronouns and how to help transgender student navigate the selective service process. The session is meant to informative but very interactive.	Marchello Johnson, University of Illinois College of Medicine	Marchello works at University of Illinois at Chicago College of Medicine (UI COM), where he has been Director of Financial Aid for the last 5 years. Marchello have more than 15 years of experience in financial aid and student affairs. Marchello is the current Member at Large for the Central Group on Student Affairs for the American Association Medical Colleges (AAMC) Marchello, serves as the Co-Chair for the MASFAA Diversity and Inclusion Committee, he has also served as the Diversity of ILASFAA in past years. Marchello loves helping students understanding the financial aid process, but is very passionate about educating people on topics surrounding diversity. Marchello, also serves the University of Illinois in many capacities surrounding diversity, equity, and inclusion. He is the current Chair for the Chancellors Committee on the Status of LGBTQ persons at the UIC. He serves the college as a member on the Anti-Racism task force, the UI COM LGBTQ climate and clinical practice task force, and the UI COM Diversity, Equity, and Inclusion strategic planning group. Marchello is finishing is doctorate in Educational Leadership and Administrative policy.
	Office of Inspector General: Fraud Awareness	The Office of Inspector General (OIG) at the U.S. Department of Education (ED) conducts audits, investigations, and inspections of educational programs and operations. The OIG has criminal investigators nationwide who conduct investigations of fraudulent schemes targeting ED funds and/or programs. This presentation will provide participants with information regarding ED/OIG investigations of individuals and organizations that have defrauded the Title IV programs through various schemes.	Justin Burt, Office of Inspector General at Dept of Education	Special Agent from the Office of Inspector General (OIG) at the U.S. Department of Education

Corporate Partner Meet Up

2:00 - 2:10PM	Meet up with Dan Dreves from Ocelot	Stop in to catch up with Dan and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
	Meet up with Niki Pliska from Summit Credit Union	Stop in to catch up with Niki and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		

Interest Sessions

2:10 - 3:00PM	SAP Guidance- A Series of Q&A's with the Dept of Education	SAP Guidance - A Series of Q&As Every institution that participates in the Title IV programs must develop a SAP policy. However, no two SAP policies are exactly alike, since institutions have a lot of flexibility with how they incorporate both required and optional components within their policy. Schools have had many questions and concerns about their SAP policies over the years. This session will present ED guidance shared with schools in a Q&A format. We will explore requirements associated with key areas, including qualitative and quantitative (pace) measurements, maximum time frame, warning and probation periods, appeals, and academic plans.	Effie Barnett, Department of Education	Effie Barnett is excited to be part of our Conference. She began her career at DeVry University - Chicago in 1984, where she advanced to Director of Financial Aid. Effie then worked at the U.S. Department of Education (ED) in 1990 and 1991 as an Institutional Review Specialist in Chicago, and Alternate Training Officer for the Chicago and Atlanta regional offices. She left ED to work at Northwestern University, and was the Director of Financial Aid - Chicago for twelve years of those sixteen years. After realizing that her heart belonged to public service, Effie returned to Federal Student Aid in 2008 as an Institutional Review Specialist. She became an Institutional Improvement Specialist (IIS) in 2010 and remained in that position until becoming a Training Officer in Spring 2020. Effie has processed eligibility and method of payment actions, resolved deficient compliance audits, conducted program reviews and new school visits, and developed and delivered training to school officials and FSA staff. As a Training Officer, Effie presents at Fundamentals of Federal Student Aid Administration workshops and state conferences, develops training materials, and provides technical assistance via the AskAFed mailbox. Effie has presented the Top 10 Compliance Findings session at the Federal Student Aid Training Conference and is a co-presenter of the Applying for Recertification webinars.
	Professional Judgement Institutional Panel	Professional Judgements, understanding unusual circumstances during unusual times. A panel of experienced colleagues discuss institutional procedures related to administrator discretion.	Katy Weisenberger-UW Madison, Katie Sprunger- Edgewood, Ean Freels Des Moines Area Community	

	Helping Students Find Winnable Scholarships	65% of students say they want more help finding scholarships. And new data shows that winning just one private scholarship boosts a student's 4-year graduation rate by 50%. Better scholarship management is a win-win—but it can feel like you're already moving mountains to help students search, vet, and apply for these opportunities. Limited time and energy make this process frustrating for everyone involved. What if this process was automated and simple? Join the session to learn best practices and advising tips for boosting scholarship applications, maximizing institutional dollars, and driving donor, employee, and student satisfaction. Session Outcomes; Participants Will Learn: <ul style="list-style-type: none"> •Red flags to easily identify scam scholarships •How to provide a vetted pool of scholarships to all students •Persuasive campaign methods to boost scholarship applications and awards •Key data points to measure success across scholarship efforts 	Emma Muriel, Campus Logic; Ken Downs, Campus Logic; Brad Schick, Campus Logic	Presenter: Emma Muriel Scholarship Researcher, CampusLogic -Emma has a passion for helping others and believes in the power of collaboration and creativity to inspire and connect others through her work. As a Scholarship Researcher at CampusLogic, Emma manages the online database of external scholarships for ScholarshipUniverse, vetting each one for legitimacy. Emma is a University of Arizona Wildcat alum and has used UA's ScholarshipUniverse to help find scholarships to fill her funding gaps. Now at CampusLogic, she is using her experience to fix scholarship management for schools, so students don't have to suffer through an outdated process and can more easily get the scholarship funds they need. <p>Presenter: Ken Downs Product Evangelist, CampusLogic</p> <p>Evangelizing how technology and best practices can remove friction for students, schools, and organizations in the scholarship and financial aid space, Downs is CampusLogic's Product Evangelist. He was instrumental in leading the development of the University of Arizona's national award-winning ScholarshipUniverse product, now part of CampusLogic's platform. A longstanding member of the National Scholarship Provider's Association, Downs has given workshops titled: Big Data and the Coming Scholarship Sea Change, Scholarship Hacking—Cutting the Gordian Knot, and the Scholarship Universe Story.</p>
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Corporate Partner Meet Up

3:00 - 3:10PM	Meet up with Jane Lemke from Commonbond	Stop in to catch up with Jane and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
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General Session

3:10 - 4:40PM	Federal Update & Questions	This session will be a comprehensive review of the U.S. Department of Education's Title IV activities and initiatives.	Effie Barnett, Department of Education	Effie Barnett is excited to be part of our Conference. She began her career at DeVry University - Chicago in 1984, where she advanced to Director of Financial Aid. Effie then worked at the U.S. Department of Education (ED) in 1990 and 1991 as an Institutional Review Specialist in Chicago, and Alternate Training Officer for the Chicago and Atlanta regional offices. She left ED to work at Northwestern University, and was the Director of Financial Aid - Chicago for twelve years of those sixteen years. After realizing that her heart belonged to public service, Effie returned to Federal Student Aid in 2008 as an Institutional Review Specialist. She became an Institutional Improvement Specialist (IIS) in 2010 and remained in that position until becoming a Training Officer in Spring 2020. Effie has processed eligibility and method of payment actions, resolved deficient compliance audits, conducted program reviews and new school visits, and developed and delivered training to school officials and FSA staff. As a Training Officer, Effie presents at Fundamentals of Federal Student Aid Administration workshops and state conferences, develops training materials, and provides technical assistance via the AskAFed mailbox. Effie has presented the Top 10 Compliance Findings session at the Federal Student Aid Training Conference and is a co-presenter of the Applying for Recertification webinars.
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Thursday, April 29, 2021 AM

General Session

9:00 - 10:00AM	NASFAA Update	This NASFAA Federal Update will provide a high-level landscape of the Washington political climate with a focus on federal financial aid policy and how it has impacted students and institutions in recent years. Overall trends in student aid will be discussed including an overview of reauthorization proposals and predictions for how student aid funding will fare in future budget negotiations. The session will also provide an overview of NASFAA-led projects, services, and advocacy efforts	Justin Draeger, NASFAA President; Megan Walter, NASFAA's Policy Analyst	Justin Draeger is President and CEO of the National Association of Student Financial Aid Administrators. He serves as the primary voice of NASFAA and as the liaison between the association members, the U.S. Congress, federal agencies and the media. Most of Justin's career has been devoted to assisting disadvantaged populations achieve their educational goals and better their communities. Since 2002, Justin has been engaged in either administering, interpreting, communicating, or developing student financial aid policy. His prior experiences include working as a financial aid director, regulatory and policy analyst, and spokesperson. He has held senior positions overseeing government relations, communications, and policy work. Justin is frequently quoted in the press and has appeared on The Today Show on NBC, National Public Radio, APM's Marketplace, Fox Business News, CNBC, and C-SPAN, and is often quoted in national news outlets. Justin currently serves on the boards of directors of Baker College, the Association Mutual Health Insurance Company, the Northwood Education Foundation, and other organizations that promote health and education. He earned his undergraduate from Brigham Young University and his MBA from Baker College. Justin lives in Fairfax, VA with his wife and three children, where he spends his free time shuttling children to various events, bicycling, motorcycling, playing racquetball, and running.
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Corporate Partner Meet Up

10:00 - 10:10AM	Meet up with Chester Priest from KHEAA	Stop in to catch up with Chester earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
	Meet up with Kevin McNamara from Earnest	Stop in to catch up with Kevin, and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		

General Session

10:10 - 11:10AM	"Do You See Color" Understanding Implicit Bias in Student Care	As higher education professionals, we are motivated to create welcoming campus spaces for all our students. Yet bias, assumptions, and stereotypes – which are often subtle and difficult to recognize – can affect students' experiences within our offices and result in inequitable outcomes. In this session, participants will gain a foundational understanding of implicit bias and microaggressions and learn practical strategies for fostering a more affirming environment for all students.	Jacqueline Black	Jacki Black serves as the Associate Director for Hispanic Initiatives at Marquette University where she leads the Hispanic-Serving Institution (HSI) initiative and contributes to other diversity and inclusion efforts. Black earned a BA in psychology from the University of Chicago, an MA in education from Saint Xavier University, and is working towards a PhD in educational policy and leadership at Marquette University. Previously she devoted fifteen years to teaching in Chicago and Milwaukee schools.
Corporate Partner Meet Up				
11:10 - 11:20AM	Meet up with Sherry Peplinski from UW Credit Union	Stop in to catch up with Sherry, and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
	Meet up with Raina Chezem from ELM	Stop in to catch up with Raina, and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
Interest Sessions				
11:20 - 12:10PM	Utilizing a Trauma-Informed Lens in a Post-COVID World	Did you know that one out of every four students has been exposed to a traumatic event? Unfortunately due to the COVID-19 Global Pandemic, it's likely that this number has increased further. In this session, we will go over what trauma is as well as how it relates to toxic stress, discuss the prevalence of trauma in Wisconsin, and discuss what we as financial aid offices can do to make things easier for students or really anyone who has been impacted by trauma	Cori Splain, UW Madison	Cori currently serves as the Director for Strategic Initiatives & Engagement for the Division of Enrollment Management at the University of Wisconsin-Madison. She provides leadership, strategic direction, and oversight for the communications, content management, internal engagement, and partnership development of the division. Previous to this role she worked in the Office of Student Financial Aid for over seven years. Cori is a University of Wisconsin-Madison alum with a Bachelor of Arts in Anthropology and a Certificate in Gender & Women's Studies. Outside of work, Cori serves on Madison Metropolitan School District's Special Education Advisory Council and is pursuing a Master's in Education at the Harvard Graduate School of Education.
	Diversity In the Workplace Panel	What does the future hold for diversity, equity, and inclusion on your campus? Join our campus administrators as they share their experiences, campus approaches and strategic initiatives in diversity, equity, and inclusion to improve the campus climate and services for all students and staff.	Dr. Keyimani Alford, Madison College; Joselyn Diaz-Valdes, UW Madison; Micaela Salas, UW Madison; Pade Thao, UW Madison	
	Weird Science: Understanding How Your Mind and Emotions Affect Your Money	If you are ready to get serious about taking charge of your finances, you need to start by understanding the link between your mind, your emotions, and your wallet. This enlightening session will help you identify your unique Money Personality and both the pros and cons of how you handle your money. We'll even leave you with tips to retrain your brain so that you can begin to make intentional spending choices, rather than being ruled by emotions!	Matthew Nettleton, Inceptia	Matthew Nettleton Assistant Vice President, Business Development built his professional career providing guidance on debt management, repayment solutions and repayment counseling. His diverse background of over 25 years in higher education and financial aid makes him an ideal advisor to colleges and universities in the Midwest. Before joining Inceptia, Matt was a senior administrator for Manchester University, a district vice president with American Student Assistance and dean of enrollment management with the University of Saint Francis where he earned his MBA. Being on all sides of student lending empowers Matt to better navigate the changing government guidelines, delineate specific repayment solutions, financial tech (fintec) solutions as well as provide valuable financial education to students and staff. If you are looking for guidance in helping your students succeed, Matt is committed to finding solutions.
Corporate Partner Meet Up				
12:10 - 12:20PM	Meet up with Matt Nettleton from Inceptia	Stop in to catch up with Matt and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
	Meet up with Carin Kruger from ScholarNet	Stop in to catch up with Carin, and earn an entry into the drawing for your chance to win a free conference registration to our next in person conference.		
General Session				
12:20 - 1:00PM	Business Meeting and Passing of the Gavel	WASFAA will conduct its business meeting and Keyimani Alford will pass the gavel onto the 2021-2022 WASFAA President, Heidi Johnson.	President Dr. Keyimani Alford and President Elect Heidi Johnson	