WASFAA Spring 2017 Conference
Interest Sessions

Session Time Presenter(s)	Name of Session	Summary
Session 1 4:00-5:00pm Tracy Dreschler, Manager, Higher Education Partnerships, ASA Julie Esau, Sr. Manager, Strategic Alliances, ASA	**Using Social Media to Provide Just in Time Personal Financial Education as a Means to Build Financial Capability for Millenials**	With finances remaining one of the top reasons college students provide for dropping out of school, and few students fully understanding the long-term budget implications of their student debt before they borrow, financial preparedness needs to become – or remain – an institutional student success objective. College-goers themselves believe this to be the case. This session highlights the use of social media as a medium to not only get students' attention, but to deliver Just in Time personal financial education to build capability. This session reviews the importance of financial literacy to overall student success and the best methods of delivery, as well as documents changes in knowledge, confidence and behavior with the utilization of one online program. A discussion of how higher education institutions can approach this issue – in both integrative and substantive ways – provides suggestions for direction and success.
Session 2 4:00-5:00pm Bill Henderson & Debbie Murphy, Senior Marketing Associates, Great Lakes Higher Education	**Charting the Path: Building your Financial Wellness Program**	We want students to be successful—both academically and financially—and that requires campus-wide commitment. Do you know how to build an effective financial wellness program that has campus buy in? If students don't have the knowledge, confidence or expertise to manage their finances when they graduate, delinquency and default may be in their future. We'll explore ways to build a financial wellness program that will put your students on the path to success.
Session 3 4:00-5:00pm Michelle Richardson, Senior Manager, Strategic Partnerships, Student Connections, USA Funds	**Better Money Management Education: 6 wasy to improve your program**	Whether you are concerned with student loan cohort default rates, student retention or both of these important factors, an effective money management education strategy can help you reach your goals. This session will identify six strategies you can use to improve your current program or consider as you implement a new program.
Session 4 4:00-5:00pm Cindi Ivanac-Lillig	**College Affordability/Student Debt**	

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Session 5 4:00-5:00pm Zach Goodwin	**Ask a Fed**	
Session 6 8:30-9:30am Karen Myrhe, Regional Director and Rick Dwyer, National Director, CampusLogic	**5 Must-Haves For Modern Financial Aid**	1-hour interactive presentation. Interactive elements include: audience participation questions, group discussion around shared best practices. PPT presentation. Handouts to be shared. Demonstration of CampusLogic's StudentForms product to be included, dependent on time.Fact: Students are glued to their mobile devices. Fiction: Financial Aid isn't mobile. Rather than waiting for students to look up from their gadgets, Financial Aid Offices need to get in front of them where they live: their phones. Modern Financial Aid is the solution. In this interactive session you'll experience first-hand how paperless file review, automated student follow-up including SMS/text-messaging and email, and automated file indexing and imaging can change your institution's entire approach to financial aid.Hear about the dramatic impact personalized mobile-optimized web-form wizards, automated updates, e-signature, and secure document upload from any device will have on your student experience.
Session 7 8:30-9:30am Keyimani Alford, Manager of Student Financial Support Services, Madison Area Technical College	**Sharing Financial Aid information and FERPA**	Have you ever questioned what information can be shared with students, parents, colleagues, or researchers regarding financial aid information? Attend this session to gain additional insight on FERPA regulations and federal guidance about protecting ISIR data.Learning Outcomes: Understand FERPA requirements Identify ISIR data boundaries Share best practices for responding to requests Review Case studies
Session 8 8:30-9:30am Michelle Richardson, Senior Manager, Strategic Partnerships, Student Connections, USA Funds	**From Application to Graduation - removing barriers to student success**	Students face enormous non-academic barriers to successfully navigating their educational experience. This session will explore seven obstacles to student success and share strategies on how to help them stay on track with their academic, financial and career goals.

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Session 9 8:30-9:30am Sue Kannenwischer, Director of Financial Aid, Capitol University	**Data Collection and Analysis: They Want to Know What?!**	Data feels like the new currency. Beyond just the FISAP, decisions are made, regulations are followed and funds are approved based on student data. It seems as if every survey asks for different data, though, and it is a significant drain on our time to ensure we respond correctly. In this session, you will learn how to identify the correct information and how to interpret data requests.
Session 10 8:30-9:30am Zack Goodwin	**Administering Adds, Drops, and Withdrawals**	This session will address the activities a financial aid administrator must perform when a student adds or drops courses as well as when a student withdraws (excluding R2T4 calculation). Discussion and case scenarios will be provided concerning recalculation rules and census dates in various situations as students add and drop courses. This session will also provide an in-depth explanation concerning student withdrawals on such topics as school attendance, official and unofficial withdrawals, determining the date of withdrawal, and reporting deadlines.
Session 11 9:45-10:45am Mike Huser, Senior Financial Aid Counselor, UW-Platteville Kristina Klemens, Director of Scholarships and Financial Aid, UW-Parkside	**Cross-Campus Financial Aid Training**	The goal of this session is to give ideas on training, timing and types of training that could be provided to other areas on campus to help decrease phone call and walk-in volume at peak processing times of year. This training could also be seen as a way to improve customer service on campus by reducing the need to transfer calls to multiple locations, or send students across campus for questions by providing basic training and troubleshooting skills to key partners on campus.We will be presenting on how financial aid counselors can better train and help staff across campuses better understand the financial aid process, help gain an understanding of rules and regulations, and how their decisions within financial aid can have an impact on a students' eligibility for financial aid. The focuse of the presentation will revolve around the key points to touch on to help staff better understand the financial aid process and the complications that can arise for students
Session 12 9:45-10:45am Tracy Dreschler, Manager, Higher	**Impact of Rising Student Debt on Alumni Engagement and Giving**	While financial aid may be an effective tool for attracting and retaining students, institutions often neglect the impact of loan debt on student willingness and ability to support their alma mater – either in terms of engagement or financial support. This session discusses national trends, institutional data insights, and suggestions for action. Learn what institutional data may exist to help

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Education Partnerships, ASA		inform the picture of their specific institution– and what that might mean for their alumni. Discuss potential action steps you may take – whether that is informing colleagues or campus partners or creating programming to support alumni engagement and giving in response to financial aid needs.
Session 13 9:45-10:45am Melissa Haberman, Financial Aid Director, UW Extention	**Hit the Target**	Participants will be able to explain the elements of a bullet journal, apply them to their work in financial aid leadership and management, communicate them to their teams, and utilize them for annual goal setting.Combining productivity methods to create a system that works for you. Including the Bullet Journal: The surprisig old shool way to stay organized in modern financial aid offices
Session 14 9:45-10:45am Zach Goodwin	**Ask a Fed**	
Session 15 9:45-10:45am Jill Gosse, Senior Account Executive - Sallie Mae	**Millinniels and beyond**	Millennials are the largest generation on our planet today. As a result, they will have a tremendous influence over norms, expectations and behavior. This session will highlight the financial and buying habits and expectations of millennials and will review some recommendations in engaging them. This session will also touch on the emerging Generation Z influences and behaviors.
Session 16 11:00-12:00pm Tameka Easter, Director of Social Media, Sallie Mae	**Social Media**	We understand that social media can be overwhelming and even scary. The good news is anyone can get over the fear of social media with a little practice. This session will highlight some common concerns and misconceptions about social media. We will discuss how current students, prospective students, and parents are using social media to connect with university offices and how you can utilize social media to improve communication with students and families. This presentation will help you with best practices on how to successfully use social media to connect with your students and parents.
Session 17 11:00-12:00pm Debbie Murphy and Bill Henderson	**Handling unpleasant situations: Techniques toTurn the Bad into Good**	Whether you'reworking with a student, parent, or colleague, there are times when situations may not be pleasant. Handling them involves more than simply being nice and maintaining a good attitude--it requires strategies and practice. Knowing what to say--and more importantly, how to say it---you can prevent or manage

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		difficult situations. During this session we'll share proven techniques to help you deal with difficult times and unpleasant people. Specific topics include: Controlling your responses Using tact and diplomacy Shifting from being reactive to proactive Using reflective listening skills Staging to deliver bad news
Session 18 11:00-12:00pm Michelle Richardson, Senior Manager, Strategic Partnerships, Student Connections, USA Funds	**All the Way to the Finish Line: 8 Big Ideas for Student Retention**	Increased transparency and a greater focus on outcomes are leading to new strategies aimed at improving student retention and, ultimately, graduation rates. This interactive session will explore eight ideas that are proven to be effective at boosting retention rates. Participants will have the opportunity to share strategies that have worked on their campus as well.
Session 19 11:00-12:00pm Susan Swisher, Executive Director of Financial Aid, Saint Xavier University	**Non Financial Aid issues that affect Financial aid eligibility**	This session will discuss the eligibility requirements for student and your requirements to ensure that recipients qulify for their financial aid. Topics coverd will range from admission requirements to satisfactory academis progress and resolution of C Flags
Session 20 11:00-12:00pm Mary Kampa, Transition improvement Grant (TIG) Post School Outcomes Coordinator, CESA 10	**Participation of Wisconsin Youth with Diabilities in Postsecondary Education Programs One Year After Exiting Their Secondary Placement**	This session will provide participants with a trend analysis of participation of Wisconsin youth with disabilities participating in higher education and other postsecondary education programs within the year of leaving their secondary education placement. Data on National Trends and Wisconsin graduation rates will also be provided. This information will be useful to the financial aid administrators so that they can educate their institutions as they prepare strategic enrollment plans.

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Session 21 2:00-3:00pm Nikki Wachter, Program Manager Supervisor, Great Lakes Higher Education Corp Jo Ann Moller, Financial Aid Specialist, Blackhawk Technical College	**May the Odds Ever Be in Students' Favor: Using State and Private Funding to Increase Retention**	When faced with a unexpected financial emergency, students, particularly those from traditionally underserved backgrounds, often have to make the difficult decision to drop out of college. Emergency grant programs can help. Learn how one college is leveraging both state and private funds to help more students stay enrolled until degree completion. Participants will also learn about state-wide and national trends around effectivie emergency grant programs and will evaluate how practices on their own campus can be enhanced to best support students in crisis.
Session 22 2:00-3:00pm Jeff Cichon, NTC Robert Bode, UW River Falls	**Wisconsin Act 284 letter**	
Session 23 2:00-3:00pm Zack Goodwin	**Verification and the Dreaded 399**	Verification and Code 399 - how to handle the variety of issues now popping up
Session 24 2:00-300pm Claire Johnson, Homeless Education Program Coordinator	**Homelessness and Higher Education: Meeting the Needs of Some of Our Most Vulnerable Students**	This interactive session will allow participants to increase their knowledge of federal legislation as it relates to homelessness and access to higher education, including verification of independent status for the FAFSA. Participants will increase their awareness of homelessness in Wisconsin and Develop a better understanding of the challenges faced by unaccompanied homeless youth attending their schools as well as how to better meet the needs of those students. Those attending will also learn about current best practices being implemented by other institutions of higher education.
Session 25 2:00-3:00pm	**Strengths Finder 2.0**	Discover and develop your natural talents. Stop focusing on fixing your shortcomings and learn to develop your strengths as well as recognizing the strengths of others. Learn who you work with well and how to work with those that challenge you.

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Vicki Gack, Associate Director of Financial Aid, Beloit College		
Session 26 3:30-4:30pm Sue Swisher, Executive Director of Financial Aid, Saint Xavier Univeristy Betsy Henkel, Assistant Director of Financial Aid, Beloit College Cindy Reindl, Financial Aid Advisor, UW-Milwaukee Krisina Klemens	**Professional Judgements in the new era of PPY**	How are you handling professional judgements in the era of PPY - what are you doing now versus in the past.Roundtable discussion of PJs
Session 27 3:30-4:30pm Michelle Richardson, Senior Manager, Strategic Partnerships, Student Connections, a Division of USA Funds.	**Strategic Enrollment Management**	Remember Admissions? Now the new "buzz" word across college campuses is Enrollment Management. How will you in Financial Aid be affected and how can you be engaged in the conversations regarding enrollment management on your Campus? Come and learn about the information recently presented at NASFAA's Leadership Conference regarding Strategic Enrollment Management Pathways. At this session, you will learn about the functions, challenges, and opportunites for enrollment management and how financial aid leaders are impacted with this new way of thinkings. Walk away with new terminlolgy and a strategy to be part of the Enrollment Management process on campus.
Session 28 3:30-4:30pm Jeff "JP" Pfund, Director of Student Loan Servicing/Asst Director of Financial Aid, UW Madison & Green Bay	**Perkins - Extension or Sunset?**	The session will focus on what we know (or don't know yet) in regards to the future of the Federal Perkins Program. JP will share how we arrived at our current Perkins extension, thoughts on the next possible extension, who has influence during this political process, how we can advocate for our students/families, how schools can prepare in regards to future lending/awarding and/or a possible sunset. JP will share his insights from recent Washington DC Hill visits in addition to how past strategies may affect future conversations. Time will be available for questions/answers and best practices.

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Session 29 3:30-4:30pm Jill Gosse, Senior Account Executive - Sallie Mae	**Working with undocumented Youth - DACA**	This presentation reviews the population of undocumented immigrants in the United States and various statistics regarding this population. Deferred Action for Childhood Arrivals (DACA) and how to apply for DACA status information is detailed. While DACA and undocumented students are ineligible for federal financial aid, information about state Financial-aid, in-state tuition, and scholarships for undocumented and DACA students is provided.
Session 30 3:30-4:30pm Lexi Anderson, Ed.D., Policy Analyst, Education Commission of the States	**Trends in Higher Ed**	
Session 31 8:30-9:20am	**Datatel**	User Group Meeting
Session 32 8:30-9:20am Blake Taylor	**Peoplesoft**	User Group Meeting
Session 33 8:30-9:20am Lena Scheibengraber	**Powerfaids**	User Group Meeting
Session 34 8:30-9:20am Stephanie Lueck	**Banner**	User Group Meeting
Session 35 9:30-10:30am Lena Scheibengraber,MSOE	**Coupling new Student Orientation with financial aid and financial literacy**	Panel

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Session 36 Heidi Johnson	**Brainstorming for Future WASFAA Confernces**	Roundtable discussion and brainstorming for session ideas and other things for all future WASFAA Conferences.
Session 37 9:30-10:30am Jennifer Hoepner, Director of Alumni Support, Herzing University	**Default Prevention Models**	Panel
Session 38 9:30-10:30am Drew M Anderson, Postdoctoral Researcher, UW-Madison	**Competing Methods of Informing Student Borrowers**	Researchers at UW-Madison are running an ongoing field experiment testing different modes of financial education for student borrowers. Session participants will become familiar with the challenges that the government and colleges face in effectively informing borrowers to encourage educational success and prevent default. Do students borrow too much, or not enough? Do students fully understand their financial aid packages and what it means to take out a loan? If not, is it possible to help them understand using self-guided online education?
Session 39 9:30-10:30am Laura Fay, Agency Liaison, The Department of Agriculture, Trade and Consumer Protection	**Identity Theft: Protect & Prevent**	The main goal of the session is to explain the different types of identity theft, how to recognize it and how to prevent it. Participants should leave with a greater understanding of the identity theft laws that exist in Wisconsin, what their rights are as consumers and how to safeguard personal information. Participants will be able to recognize the different types of identity theft and identify the red flags of common scams. They will be given tips on how to protect their personal information which they can apply to their daily life and use as a resource to plan for the future and prevent identity theft from occurring.