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From the President's Desk...

November 1st? Already? It's true, time does fly ... and autumn is on Seattle streets in full force. Wasn't it just last week I was lounging barefoot on the deck in the morning sun sipping my coffee as I watched a pair of raccoons play in our neighbor's willow tree? The fall colors have been amazing here as I've heard they've been all around the state. I am a little sad to see the wind and rain working so hard to wash them away. However, I love the grays, rain, and fog of fall that signal a fire in the fireplace, an afghan, my cat in my lap, and a nice book to read.

A lot has happened in the first four months of the WFAA year. Here are some of the highlights:

- ✓ On June 3rd and 4th, we held our last business meeting for 2009-10 and transition retreat for newly-elected officers and committee chairs so they'd be ready to slide into their new seats for 2010-11 on July 1st. This will be a bit of a fall-back-and-regroup year; an intentional clean-up and clarification so we've a clear idea of where we are before we make any major, new steps forward. In broad-brush strokes, here's what we plan to accomplish during 2010-11:
 - ✎ Updating our By-Laws
 - ✎ Revamping and updating our web site
 - ✎ Being more intentional about how we encourage more membership and respond to our volunteers
 - ✎ Creating and documenting a procedure for organizing and storing our historical archives which are now all captured electronically.
 - ✎ Creating and documenting a policy about use of our financial reserve
 - ✎ Continuing to work to find ways to slim down our spending and beef up our revenue
- ✓ Next, on July 14th and 15th, our Training Committee, led by Vice President for Training Jordan Grant, coordinated two very well attended one-day summer workshops in Seattle and Spokane. We even extended an invitation to our Idaho colleagues and some of them joined us in Spokane.
- ✓ And, just week-before-last, on October 20-22, Conference Co-Chairs Lorraine Odom and Sherri Ballantyne and their amazing conference crew hosted 180 WFAA members at our annual WFAA conference in Vancouver. The theme ... Reflect, Release, Renew ... couldn't have been more appropriate and the opportunities to learn and network together were absolutely first class.
- ✓ With a couple of stutter-starts, we've found a chair for our Electronic Services Committee: Tony Casement from the University of Washington. This is a very new appointment with Tony beginning his new role this week. I hope I'm not jinxing this by writing about it here ☺
- ✓ As your 2010-11 President, I attended the Western Association of Student Financial Aid Administrators (WASFAA) transition retreat in March where I learned about my responsibilities on the WASFAA Executive Board as one of eight association presidents who represent their individual states on that board. This group meets three times each year with the WFAA President's expenses all being paid by WASFAA. I wasn't able to attend the June meeting in Tempe but will be joining the group in San Francisco later this month.

(Continued Page 4)

“Navigating Uncharted Waters”

The wind was blowing a gale and the swells were 30 feet high. The captain was trying to navigate uncharted waters and the storm made it all the more troubling for the ship to find its way - the storm clouds were blocking the light of the navigational stars. Fortunately for you, you won't be in this dangerous situation if you attend the Jerry R. Sims Management & Leadership Institute this February 14-16. The institute will cover topics like: Managing the Financial Aid Dollars and the Office Budget, Hiring the Right People, Staff Training and Retreats, Customer Service, Staying Up to Date, and Staying in Compliance. We will help you chart your course as you prepare to move forward into new roles of management and leadership and as you navigate your uncharted waters.



The WFAA Ballot

From Kathleen Koch, Acting Past President:

We are in a quest to fill the ballot for the upcoming election for:

- President Elect
- Vice President of Training
- Vice President of Ethnic Awareness
- Treasurer Elect
- Secretary



Please consider nominating a colleague or nominate yourself! I am happy to put you in contact with the person who is currently in the position or answer any questions you may have regarding the position of interest. The positions would start July 1, 2011. The nomination deadline is November 30, 2010.

WFAA Awards Presented at Fall Conference

From Kathleen Koch, Acting Past President

The Tim Henning **Rookie of the Year** award is designed to honor an “up and coming” member of the financial aid community with less than three years of experience. This year's recipient was John Breneman from Whitworth University. The honoree received free registration for the fall WFAA conference and a plaque of recognition.

Excerpt from nomination letters:

John learned a great deal in a very brief period of time and is now the go to guy for a number of processes in the office. He is always willing to assist others both on campus and at other institutions with questions related to financial aid. He has applied his managerial experience by ably assisting with the hiring and training of our student assistants. He has shared his customer service skills and practices with the office that were developed in the retail world. John is cheerful and helpful each and every day and so keeps the morale in the office upbeat and positive. (continued Page 6)

REFLECT, RELEASE, RENEW

HILTON HOTEL, VANCOUVER, WA OCT. 20 - 22, 2010

180 people attended the 2010 WFAA conference held at the Hilton Hotel in Vancouver, Washington last month. The theme of this year's conference was "Reflect, Release, Renew" and focused on, as Rebecca Wonderly wrote, "Celebrating our successes, acknowledging the challenges, old and new, reminding us to do what we've always done, and using this important time to refresh, renew and keep walking, knowing that we walk side-by-side with the best and brightest."

Speakers at the conference included Alan Muia from Skagit Valley, and Dr. Will Meek and Nancy Youlden from WSU. Muia presented on how to lead a healthier existence in our increasingly difficult and stressful profession. Dr. Will Meek and Nancy Youlden spoke on keeping our campus' safe.

As in years past, the conference provided a variety of sessions relating to a broad range of topics regarding our complex profession such as the Direct Loan program and Year -Round Pell. Several State and Federal updates were provided as well. Many of the interest sessions were devoted to student advocacy, specifically focusing on the counseling of first generation families, the increased number of qualified financial aid applications, and the various scholarship opportunities through TheWashBoard.org.

Along with the informative interest sessions, there was also ample time to visit and connect with old and new colleagues. The Newcomers Meeting, led by President Wonderly and members of the Executive Committee, stressed the importance of volunteerism to the new members of WFAA and was largely attended. A President's Reception was held the last night of the conference.

A big thank you goes to our committee members for providing such a wonderful combination of beautiful surroundings, fun and informative speakers, great food and an awesome time.



From the President's Desk (Continued from Page 1)

...A) annual conference which was held in Denver this past July. In addition to getting to see some truly amazing lightning storms (which I was lucky enough to be in my hotel room to observe ... so all the show but none of the rain and wind), I heard Justin Draeger, NASFAA's new President/CEO, both as the conference keynote speaker and in a separate session he held with all the state association presidents. I also attended a session with many of those same folks where we had an interesting conversation about leadership, volunteering for, and financing of, state associations.

And here's a quick look at some of our future activities:

- ✓ I'll be making some phone calls soon to see if I can find someone willing to volunteer as the Historical Archives Chair. Our friends at Whitman ... thank you Marilyn Ponti and your wonderful crew! ... have scanned all the old information we used to store in boxes in some lucky person's garage. So that part's done and all the information that this person/committee is responsible for is all electronic. Now we need someone to 1) organize the information a bit (nothing elaborate), 2) research free on-line data storage possibilities and 3) prod some of us from time to time to remember to submit our information to them.
- ✓ WFAA President-Elect Darcy Keller will be attending the NASFAA Leadership Conference on March 6-8 in Washington, D.C.
- ✓ The WFAA Executive Committee Meeting will be held in February or March, possibly by teleconference for the first time ever (I think!) in order to save the travel dollars so that we can use them for targeted purposes during the upcoming legislative session.
- ✓ On June 2nd and 3rd, the Executive Committee will hold its transition retreat and final 2010-11 business meeting at the Dumas Bay Retreat Center just west of Federal Way.
- ✓ Mark your calendar: the 2011 WFAA Annual Conference will be held in Leavenworth on October 26-28!!!

In closing, I'd like to say thank you *and* issue a challenge. First and most importantly, **there aren't words that are adequate to express the gratitude each and every one of you so richly deserve for the commitment you make, day in and day out, on behalf of students. Thank you from the bottom of a knowing and very grateful heart.** I know it's been an extraordinarily busy year given the very significant increases in numbers of applications coupled with, in some offices, decreases in staff and/or other resources. The amount of work it takes to do our jobs well is, for the most part, transparent and so we hear little from the vast majority of the folks we serve. Only when things go sideways ... or appear to ... do we hear about it, often in ways that assume fault and assign blame, sometimes even from our institutional colleagues.

Which brings me to the challenge: try to make a moment each day to thank someone who you know probably doesn't hear words of gratitude nearly often enough. And (I'm the President ... I get to make two challenges even if I said there'd only be one!) the next time someone does something that aggravates or frustrates you, do some fact-finding to be sure that what appears to be wonky is, in fact, wonky. Then work with the other person in ways that are respectful and kind to find a solution. In my experience, fact-finding and a plan for solving the problem beat the socks off finding fault and assigning blame. Hands-down. Every single time.

All the very best to the very best ...

Rebecca

Rebecca Wonderly
WFAA President
Associate Director, Student Financial Services
Seattle University

Announcements

My name is Natalie Carr

I would like to announce my promotion to Financial Literacy Consultant. My responsibilities include educating and empowering students so they can make informed financial decisions, provide tools and resources to help our students pay back their student debt, increase the number of students completing exit counseling, increase the graduation and retention rates and coordinate campus-wide default management efforts as well as managing campus Cohort Default Rates.



Chad Bennett, Director of Research and Outreach with ICW, welcomed Sophie Henrietta on April 25th. She is already GET'ing ready for college, browsing ProjectOpportunity.net and considering all of her options. What are your thoughts on Crawling Start for admissions at a selective institution?



Krista Francis, Director of Enrollment

Services and Financial Aid at Peninsula College had a baby this summer! Her name is Mia Jane Francis, born 7/10/10, 8 lbs. 6 oz., 20 1/2 in long. Both are healthy and happy (happy as she can be now that she's back at work!).



The Seattle office of Federal Student Aid, US Department of Education hired two new employees who started on Monday, August 30. These new employees both work for School Participation Team--Seattle/San Francisco, Program Compliance.

Michael Hargrave, Institutional Review Specialist, Seattle; most recently was Corporate Director of Financial Aid, Pioneer Pacific College, Wilsonville, OR. Michael also worked for several WFAA schools including Seattle University and Eton Technical College (now known as Everest College).

Lana Walter, Institutional Review Specialist, Seattle; most recently was Director of Financial Aid Services, Northwest University, Kirkland, WA (and a longtime WFAA member).

Retirement Well Wishes for Susan Dagleish

Susan Dagleish has served as the Director of Financial Aid at Trinity Lutheran College for over 27 years. On February 26, 2010, she retired to start a new chapter in her life.

Shanna Pyzer, who has worked in the Student Accounts Office since July 2008, has been appointed the Interim Director of Financial Aid at Trinity Lutheran College.



Retirements: Muriel Parrish, TCC Assistant Director of Financial Aid - retired June 30. She had been here 8 years and previously was at Pierce College for 12 years.

New Assistant Director: Johanna Dwyer, formerly of Mars Hill Graduate School. She started work here on July 19.

In Memory of Carla D. Lamka

Carla D. Lamka, 68, of Toppenish died Sunday August 15th in Richland. She was born in Auburn, Wash. She was a founding staff member of Heritage College and was a longtime financial aid director. She retired three years ago.

Survivors include her husband, Frank Purdy of Toppenish; two children, Greg Flint of Kirkland, Wash., and Jamie Flint of Spokane; two brothers, Charles Lamka of Nepal and Mike Lamka of Puyallup, Wash.; a sister, Cheryl Perkins of New Delhi, India; and one grandson.

A memorial service was held at 2 p.m. Saturday, August 21st at Heritage University, west of Toppenish. Arrangements are by Colonial Funeral Home.

Published in the Yakima Herald on August 17.

WFAA Awards Presented at Fall Conference (continued from Page 2)

You could hear in his voice that he viewed the financial aid profession as a way to serve our community and support higher education. He works very hard every day. I can honestly say that it has been truly refreshing after being in the profession for over 22 years to work with someone who has such a fresh outlook. He makes a difference to our team and will continue to make an impact on our profession. Our team and school are blessed by his sacrifices and commitment to join the financial aid profession.

The Unsung Hero Award is to recognize a WFAA member who has demonstrated extraordinary commitment to Washington Students or WFAA by working quietly and without reward or recognition on committees, or working in his or her office or community above and beyond the requirements of the individual's job. The award and plaque were given to Deanna Thompson from Central Washington University.

Excerpt from nomination letter:

The honoree has been involved in all aspects of student service over the years, ranging over the entire spectrum of financial aid, from hand calculated need-analysis, awarding loans and scholarships, to Work Study, implementing I-9 forms in the 1980's, and the other programs in between. Her greatest love is being a student counselor and advocate.

She also has provided leadership for many colleagues. She was President of the Washington State Association of Student Employment Administrators (WSASEA) and has held other offices in the association as well. She pioneered one of the first online job posting boards available to students.

She has touched so many lives and made a positive difference to students and their families. She is consistently competent, kind, beneficent, knowledgeable, creative, modest to a fault, and has a wonderful sense of humor. She loves to help students and thrives on the ability to help them overcome barriers to improving their lives. She has worked quietly over the years, is a dedicated student advocate, and a wonderful and loyal friend. She is such a great and inspiring lady, and so underappreciated!

The Distinguished Service Award recognizes a WFAA member who has demonstrated extraordinary commitment to Washington students and WFAA by his or her outstanding contributions to the Association's activities and the profession over a sustained period of time. Ron Noborikawa from Pacific Lutheran University received the Distinguished Service award and plaque.

Excerpt from nomination letter:

This honoree exemplifies service. He has graciously given of his time, energy, and expertise not only to WFAA, but to his community. He has been an active member of the Dollars for Scholars boards, and participates in numerous outreach activities – College Goal Sunday, financial aid nights, and more. He has served in so many capacities for WFAA, they are too many to enumerate. For many years, he served as the Fund Development chair coordinating the support of numerous partners and has helped with every conference in the past decade including artistically developing the logo for the Olympia conference several years ago. Recently, he amiably agreed to serve in the early awareness committee when the need arose. His calm demeanor, thoughtful approach to issues, positive attitude, and tireless efforts in supporting students statewide have been appreciated for years.

The Committee of the Year Award recognizes a committee that has excelled in performance, resulting in a long-term positive impact on the Association. The committee is selected at the end of the year by the outgoing President – Karen Driscoll. Every committee adds an important element to WFAA and the organization could not survive without any of the many outstanding committees. This year the award went to the Ethnic Awareness Committee, Lisa Fortson, Chair. Committee members include Patricia Billings, Natalie Carr, Kathy Day, Lisa Loftin, Valerie Myrick, Lorena Saucedo, and Kim Wasierski.

Resources to Help Students Help Themselves

By Frances Campbell
SimpleTuition

With the tight economy, budget cuts, loss of staff, and more work than ever before, college financial aid and high school counselors offices are finding it harder and harder to meet all the demands of students and parents when they are looking at planning for college. Students bombard these offices on a daily basis with questions concerning choosing the right college, filling out financial aid forms correctly, and how to determine which schools the family can afford.

There are many free resources that college and high school counseling staff members can turn in order to help ease a large part of the burden. Many of these websites provide excellent service to students and families as they struggle with huge decisions they must make for their child's future. Let's get the word out to students about how to take advantage of these resources.

- Princeton Review

<http://www.princetonreview.com/colleges-majors.aspx>

Explore for colleges using filters about a student's academic and extracurricular history.

- Cappex

<http://www.cappex.com/>

Easy to use calculator which tells a student's chances for admission.

- YOUiversity TV

<http://www.youniversitytv.com/>

Take video tours of campuses across the nation.

- Zinch

<http://www.zinch.com/>

Create profiles which resemble college applications which students can send to colleges and/or colleges can reach out to students.

Now that a student has researched colleges, "toured campuses", found out if they would be eligible for admission, created a marketing profile, it's time to determine how the family is actually going to pay the cost of education. Filling out the financial aid forms correctly can be a daunting task. Searching for scholarships can be overwhelming. Reading an award letter can be confusing. Knowing how much student/family debt to carry over 4+ years of study can seem impossible to figure out. There are free resources that are available that can help students and families make important decisions.

- TuitionCoach

<http://www.tuitioncoach.com/collegecost/index.jsp>

Offers a series of free web tools to help students calculate the best way to lower college costs and avoid common mistakes on financial aid forms

- Scholarships.com

<http://www.scholarships.com/>

Comprehensive scholarship search for students of all ages

- TuitionAdjuster

President: Rebecca Wonderly
(Seattle University)

President-Elect: Darcy Keller
(University of Washington)

Vice President for Ethnic
Awareness: Lisa Fortson
(Pierce College)

Vice President for Legislation:
Ted Haase (Shoreline
Community College)

Vice President for Training:
Jordan Grant (Seattle Pacific
University)

Secretary: Paula Nagel
(Seattle University School of
Law)

Treasurer: Corinne Soltis
(South Puget Sound
Community College)

Private Vocational Colleges
Sector Representative: Rick
Sinclair (Interface College)

We're on the Web!

See us at:

www.wfaa.org

About Our Organization...

WFAA is a professional membership organization of individuals whose aim is to promote higher education through the availability, support and administration of student financial assistance programs. WFAA is an example of a variety of state, regional, and national financial aid associations. Voting members are comprised entirely of financial aid professionals employed at Higher Education Institutions. Vendors are not eligible for elected office. Go to the National Association of Financial Aid Administrators site at <http://www.nasfaa.org> for more information and many resources.

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- Staying current on financial aid issues.
- Receiving information on advocacy for financial aid at the regional and federal levels.
- Attending valuable training opportunities.
- Networking with colleagues from diverse backgrounds and experiences.
- Attending the annual conference.
- Gaining a regional perspective in Administering financial aid.
- Developing new skills, including leadership skills, through volunteering for WASFAA.
- Accessing scholarship opportunities for WASFAA training and conference events.
- Accessing funded research opportunities.
- Accessing the WASFAA directory.
- Receiving the WASFAA newsletter.
- Receiving listserv notices and alerts.
- Accessing employment listings.

The Western Association of Student Financial Aid Administrators (WASFAA) encourages you to become a member. If you would like to join, visit WASFAA's website at www.wasfaa.org and click on "Member Services" to access the membership application.

For more information visit our website at www.WASFAA.org.

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