

# 2017 TASFAA Annual Report



*Celebrating 50 Years of Service*

*1967 ★ 2017*

*Texas Association of Student Financial Aid Administrators*

# TASFAA Leadership

## President's Letter

by Alan D. Ahmad

Dear TASFAA:

Fifty years ago, a conversation at the 1967 SWASFAA Conference (New Orleans) led to the establishment of the Texas Association of Student Financial Aid Administrators and a steering committee that addressed the type, organization structure, financing and purpose of the group. Not long after, the Executive Committee wrote the *Constitution & Bylaws* and President Mack Adams was presiding over the one hundred financial aid officers attending the first Fall Conference in Austin. By 1980, TASFAA's members had provided consulting services to Texas financial aid offices, established the TASFAA Telephone Network, introduced the New Aid Officers Workshop initiative and was the third largest state association of its kind.

This Association is still on the move.

TASFAA continues to fulfill its mission regardless of the political climate, societal issues and economic landscape. This past year we have:

- Explored new training events with two-day regional training, new NAOW location, and introducing sponsorship opportunities;
- Created six separate position and impact papers and opened some doors for future training during the 85th Legislative Session.
- Received recognition for the Associations efforts during the past fifty years with the adoption of Senate SR658 and House HR1546 resolutions;
- Further developed a mentor/protégé plan and online registration process;
- Expanded our communication efforts with the TASFAA Star blogs, surveys and LinkedIn group;
- Participated in efforts to assist institutions affected by hurricane damage;
- Continued conversations to align projects with those of the NASFAA and SWASFAA.
- Begun development of a multi-year, collaborative leadership strategic plan.
- Strengthened relationships with our corporate partners;
- Recognized the service of member institutions with TASFAA 50th anniversary certificates

All of this and more is powered by volunteers and others that support our basic purpose of *providing students with the resources and choices necessary to access higher education opportunities.*

TASFAA's endurance and trail of successes proves that we remain relevant fifty years after that meeting in New Orleans. And so I ask that you continue to recognize the value this Association has in your professional life and our community and support it in any way that you can. Our future is as bright and full of achievements as we, together, make it.

Thank you for the honor of serving as your 2016-17 TASFAA President and for your service to this community and the students of Texas.

God Bless.

Alan D. Ahmad



# Officers 2016-17

## President

Alan D. Ahmad, Alamo Colleges District

## Vice President

Delisa Falks, Texas A&M University

## President Elect

Christopher D. Murr, Ph.D., Texas State University

## Past President

Shannon L Crossland, Texas Tech University

## Treasurer

Fabian Vasquez, Texas Tech University HSC

## Secretary/Historian

Devon Wiggins, Tyler Junior College

## Board Members

Eric K Cooper, Texas A&M University - San Antonio

Delisa Falks, Texas A&M University

Jeannie Gage, Texas A&M University - Corpus Christi

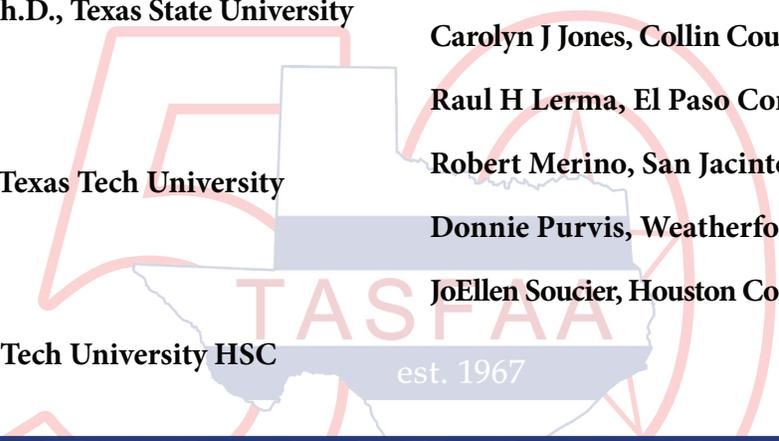
Carolyn J Jones, Collin County Community College

Raul H Lerma, El Paso Community College

Robert Merino, San Jacinto College

Donnie Purvis, Weatherford College

JoEllen Soucier, Houston Community College System



# TASFAA Mission

## TASFAA Mission Statement

The Texas Association of Student Financial Aid Administrators or “TASFAA” is a professional statewide organization with diverse membership that works towards the ultimate goal of providing students with the resources and choices necessary to access higher education opportunities.

Founded in 1969, TASFAA serves multiple roles including:

- **Encouraging** students to pursue higher education.
- **Promoting** student financial aid programs in the post-secondary institutions of the state.
- **Facilitating** communication, activities, services, and professional development among constituencies involved in student financial aid administration in the state.
- **Inspiring** professional competencies in the field of student financial aid administration.
- **Motivating** innovation and creativity in the financial aid field to span all cohorts.

*Encourage, Promote, Facilitate, Inspire, Motivate*



# TASFAA Committee Reports

## Awards & Scholarships

- Dede Gonzales – Texas State University, Chair
- Guadalupe Barcenas – El Paso Community College
- Shelley Franks – Tyler Junior College
- Jael Garcia – University of Texas - Rio Grande Valley
- Carolyn Mallory – University of Houston – Victoria
- Bridget Moore – Hardin-Simmons University
- Norma Urias – El Paso Community College
- Casey Wells – Tyler Junior College

### Accomplishments of the Awards and Scholarships Committee for 2016-2017

- Restocked the TASFAA service pin supply
- Updated the committee calendar
- Reviewed applications and awarded 6 Mack C. Adams scholarships for the New Aid Officers Workshop in May 2017
- Reviewed applications and awarded 5 Mack C. Adams scholarships for the ABC Workshop in October 2017
- Solicited nominations for the Financial Aid STAR and Hall of Fame Awards
  - Selected Jennifer Massey – Texas State University for the Financial Aid STAR Award
  - TASFAA Board selected Erika Cox – University of Texas San Antonio for the TASFAA Trailblazer award
  - Recommended Raul Lerma – El Paso Community College for the Hall of Fame – Service to TASFAA award
  - Recommended Richard C. (Rick) Renshaw – Department of Education – Friend of TASFAA award
- Determined the 2017 service pin recipients. Pins were given out at the fall conference for those in attendance. Remaining pins were mailed in October.

### Years of Service Pin Recipients

#### 50 Years of Service

Eugene Cattie                      National Student Clearinghouse

#### 45 Years of Service

Doris Constantine              St. Edward’s University  
 Glenda Huff                      Howard Payne University

#### 40 Years of Service

Adriana Marin                      Laredo Community College  
 Claire Roemer                      US Department of Education  
 Jimmy Parker                      Panhandle-Plains Management & Service Corp.  
 Rosario Juarez                      Austin Community College  
 Sherry Byrd                          Houston Baptist University

### 35 Years of Service

Carl Gordon	College of the Mainland
Celeste Sheehy	Baylor University
George Fuller	Great Lakes Educational Loan Services, Inc.
Jill Rowley	Lamar University
Jolynn Sprole	Tarrant County College
Karen Krause	University of Texas - Arlington
Katherne Carson	Texas Higher Education Coordinating Board
Kathryn Bryan	Higher Education Servicing Corp / NTHEA
Lamar Duarte	Alamo Colleges District
Nancy Barnett	Financial Aid Services (FAS)
Paulette Walker	Higher Education Servicing Corp / NTHEA
Richard Hyde	Wharton County Junior College
William Shaffner	Missouri Higher Education Loan Authority (MOHELA)

# TASFAA Committee Reports

## Years of Service Pin Recipients (cont'd)

### 30 Years of Service

Carol Cromie University of Texas Medical Branch - Galveston

Cathryn Adams Dallas County Community College District

Debbie Oliver Abilene Christian University

Elsa Ramos University of Texas - Austin

Elvia Leija Alamo Colleges District

Harold Whitis Alamo Colleges District

Lorena Morales University of Texas - El Paso

MaEsther Francis Jarvis Christian College

Nikki Moll Texas Tech University

Patricia Norwood Southwestern Adventist University

Paula Baxter University of Texas - Dallas

Raul Lerma El Paso Community College

Thomas Austin Houston Community College System

Tomas Campos Alamo Colleges District

Zena Williams Lone Star College North Harris

### 25 Years of Service

Amanda Jurovic Rice University

Becky Hejduk Texas A&M University - Texarkana

Cecelia Jones Jarvis Christian College

Chadd Bridwell St. Mary's University

Craig Poleman Inceptia

David Ximenez Tarrant County College

Denise Sullivan Discover Student Loans

Francine Simpson Southern Methodist University

Gina Havel-Palmatier University of Texas - Austin

Jerry Bayer Baylor University

Jocelyn Zarate Texas A&M University

Julie Esau American Student Assistance

Julie Moreno Rehder ELM Resources

Keema Echols Kenaly Complement, Inc., The

Kim Bowen St. Edward's University

Kim Willis St. Edward's University

Kristin Boyer TG

Ladosia Arize Texas A&M University - Commerce

Laura Neal University of Houston

Linda Slawson Paris Junior College

Lucy Rodriguez Alamo Colleges District

Merry Sprague Wharton County Junior College

Mike Fuller Texas A&M University - Texarkana

Patricia Villanueva Alamo Colleges District

Rich Nickel Sallie Mae

Ruby Dean University of Houston - Victoria

Terisa Riley Texas A&M University - Kingsville

Valerie Harrell Stephen F. Austin State University

### 20 Years of Service

Ann Walker Rice University

Bessie Long Texas A&M University - Corpus Christi

Devon Wiggins Tyler Junior College

Elizabeth Landwermeyer Tarrant County College

Evelyn Rolfe Schreiner University

Gail Carbajal University of Texas - San Antonio

Helen Garcia Our Lady of the Lake University

Irma Walsh University of Texas - El Paso

James Hubener Dallas County Community College District

Janet Little Tarrant County College

Janet Trejo University of Dallas

Joseph Sanchez University of North Texas Health Science Center at Fort Worth

Karen Collins Midwestern State University

Karen Lazarz Dallas County Community College District

Karen Trail Texas Woman's University

Kelly Graves Baylor University

Kimberly Engelke LeTourneau University

Lionel Salinas Austin Community College

Maria Carrizales University of Texas - El Paso

Marisela Maldonado Rice University

Marsha Eldridge Our Lady of the Lake University

Mary Jones Southern Methodist University

Melissa Boyer University of North Texas

Michelle Weedman University of Texas - Austin

Ngoc Nguyen Austin Community College

Nora Cargo Texas A&M University

Pam Evans Evans Texas State Technical College

Paula Oliver University of Texas - Rio Grande Valley

Phillip Wambsganss Higher Education Servicing Corp / NTHEA

Robert Merino San Jacinto College



# TASFAA Committee Reports

## Years of Service Pin Recipients (cont'd)

★	Roshanna Mitchell	University of Houston - Downtown	★	Amy Downey	University of Texas - Austin
★	Sherry Schroeder	Aggieland Credit Union	★	Anabel Garcia	Texas A&M University - Corpus Christi
★	Stephen McDonald	Dallas County Community College District	★	Andria Cox	University of Texas - San Antonio
★	Terri Thompson	Weatherford College	★	Angelica Smith	St. Mary's University
★	Victoria Chen	Texas Christian University	★	Barbara Arevalos	Alamo Colleges District

### 15 Years of Service

★	Aimee Anderson	Texas State University	★	Bridget Ledesma	LeTourneau University
★	Alan Ahmad	Alamo Colleges District	★	Carrie-Jo Hillebrecht	Texas Christian University
★	Amanda McCrary	Amarillo College	★	Chloe Tran	Lone Star College North Harris
★	Amparo Cordova	Texas State University	★	Christine Bassett	University of Houston - Downtown
★	April Pridgett	MIAT College of Technology	★	Christopher Scott	University of Dallas
★	Blanca Camara	South Texas College	★	Christy Noland	TG
★	Brenda Juarez	El Paso Community College	★	Daniel Parham	University of Texas - Austin
★	Christina Ewing	Southwestern Assemblies of God University	★	David Alejandro	Paris Junior College
★	Christy Miller	Texas Tech University	★	Dena Guzman-Torres	South Texas College
★	Courtney Adams	Panhandle-Plains Management & Service Corp.	★	Diane Charles	University of North Texas
★	Dalia Pineda	University of Houston	★	Donna Lee	University of North Texas
★	Damon Vangelis	Financial Aid TV	★	Grace Steffey	Stephen F. Austin State University
★	Deanna Holder	Texas A&M University	★	Jaci Shovan	Western Governors University
★	Diana Garcia	Southwest Texas Junior College	★	Jacqueline Grayczyk	Paris Junior College
★	Diana Hidrogo	Austin Community College	★	Jennifer Evilsizer	Collin County Community College
★	D'Mon Peoples	Texas Christian University	★	Jennifer Lewis	Trinity Valley Community College
★	Erica Vasquez	University of Texas Medical Branch - Galveston	★	Joe Roof	Texas Woman's University
★	Holly Orozco	University of Texas - Dallas	★	Kandice Blades	National Student Clearinghouse
★	Janice Garza	Texas A&M University - Kingsville	★	Lashon Williams	McLennan Community College
★	Jessie McCoy	Commerce Bancshares, Inc.	★	Lucrecia Green	University of Houston - Victoria
★	Karla Flores	University of Texas - Rio Grande Valley	★	Lynda Shipman	Dallas County Community College District
★	Kathryn Blackham	Texas Christian University	★	Maria Castillo-Medellin	Weatherford College
★	Kristal Nicholson	Navarro College	★	Maria Nabers	Texas Southmost College
★	Linda Sellers	Cisco College	★	Mary Escobar	University of Texas - San Antonio
★	Maria Croft	Lone Star College North Harris	★	Mary Gonzales	Angelo State University
★	Marsha Derichsweiler	Austin College	★	Melanie Jones	Sul Ross State University
★	Martha Martinez	El Paso Community College	★	Monja Smith	University of Texas - Tyler
★	Mary Braxton	St. Mary's University	★	Nicole Richmond	Paris Junior College
★	Michael Corbett	Sul Ross State University	★	Nicole Luna	MIAT College of Technology
★	Rita Prieto	South Plains College	★	Norma Aguilar	University of Texas - Rio Grande Valley
★	Rosa Cardenas	Dallas County Community College District	★	Paul Schafer	San Jacinto College
★	Rosanna Mendiola	University of Texas - San Antonio	★	Paula White	Texas A&M University
★	Sara Williams	Stephen F. Austin State University	★	Rafael Villarreal	Paris Junior College
★	Susan Nazworth	South Plains College	★	Renisha Woods	Texas Higher Education Coordinating Board
★	Vickie Moore	Texas Woman's University	★	Rhonda Bridges	Tarrant County College
★	Yvette Hernandez	Southwest Texas Junior College	★	Richard Bialek	South Plains College
★	Yvonne Denise Ames	Schreiner University	★	Richard Eleazar	Schreiner University

### 10 Years of Service

★	Abby Goynes	University of North Texas	★	Tara Cates	University of Texas - Tyler
★	Adela Espinosa	Stephen F. Austin State University	★	Teresa Tippens	North Central Texas College
★	Alexandria Ramirez	Texas Christian University	★	Valerie Bustillos	Texas Wesleyan University
★	Alma Gomez	Texas Southmost College	★	Victoria Thomas	Dallas County Community College District
★	Amine Qourzal	Baylor University	★	Zanne Coon	Tarrant County College

# TASFAA Committee Reports

## Communications & Social Media

Ben Montecillo, Chair - Texas Tech University  
 Angela K Parkoff, Vice-Chair - Texas A&M University  
 Robert Merino, Board Liaison - San Jacinto College  
 Dustin Zimmerman - Collin County Community College

### Stats for 2016-17

#### TASFAA Star Blog:

Subscribers	393
Posts	53
Hits	9273
Pages views	2890
Unique visitors	2013
Hits per unique visitor	4.61
Pages per unique visitor	1.44

#### TASFAA LinkedIn

Members 99



## Fall Conference

Erika Cox, Chair - University of Texas - San Antonio  
 Sarah Webb, Co-Chair - University of Texas - San Antonio

Jael Perez, Vice Chair - University of Texas - Rio Grande Valley

Christina Pikla, Vice Chair - Trinity University

Jeannie Gage, Board Liaison - Texas A&M University - Corpus Christi

Zarita Barton - Lone Star College North Harris

Victor Burgos - University of the Incarnate Word

Eric K. Cooper - Texas A&M University - San Antonio

Juliana Davis - Texas State University

Sergio Gonzalez - Sallie Mae

Alberto Hernandez - Texas A&M University - Corpus Christi

Bridgette Ingram - Texas A&M University

Heather Miller - University of the Incarnate Word

This year, TASFAA celebrated its 50th anniversary and the conference represented a look back and reflected a vision for the future. The conference took

place in San Antonio, Texas and had 450 members in attendance.

Our keynote speaker spoke on Positive Psychology and we transition from there to national legislative update with NASFAA's Stephen Payne. After a break with our exhibitors, a federal town hall was hosted inviting the membership to ask questions of Stephen Payne, Rick Renshaw from Federal Student Aid and Lisa Blazer, NASFAA Past National Chair. We tried something new this year in an effort to honor our award recipients by foregoing the opening lunch and instead having an awards reception in the early evening on Wednesday. After being welcomed by mariachis and appetizers, our award reception began by honoring our service pin recipients. Our award winners were as follows:

TASFAA Star: Jennifer Massey

TASFAA Trailblazer: Erika Cox

Hall of Fame Inductees: Raul Lerma and Rick Renshaw

# TASFAA Committee Reports

## Fall Conference (cont'd)



In addition, 24 past presidents were in attendance and acknowledged for their service.

We found out in August that due to construction in the area, our traditional 5K fundraiser for Mack C. Adams would not be feasible. Instead, we offered Morning Stretch, a yoga-based exercise program that took place at the conference hotel. This was facilitated by Dr. Mary Kay Cooper and had 15 participants.

The conference committee received an overwhelming response to its request for proposals and as a result, the conference introduced several tracks for sessions including compliance, professional development, best practices, nuts and bolts and research. The topics appealed to a wide audience and were spaced throughout the day on Thursday. President Alan Ahmad gave a moving address to the membership during the business lunch by acknowledging the hard work all the committees have done throughout the year and new initiatives launched. He in turn introduced Dr. Christopher Murr as the new TASFAA President for 2018. We invited the membership to wear their 80s

best as we celebrated at our Thursday Dinner and Dance featuring the Spazmatics.

Friday morning was devoted to state programs and featured conversations about SB 0887 with Ginger Gossman from THECB and a state Legislative Update with Deputy Assistant Commissioner, Charles Puls.

In addition to all of this learning, TASFAA gave back to both the Mack C. Adams Professional Development Scholarship fund and the San Antonio Food Bank. A special 50th Anniversary shirt was sold and revenue went to the Mack C. Adams fund raising \$2,046. Members and institutions from across TASFAA were generous in donating items to a raffle benefitting the San Antonio Food Bank. We raised \$1,722 through raffle ticket sales.

The conference was immensely successful with plenty of opportunities for networking, learning and celebrating. The goal was to give to the membership a memorable 50th anniversary. We look forward to next year's conference in Galveston, which will be chaired by Jael Perez and Christina Pikla.



# TASFAA Committee Reports

## Early Awareness

**Elizabeth C Mechalske, Chair - Texas Christian University**

**Eric K Cooper, Board Liaison - Texas A&M University- San Antonio**

**Linda C Ballard - Texas Southern University**

**Michelle Enriquez - Citizens Bank**

**Elizabeth C Mechalske - Texas Christian University**

**Debra A Urias - Brazos Group**

**Dustin Zimmerman - Collin County Community College**

Federal Student Aid Training (formerly NT4CM)

No longer supported as NT4CM by FSA the training materials are now generalized. FSA website now includes a toolkit however most of the information covers financial aid as a broader scope. Each host to an early awareness workshop will need to 'create' their own presentations.

Several TASFAA member schools have hosted Early Awareness training in 2016-17. Workshops continue to be scheduled for 2017, with the latest at Texas A&M University in December.

Feedback from those whom have hosted so far this year has been positive. High schools that I have

visited and spoken with their guidance counselors are being very proactive with regards to having their students register for their FSA IDs as well as completing the FAFSA early on. Many conversations regarding income year used versus this being a "Special Circumstance," or reviewed using professional judgement continues to take place.

All in all the message of paying for college is mainly the students' and/or parents' responsibility is being spread. There is help available for those in need. Defining need is an ongoing work.

There has not been a state chair early awareness conference call since August but we have reached out to NASFAA to see where they stand on training with regards to early awareness. No comments on this discussion at this time.

We have welcomed a new member to our committee, Melissa Jones, financial aid advisor from Temple College. We are in the early stages of discussing how important it is to get the message out to middle school students and may try to develop a workshop series geared in this direction.

## Membership

**Amy Ahlas, Chair – Alamo Colleges District**

**Theresa Decker – Alamo Colleges District**

**Keith Hoelscher – Angelo State University**

**Jonathan Miles – Alamo Colleges District**

**Jason Edens – Austin Community College**

**Ana Chavez – Collin College**

**Donnie Purvis – Board Liaison**

1. Focused on contacting past members who had not renewed in the past two years or more
2. Researched institutional closings and updated database accordingly

3. Developed and disseminated custom institutional and vendor membership recognition certificates
4. New members this year: National Student Clearinghouse and Kentucky Higher Education Assistance Authority

Total membership as of year close out:

Institutions: 164

Individuals: 2148

# TASFAA Committee Reports

## Regional Training

JoEllen Soucier, Chair & Board Liaison - Houston  
 Community College System  
 Laura Elizondo - Texas A&M International University  
 Michelle Enriquez - Citizens Bank  
 Sharon M Steele - Lee College

Spring 2017, Regional Training activity included:

- Six (6) locations
  - Stephen F Austin State University (2-day event)
  - University of Houston (2-day event)
  - Texas State University-San Marcos (2-day event)
  - Tarrant County Community College (2-day event)
  - El Paso Community College
  - Lubbock Christian University
- Three hundred (300) registered attendees.
- SWASFAA community (New Mexico, Louisiana, Oklahoma, Arkansas) invited to attend
- Sponsors included CampusLogic, FATV, ELM

The two-day events were organized as a mini-conference with multiple sessions at any given time. Turnout and response was positive.



# TASFAA Committee Reports

## Training

**Karen Long-Trail Chair - Texas Woman's University**  
**Rachael Fournier - University of Texas at Arlington**  
**David Orsag - University of Mary Hardin Baylor**  
**Angela Parkoff - Texas A&M**  
**Dennise Mendez - Texas A&M**  
**Danchees "D" Ingram - Tarrant County Junior College**  
**Kimberly Schwaeble - Rice University**  
**Julie Wittmis - Texas Woman's University**

The TASFAA Training Committee is honored to have successfully executed two training programs offered by the association: the Spring New Aid Officer's Workshop and the Fall ABC Workshop, for both new and seasoned financial aid professionals. One of the most exciting endeavors the committee achieved was moving the New Aid Officer's Workshop to Houston from the traditional Dallas/Fort Worth location. The workshop was hosted at the Houston Marriott West Loop by the Galleria, May 22-24th, and successfully trained seventy-seven new financial aid professionals. The Houston location was a significant success and the 2018 New Aid Officer's Workshop will be hosted again in Houston.

The New Aid Officer's theme name was "Out of This World", to keep in step with the spirit of Houston and the Space Program. True to our theme, the committee hosted a space costume party with the TASFAA Board, and even Marvin the Martian joined the event to dine on Mac and Cheese and partake of the S'mores buffet.

We were honored to include a guest speaker, Dr. Louis Carfagno, who has been responsible for training astronauts and implementing space team-building programs for NASA. Dr. Carfagno was delighted to be invited to the Houston New Aid Officer's Workshop and tailored his presentation on the importance of team-building and customer service for the financial aid professional. In addition, our second guest speaker was TWU University Registrar, Robert Lothringer, who customized a FERPA presentation geared towards the Financial Aid Professional.

The nuts and bolts of the NAOW education featured content areas such as Professional Judgment, Packaging, Need Analysis, Verification, Satisfactory Academic Progress, the History of Financial Aid, Return of Title IV Funds, and Income-Driven Repayment Plans. In addition, new curriculum subjects were introduced which were Loans, Financial Literacy, an overview of Enrollment Services and Understanding and Improving Communication (D.O.P.E. Training). The Texas Higher Education Board presented State Programs and Updates, and Training Officers from the Department of Education covered the topics of Pell and Campus-Based Programs.

The Training Committee boasts the proud distinction of 102 combined years of higher education experience in various capacities. In addition, this talented group of professionals holds a combined total of twenty-five NASFAA national credentials that have demonstrated mastery of an array of financial aid subjects. The Training Team also participated in team developments endeavors, such as participating in the Webinar provided by Great Lakes, "— It's Not All in the Delivery: Presenting Your Presentations" in an effort to continually improve presentation and teaching methods.

This past year the Training Committee developed and implemented numerous new and creative ideas. One of the key areas of emphasis was marketing the importance of the TASFAA Training services to the Higher Education Community, by developing a Directors' Information letter. In addition, a professional bio was created to provide visibility to each presenter's areas of teaching expertise, and basic information. With limited budgets, we wanted to provide visibility and return on investment to justify a direct savings cost for developing training programs for financial aid professionals. In addition, we utilized new technology platforms for marketing.

This fall the ABC Workshop was coordinated with the TASFAA Fall Conference and 50th Anniversary event in San Antonio, Texas on October 8th and 9th in a rigorous day and a half curriculum. The

# TASFAA Committee Reports

## Training (cont'd)

basics were covered in a day and a half of a rigorous schedule. The fall ABC Workshop theme was keeping in step with fifty years, named "Through the Ages." Fifty-four new financial aid administrators were trained at the ABC workshop.

It is with great pleasure that all nine committee members have informed me that they will remain on the committee for the 2018 NAOW and ABC events. This extraordinary team will be able to explore new roles on this committee, continue with professional development, and implement fresh and creative ideas.

Future 2018 goals are to encourage the Mentor and Protégé Programs to train new committee

members, continue adding guest speakers that cover additional areas of Enrollment Services, and develop a Director's Letter to obtain their feedback on our workshops.

I look forward to serving another year as Chair for the 2018 TASFAA Training Committee. In addition, I am pleased to announce Ms. Rachael Fournier is serving as Co-Chair.

It's been an honor to have a talented, motivated, trained committee that will meet the needs of the TASFAA organization, the institutions, and professionally grow, develop new skills, and teach future financial aid officers timely, effective and relevant information.



# TASFAA Committee Reports

## Web Services

Alexandra Hellinger, Chair – Alamo Colleges District  
 Alan Ahmad, Board Liaison – Alamo Colleges District  
 John Sculley – Texas State University

### GOALS

The Web Services Committee works with ATAC Corporation to provide web-based assistance and information to the TASFAA community.

### 2016-2017 PROJECTS

Added birth month/day to member profile for automated birthday greetings from BOD  
 Legislative Resources section added to Member Center  
 Hurricane Harvey Support Page created  
 Templates and forms: Voting, Scholarship, Regional Training, Conference, ABC, NAOW, Volunteer, Award Nomination, Corporate Sponsorship  
 Committee Requests/Document Updates

### TASFAA.ORG

Summary of data extracted from activity on all pages of the Texas Association of Student Financial Aid Administrators website, [www.tasfaa.org](http://www.tasfaa.org), for FY 2017:

Job Posts	Listserv Posts	# Hits	# Page Views	# Unique Visitors	# Visits	Institutional Members	Individual Members
135	305	1,059,287	902,689	54,325	296,423	163	2147

## SWASFAA Update

SWASFAA held it's 2016 conference in Oklahoma City. There were 192 attendees for the conference, 57 for Boot Camp and 19 for Mid-Level Training. SWASFAA President for 2017 is Denise Welch, Past-President is Janell Valdez and President-Elect is Shannon Crossland.

Throughout the year, the board discussed how to make SWASFAA more meaningful and relevant for our members across the 5 states we served. A license was purchased to make webinars easier to host with the hope of offering more online training opportunities. Discussions will continue into the future about these topics and in November of 2017, a survey was sent to the membership to gain feedback.

We are greatly anticipating our Fall Conference in Grapevine, Texas. It's been a pleasure serving Texas as delegate to the SWASFAA board for these past two years.

Erika Cox  
 SWASFAA Texas Delegate



## The Senate of The State of Texas

### SENATE RESOLUTION NO. 658

WHEREAS, The Texas Association of Student Financial Aid Administrators is celebrating its 50th anniversary in 2017; and

WHEREAS, The association was founded in 1967 to advance a profession dedicated to providing students with the resources and information necessary to access higher education opportunities; membership has grown to more than 2,000 Texans and also includes individuals in several other states; and

WHEREAS, Among the initiatives the association has created to increase awareness of student financial aid options and financing programs are Financial Aid Awareness Week, the Middle School Project, and high school counselor training activities; in addition, the association assists in completing the Free Application for Federal Student Aid; and

WHEREAS, Over the years, this organization has also coordinated with other entities committed to helping students pursue their dreams; in the late 1990s, it worked with Representative Henry Cuellar and with other groups to establish the Toward Excellence, Access, and Success Grant program, or TEXAS Grant, the first statewide, need-based grant program for students attending Texas public postsecondary institutions; and

WHEREAS, The organization engages in advocacy at the state and federal levels, proposing refinements to current aid programs and suggesting other measures to improve the affordability of postsecondary education; moreover, it promotes administrative efficiency, program integrity and quality, and the simplification of applications, disbursements, and

S.R. No. 658

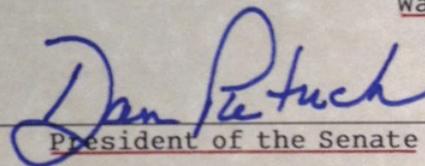
collections; and

WHEREAS, Through its efforts to make postsecondary education more accessible and affordable, the Texas Association of Student Financial Aid Administrators is making a positive difference in the lives of countless Texans and strengthening the workforce that is key to the prosperity of the Lone Star State; now, therefore, be it

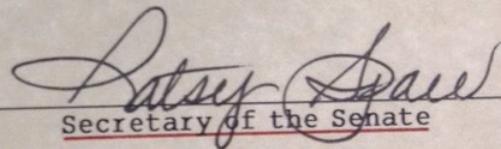
RESOLVED, That the Senate of the State of Texas, 85th Legislature, hereby congratulate the Texas Association of Student Financial Aid Administrators on its 50th anniversary and extend to its members sincere best wishes for continued success in their vital endeavors; and, be it further

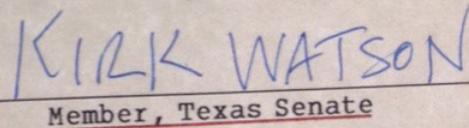
RESOLVED, That a copy of this Resolution be prepared for the organization as an expression of high regard from the Texas Senate.

Watson

  
President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on April 24, 2017. \_\_\_\_\_

  
Secretary of the Senate

  
Member, Texas Senate



# 2017 TASFAA Annual Report



*The TASFAA Annual Report was created by the  
Web Services Committee*