

NCASFAA'S DIRECTOR'S SUMMIT

Painting Your Financial Aid Masterpiece



Tuesday, February 28, 2023-Wednesday, March 1, 2023

Begins: 8:30 am Tuesday

Union Station Rm: 527
502 Front Street, Corner of Front and Red Cross



Greetings NCASFAA!

Welcome to the Spring 2023 Director's Summit. We are so glad you have decided to join us for a few days of networking, learning, and growing! We have some amazing sessions lined up for you over the next couple of days and we hope that you find them fruitful. Please take the time to get to know those colleagues you may not have met before and reconnect with those you may not see every day!

There are a few breaks scheduled throughout the next couple of days, but please feel free to step out (quietly) as you need to. As a courtesy to your fellow participants, please make sure your cell phones are on silence or vibrate.

As with anything else, you will get out of this what you point into it, we encourage you to be engaged during the next few days. I can't stress enough how important it is to connect with your colleagues, ask questions, get business cards, and more! This is the time to learn from one another and leave more knowledgeable or with a few more nuggets of information than when we arrived.

Finally, if you have any questions or concerns, please do not hesitate to let us know! We are here to make sure you have an amazing Summit! We are glad you have joined us!

Sincerely,



Michelle Hemmer
2022-2023 NCASFAA President



Tiffany Youngblood
2022-2023 NCASFAA Vice President

NCASFAA Spring 2023 Director's Summit AGENDA

Tuesday, February 28, 2023	Event	Individual(s)
8:30-9:00	Check-In	
9:00-9:15	Welcome	Michelle Hemmer, NCASFAA President & Program Manager, NCSEAA
9:15-10:30	Ice Breaker	Shannon Jones, Assistant Vice President, Business Development
10:30-10:45	Vendor Presentation-Earrest	Chansone Durdenn, Campus Partnerships-Account Sales Executive
10:45-10:50	Introduction of Bruce Blackmon	Bill Ayers, Head of Campus Development, College Ave Student Loans
10:50-11:30	‘Your Aid Director is Not Okay’	Bruce Blackmon, Director of Financial Aid
11:30-11:35	Break	
11:35-11:40	Introduction of Dana Kelly	Chanson Durden, Campus Partnerships-Account Sales Executive
11:40-12:40	Communicating the Value of the Financial Aid Office Across Campus	Dana Kelly, Vice President of Professional Development & Institutional Compliance, NASFAA
12:40-2:00	Lunch-On Your Own	
2:00-2:05	Introduction of HR Representative	Bill Ayers, Head of Campus Development, College Ave Student Loans
2:00-3:00	Succession Planning-Working for the job you want/Career Goals	Cape Fear Community College, HR Representative
3:00-4:30	Paint & Chat at the hotel	Tiffany Youngblood, Assistant Director of Financial Aid & Lori Lewis, Senior Associate Director of Operations & Compliance
Evening	Dinner- On Your Own	
Wednesday, March 1, 2023		
7:00-8:45	Breakfast-Embassy Suites Hotel Guest	
9:00-9:05	Introduction of Qadeerah Rasheed-Brown	Chanson Durden, Campus Partnerships-Account Sales Executive
9:05-10:30	Self-Care	Qadeerah Rasheed-Brown MPH, MSHE, MA, Instructor: Health & Fitness & Health & Physical Education/Sociology/ACA
10:30-10:45	Vendor Presentation-College Ave	Bill Ayers, Head of Campus Development, College Ave Student Loans
10:45-10:50	Introduction of Michelle Hemmer	Chanson Durden, Campus Partnerships-Account Sales Executive

10:45-11:45	Getting Involved/Networking	Michelle Hemmer, NCASFAA President & Program Manager, NCSEAA
11:45-1:00	Break & Lunch- Catered by Mission BBQ	Sponsored By: Earnest & College Ave (Thank You!)
1:00-1:05	Introduction of Kathy Hastings McDonald	Bill Ayers, Head of Campus Development, College Ave Student Loans
1:05-2:05	Verification Melt: What the data tells us about the impact on enrollment	Kathy Hastings McDonald, Associate Director for Outreach, NCSEAA
2:05-2:10	Introduction of Dr. Sharon Oliver	Chanson Durdenn, Campus Partnerships-Account Sales Executive
2:10-3:10	Top 10 Audit Findings	Dr. Sharon Oliver, Director of Scholarships & Student Aid, NCCU
3:10-3:20	Closing Remarks	

***Director's Summit Power Points will not be posted on the NCASFAA website but can be emailed upon request to any Director's Summit participant.**

Session Descriptions:

Your Aid Director is NOT Okay!, *Bruce Blackmon, Director of Financial Aid at UNCC*

The demands on the job can be overwhelming. Keeping up with the ever changing and confusing regulations is complicated enough. Directors are expected to be all things to all people. They serve as advisors, advocates, crisis managers, facilitators, forecasters, budget managers, recruiters, loan officers, literacy gurus and IT experts. They can be viewed as both hero and villain. This session is designed for those who lead aid directors or manage financial aid teams. We will offer strategy's on how to assist the director in their complex role and improve communication for you and other campus stakeholders.

Communicating the Value of the Aid Office Across Campus, *Dana Kelly, Vice President of Professional Development & Institutional Compliance, NASFAA*

Few understand the nuances, art, and science of financial aid quite like those in the aid office. But sometimes when we know a subject too well, that knowledge can stand in the way of effectively explaining it to others on campus, most especially institutional presidents. Join NASFAA Vice-President Dana Kelly as she discusses how aid administrators can more effectively "communicate up" about the needs of the financial aid office and the students they serve.

Let's Talk Self -Care, *Qadeerah Rasheed-Brown MPH, MSHE, MA, Instructor: Health & Fitness Science & Health and Physical Education/ Sociology/ ACA, Fayetteville Technical Community College*

Chronic stress triggers a range of physical and mental health symptoms. Physically, stress weakens the immune system and increases susceptibility to illness. Stress also exacerbates pain and reduces physical stamina and diminishes overall health. Finding time for self- care is important and necessary for workplace productivity. This interactive workshop will help emphasize the importance of selfcare. We will discuss and explore simple relaxation techniques to help you curb anxiety, release muscle tension, and eliminate stress.

Getting Involved, *Michelle Hemmer, NCASF AA President, Program Manager, NCSEAA*

Getting involved is the most important way to help maximize your career. There are many ways to get involved whether at the state, regional, or national levels. This session will tie all three components together for you.

Verification Melt: What the data tells us about the impact on enrollment, *Kathy Hastings McDonald, Associate Director for Outreach, NCSEAA*

It's hard enough to get students to complete a FAFSA. For too many students, the verification process can feel daunting enough to keep them from pursuing their college dreams. In this session we will discuss the National College Attainment Network's (NCAN) findings on how the verification process impacts enrollment, particularly for underserved populations. Learn how partners are leveraging that data to update verification policies at the federal level and how it can inform your institution's verification policies so that you can ensure financial aid is going to the students who most need it while minimizing harm. Are you tracking your institution's verification melt? Are some student populations affected more than others? Attend this session to learn about ways to use your institutional data to update your policies.

Top 10 Audit Findings, *Dr. Sharon Oliver, Director of Financial Aid at NCCU*

A clean audit with no material findings is the ultimate goal of all institutions. Preparation requires assessing and evaluating business processes on an on-going basis, identifying effective corrective action plans, and engaging campus partners. This session will provide day to-day operational procedures to avoid compliance issues. The 10 most frequent audit findings will be reviewed with practical solutions recommended. Let's avoid compliance pitfalls for our institutions by implementing successful strategies.

Session Speakers

*Thank
you*



The Financial Aid industry is constantly changing. It is important to stay abreast of these changes. We appreciate all our amazing Summit Speakers for their wealth of knowledge! Please take the time to get to know these individuals during the Summit. I promise they are some of the best in the Financial Aid industry. 😊

Dana Kelly

Dana Kelly currently serves as the vice president of professional development and institutional compliance for the National Association of Student Financial Aid Administrators (NASFAA). In this role she oversees all products and services assigned to the training and regulatory assistance and certification and credentialing departments, supervises DC-based and remote training staff, manages the annual Leadership & Legislative Conference & Expo, and develops session content for NASFAA's national conference. As a member of NASFAA's executive team, she is instrumental in ensuring NASFAA is working toward the vision, mission, and goals established by NASFAA's Board of Directors. Prior to working at NASFAA, she held positions at Nelnet Diversified Solutions as a national trainer, at Nelnet as a regional director, and at High Point University as the director of student financial planning. She holds a Bachelor of Science in justice and policy studies from Guilford College, a master's degree from University of Phoenix in organizational management, and master's in public administration from the University of North Carolina at Greensboro. Dana also has the honor of being a Past NCASFAA President!



Bruce Blackmon

Director of Financial aid at UNC-Charlotte and has been in the financial aid professional over 28 years. Bruce has helped thousands of students in his career and enjoys the challenge of the ever-changing world of federal regulation. He earned his undergraduate degree from Coker College and a graduate degree from UNC Pembroke. Bruce is originally from Hartsville, South Carolina and always on the road between Laurinburg, NC and Charlotte. His wife is Nurse Practitioners with the Carolinas Hospital System.



Quadeerah Rasheed-Brown, MPH, MSHE, MA

Ms. Quadeerah Rasheed-Brown has been an instructor at Fayetteville Technical Community College since 2004. She teaches classes in the PE, Health and Fitness Science, ACA and Sociology Departments. She has a Master of Science Degree in Public Health, Health Education, and a Master of Arts Degree in Sociology. She has done numerous speaking engagements on the importance of selfcare, meditation, exercise, and stress relief for both employees and students. She served in the United States Army Reserves until 2019 as a Human Resource Specialist and a Chaplain's Assistant. She is originally from Chicago, Illinois but has been in Fayetteville for many, many, many..... years. She has four adult children who were born and raised in Fayetteville: and one granddaughter.



Michelle Hemmer, MBA

The Forgivable Loans Higher Education Program Manager with North Carolina State Education Assistance Authority. Michelle has been in higher education for about 12 years. During her time in higher education, she has served in several different capacities. At North Carolina Wesleyan College, where she began her career, she served as a Financial Aid Counselor. In 2012 she joined William Peace University as their Financial Aid Advisor/Loan Coordinator. Throughout her time at William Peace University, she eventually was promoted to the Director of Financial Aid. She served as the Director of Financial Aid for about 4 years before she joined NCSEAA. She has been actively involved in the North Carolina Association of Student Financial Aid Administrators (NCASFAA), currently serving as president. Outside of work Michelle likes to spend time with her family and friends.



Kathy Hastings McDonald, MBA

Kathy Hastings McDonald is the Associate Director for Outreach with the North Carolina State Education Assistance Authority. In this role she helps mobilize partners around FAFSA completion and provides training and technical assistance to education stakeholders who are supporting the work. Prior to this role, Kathy led college access and FAFSA completion efforts with the Florida College Access Network. There, she grew participation to over 500 schools in 72% of the state's districts by collaborating with a network of statewide partners, providing knowledge development through webinars and trainings, as well as providing technical assistance to school districts and community-based organizations. She was instrumental in the growth of local cross-sector coalitions that supported 82% of the state's population in advancing postsecondary access and completion. Kathy earned an MBA from Northwestern



University's Kellogg School of Management and a BS in Marketing from Southern Illinois University. She holds a certificate in leadership coaching from the Institute for Professional Excellence in Coaching.

Dr. Sharon Oliver

Has had a rewarding career in financial aid for nearly 30 years and currently serves as the financial aid director at North Carolina Central University. Sharon is actively involved in the financial aid professional associations at the state and national levels. She currently serves on the NCASFAA Executive Board and as a representative-at-large on the Board of Directors for NASFAA. Sharon finds the work she does extremely gratifying because she is afforded an opportunity to support families from diverse economic backgrounds and to encourage them to make their dreams a reality. She strongly believes that the work that she does impacts the lives of others and positively contributes to the community, which is why she is passionate about her profession.



Director's Summit Sponsors

We can never thank our amazing sponsors enough for all of their support to NCASAA. We couldn't have done the Director Summit without them! Again, thank you for all of your support to NCASFSA, our board, and the work you do every day with our Financial Aid Administrators! During the Director Summit, please take the time to mix and mingle with our sponsors!

Wednesday Lunch:



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