

**FAFSA**

**AND FURIOUS**

**2025 IASFAA  
CONFERENCE**



**April 9-11, 2025  
Cedar Rapids, IA**

# DoubleTree by Hilton Hotel Cedar Rapids Convention Complex 350 First Avenue NE

## Second Floor



## Third Floor

**EXHIBITORS**



**NETWORK: HILTON HONORS MEETING  
PROMO CODE: WELCOME**

## Welcome to the Spring 2025 IASFAA Conference “FAFSA and Furious” at the DoubleTree Hilton Hotel Cedar Rapids Convention Complex!

I am thrilled to have you join us for what promises to be an enriching and engaging event. We have curated a series of outstanding sessions tailored for all sectors and levels of experience within our profession. This year, we are particularly excited to introduce a dedicated business officers track and two preconference credentials: Student Eligibility and Cash Management.

Our committees have worked tirelessly to ensure this conference addresses the dynamic needs of our fast-paced field. I extend my heartfelt thanks to the program committee members for coordinating the sessions and charity. Thanks to the site committee for their efforts with our location and technology and the professional development committee for organizing the credentials on Wednesday morning. Thank you to the exhibitor relations and membership committees for planning activities and hospitality for our exhibitors and newcomers.

A warm welcome and sincere gratitude to our esteemed speakers: **Lupe Hernandez** from ICAN; **Todd Brown**, Section Chief of Financial Aid Program Administration and State Authorization at the Bureau of Iowa College Aid; **Rachel Rotunda**, Director of Government Relations at NASFAA; and **Dr. Barry A. Schreier, PhD, H.S.P.**, Director of the Higher Education Program at the Scanlan Center for School Mental Health and Professor of Counseling Psychology at the University of Iowa.

I also want to extend a special thank you to our distinguished guests: **Dr. Betsy Johnson, PhD**, current MASFAA President from Bowling Green State University in Ohio, and **Chelley Jackson**, current MASFAA State Exchange and ILASFAA President-Elect from Illinois State University.

I am delighted to announce that the charity we have chosen for this conference is **Horizons Family Services**, an organization dedicated to nutrition access, transportation equity, and financial literacy and empowerment. Their work supports vulnerable older adults, single parents, and individuals striving for financial stability. We invite you to join us in supporting their mission through some fun and meaningful initiatives at the IASFAA Tailgate on Wednesday evening!

Thank you for being here, and once again, welcome to **FAFSA and Furious**!



*Sarah Freestone*

Sarah Freestone

2024-2025 IASFAA President

## Spring 2025 Conference Exhibitors



**Debbie Murphy**

dmurphy@ascendiumeducation.org



**Deb Gossman**

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**Suzanne Lowman**

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# Spring 2025 Conference Exhibitors



A DIVISION OF NSLP

**Nate Wenneker**

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**Marsha Boender**

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**m.o.n.o.g.r.a.m**

personalized student loans

**Mark Riggs**

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**Carin Carstens**

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**Heather Gaumer**

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**Tracy Drechsler**

tdrechsler@sofi.org

Rev up your engines and thank our IASFAA exhibitors! Without their support, your conference fee could be racing as high as **\$195**. Thanks to them, we're keeping costs in the fast lane—affordable and accessible for all. Buckle up for an action-packed conference, and be sure to visit our exhibitors at each pit stop to show your appreciation using this **Exhibitor Race Track!**



# IASFAA Conference - Tips and Tricks!

Welcome to an incredible IASFAA Conference! With our new institutional membership model, we're thrilled to see so many familiar and new faces this year. This model has made attending the conference more accessible, allowing us to grow and strengthen our financial aid community. A huge thank you to all the committees who worked tirelessly to make this conference an unforgettable experience! **Take this opportunity to gain new skills, build connections, and aim to walk away having met at least two new professional colleagues.**

Keep your eyes peeled for some fun surprises throughout the conference! One such highlight is the Superlative Awards. **Nominate your peers for these unique recognitions by the end of the day Wednesday.** On Thursday, you will cast your votes on the finalists! The Superlative Awards will be announced after the MASFAA update on Thursday afternoon—don't miss it!

Join us for an evening of fun at the IASFAA Tailgate on Wednesday night! Participate in games and activities to earn points—**someone will win a prize!** Additionally, we're supporting our chosen charity, Horizons, with special fundraisers:

- **200-Rectangles Challenge** - if you buy the lucky number, you win a prize!
- **Pie in the Face Challenge** – Several IASFAA executive council members are up for the ultimate pie-in-the-face experience, and FOUR will be chosen based on your donations! **Purchase tickets and place your "votes" to decide who gets pied.** Feeling brave? Self-nominate for one of the Mystery Pies for an extra dose of fun!

Let's show our generous support for Horizons while having a blast!

We're excited to welcome our business officer colleagues for a special one-day track on Thursday. Be sure to give them a warm welcome! Thursday's lunch will be a packed and lively gathering, so grab your seat early and enjoy the camaraderie.

Night on Your Own: Want to make the most of your free evening on Thursday? Cedar Rapids offers a variety of options, whether you're into art, entertainment, local dining, or shopping. Sign up at the registration table to express interest in specific activities—we'll help coordinate groups and provide details. Or, venture out solo if you need some downtime. Conference days can be long, and sometimes a little solo recharge is just what you need!

**Make the most of every session, conversation, and connection while you're here. Step outside your comfort zone, engage with new colleagues, and embrace all the opportunities this conference has to offer. Let's make this an unforgettable experience together!**



Vanessa Wiest  
2024-2025 IASFAA Program Chair

# Special Guests



## **CHELLEY JACKSON**

**MASFAA State Exchange  
ILASFAA President-Elect & Associate Director,  
Illinois State University, Illinois**

Chelley Jackson is the Associate Director of Systems and Compliance for the Illinois State University, where she has dedicated 16 years of service. Chelley began her career at Illinois State University as a financial aid counselor and has since held various roles within the office. Prior to her time at Illinois State University, she worked at Illinois Wesleyan University in the financial aid office for five years. Chelley has been an active member of the Illinois Association of Financial Aid Administrators (ILASFAA), serving in numerous capacities including Conference Program Co-Chair, Conference Facilities Co-Chair, Executive Vice President, President-Elect, and most recently, President. Her contributions to the field have been recognized with several awards from ILASFAA, including the Committee of the Year and the Meritorious Service Award. In her personal time, Chelley enjoys spending time with her family and traveling.



## **DR. BETSY JOHNSON, PHD**

**MASFAA President & Director, Student Financial Aid  
& Scholarships, Bowling Green State University, Ohio**

Dr. Betsy Johnson has been in financial aid for over 27 years. She is currently the Director of Student Financial Aid and Scholarships, a role she has held for more than 8 ½ years. Prior to that, she spent over 15 years at Owens Community College in Toledo, Ohio, serving as Director of Financial Aid before becoming Vice President of Enrollment Management. Betsy is currently the President of MASFAA and looks forward to serving the membership this year! She was elected as Treasurer-Elect in 2021 and has held numerous chair positions within MASFAA over the years. She has also been actively involved with the Ohio Association of Student Financial Aid Administrators (OASFAA), serving on the executive board for nearly 20 years and as OASFAA President in 2007-2008. In addition to her work at the state and regional levels, Betsy has been a NASFAA Standards of Excellence Team Lead and Peer Reviewer since 2007. She has received several honors, including the MASFAA State Leadership Award in 2019, the OASFAA Alex Murdoch Award in 2010, and the OASFAA James W. White Award in 2018. Betsy earned her Ph.D. from the University of Toledo, her M.Ed. from Ohio University, and her B.S. from Clarion University of Pennsylvania. Betsy is an avid Pittsburgh sports fan and has two children, her daughter who just started “adulting” and is an Athletic Trainer at a high school in Ohio and her son is a junior at Bowling Green State University.



## **RACHEL ROTUNDA**

**Director of Government Relations, NASFAA**

Rachel contributes to NASFAA's policy and advocacy efforts, representing the association before congressional members and staff and working to enhance the advocacy capacity of its members. Prior to joining NASFAA, Rachel worked in higher education policy analysis and research in Washington, D.C., and began her career in higher education as a high school college advisor assisting low-income and first-generation students through the college application and financial aid process.



## **Our charity recipient is Horizons Family Services!**

“Meals on Wheels means more to me than nutritious meals. It makes me brush my teeth and get dressed because a friend will be ringing my doorbell. I say friend because all my volunteers I consider to be my friends. Love their big smiles and cheery conversations and their caring. They have given their time to help others, good people.”

This was recently received from a client of Horizons, a longtime Cedar Rapids-based nonprofit social service organization serving those in need since 1960. Horizons’ mission is straightforward – to instill hope, strengthen communities, and brighten futures by providing life changing services to underserved populations.

We have three specific focus areas: nutrition access, transportation equity, and financial literacy and empowerment. We continue to work diligently to address the challenges and barriers that impact those most in need in our community. Our clients include vulnerable older adults living with disabilities, single parents working the night shift doing their best to make ends meet, and prospective homeowners and others working to improve their financial situation.

We serve clients throughout eastern Iowa in Linn, Johnson and Washington Counties, including over 1,500 clients receiving over 250,000 meals last year; over 67,000 on-demand, school and shuttle rides; and over 650 housing counseling and financial literacy clients. We have recently added AniMeals, often referred to as ‘Meals on Wheels for pets’, assisting individuals to keep and feed their important furry friends.

While our community needs continue to increase and our statistics are strong, our organization is all about people, period. We serve our clients and eastern Iowa communities, meeting all clients wherever they are in life, always treated with dignity and respect. We nurture the soul, affirm our commitment to holistic well-being, and work to improve social isolation.

# 2024-2025 IASFAA Executive Council

## **President**

Sarah Freestone  
*Iowa State University*

## **President-Elect**

Kelsey Ryder  
*University of Iowa*

## **Past-President**

Matt Falduto  
*Kirkwood Community College*

## **Vice President**

Karna Hofmeyer  
*Northwest Iowa Community College*

## **Secretary**

Isaac Ehlers  
*Iowa State University*

## **Treasurer**

Ryan Zantingh  
*Drake University*

## **Treasurer-Elect**

Abbie Steinberg  
*North Iowa Area Community College*

## **Delegates-at-Large**




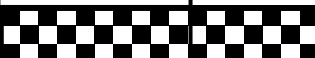
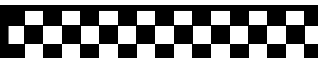
Kylee Klommmhaus  
*Southwestern Community College*

Erick Danielson  
*Iowa College Access Network (ICAN)*

Tim Bakula  
*University of Northern Iowa*

Wednesday, April 9, 2025

Wednesday, April 9, 2025			
7:30 am - 11:00 am	Registration Open   Second Floor Pre-Function		
8:30 am - 11:00 am	PRECONFERENCE SESSIONS		
	NASFAA Credential Training: Student Eligibility Meeting Room 304	NASFAA Credential Training: Cash Management Meeting Room 310	
11:15 am - 12:15 pm	INTEREST SESSIONS		
	From Zero to Trained: Onboarding and Training at High Speed Meeting Room 304	Crafting Cost of Attendance Meeting Room 310	Revving Up Workplace Well-Being: The Fast Track to Mental Health Grand Ballroom C
12:30 pm - 1:00 pm	Lunch   Grand Ballroom B		
1:00 pm - 2:15 pm	Welcome to the 2025 IASFAA Conference!   Grand Ballroom B IASFAA President’s Welcome, Charity Introduction & Speaker, Special Guests Introduction, Exhibitor Introductions, Newcomer Recognition, Superlative Awards Information		
2:30 pm - 3:30 pm	INTEREST SESSIONS		
	BBAY Drift: Mastering the Turns of Borrower-Based Loans Meeting Room 304	Turbocharging Verification: Navigating the Tax Information Split Meeting Room 310	FA101 - State Scholarships and Grants Grand Ballroom C
3:30 pm - 4:00 pm	Exhibitor Break   Second Floor Pre-Function + Third Floor Atrium		
4:00 pm - 5:15 pm	GENERAL SESSION   Grand Ballroom B Supporting Non-Citizen & Undocumented Individuals		
5:15 pm	Cash Bar Open   Membership Photos   Second Floor Pre-Function		
6:00 pm - 9:00 pm	Dinner, Awards, IASFAA Tailgate   Grand Ballroom B Superlative Award Nominations ENDS at 9:00 p.m.		
9:00 pm	Hospitality Room Open   Meeting Room 319		
Thursday, April 10, 2025			
6:00 am - 7:00 am	Walking Group   Meet outside the DoubleTree lobby		
7:30 am - 8:30 am	Breakfast   Grand Ballroom B + VOTING BEGINS for Superlative Awards!		
8:00 am - 9:30 am	Registration Open   Second Floor Pre-Function		
8:30 am - 9:00 am	GENERAL SESSION   Grand Ballroom B IASFAA Business Meeting		
9:00 am - 9:45 am	Birds of a Feather		

9:00 am - 9:45 am	Business Officer Networking   Second Floor Pre-Function			
9:45 am - 10:15 am	Exhibitor Break   Second Floor Pre-Function + Third Floor Atrium			
10:15 am - 11:15 am	INTEREST SESSIONS			
	Balancing the Books & Supporting Students: A Student Accounts Roundtable  Meeting Room 304	Program Participation Agreement Tune Up  Meeting Room 310	Turbo Charged Graduate Financial Aid: Rapid-Fire Strategies for Graduate Counselors Grand Ballroom C	
11:30 am - 12:00 pm	Lunch   Grand Ballroom B			
12:00 pm - 1:15 pm	GENERAL SESSION   Grand Ballroom B Welcome Business Officers + FAFSA and Furious: Accelerate Your Career Path			
1:30 pm - 2:30 pm	INTEREST SESSIONS			
	Breaking Down Silos: Cross-Departmental Collaboration for Student Success  Meeting Room 304	Projection Modeling with Bureau of Iowa College Aid Meeting Room 310	Discussing Cost, Value, and How to Pay the Gap Grand Ballroom C	
2:30 pm - 3:00 pm	Exhibitor Break   Second Floor Pre-Function + Third Floor Atrium Last Call for Superlative Award VOTES!			
3:00 pm - 4:00 pm	INTEREST SESSIONS			
	Staying Audit-Ready: Compliance Essentials for Business Officers  Meeting Room 304	Accelerating Iowa Workforce Grant Meeting Room 310	Community College Pit Stop Grand Ballroom B	Battling Burnout! Grand Ballroom C
4:15 pm - 5:30 pm	GENERAL SESSION   Grand Ballroom B Getting Involved with IASFAA + MASFAA Update + Superlative Awards!			
5:30 pm	Evening On Your Own OR Choose Your Adventure!			
5:30 pm - 7:00 pm	Community Engagement Event “Discuss Your Offer”			
9:00 pm	Hospitality Room Open   Meeting Room 319			
 Friday, April 11, 2025 				
7:00 am - 8:00 am	Walking Group   Meet outside the DoubleTree lobby			
8:15 am - 9:30 am	GENERAL SESSION   Grand Ballroom B Caring for Self While Caring for Others: You’re Hardy and You Know It!			
9:30 am - 10:00 am	Brunch Buffet Open   Hotel Check-Out			
10:00 am - 10:55 am	GENERAL SESSION   Grand Ballroom B Charity Check Presentation + State Update			
11:00 am - 12:00 pm	GENERAL SESSION   Grand Ballroom B NASFAA Inside the Beltway (Virtual)			
12:00 pm	Passing the Gavel   Conference Wrap-Up			

# IASFAA Spring 2025 Conference Agenda

Wednesday, April 9, 2025

7:30 a.m. - 11:00 a.m. Second Floor Pre-Function  
Conference Registration

8:30 a.m. - 11:00 a.m.  
Preconference Block Meeting Room 304

1. NASFAA Credential Training: Student Eligibility  
*Trainers: Rachel Moser, FAAC®, Director, Luther College; Jennifer Sassman, FAAC®, MAEd, Executive Director, Wartburg College*

2. NASFAA Credential Training: Cash Management Meeting Room 310  
*Trainers: Isaac Ehlers, FAAC®, IASFAA Secretary and Professional Development Chair & Senior Assistant Director, Iowa State University; Sarah Freestone, M.Ed, FAAC®, IASFAA President & Senior Assistant Director, Iowa State University*

11:15 a.m. - 12:15 p.m.  
Interest Session Block #1

1. From Zero to Trained: Onboarding and Training at High Speed Meeting Room 304  
*Presenters: Jess Graham, IASFAA Awards Co-Chair & Assistant Director, University of Iowa; Jacob Severn, Financial Aid Advisor, Iowa State University*

Buckle up and get ready to accelerate your student employee training program! In this high-octane session, we'll dive into the essentials of hiring, onboarding, and training new student employees—because when it comes to building a strong team, there's no time for a slow start. Learn how to develop and implement a structured training plan that fuels success, equips student staff to handle high-stakes responsibilities, and keeps your office running at peak performance. Whether you're looking to fine-tune your current process or build one from the ground up, this session will give you the tools to drive your student workforce to the finish line!

2. Crafting Cost of Attendance Meeting Room 310  
*Presenters: Isaac Ehlers, FAAC®, IASFAA Secretary and Professional Development Chair & Senior Assistant Director, Iowa State University; Matt Falduto, FAAC®, IASFAA Past President & Senior Director, Kirkwood Community College; Jerry McKeen, Director, Des Moines Area Community College*

Buckle up and hit the gas as we dive into the high-octane world of financial aid regulation transformation with a Fast & Furious twist! Join us for an adrenaline-fueled session on constructing a top-tier Cost of Attendance (COA). We'll be racing through the key components of COA, from tuning up your process with student surveys to drifting through the curves of industry data and research studies. Together, let's shift into high gear, balancing compliance and innovation to build a COA that's engineered for today's students. Get ready to leave the competition in the dust and cross the finish line with a formula that's fast, furious, and effective!



**3. Revving Up Workplace Well-Being: The Fast Track to Mental Health**

**Grand Ballroom C**

*Presenters: Sarah Freestone, M.Ed, FAAC®, IASFAA President & Senior Assistant Director, Iowa State University; Chelley Jackson, ILASFAA President-Elect & Associate Director, Illinois State University*

Buckle up, financial aid professionals! At the "FAFSA and Furious" conference, we're putting the pedal to the metal on workplace well-being. Join us for a high-octane session where we'll navigate the fast track to mental health using the Surgeon General's Framework for Workplace Mental Health and Well-Being. Through interactive pit stops and practical examples, you'll gain valuable insights and actionable strategies to enhance your workplace well-being. Whether you're a seasoned driver or new to the track, this session will equip you with the tools to navigate the twists and turns of the financial aid profession with resilience and positivity. Join us to shift gears towards a healthier, more supportive work environment and leave with a renewed commitment to fostering a culture of well-being in your workplace. Get ready to rev up your engines and drive towards a brighter, more balanced future!

**12:30 p.m. - 1:00 p.m.**

**Lunch**

**Grand Ballroom B**

*Kale Caesar Salad, Grilled Chicken Breast with Lemon, Caper, & Herb Sauce, Tiramisu*

**1:00 p.m. - 2:15 p.m.**

**IASFAA President's Welcome, Charity Introduction & Speaker, Special Guests Introduction, Exhibitor Introductions, Newcomer Recognition, Superlative Awards Information**

**Grand Ballroom B**

**2:30 p.m. - 3:30 p.m.**

**Interest Session Block #2**

**Meeting Room 304**

**1. BBAY Drift: Mastering the Turns of Borrower-Based Loans**

*Presenters: Sara Sroka, FAAC® & Director, University of Dubuque; Chad Olson, FAAC®, Director, Financial Aid, Iowa State University*

Ready to tackle the twists and turns of Borrower-Based Academic Year (BBAY)? This session will give you lightning-fast insights on best practices for packaging in BBAY, including summer term and single-term scenarios. Whether you're looking to streamline your processes or better understand how to apply BBAY, our drivers will equip you with the knowledge to optimize your financial aid packaging and improve student outcomes. Get the tools you need to master BBAY, streamline your processes, and stay ahead of the game in the fast-paced world of financial aid.

**2. Turbocharging Verification: Navigating the Tax Information Split**

**Meeting Room 310**

*Presenters: Courteney Kuehl, Financial Aid Advisor, Iowa State University; Diane McCall, Financial Aid Specialist, Southwestern Community College*

Rev up your engines and get ready to speed through the complexities of splitting tax information from the FAFSA! Learn the ins and outs of accurately separating and

reporting tax data to ensure a smooth ride for students and their families. We'll cover common pitfalls, best practices, and provide practical tips to help you navigate this critical aspect of the FAFSA with precision and confidence. Buckle up for an informative and fast-paced session that will leave you feeling like a FAFSA pit crew pro!

**3. FA101 - State Scholarships and Grants**

**Grand Ballroom C**

*Presenter: Tristan Lynn, FAAC®, Financial Aid Program Specialist, Bureau of Iowa College Aid*

Rev your engines and buckle up! Whether you're new to the game or need a quick pit stop, we've got you covered. Join us for an all-out crash course on every state-funded scholarship, grant, and loan repayment program from the Bureau of Iowa College Aid. We'll break down eligibility, the paperwork you'll need, and the timelines to keep you ahead of the curve. Let's hit the road!

**3:30 p.m. - 4:00 p.m.**

**Exhibitor Break**

**Second Floor Pre-Function + Third Floor Atrium**

*Overheating? Time for a coolant refill! Hit the exhibitor area for a sweet treat! But easy on the turns! As you shift gears between the second and third floors, keep your speed in check and watch those corners—no drifting allowed!*

**4:00 p.m. - 5:15 p.m.**

**General Session:**

**Grand Ballroom B**

**Supporting Non-Citizen & Undocumented Individuals**

*Presenter: Lupe Hernandez, Student Success Advisor, ICAN*

This session equips school counselors, higher education, and college access professionals with the knowledge and strategies to effectively support non-citizen and undocumented students, or students whose parents are non-citizen or undocumented, through the FAFSA process and alternative financial aid options. Attendees will gain insights into eligibility requirements, common challenges, and alternative pathways for accessing financial support. Additionally, the session will cover state and institutional aid opportunities, confidentiality best practices, and culturally sensitive approaches for assisting students in navigating these complex financial processes.

**5:15 p.m.**

**Break | Cash Bar Open | Membership Photos**

**Grand Ballroom B**

**6:00 p.m. - 9:00 p.m.**

**Dinner, Awards, and IASFAA Tailgate**

**Grand Ballroom B**

*Mixed Greens, Bacon-Wrapped Pork Tenderloin with Cherry Glaze, Garlic Herb Red Potatoes, Citrus Glazed Carrots, and Lemon Berry Cake*

***Superlative Award Nominations ENDS at 9:00 p.m.!***

**9:00 p.m.**

**Hospitality Room Open**

**Meeting Room 319**

**Thursday, April 10, 2025**

**6:00 a.m. - 7:00 a.m.**

**Walking Group**

**Meet outside the DoubleTree lobby**

7:30 a.m. - 8:30 a.m.

Breakfast Buffet

Grand Ballroom B

*Cage-Free Scrambled Eggs, Roasted Country-Style Breakfast Potatoes, DoubleTree Signature Spinach & Feta Cheese Puff, Sliced Seasonal Fruit & Berries, Freshly Baked Danish, Pastries & Muffins, Gluten-Free Muffins, Coffee, Tea and Orange & Apple Juice*

**VOTING BEGINS for Superlative Awards!**

8:00 a.m. - 9:30 a.m.

Conference Registration

Second Floor Pre-Function

8:30 a.m. - 9:00 a.m.

General Session: IASFAA Business Meeting

Grand Ballroom B

9:00 a.m. - 9:45 a.m.

Networking/Role Discussions

Various Locations

1. Birds of a Feather:

Directors - Meeting Room 319; Data/Systems - Meeting Room 310; Loans/Compliance - Meeting Room 304; Scholarship - Grand Ballroom B (right side); Processing/Verification - Grand Ballroom B (left side); Customer Service/Advisors - Grand Ballroom C

2. Business Officer Networking Opportunity

Second Floor Pre-Function

9:45 a.m. - 10:15 a.m.

Exhibitor Break

Second Floor Pre-Function + Third Floor Atrium

*Rev it up! The exhibitor speedway is open for the day!*

10:15 a.m. - 11:15 a.m.

Interest Sessions Block #3

Meeting Room 304

1. Business Officer Track:

Balancing the Books & Supporting Students: A Student Accounts Roundtable

*Facilitators: Kristin Sellers, Senior Associate Director, University of Iowa; Vanessa Wiest, IASFAA Program/Communications Chairs & Communications Manager, University of Iowa*

Managing student accounts is more than just processing payments—it’s about balancing institutional financial health with student success. Join your colleagues from across institutions for an engaging roundtable discussion on key topics such as tuition billing, payment plans, refund processing, financial holds, and collections. Share best practices for improving communication, and leveraging technology to support students while ensuring compliance. Whether you're looking for innovative solutions or simply want to compare approaches, this session provides a space to exchange ideas and challenges with your peers.

2. Program Participation Agreement Tune Up

Meeting Room 310

*Presenters: Beth Davenport, FAAC®, IASFAA Diversity Chair & Director, Cornell College; Matt Falduto, FAAC®, IASFAA Past President & Senior Director, Kirkwood Community College; Chad Olson, FAAC®, Director, Iowa State University*

Have you had to update or renew your Program Participation Agreement (PPA) recently?

So much has changed! But never fear – we'll be your pit crew and help you race around the E-App track to the finish line. We'll explain the basics, share our experiences navigating the changes, and give you some tips to ensure a smooth race.

### **3. Turbo Charged Graduate Financial Aid: Rapid-Fire Strategies for Graduate Counselors**

**Grand Ballroom C**

*Panelists: Chris Roling, Assistant Director, Carver College of Medicine, University of Iowa; Tara Joyce, Assistant Director, Veterinary Medicine Iowa State University; Sara Sroka, FAAC®, Director, University of Dubuque*

In the world of grad school, securing financial aid is like racing through the streets of Tokyo—you need to be fast, focused, and ready for any curveball that comes your way. Hear how your peers navigate the financial aid process like pros. In the end, financial aid isn't just about getting through the race—it's about winning it. With the right knowledge, timing, and strategy, you'll cross that finish line and be ready for the next chapter in your academic journey—Fast and Furious style!

**11:30 a.m. - 12:00 p.m.**

**Lunch**

**Grand Ballroom B**

*Iowa Cobb Salad, Grilled Flat Iron Steak with Brandy Peppercorn Demi-Glace, NY Style Cheesecake with Berry Sauce*

**12:00 p.m. - 1:15 p.m.**

### **General Session: FAFSA & Furious - Accelerate Your Career Path**

**Grand Ballroom B**

*Panelists: Amy Gaffney, EdD, Vice President of Student Services, Northeast Iowa Community College & Former IASFAA President; Tammy Hansen, Director of Accounts Receivable and ISU Card Offices, Iowa State University; Dr. Betsy Johnson, PhD, MASFAA President & Director, Student Financial Aid & Scholarships, Bowling Green State University; Rachel Moser, FAAC®, Director, Luther College; Sara Sroka, FAAC®, Director, University of Dubuque; Moderator: Sarah Freestone, M.Ed, FAAC®, IASFAA President & Senior Assistant Director, Iowa State University*

Discover the secrets to turbocharging your professional journey, from mastering the art of self-promotion to understanding what leaders are really looking for in top talent. Our expert panel will drive you to position yourself for success, offering insider tips on how to navigate the fast lane of career advancement. Learn how to build a robust success plan that will keep you ahead of the pack and ensure you're always in pole position for the next big opportunity. Don't miss this chance to fuel your ambition and drive your career forward. Whether you're a seasoned professional or just starting out, this session will equip you with the tools and strategies you need to leave the competition in the dust.

**1:30 p.m. - 2:30 p.m.**

### **Interest Session Block #4**

#### **1. Business Officer Track: Breaking Down Silos:**

**Meeting Room 304**

#### **Cross-Departmental Collaboration for Student Success**

*Panelists: Amy Gaffney, EdD, Vice President, Northeast Iowa Community College & Former IASFAA President; Amanda Maher, Director for Business & Finance, Mount Mercy University; Jennifer Sassman, FAAC®, MAEd, Executive Director, Wartburg College; Moderator: Sara Sroka, FAAC®, Director, University of Dubuque*

Navigating student finances requires coordination across multiple offices, yet institutional silos often create roadblocks. This session will explore best practices for fostering collaboration between Student Accounts, Financial Aid, Academic Affairs, Enrollment Services, and Student Support Offices. Through a panel discussion and audience Q&A, we'll dive into real-world strategies for improving communication, aligning policies, and working together to enhance the student experience. Attendees will leave with actionable ideas to strengthen partnerships at their own institutions.

## **2. Projection Modeling with Bureau of Iowa College Aid**

**Meeting Room 310**

*Presenters: Todd Brown, Section Chief Financial Aid Program Administration and State Authorization, Bureau of Iowa College Aid; Tristan Lynn, Financial Aid Program Specialist, Bureau of Iowa College Aid*

Time to hit the nitrous! Get under the hood and dive deep into how the Bureau of Iowa College Aid uses powerful data to set program deadlines, SAI maxes & ranges, and determine those crucial award amounts for state-funded scholarships and grants. It's all about precision—so let's fuel up and break it down!

## **3. Discussing Cost, Value and How to Pay the Gap**

**Grand Ballroom C**

*Presenter: Heather Gaumer, Director, Assistant Region Head - Midwest, Sallie Mae*

While most families agree that college is an investment in their student's future, many are confused and stressed about paying for that education. This session will help you have a thorough discussion with students and families about how to pay the "gap" so they don't make a fast and furious decision. You'll learn strategies to communicate value beyond price and uncover facts on how families have historically shared in the responsibility to pay for education. It's time to get revved up to discuss payment strategies for responsible borrowing and student success that are sure to help with your enrollment and retention goals.

**2:30 p.m. - 3:00 p.m.**

**Exhibitor Break**

**Second Floor Pre-Function + Third Floor Atrium**

*Nitro time! Boost your day by meeting with exhibitors!*

***Last call for Superlative Award Voting!***

**3:00 p.m. - 4:00 p.m.**

**Interest Session Block #5**

**Meeting Room 304**

### **1. Business Officer Track: Staying Audit-Ready:**

#### **Compliance Essentials for Business Officers**

*Presenter: Sarah Freestone, M.Ed, FAAC®, IASFAA President & Senior Assistant Director, Iowa State University*

Navigating financial aid audits requires proactive collaboration between business officers and financial aid professionals. This session will break down key compliance updates affecting audits, including cash management regulations, reconciliation best practices, internal controls, and common findings in Department of Education program reviews. Attendees will gain insights from compliance experts and institutional leaders who have successfully managed recent audits.

## 2. Accelerating Iowa Workforce Grant Success

Meeting room 310

Buckle up as we shift into high gear for a high-octane discussion on the Iowa Workforce Grant! Aimed for those who work with the Iowa Workforce Grant (we're looking at you, Regents!), join forces with Todd Brown from the Bureau of Iowa College Aid to navigate the twists and turns of systemic processes, streamline workflows, and dodge roadblocks. Let's fuel collaboration, boost efficiency, and ensure we're all racing toward student success—because in this race, we all cross the finish line together.

## 3. Battling Burnout!

Grand Ballroom C

*Presenter: Sara Edwards, SVP, Relationship Manager, Citizens Bank*

Have you ever explored the science of stress and burnout? This presentation provides practical strategies to manage and mitigate stress by completing the stress cycle, addressing societal pressures, and promoting emotional well-being. With actionable advice and relatable anecdotes, it empowers you to break free from the cycle of exhaustion and lead more balanced, fulfilling lives.

## 4. Community College Pit-Stop

Grand Ballroom B

*Facilitators: Randy Mashek, IASFAA Site Chair & Director, Northeast Iowa Community College; Kylee Klommmhaus, IASFAA Delegate-at-Large & Director, Southwestern Community College*

Start your engines and join your fellow IASFAA community college colleagues for a high-octane networking session! This is your chance to hit the track together, share insights, and discuss the financial aid challenges you're navigating at your institutions. Whether you're speeding through FAFSA processing or maneuvering through complex regulations, this "pit stop" will help you refuel with fresh ideas and turbocharge your solutions.

**4:15 p.m. - 5:30 p.m.**

### General Session

#### Get Involved with IASFAA

Grand Ballroom B

*Presenters: Alice Bunjer, Membership Co-Chair & Director, Faith Baptist Bible College and Theological Seminary; Sarah Freestone, M.Ed, FAAC®, IASFAA President & Senior Assistant Director, Iowa State University; Kylee Klommmhaus, IASFAA Delegate-at-Large & Director, Southwestern Community College*

#### MASFAA Update

*Presenter: Dr. Betsy Johnson, PhD, MASFAA President & Director, Student Financial Aid & Scholarships, Bowling Green State University*

### Superlative Award Announcements

**5:30 p.m.**

**Night On Your Own or Find Your Host near the registration table for your chosen adventure!**

**5:30 p.m. - 7:00 p.m.**

**Community Outreach Event (for those that volunteered): "Discuss Your Offer!"**

**9:00 p.m.**

**Hospitality Room Open**

Meeting Room 319

**Friday, April 11, 2025**

**7:00 a.m. - 8:00 a.m.**

**Walking Group**

**Meet outside the DoubleTree lobby**

**8:15 a.m. - 9:30 a.m.**

**General Session:**

**Grand Ballroom B**

**Caring for Self While Caring for Others: You're Hardy and You Know It!**

*Presenter: Barry A. Schreier, PhD, H.S.P., Director of the Higher Education Program, Scanlan Center for School Mental Health & Professor of Counseling Psychology, University of Iowa*

In our work, we are called upon to be thoughtful and caring of others especially when others struggle. Within our ever-changing work world, the struggles others are managing can often be the same struggles we are managing. In this ongoing time of significant world and workplace change, we can find ourselves caring for others while also having to care for ourselves. This interactive program shares practical ideas and tools to have and use to help with managing the changing world we all now inhabit. While the changing world has provided opportunities for positive change, there are also losses and significant ongoing challenges. This program focuses on capitalizing on our positives, so we can best care for ourselves while also caring for others. This program takes an identities-based, mental health and well-being focus. Being staff, faculty, or anyone who works in higher education and is called upon to help others can be challenging on a good day. This program provides navigation for the stormier days as we navigate the current academic year and beyond.

**9:30 a.m. - 10:00 a.m.**

**Brunch Buffet & Hotel Checkout**

**Grand Ballroom B**

*Cage-Free Scrambled Eggs, Roasted Country-Style Potatoes, Vanilla Bean Pancakes, Crispy Smoked Bacon, Turkey Sausage, Country Style Biscuits & Sausage Gravy, Vegetarian Hash, Sliced Seasonal Fruit & Berries, Freshly Baked Danish, Pastries & Muffins, Gluten-Free Muffins DoubleTree Signature Spinach & Feta Cheese Puff, Coffee, Tea and Orange & Apple Juices*

**10:00 a.m. - 10:55 a.m.**

**Grand Ballroom B**

**Charity Check Presentation**

**State Update**

*Presenter: Todd Brown, Section Chief, Financial Aid Program Administration and State Authorization, Bureau of Iowa College Aid*

**11:00 a.m. - 12:00 p.m.**

**General Session: NASFAA - Inside the Beltway (Virtual)**

**Grand Ballroom B**

*Presenter: Rachel Rotunda, Director of Government Relations, National Association of Student Financial Aid Administrators (NASFAA)*

**12:00 p.m.**

**Passing of the Gavel + Conference Wrap Up**

**Farewell & Safe Travels!**

# GET TO KNOW OUR COMMITTEES!

## AWARDS

This committee solicits nominations for IASFAA awards and self-nominations for conference scholarships. They review submissions, select recipients, and present awards at the IASFAA conference to recognize outstanding contributions in financial aid. This year, they're also introducing the **Superlative Awards**!

**Chair:** Mark Freed, *Mount Mercy University*, mfreed@mtmercy.edu

**Co-Chair:** Jess Graham, *University of Iowa*, jessica-graham@uiowa.edu

**Committee Members:**

Beth Davenport, *Cornell College*; Tara Miller, *Ellsworth Community College*; Trish Morris, *Bureau of Iowa College Aid*; Kayli Sampson, *Iowa Department of Education*; Randi Weber, *Kirkwood Community College*

## COMMUNICATIONS

This committee shares news and content via IASFAA's social media (Facebook, Instagram, LinkedIn) and listserv. They also publish the quarterly Informer newsletter and the annual IASFAA By the Numbers report. They also held a conference theme contest last fall and **created the conference logo**!

**Chair:** Vanessa Wiest, *University of Iowa*, vanessa-wiest@uiowa.edu

**Co-Chair:** Tatiana Ochoa, *University of Iowa*, tatiana-ochoa@uiowa.edu

**Committee Members:**

Dawn Fleming, *Northeast Iowa Community College*; Sheila Goodwin, *Drake University*

## COMMUNITY OUTREACH

This committee shares information and hosts events to help those outside the financial aid community understand college financing. They're hosting the **Discuss Your Offer** event on Thursday for high school seniors in nearby communities!

**Chair:** Krystal Crandall, *Iowa Central Community College*, crandall\_k@iowacentral.edu

**Co-Chair:** Matthew Anderson, *University of Iowa*, matthew-anderson@uiowa.edu

**Committee Members:**

Erick Danielson, *Iowa College Access Network (ICAN)*; Kristin Molloy, *Mercy College*; Rachel Moser, *Luther College*

## DIVERSITY

The Diversity Committee integrates DEI into IASFAA's policy-making decisions and educates members about diversity year-round. They also helped solicit two general sessions: **Supporting Non-Citizen & Undocumented Individuals** and **Caring for Self While Caring for Others**.

**Chair:** Beth Davenport, *Cornell College*, bdavenport@cornellcollege.edu

**Committee Members:**

Shelly Adams, *ISL Education Lending*; Jess Graham, *University of Iowa*



# GET TO KNOW OUR COMMITTEES!

## ELECTRONIC SERVICES

This committee coordinates all efforts related to the IASFAA website, including setting up registration forms and event webpages.

**Chair:** Mary Jacobsen, *Iowa State University*, [mjacobse@iastate.edu](mailto:mjacobse@iastate.edu)

**Co-Chair:** Chris Ditter, *Drake University*, [chris.ditter@drake.edu](mailto:chris.ditter@drake.edu)

## EXHIBITOR RELATIONS

This committee coordinates all exhibitor efforts associated with IASFAA-sponsored activities, including this conference! They encourage you to get to know our exhibitors using the **Exhibitor Race Track!**

**Chair:** Sultan Karim, *Kirkwood Community College*, [sultan.karim@kirkwood.edu](mailto:sultan.karim@kirkwood.edu)

**Co-Chair:** Andrew Brimeyer, *University of Iowa*, [andrew-brimeyer@uiowa.edu](mailto:andrew-brimeyer@uiowa.edu)

**Committee Members:**

Katie Mueller, *Colleging*

## MEMBERSHIP

This committee promotes the value of IASFAA membership, works to improve satisfaction, and aims to increase IASFAA membership. They helped introduce the new Institutional Membership pricing model and assist in **welcoming newcomers to the conference** each year.

**Chair:** Duane Polsdofer, *Waldorf University*, [Duane.Polsdofer@waldorf.edu](mailto:Duane.Polsdofer@waldorf.edu)

**Co-Chair:** Alice Bunjer, *Faith Baptist Bible College*, [bunjera@faith.edu](mailto:bunjera@faith.edu)

## PROFESSIONAL DEVELOPMENT

This committee promotes professional growth and development of financial aid professionals through training opportunities like the **Preconference NASFAA Credential Trainings**, past and upcoming FAAC trainings, and the upcoming Leadership Forum.

**Chair:** Isaac Ehlers, *Iowa State University*, [imehlers@iastate.edu](mailto:imehlers@iastate.edu)

**Co-Chair:** Renae Armentrout, *Coe College*, [rarmentrout@coe.edu](mailto:rarmentrout@coe.edu)

**Committee Members:**

Matt Falduto, *Kirkwood Community College*; Sarah Freestone, *Iowa State University*;

Jared Ludwig, *Iowa State University*; Tristan Lynn, *Bureau of Iowa College Aid*; Chad

Olson, *Iowa State University*; Sara Sroka, *University of Dubuque*

# GET TO KNOW OUR COMMITTEES!

## PROGRAM

This committee plans and coordinates the annual IASFAA conference, including soliciting interest and general session presenters and panelists, and organizing entertainment, charity, and fundraising efforts. They are excited to support Horizons Family Services during the **IASFAA Tailgate Event** on Wednesday evening!

**Chair:** Vanessa Wiest, *University of Iowa*, [vanessa-wiest@uiowa.edu](mailto:vanessa-wiest@uiowa.edu)

**Co-Chair:** Isaac Ehlers, *Iowa State University*, [imehlers@iastate.edu](mailto:imehlers@iastate.edu)

### Committee Members:

Shelly Adams, *ISL Education Lending*; Chris Ditter, *Drake University*; Sara Edwards, *Citizens Bank*; Mark Freed, *Mount Mercy University*; Sarah Freestone, *Iowa State University*; Kristi Fuller, *Drake University*; Jess Graham, *University of Iowa*; Mary Jacobsen, *Iowa State University*; Kylee Klommmhaus, *Southwestern Community College*; Suzanne Lowman, *iLink*; Tristan Lynn, *Bureau of Iowa College Aid*; Randy Mashek, *Northeast Iowa Community College*; Rachel Moser, *Luther College*; Pam Perry, *Cornell College*; Sara Sroka, *University of Dubuque*; Randi Weber, *Kirkwood Community College*; Shari Yungbluth, *Buena Vista University*

## SITE

This committee selects and coordinates the venue and hotel arrangements for the annual IASFAA conference, and ensures all presentations are loaded onto session computers and working properly.

**Chair:** Randy Mashek, *Northeast Iowa Community College*, [mashekr@nicc.edu](mailto:mashekr@nicc.edu)

**Co-Chair:** Kristi Fuller, *Drake University*, [kristi.fuller@drake.edu](mailto:kristi.fuller@drake.edu)

### Committee Members:

Chad Olson, *Iowa State University*

Thank  
you!

Looking to get involved?  
Connect with or reach out to  
members of the committee(ies)  
you're interested in to learn  
how you can contribute and  
make a difference and sign up  
at the IASFAA Table!

# CONGRATULATIONS!



**MASFAA Award Recipient,  
Kelsey Ryder**  
*State Leadership  
Award*



**MASFAA Award Recipient,  
Jess Graham**  
*Outstanding New  
Professional Award*

## Upcoming MASFAA Events

*Look out for registration information on all 2025 MASFAA events later this Spring!*



## DID YOU KNOW?

The October 2026 MASFAA Conference will be held here in Iowa at the DoubleTree by Hilton Hotel Cedar Rapids Convention Complex!  
Interested in helping to plan the event?

**Connect with:**

**Sarah Freestone** (2026 MASFAA Local Arrangements Chair) or  
**Vanessa Wiest** (2026 MASFAA Program Chair)!

SPRING 2026  
IASFAA  
CONFERENCE

**APRIL  
15-17,  
2026**

Bien Venu  
Event Center

CEDAR FALLS

**SAVE  
THE  
DATE**