

BLUEGRASS STATE

NEWSLETTER

Fall 2012
Volume 17 Number 1

UPCOMING EVENTS

2012

**KASFAA
Fall Conference**
Clarion Hotel
Lexington, KY
October 9-12

2013

College Goal Sunday
Statewide
Jan. 13

**KASFAA
Spring Conference**
Barren River State
Resort Park
Lucas, KY
April 24-26

**SASFAA Spring
Conference**
Atlanta, Georgia
February 10-13, 2013

**NASFAA National
Conference**
Las Vegas, Nevada
July 14-17, 2013

A Message from our President



Chris Tolson

Dear KASFAA Colleagues! I hope everyone has had a very enjoyable summer and that your 2012-2013 school year is off to a great start! I am really enjoying my new role as your KASFAA President. What a wonderful opportunity I have had representing KASFAA at regional and national meetings. It is definitely an opportunity to interact with so many aid professionals and find out about how other schools, states and financial

aid associations operate.

I invite you to review the members of the 2012-2013 Executive Board and the Committee Chairs. These KASFAA leaders have dedicated time and energy to performing various tasks. It is an honor to be working with such an outstanding group of professionals. We met at Barren River Lake State Park in June to transition our outgoing and incoming board members. This time together allowed us to develop our goals, make plans for the year and get to know each other better.

Plans for the fall conference are well underway. The conference will be held October 10-12 in Lexington at the Clarion Hotel on Newtown Pike. Program co-chairs Sandy Neel and Dave Bowman and their team are planning an outstanding conference. In celebration and honor of KASFAA's 45 years, the theme for the conference is, "KASFAA - Top 40 And the Hits Keep Coming." Highlights will be a keynote address by inspirational speaker, Dr. Crystal Kuykendall. The Federal Update and interest sessions will be provided by the U.S. Department of Education, David Bartniki. Ron Day, NASFAA National Chair and Brenda Brown, Graduate and Professional School representative, both invited guests, will provide sessions on leadership and hot topics for our graduate and professional school sector. And this is just a start; you can look forward to a wide variety of interest sessions that are sure to meet your professional needs. Wednesday morning will begin with a New Members Workshop. If you are new to the profession or this is your first KASFAA

TOLSON

The conference is coming, but so are many other exciting KASFAA training events. Vice President Tiffany Hornberger heads up KASFAA's training efforts and oversees several committees in this role. High school counselor workshops are scheduled at ten locations across the Commonwealth. Committee chairs, Jessica Cook and Britt Allen are already hard at work. Special thanks to all of the site hosts who agreed to coordinate and conduct this important training. College Goal Sunday plans are well underway. The event will be held on January 13th. If you have not volunteered now is the time!

I want to publicly acknowledge Jeff Daniels, who has served as the non-school representative on the KASFAA board. Jeff is relocating to Florida and has left Kentucky. We will miss his leadership, willingness to serve and his delicious cookies!

Please feel free to contact me if you have any concerns, or I can help make your job any easier. You can reach me at cytolson@campbellsville.edu or at 270-789-5013.

Chris Tolson
KASFAA President

FROM EDITOR Jennifer Toth

We encourage letters to the editor, original articles, photographs, announcements and reports. Items of interest are gladly accepted.

Contact the editor for questions, rates and insertion dates. The KASFAA Newsletter is published three times a year. Graphic and web design provided by KHEAA/The Student Loan People.

Editor:

Jennifer Toth

KHEAA

100 Airport Rd.

Frankfort, KY 40602-0798

502.696.7392

jtoth@kheaa.com

High School counselor workshops set

KASFAA will facilitate 10 High School Counselor Workshops throughout the state from October 29 - November 15.

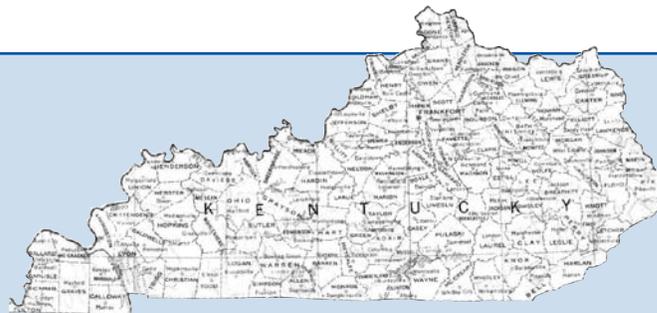
The 2012 Effective Instruction Leadership Training Program, entitled "Avenues to Achievement," is a free, one-day workshop meant to enhance knowledge of college financial aid programs, provide ACT updates, and present in-

depth knowledge of Kentucky Higher Education Assistance Authority (KHEAA) and Kentucky Office of Employment and Training services.

Participants will receive a certificate of attendance for six credit hours applicable toward Instruction Leadership Training requirements. Registration information and the agenda can be found [here](#).

29-Oct	Morehead State University Adron Doran University Center Crager Room, 3rd Floor	1-Nov	Georgetown College Campus Location TBA	9-Nov	Murray State University Curriss Center Barkley Room
30-Oct	Berea College Seabury Center 2nd Floor, Trustees Room	7-Nov	Bowling Green Technical College Main Campus Building F Meeting Room	13-Nov	Union_College Black Technology Center
31-Oct	Spalding University Campus Location TBA	8-Nov	Madisonville Community College John H. Gray Building Multipurpose Room	14-Nov	Big Sandy Community College Campus Location TBA
				15-Nov	Thomas More College Student Center Steigerwall Hall

News from around KENTUCKY



Debate festival set for public

Centre College is hosting the Vice Presidential Debate on Oct. 11. Tickets are not available to the general public, however there will be a festival event on the lawn in front of Old Centre during the debate for those who wish to watch on the Jumbotron. For more information, click [here](#).

College Goal Sunday set for Jan. 13

Please note in the past CGS has been hosted on the last weekend in January, so this is a fairly significant change to our program. Please begin to pass this information on to your staff, admissions counselors, high school and other appropriate populations. More information about site locations, online tools and other related topics will be posted to the [CGS website](#).



EKU welcomes new employees

Becky King, left, Lensae VanHoose, Kayla Sargent and Sonya Tevis



Tough questions?

If students need additional funds after applying for federal and state aid, the Kentucky Advantage Education Loan offered by KHESLC is the easy answer.

The Kentucky Advantage Education Loan offers a fixed interest rate (7.25% for immediate repayment and 7.75% for postponed repayment) — that's **LOWER** than Federal PLUS loan rates!

Our Kentucky Advantage Parent Loan offers the same great rates and fees as our student loan.

For more information, call **888.678.4625**.



If You Build it, Will They Come?

The benefits of Using social media in the financial aid office

By Linda Peckham, M. Ed
Senior Training Strategist
Great Lakes Higher Education
Corporation and Affiliates



Higher education at large has responded to the social media boon by strategically utilizing Facebook and other platforms to improve admissions, yield, community relations and even alumni giving. Why then, has the financial aid community been slower to respond? Concerns about office resources and how and when to post content are the most common reasons offered by aid leaders when asked about their lack of a social media presence. Ironically, schools with a successful financial aid social media presence have reaped substantial returns on investment with minimal use of staff time when they have deployed a strategic approach to a social media plan.

“Start with your mission,” advises Amanda B. Carter, associate director of financial aid at the University of Rochester. “We made the decision to enter the space based on who we are as an aid office and our desire to communicate more regularly with students.” The University of Rochester successfully launched a Twitter account for financial aid in January and currently uses it to push out critical information about deadlines and policies. Strategically, they made the decision to only adopt Twitter and to continue to share a Facebook presence with the admissions office. Carter reports that one staff person is responsible for posting tweets and monitoring responses and generally spends about 30 minutes a day on this effort.

Northeastern University took a broader approach to using social media tools. “Financial aid offices often have a difficult time building trust and good communications with students so we saw social media as an important strategy for us,” explains Jim Slattery, Senior Director of Financial Aid. Anya Morozkina, assistant director of communications and administration for the office,



and the staff person responsible for the social media presence, concurs, “We wanted to change the perception among the students about the aid office. We are not the grinch on campus. We want students to know that they can reach out to us and we are ready to help them.”

Morozkina notes that

Northeastern’s strategy is focused on gaining a larger student audience and improving perceptions about the office. As a result, they have implemented a long term plan for posting content and update their Facebook page every other day. Content updates might include information about broader financial aid topics including articles reposted from NASFAA and other financial aid sources. Morozkina also recommends seeking topical ideas from student employees. “They know what their peers want.”

Liz Gross, director of university marketing and communications at the University of Wisconsin-Waukesha, also encourages aid offices to embrace social media as part of their mission to serve students. “Social media can

allow you to inform, connect and make a positive impression. Most aid offices are still thinking about it as only a one-way communication platform.” She notes that aid professionals need to think about “the social media space as a community where you can publicly help students solve problems. It’s really a way to turn your complainers into your champions.”

Fullerton College has successfully embraced Facebook as an opportunity to improve customer service and student impressions about the financial aid office. Greg Ryan, director of financial aid, notes that their Facebook presence allows them to respond to student concerns within minutes and has resulted in dramatic decreases in phone calls to the office and shorter



lines during peak periods. He also reports that over the three years since Fullerton implemented a Facebook page for the office, the amount of time he spends responding has diminished. “The student community now does most of the work. Students respond to each other and answer financial aid questions through the community page. And also publicly thank the office when we’ve been responsive to their concerns.”

Gross says that Fullerton’s experience is exactly what the goal should be for the financial aid office in the social media world: “You need to think about cultivating a community over time so that students begin to answer the questions for their peers. That’s what you want in the long run. Students want to hear from other students about how to resolve processing or deadline issues.”

Financial aid offices that have developed a social media presence based on strategy have successfully improved student service and campus perceptions about their office. As Gross sums up, “A social media presence provides public proof that your office is there to help.”

Suggestions for your social media effort:

- Start with your mission and build your communication plan from there.
- Build a semester-long communication calendar so you can plan content in advance.
- Refresh your content as often as you can-- every other day if possible.
- Use student employees to help write content and respond to posts.
- Develop a social media policy in advance, including guidelines for how you will handle derogatory comments.

Readers interested in more information about building a social media presence for their financial aid office are welcome to attend a [free webinar](#) on the topic hosted by Great Lakes.

— *Linda Peckham is a senior training strategist and focuses on designing outcomes-based training programs for education professionals. She is an experienced facilitator and speaker and has delivered presentations at NASFAA, NACAC, and the College Board.*

People of KASFAA, join the fall Soul Train

Jump on the KASFAA Soul Train October 10-12, 2012 and join us for.....

The Fall Conference Website is up and ready to rock and Roll!

You won’t want to miss the opening number as Dr. Crystal Kuykendall inspires us with her words of wisdom!

Our favorite rapping Fed, David Bartnicki will be spinning his tunes for the Federal Update and a few other concurrent sessions.

Other Weekly Top 40 hits include:

R2T4 for Modules

Top 10 Compliance Issues: An oldie but a goodie

Session for Graduate and Professional Schools

The charity this year is The Dream Factory. More information about the Dream Factory will be on the Conference website soon. We plan to have a silent auction to help raise money for our charity so we are asking each school to donate an item or put together a gift-basket for the auction.

The Conference is being held at the Clarion Hotel, 1950 Newtown Pike in lovely Lexington, KY.



The hotel rate is a bargain at \$85 per night. The KASFAA Board decided not to raise the Conference registration fee this year so you will be getting a quality conference at last year prices!

Click [here](#) to check out a jam-packed conference filled with informative sessions and merriment for all you “party rockers in the house”!

Daily dress for the conference is business casual. Banquet dress is business formal.



Update

Student aid disbursements

At the end of the 2012 fiscal year, the Student Aid Branch had disbursed \$198.8 million, or 97%, of the \$205.4 million in available funds.

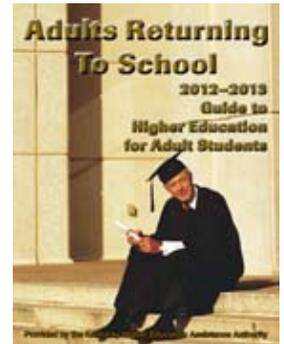
PROGRAM	EXPENDITURES
Kentucky Educational Excellence Scholarship	\$98.6 million
College Access Program Grant	\$58.7 million
Kentucky National Guard Tuition Award	\$4.7 million
Kentucky Tuition Grant	\$31.0 million
Early Childhood Development Scholarship	\$1.2 million
Osteopathic Medicine Scholarship	\$738,000
KHEAA Work-Study Program	\$507,200
Drive the Dream Scholarship	\$448,500
Mary Jo Young Scholarship	\$334,900
Go Higher Grant	\$186,900
Robert C. Byrd Honors Scholarship	\$161,000
Coal County Pharmacy Scholarship	\$159,800
Teacher Scholarship (to renewal recipients)	\$32,700
Teacher Scholarship (to Best in Class repayment)	\$2 million

New edition of 'Adults Returning to School' available

The 2012-2013 edition of Adults Returning to School is now available from KHEAA. Copies are distributed free to Kentucky residents and organizations. Anyone interested in receiving copies may request them by emailing publications@kheaa.com.

Adults Returning to School provides information useful to adult students no matter where they left off their previous education. One section lists the contact information for the adult education providers in each county in Kentucky. Another section is devoted to the college admissions process, while another is a complete guide to the financial aid process, with in-depth information about the major financial aid programs available from the state and federal governments.

Also included are descriptions of the state's colleges and universities, complete with contact information and the majors each school offers.



KHEAA holds iPad giveaways

KHEAA has held two successful iPad giveaways on Facebook, one in June and another in August. We plan on holding two more giveaways during the fiscal year.

The contests are open to Kentucky residents. To enter, they have to "like" the [KHEAA Facebook page](#) and answer a question about college.

Free online newsletters help with college planning

Kentucky families can find help with college planning, admissions and financial aid through free online newsletters from KHEAA. The monthly newsletters provide timely information about college planning for students of all ages, from elementary through adult.

To be notified via email when the newsletter has been posted online each month, go to www.kheaa.com, click on Students and Parents at the top of the page and then click on Your KHEAA College Connection Newsletters in the menu on the left. On this site, viewers can sign up for the newsletter notifications and also view back issues.

Five things students should know about online scholarship searches

Sharon Cabeen,

TG Director of Financial Literacy Operations

There's little question that the digital age has democratized knowledge. These days, answering a question that once would have required extensive study and research may involve little more than a few clicks. Barriers to knowledge — including distance, expense, and institutional gatekeepers — have in many cases been made obsolete. That's an undeniable upside to the digital age. There is, however, a complementary downside: the sheer quantity of information may make it hard to digest. Data without context can be confusing. As technology historian George Dyson notes, "Information is cheap, but meaning is expensive."

As applied to the world of scholarships, those two facts — we have improved access to data, but we may not understand what it means — translate to a reality in which it is easier than ever for students to find out about scholarships for which they may be eligible, but data saturation may keep them from making good use of available resources. This article aims to help you give your students a little more sense of the forest rather than the trees.

Applying for scholarships isn't the same thing as filling out the FAFSA

When it comes to financial aid, filling out the Free Application for Federal Student Aid (FAFSA) is generally step one. Why? Because that one step sets students on the path to gaining federal and state aid. That's all great, but students may not understand that it's still a good idea for them to do a scholarship search. They'll have heard that FAFSA completion will get them considered for all kinds of aid, and may not have fully digested that most scholarships require students to apply for them individually (rather than filling out one overarching financial aid application). In practical terms, they may need a nudge to understand that it's a good idea to do a search, select some scholarships which are a good match, and apply as directed.

Think "free" not "fee"

There are a number of scholarship search services available for a fee. Students pay money,

and the service matches them with scholarships for which they may be eligible. Thinking that the for-fee service must be more tailored to their needs than a free website, students may think the services offer a good value. However, some of these fee-based sites may be scams, and several of the free sites are excellent. These sites have databases that are regularly updated with new scholarships and/or any changes to application processes or criteria. Besides TG's scholarship search engine on its Adventures In Education (AIE™) website, (www.AIE.org/scholarships/), other free and available search engines are provided by:

- Fastweb (www.fastweb.com),
- Scholarships.com (www.scholarships.com), and
- The College Board: (bigfuture.collegeboard.org/scholarship-search)

Scholarships have varied criteria

For many students, the negative voice in their heads will immediately begin squelching enthusiasm, shouting out gloomy pronouncements like "But I'm not a straight-A student!" "But I'm not an outstanding athlete or artist!" Part of your mission, should you choose to accept it, is to shine a light through the gloomy fog, reiterating to students that scholarships have varied criteria. Ranging from unique interests to where one lives to family background to none of the above, scholarships are available to a wide range of people, not just star athletes and exceptional scholars. It's in your students' interest to conduct a search and not dismiss their chances without trying.

Cutting and pasting may not be the best approach

Filling out applications isn't a favorite activity for many people. It follows, as night follows day, that students may be tempted to cut and paste a lot of text from one application into another application. This is not the best idea. Why not? Remind them how the criteria are varied! That means that when a student is applying, it is poor audience adaptation to use the same

answers for different scholarships provided by different donors who are looking for different things. Explain to your students that while they should not misrepresent themselves, it is okay — advisable, in fact — to target answers to the kinds of qualities that best show how the student matches the given criteria.

Not every scholarship is listed in every database

Some scholarships may be new and therefore may not be in every database. Some scholarship information may only be available through a college's website, or through a local civic organization or other group. Some applications may be offline only. The point here is that it's worth checking multiple sources rather than to do one search in one database. Your students will benefit from checking with you, of course; that would be ideal. Short of that, you

may want to broadly communicate that using one or more of the online search databases mentioned above is advisable, or that students can check your school's website for information about institutional aid. A little persistence and determination may lead them to an excellent funding source in realizing their college and career dreams.

In many ways, technology makes this a great time to be a student. Compared to their parents' generation, students today have an abundance of easily available information about funding sources. With your guidance, they can convert that information into meaningful knowledge on which they can act.

— *Sharon Cabeen is director of financial literacy operations for TG. You can reach Sharon at (800) 252-9743, ext. 6781, or by email at sharon.cabeen@tgslc.org. Additional information about TG can be found [online](#).*

VOLUNTEER
for
**College
Goal
Sunday!**



KASFAA 2012–2013

Executive Board

President

Chris Tolson, Campbellsville University

President Elect

Katie Conrad, Midway College

Secretary

Rhonda Bryant, University of Kentucky

Vice President of Training

Tiffany Hornberger, Georgetown College

Past President

Aaron Gabehart, Campbellsville University

Treasurer

Lindsay Driskell, University of Louisville

Board of Directors

Four Year Public Schools

Shelley Park, Eastern Kentucky University

Proprietary Schools

April Tretter, ATA College

Two Year Public Schools

Tracy Tollefson, Elizabethtown Community & Technical College

Private Schools

Elaine Larson, Centre College

Non School

Jeff Daniels, PNC

Committees and Chairs

Archivist/Historian

Jennifer Likes, Bellarmine University

Articles and Bylaws

Rhonda Bryant, University of Kentucky

Awards

Charles Vinson, Hopkinsville Community College

Budget and Finance

Jennifer Priest, Transylvania University

College Goal Sunday

Michael Abboud & Kim Dolan, University of Louisville, KHEAA

Diversity Concerns

Nancy Melton, Berea College

Legislative Issues

Shelley Park, Eastern Kentucky University

Long Range Planning

Michael Morgan, KCTCS

Membership/Partnership Program

Robin Buchholz, KHEAA

Newsletter

Jennifer Toth, KHEAA

Nominations

Aaron Gabehart, Campbellsville University

Program (Fall)

Sandy Neel and Dave Bowman, Bellarmine University, Great Lakes

Program (Spring)

Kristie Hughes & Rick Wilson, Western Kentucky University, Bowling Green Technical College

Public Relations

Kate Ware, Midway College

Training (HS Counselor)

Jessica Cook & Britt Allen, Union College, Midway College

Training (NASFAA)

Chuck Anderson, Hazard Community College

Training (Support Staff)

Gina Kuzouka, Spalding University

Vendor/Sponsor

Angie Black, University of Louisville

Website/Technology:

Jason Tretter, KHEAA