



Kentucky Association of Student Financial Aid Administrators

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## A message from our President

Mark Messingschlager



**Hello KASFAA,**

As the temperatures cool and we begin to see a bit of a break in the action in our offices heading into the holiday season, I usually start to reflect on the year. While I'm excited that we appear to have moved out of the pandemic, there are many lingering challenges in its wake. From loan forgiveness to Fresh Start, FAFSA simplification to inflation, there are many questions to be answered as we move forward. Complicated further by the continued absence of federal trainers and historic levels of open positions in our offices, it is easy to feel as if the burdens are plenty and the rewards are scarce.

But then I return to this season of Thanksgiving and try to imagine navigating these challenges without the incredible network of KASFAA. I'm thankful for all the hard work and talents of this association that not only carry this profession forward but keep us collectively on the right side of sanity. I'm thankful for the progress being made in increasing state funding for higher education and the slow inroads being made at the federal level to reduce barriers and burdens in the application process.

At KASFAA, we continue to train and advocate on behalf of our students and practitioners, as our mission proclaims. I hope you had the opportunity to attend the fall conference in Louisville in October. If not, I hope you are making plans to attend the spring conference in Lexington, April 19-21. We are beginning to plan the spring conference and we hope to deliver some familiar and popular faces for our general sessions, and maybe a surprise presenter or two.

Work continues on our new website, which we hope to unveil at the spring conference. The new website will have enhanced capabilities to maintain our membership database and more efficiently run events. And of course, have a much more modern look and feel. Perhaps this very newsletter will find a new place and a new format within the new website.

Please take some time this holiday season to relax and recharge. Marvel at what we have overcome together and embrace the challenges we still face as we boldly move forward together.

**Mark Messingschlager**  
KASFAA PRESIDENT 22-23

# From the editor

We encourage letters to the editor, original articles, photographs, announcements and reports. Items of interest are gladly accepted and can be given to any member of the newsletter committee:

## Communication and Outreach Committee

Audrey Price

Michael Birchett

Mark Messingschlager

Robyn Sollberger

Michele Gipson

Laura Keown

## upcoming events

**Dec, 9, 2022**

Board Meeting  
Campbell House,  
Lexington

**March 2023**

Effective Instructional  
Leadership  
TBD

**April 18, 2023**

Board Meeting  
Campbell House,  
Lexington

**April 19-21, 2023**

Spring Conference  
Campbell House,  
Lexington

*Beth Mekus is taking conference session proposals for the Spring Conference. Email her at [beth.mekus@uky.edu](mailto:beth.mekus@uky.edu)*



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**Kentucky LOTTERY**

# Lt. Gov. Coleman proclaims October Financial Aid Awareness Month



Lt. Governor Jacqueline Coleman joined financial aid professionals at Centre College on Oct. 4, 2022 to proclaim October as Financial Aid Awareness Month and celebrate the 50th anniversary of the Kentucky Tuition Grant. Speakers included, from left, AIKCU President O.J. Oleka, KHEAA Outreach Director Kim Dolan, Centre senior Kylie Wulf, Lt. Governor Jacqueline Coleman, Centre College president Dr. Milton Moreland, and KASFAA President Mark Messingschlager.



KHEAA Outreach staff Kelly Smith, rear left, Kim Dolan, J.P. Howard, and MacKenzie Massey, Candis Tingle, front left, Casi Benedict, Lt. Gov Coleman, Interim Director Diana Barber and Erin Klarer welcomed Lt. Gov. Coleman.



First-generation student Kylie Wulf spoke about how important financial aid was for her to attend Centre.



Katie Bower, Southwest Kentucky Outreach Counselor for KHEAA (with son, Elliott), Casi Benedict, Assistant Director of Outreach Services for KHEAA, and Brandi Forker, Northwest Kentucky Outreach Counselor designed and decorated a scarecrow to market college financial aid options at the Lost River Cave Scarecrow Trail in Bowling Green.



The annual KET Call-In- Show aired on October 10, 2022 at 9 pm EST. The panelists were Lindsey Driskell from JCTCS, Mark Messingschlager from Thomas More University, and Keith Ritchie from KHEAA. The panelists answers questions about scholarships, the FAFSA application, loans, state grants, and gave helpful advice to the viewers. On behalf of the membership, THANK YOU to our panelists, KHEAA, and KET!



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# Preparing for online meetings

Kathleen Roebuck — Cognition Financial



We always want to know we are putting forth our best efforts into the things we do each day. What are items we should think about as we continue to participate in web meeting on a daily/weekly basis? Just like setting a beautiful Thanksgiving table, it's in the preparation that all comes together.

## The BASICS

Below are items that are always a part of web meetings. Reviewing how each one plays a part in our meetings can greatly improve our presence in each meeting.

**Camera:** It is suggested that the camera strength is a minimum of HD 1080p. Below this and images can be grainy or fuzzy. Many laptops are equipped with a 720p camera. Consider using a webcam that you can attach to your computer if the camera in your laptop isn't providing others an optimal experience.

**Height:** The camera lens should be at eye level. Looking down into the camera may come off that you feel superior to others on the call. Looking up into the lens may suggest inferiority. It may also have others viewing your nostrils.

**Distance:** 12-18 inches from screen is the suggested range you should be from the camera lens. Cultural

distances may come into play here just as being in person.

**The Medium Close-Up:** high chest or shoulder level. Directs all to your face and eyes while allowing for the others to see some gestures and movement (which builds trust). You should be able to place a fist on your head and just about hit the top edge of your screen.

**Sound:** The quality of your sound is just as important as the visual piece. Make sure to test the speakers on your computer, try different placements if using a microphone and/or headsets.

**Background:** The hallmark of a good background is that it is neat, clutter-free, well lit, and adds a spark of personality. It should help create tone, mood, and atmosphere to support the scene, not steal the show. Virtual backgrounds add another layer to show you aren't in person/together. Choose those that are understated and don't advertise that they may be virtual.

**Lighting:** You should be sitting or standing facing your light source and natural light is the best if possible. Lighting from behind or either side may cast shadows on your face.



# Financial Aid News

Homecoming at Campbellsville University took place on October 1st and the Office of Financial Aid participated in the celebrations. The office staff created flyers to promote the upcoming FAFSA workshops on campus and provided information on how to complete the 2023-2024 FAFSA. They also handed out free snow cones before the game.

At right. Josie Smith, left, Assistant Director of Technology and Compliance and Audrey Price, Assistant Director of Financial Aid.



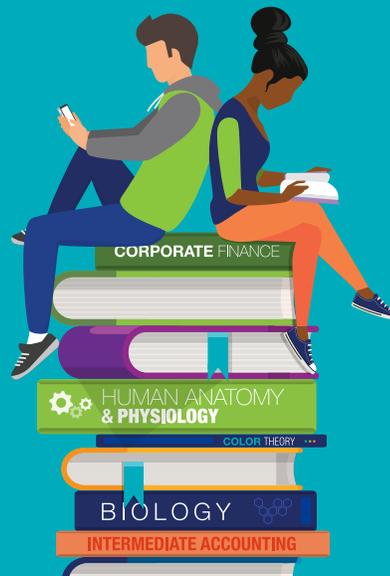
Sharon Bolt, at left, Senior Financial Aid Counselor, Emma Gipson, daughter of Michele Gipson, Financial Aid Counselor



Christy Spurling, Loan Coordinator, and Ellen Goff, Financial Aid Office Assistant

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# Easy verification help available

Matt Nettleton, Inceptia

It seems we've become all too accustomed to changes within the higher ed space. With more demanding student needs, loss of personnel, and verification season upon us, these challenges may cause you to rethink and re-strategize the processes you already have in place.

## Is it time to team up for verification?

It can be overwhelming to think about trusting students to someone else but teaming up with a trusted partner far outweighs the uncertainties. For your office, a team of verification experts who have the technology, security and expertise in verifying aid can help alleviate the cumbersome tasks of verification. For students, having access to more than your limited staff can offer personalized attention that otherwise may be difficult to receive.

## What should you consider?

With all things considered, your first priority should be

students and staff. Look for a partner that continuously aims to improve the student experience and helps increase the flexibility of staff while remaining secure and efficient.

## Finding a Solution

Backed by a knowledgeable team to manage the questions from students and families, Inceptia's Verification Gateway (VG) reduces the stress on your team while providing expertise for federal and institutional verification. The affordable, scalable, always-on platform is tailored to meet both the needs of students and the school by pairing a fully-automated process with the flexibility of optional personal interaction.

## Teaming up

We're happy to help ease the strain of verification this year by becoming part of your team. For more insights, contact me at <https://www.inceptia.org/vg-matt/>.

# Smart options. Great benefits.

KHEAA and KHESLC provide quality, result-oriented and customer-driven services geared to allow your office to run smoothly and be more productive, all while helping students and families.

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<sup>1</sup> Nine-month grace period is not available for borrowers who choose our Principal and Interest Repayment plan while in school.

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# Volunteer for KASF<sup>AA</sup>

## It's Fun!



Sandy Neel from Spaulding University and Bob Fultz from Georgetown College presented the Satisfactory Academic Progress session during Financial Aid: It's all fun and games, our fall conference.



**Fueling Imagination.  
Funding Education.**

# 2022-2023

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