

2017 COSUAA Annual Conference: Albuquerque, NM
April 29, 2017 – May 2, 2017
“Uncharted Territory”
Conference Program Agenda

Saturday ----- April 29, 2017

10:00 – 11:00 a.m. **COSUAA Steering Committee Meeting**

4:00 – 6:00 p.m. **Registration**

6:00 – 8:00 p.m. **Welcome Reception**

Enjoy a pre-conference visit with your fellow aid directors and remember that your guests are welcome. This is an especially good opportunity for first-time conference participants to meet others and feel at home at COSUAA.

Sunday ----- April 30, 2017

7:30 – 8:30 a.m. **Registration and Continental Breakfast**

8:30 – 9:00 a.m. ***Opening Remarks and Introductions***
Roberta Johnson, Iowa State University, COSUAA National Chair

9:00 – 10:15 a.m. ***College Graduates Speak: An Ongoing Assessment of Outcomes***
Helen Stubbs, Senior Consultant, Gallup’s Education Practice

Moderator: Monique Boyd, University of Maryland

10:15 – 10:30 a.m. **Break**

10:30 – 11:45 a.m. ***Integrating Public Benefits into Student and Financial Aid Services***
**Angela Johnson, Interim Vice President of Enrollment Operations and Executive Director
of Enrollment and Student Financial Aid, Cuyahoga Community College**
Amy Ellen Duke-Benfield, Senior Policy Analyst, Center for Law and Social Policy

Moderator: Doug Severs, Oregon State University

11:45 – 1:00 p.m. **Lunch**

1:00 – 2:30 p.m. ***College Student Mental Health Issues and Interventions***
**Aaron Krasnow, Associate Vice President, Counseling and Health Services,
Arizona State University**

Moderator: Beth Armstrong, Virginia Tech University

2:30 – 2:45 p.m. **Break**

2:45 – 4:15 p.m. ***COSUAA Member Open Forum***

Moderator: Marvin Smith, IUPUI

Evening on Your Own

Monday ----- May 1, 2017

- 7:30 – 8:30 a.m. **Continental Breakfast**
- 8:30 – 9:45 a.m. ***Sharing Financial Aid Application Data: Best Practices and Legal Issues***
Mary Sommers, Director of Financial Aid, University of Nebraska-Kearney
Rebecca Flake, Legal Counsel, Cooley Law, Washington, D.C.
- Moderator: Justin Brown, University of Nebraska-Lincoln*
- 9:45 – 10:00 a.m. **Break**
- 10:00 – 11:30 a.m. ***Student Debt: Rhetoric and Realities of Higher Education***
Sandy Baum, Senior Fellow, Urban Institute
- Moderator: John McPherson, Ball State University*
- 11:30 – 1:00 p.m. **Lunch and Annual Business Meeting**
- 1:00 – 2:30 p.m. ***What's Next for Undergraduate and Graduate Aid Programs?***
Justin Draeger, Chief Executive Officer, NASFAA
Beth Akers, Senior Fellow, Manhattan Institute for Policy Research
Andrew Kelly, Senior Vice President for Strategy & Policy, Univ. of North Carolina
- Moderator: Rachelle Feldman, University of North Carolina-Chapel Hill*
- 2:30 – 2:45 p.m **Break**
- 2:45 – 4:00 p.m. ***Creating Financial Dashboards for Campus Partners and Reporting***
Kelle Jacobs, Principal Research Analyst, University of California, Berkeley
- Moderator: Brenda Burke, University of Utah*
- Evening on Your Own**

Tuesday ----- May 2, 2017

- 7:30 – 8:30 a.m. **Full Breakfast**
- 8:30 – 10:00 a.m. ***The Challenges of Black College Students and College Students' Sense of Belonging***
Terrell Strayhorn, Professor of Higher Education, Ohio State University
- Moderator: Diane Corbett, Ohio State University*
- 10:00 – 10:15 a.m. **Break**
- 10:15 – 11:30 a.m. ***US Department of Education Update Session***
Jeff Baker, Director, Policy Liaison and Implementation, Federal Student Aid, US.
Department of Education.
- Moderator: Missy Pizzo, Arizona State University*
- 11:30 a.m. ***Closing Remarks***
Roberta Johnson, Iowa State University, COSUAA National Chair

COSUAA Conference 2017 Presenter Profiles

Helen Stubbs is a Senior Consultant at Gallup. She joined the company in 2016 to support efforts to measure and improve the lives of college and university students, alumni, faculty and staff. Gallup is leading a national conversation on meaningful measures of success in college — moving beyond completion, employment and GPA to examine how college can best prepare students for fulfilling careers and a life well-lived. Helen brings a wealth of experience to her role, having served colleges and universities for more than 16 years at nonprofit national resource centers and in for-profit client service roles. Her expertise includes critically examining campus-level data, distilling and synthesizing rich research literature, assisting institutional strategic planning and evaluation, and engaging diverse campus and community constituencies to improve campus health and well-being. Helen received a bachelor's degree in psychology from the University of Vermont. She earned a master's degree from the Harvard T.H. Chan School of Public Health, where she focused her studies on health communications, the dissemination of innovations, preventing high-risk behaviors, and healthy adolescent development.

Aaron Krasnow is Associate Vice President, Arizona State University Health Services and Counseling Services. He is responsible for Health and Counseling Services for all ASU campuses as well as leading efforts in ensuring student emotional and psychological well-being, and supervision of ASU Wellness. Aaron began his tenure at Arizona State University in 2003 with various roles within ASU Counseling. In 2010 he moved into the role of Dean of Students at ASU's Polytechnic campus and served in this role until 2014. Aaron is an Arizona-licensed Clinical Psychologist and has been an instructor in ASU's Fulton Colleges of Engineering and Mary Lou Fulton Teachers College. Aaron has published on the treatment of anxiety disorders and presented nationally on topics such as counseling center management, suicide prevention, clinical service innovation, and student services best practice. He is also the former Chair of the American Psychological Association, Division 17 Section on College and University Counseling Centers. Aaron received a Ph.D. in Clinical Psychology from Clark University.

Angela Johnson is the Interim Vice President, Institutional Research and Enrollment Management Operations and the Executive Director, Enrollment, Student Financial Aid, and Scholarships at Cuyahoga Community College in Cleveland, OH. In her current role she oversees the enrollment operations, including recruitment, admissions, and records functions, and financial aid policy and awarding priorities, at four campuses, two additional sites, and two non-credit centers. Prior to her current role, Angela has served as assistant dean of student affairs and campus director of financial aid both at Cuyahoga. She has also worked in financial aid at The Ohio State University and Bryant and Stratton College. She currently serves as Past President for the Ohio Association of Student Financial Aid Administrators and has also served on the Midwest Association of Student Financial Aid Administrators board as state representative for Ohio. Angela is currently Representative-at-Large on the NASFAA Board and has served as the chair of NASFAA's Task Force Examining One Grant/One Loan. Her work in benefits access began in 2012 as she refined financial resources for students and integrated access to public benefits into enrollment services - focused on removing financial barriers to academic success and completion.

Amy Ellen Duke-Benfield is a senior policy analyst at CLASP's Center for Postsecondary and Economic Success. Ms. Duke-Benfield's focus is access to and success in postsecondary education and training for low-income students. She analyzes and advocates for policies that better serve low-income adults and other non-traditional students and provides technical assistance to federal, state and local advocates and governments in these areas. She also directed CLASP's Benefits Access for College Completion initiative, which sought to increase access to public benefits and financial aid for low-income students at colleges across the country. She holds an undergraduate degree from Swarthmore College and a master's degree from Emory University.

Mary Sommers is currently the Director of Financial Aid at the University of Nebraska at Kearney. She has been working in financial aid in Montana and Nebraska for nearly 30 years. Prior to coming to UNK she was the Director of Financial Aid and also an Admissions Counselor at Rocky Mountain College, Billings, MT. Mary has served as a representative at Large on the Board of Directors of the National Association of Student Financial Aid Administrators (NASFAA). Currently she chairs the NASFAA Ethics Commission and she worked on the task force that updated NASFAA's Statement of Ethic Principals and Code of Conduct. She is the proud recipient of NASFAA's Meritorious Achievement Award. In her state and region Mary has served on two occasions as the President of the Nebraska Association of Student Financial Aid Administrators. She was the President of the Rocky Mountain Association of Student Financial Aid Administrators (RMASFAA) in 2004. Over her career, Mary has presented at state, regional and national conferences on a number of financial aid and higher education topics. Mary has an undergraduate degree from Iowa State University and a Master's Degree from the University of Nebraska.

Rebecca Flake is Senior Advisor for Higher Education Services at Cooley LLP. Rebecca has worked in the financial aid industry since 1990. She started her career on campus serving as both a Financial Aid Officer and as a Director of Financial Aid. She spent the next 14 years of her career with a CPA firm performing Title IV compliance audits, conducting training, and providing consulting services to many colleges and universities across the country. Rebecca has been in her current position at Cooley, LLP (formerly Dow Lohnes) as Senior Advisor of Higher Education Services since 2011. She works with a team of attorneys and higher education professionals to assist public, non-profit, and for-profit colleges and universities across the country with a vast range of compliance matters.

Sandy Baum is a senior fellow at the Urban Institute and professor emerita of economics at Skidmore College. Dr. Baum earned her B.A. in sociology at Bryn Mawr College, where she is currently a member of the Board of Trustees, and her Ph.D. in economics at Columbia University. She has written and spoken extensively on issues relating to college access, college pricing, student aid policy, student debt, affordability, and other aspects of higher education finance. Dr. Baum has co-authored the College Board's annual publications *Trends in Student Aid* and *Trends in College Pricing* since 2002. Through the College Board and the Brookings Institution, she has chaired major study groups that released proposals for reforming federal and state student aid. She has published numerous articles on higher education finance in professional journals, books, and the trade press. Recent work includes studies of how behavioral economics can inform student aid policy; a meaningful definition of college affordability; tuition and financial aid strategies for broad access public institutions; and the NSF-funded *Educational Attainment: Understanding the Data*. Her book *Student Debt: Rhetoric and Realities of Higher Education Financing* came out in summer 2016. She is a member of the Board of the National Student Clearinghouse.

Justin Draeger is President and CEO of the National Association of Student Financial Aid Administrators. He serves as the primary voice of NASFAA and as the liaison between the association members, the U.S. Congress, federal agencies and the media. Most of Justin's career has been devoted to assisting disadvantaged populations achieve their educational goals and better their communities. Since 2002, Justin has been engaged in either administering, interpreting, communicating, or developing student financial aid policy. His prior experiences include working as a financial aid director, regulatory and policy analyst, and spokesperson. He has held senior positions overseeing government relations, communications, and policy work. Justin is frequently quoted in the press and has appeared on The Today Show on NBC, National Public Radio, APM's Marketplace, Fox Business News, CNBC, and C-SPAN, and is often quoted in national news outlets. Justin currently serves on the boards of directors of the American Council on Education (ACE), Baker College, the Association Mutual Health Insurance Company, and other organizations that promote health and education. He earned his undergraduate from Brigham Young University and his MBA from Baker College.

Beth Akers is a senior fellow at the Manhattan Institute. Before joining MI, she was a fellow in the Brookings Institution's Center on Children and Families. Dr. Akers previously held the position of staff economist with the President's Council of Economic Advisors, where she worked on federal student lending policy as well as other education and labor issues. She is an expert on the economics of education, with a focus on higher-education policy. She is the coauthor of *Game of Loans: The Rhetoric and Reality of Student Debt*. Akers received a B.S. in mathematics and economics from SUNY Albany and a Ph.D. in economics from Columbia University.

Andrew P. Kelly is senior vice president for strategy and policy at the University of North Carolina, a system of 16 public four-year colleges and one science and math high school. In this role, he serves as a senior policy adviser to the University's president and oversees the implementation of the system's new strategic plan. Prior to joining the University of North Carolina, he was a resident scholar in education policy studies and the director of the Center on Higher Education Reform at the American Enterprise Institute (AEI) in Washington, DC, where he worked on federal and state higher education policy, innovation in education, and financial aid reform. He has a Ph.D. in political science from the University of California, Berkeley and an A.B. in history from Dartmouth College.

Kelle Jacobs is the Principal Research Analyst in the Financial Aid and Scholarships Office (FASO) at the University of California, Berkeley. She manages research and reporting activities for the office and serves as a financial aid and scholarships data expert for campus-wide strategic planning initiatives. Prior to this position, Kelle worked for Berkeley as a Business Analyst on transformational campus technology projects, including the Student Information Systems Replacement Project and the CalAnswers Data Warehouse and Dashboards initiative, which provided campus with access to integrated data from a wide variety of systems. Prior to joining UC Berkeley in 2012, Kelle spent 25 years working in corporate America, including analytical leadership positions with Wells Fargo Bank, FICO, and Charles Schwab, and 10 years as the sole proprietor of Jacobs Consulting, providing strategic and analytic support to a wide variety of corporate and non-profit clients. Kelle earned her BA in Finance from the University of Michigan, and an MBA from St. Mary's College of California.

Terrell Strayhorn is Professor and Director of the Center for Higher Education Enterprise (CHEE) at The Ohio State University. A renowned student success scholar, highly acclaimed public speaker, and award-winning writer, Dr. Strayhorn is author of 10 books, over 60 book chapters, and more than 150 journal articles and conference papers, and many other scholarly publications. He has presented over 300 keynotes and invited lectures across the globe. Dr. Strayhorn maintains an active and highly visible research agenda focusing on major policy issues in education: student access and achievement; issues of race, equity and diversity; impact of college on students, and student learning and development. His book, *College Students' Sense of Belonging: A Key to Educational Success*, has won a book award and sold record copies nationally. Strayhorn received a bachelor's degree (BA) from the University of Virginia (UVA), a masters degree (MEd) in educational policy from the Curry School of Education at UVA, and doctorate (PhD) in higher education from Virginia Tech. He is a member of Alpha Phi Alpha Fraternity, Incorporated and a native of Virginia Beach, Virginia. Known for using the hashtag #DoGoodWork on social media, Strayhorn was named one of the country's top diversity scholars by *Diverse: Issues in Higher Education* in 2011, one of *Business First's* "Top 40 under 40," one of the "Top 20 to Know in Education," and became the youngest full professor in Ohio State's history in 2014. Prior to Ohio State, Strayhorn was Special Assistant to the Provost at the University of Tennessee-Knoxville and Research Associate at the Council of Graduate Schools (CGS) in Washington, DC.

Jeff Baker is Director, Policy Liaison and Implementation, Federal Student Aid, at the U.S. Department of Education. Jeff is no stranger to financial aid. He has been a student aid professional for more than 35 years, starting at the University of Wisconsin at Milwaukee and including almost 20 years at San Francisco State University. Prior to entering the field of financial aid, Jeff was a high school teacher in Port Washington, Wisconsin. For the past 18 years Jeff has been at the Department of Education where he is currently the Director of the Policy Liaison and Implementation Staff for the Department's Federal Student Aid office. In that capacity he advises senior FSA management on all statutory, regulatory, and policy matters that relate to the Title IV Federal student aid programs. Jeff holds a B.S. in Management from Northeastern University, an M.S. in Education from the University of Wisconsin and has done postgraduate work in higher education administration at the University of Southern California. Throughout his financial aid career, Jeff has been an active member of NASFAA serving as a committee chair, trainer and twice as a Commission Director. He is a past member of the WASFAA Executive Council and a Past President of the California association. Jeff is the recipient of numerous awards, including NASFAA's Meritorious Achievement Award and Regional and State Leadership Award. He has been honored by WASFAA with their Creative Leadership Award and Lifetime Membership Award and is the recipient of a Distinguished Service Award, President's Award and Lifetime Membership Award from the California association. Jeff is also the recipient of a Distinguished Service Award from The College Board.