

COALITION OF STATE UNIVERSITY  
AID ADMINISTRATORS

“to avail the state of those talents, sown as liberally among the poor as among the rich, which perish without use if not sought for and cultivated ...” - Thomas Jefferson

February 5, 2019

2018-19 Steering Committee

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Dear COSUAA Colleagues:

The 27th annual COSUAA Conference will be held April 27-30, at Hotel Maya in Long Beach, CA. This year's theme is "Focus on the Future." Student aid is a key part of student success and collaboration, automation, and analysis are all essential as we move into the future. We will talk about the strategic use of analytics and aid, hear from a school using AI to help students, discuss the importance of aid in higher education and more.

The COSUAA Steering Committee is working to finalize the conference agenda (a tentative agenda is included with this email) to provide critical information and spark meaningful conversation. As always, we will have the high quality sessions you expect from COSUAA, including an update from the Department of Education and opportunities to share ideas and issues with colleagues.

**CONFERENCE REGISTRATION:** A Conference Registration Form is included with this email. To preserve the conversational setting of our conference, attendance is limited to 60 directors, plus speakers. Our tradition of utilizing a hollow square room set-up encourages open and lively discussions during which we share ideas and learn from each other and our guests. We anticipate conference attendance may quickly reach the maximum of 60 directors. If we have more colleagues register than space, we will give priority to current COSUAA members. We encourage you to register as early as possible but no later than **Friday, March 15, 2019**. Registrations will be confirmed as they are processed.

**HOTEL:** Hotel reservations may be made at [https://doubletree.hilton.com/en/dt/groups/personalized/L/LGBMYDT-CAA-20190426/index.jhtml?WT.mc\\_id=POG](https://doubletree.hilton.com/en/dt/groups/personalized/L/LGBMYDT-CAA-20190426/index.jhtml?WT.mc_id=POG). The COSUAA room is \$239 per night. You may also call 562-481-3904 with group code CAA to book. The deadline to reserve a room at the conference rate is **March 26, 2019**. The Hotel Maya is located in beautiful Long Beach, California, close to the Queen Mary, the marina and the water. All the rooms in our block have a water view. The Long Beach airport is about 20 minutes away from the Hotel. Other close airports include Orange County and Los Angeles Airports – each 30 to 40 minutes away. Uber or Lyft are available from all these airports or you may choose to rent a car.

The COSUAA Conference is the perfect opportunity to learn from other financial aid directors and student aid professionals in a conversational setting. As many of our colleagues have mentioned, "if I had to pick one conference a year to attend, COSUAA would be my choice." If you have never attended a COSUAA Conference, come see what you have been missing. If you have joined us in the past, we look forward to seeing you again.

On behalf of the COSUAA Steering Committee, we look forward to seeing you at the 2019 conference!

Sincerely,



Rachelle Feldman  
COSUAA National Chair 2017-19