

CONFERENCE AGENDA

DAY 1

TUESDAY, JUNE 5, 2018

8:00 – ongoing	Registration	Prefunction
8:30 – 9:00 a.m.	Buffet Breakfast	Adirondack D
9:00 – 9:15 a.m.	Welcome: Greg Davis	Adirondack A
9:15 – 10:30 a.m.	<p>Keynote Speaker: Akol Aguek Moderator: Marie Johnson</p> <p><i>In this inspirational opening session, Mr. Aguek will share his personal journey as one of Sudan's "Lost Boys," fleeing the war and unrest in his homeland and travelling to Burlington, Vermont as a refugee.</i></p>	Adirondack A
10:30 – 10:45 a.m.	Refreshment Break	Prefunction
10:45 – 12:00 p.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none">• Multi-Generational Messaging Presenters: Chris Earnshaw & Lisa Talbot, Sallie Mae Moderator: Laurie Fay <p><i>We have a new generation up and coming: The Gen Z. As a result, they will have a tremendous influence over norms, expectations, and behavior. This session will highlight the financial and buying habits and expectations through the generations and will review some recommendations in engaging them.</i></p> <ul style="list-style-type: none">• Data Sharing & Security Presenters: Marie Johnson & Zoey Trenkle, UVM Moderator: Allene Begley Curto <p><i>Regulations, guidance and oversight for how financial aid application data is utilized has become a hot topic for colleges and Universities. This session will review current guidance and raise awareness to data utilization practices that are and are not permissible and how to utilize tools to determine whether data should be shared or not.</i></p>	<p>Adirondack A</p> <p>Adirondack B/C</p>
12:00 – 1:30 p.m.	Lunch VASFAA Business Meeting	Seasons on the Lake (upstairs)

<p>1:45 – 3:00 p.m.</p>	<p>Breakout Sessions</p> <ul style="list-style-type: none"> <p>Campfire Discussions: Year-round Pell Facilitator: Summer Trailer: Laurie Fay Summer Header: TBD</p> <p><i>Come gather 'round the "campfire" with fellow summer-trailer or summer-header schools to discuss changes to the Federal Pell Grant 150% rule. Facilitators will be on hand to help direct and encourage conversation regarding impact to administration and implementation of the year-round Pell Grant.</i></p> <p>Social Media Benefits & Challenges Presenter: Temeka Easter, Sallie Mae Moderator: Alan Shashok</p> <p><i>According to a study from AOL/Nielsen over 27 million pieces of content are shared every day on social media platforms such as Facebook, Twitter and Instagram. With the large volume of content produced, it is easy for us to fall into some common social media pitfalls. This workshop will examine seven challenges schools might face and provide solutions for how to overcome these obstacles. We'll examine how to define the appropriate posting cadence and how to create share-worthy content. As a result of this workshop, you will learn how to avoid these road blocks and create engaging social media content for your students on social media.</i></p> <p>Data Retrieval Tool and the Effect on Comment Codes Presenter: Allene Begley Curto, Springfield College Moderator: Greg Davis</p> <p><i>IRS Data Retrieval Tool – when can it be used for verification and when can it not be used? What are the new codes for data fields and what do we need to do about them? What are the comment codes that alert us to issues that may need resolution and how do we resolve them? We will cover comment codes 400 and 401, other comment codes that indicate possible conflicting information and the IRS DRT data field flags.</i></p> 	<p>Adirondack D</p> <p>Adirondack A</p> <p>Adirondack B/C</p>
<p>3:00 – 3:15 p.m.</p>	<p>Refreshment Break</p>	<p>Prefunction</p>
<p>3:15 – 4:30 p.m.</p>	<p>General Session: Financial Aid Role in Retention and Recruitment Panel: Marie Johnson, UVM Pam Chisholm, CCV Chris Barry, O'Briens Scott Manley, Middlebury Moderator: Marilyn Cargill</p> <p><i>A panel of experts, representing our association, will come together for an engaging conversation about the Financial Aid Office's role within the Institutional goals for retention and recruitment.</i></p>	<p>Adirondack A</p>

