



# NASFAA Update

OASFAA 2024 Annual Conference



# About NASFAA



## Who We Are

Member institutions serve 9 out of every 10 undergraduates in the US.



29,000+  
financial assistance  
professionals

at



3,000  
colleges, universities,  
and career schools

## Our Vision

To ensure all qualified students have access to postsecondary education, no matter their socioeconomic background.

## Our Mission

NASFAA's mission is to:

- Provide essential professional development, information, and services to financial aid administrators.
- Advocate for public policies that increase student access to and success in postsecondary education; and
- Nurture community and belonging throughout the financial aid profession.

We are committed to diversity throughout all activities.

# NASFAA Volunteers from Oregon

Jim Brooks, University of Oregon

- NASFAA Executive Leadership Task Force, Diversity Leadership Program Mentors Group

Amy Davies, University of Oregon

- Class of 2023-24 Diversity Leadership Program participant

Mark Diestler, University of Oregon

- Leadership & Legislative Conference-Compliance & Risk Management chair

Peter Goss, Portland Community College

- Rapid Response Network Task Force

Debbie O'Dea, Pacific University

- Test Development Volunteers, Under Resourced Schools Selection T.F.

Janet Turner, University of Portland

- Rapid Response Network Task Force

Carlos Villarroel, Portland CC

- Ethics Commission



# Resources on FAFSA Simplification

[nasfaa.org/fafsa\\_simplification](https://nasfaa.org/fafsa_simplification)





# Prison Education Program Webcenter

NASFAA  
Articles and  
Statements

NASFAA  
Webinars

AskRegs  
Q & A

[nasfaa.org/pep](https://nasfaa.org/pep)



# NASFAA Compliance Tools

Helping you manage the administration of Title IV aid.



Student Aid  
Reference Desk™





# Why use NASFAA Tools?



Increase  
Collaboration



Reduce Time



Limit Risk



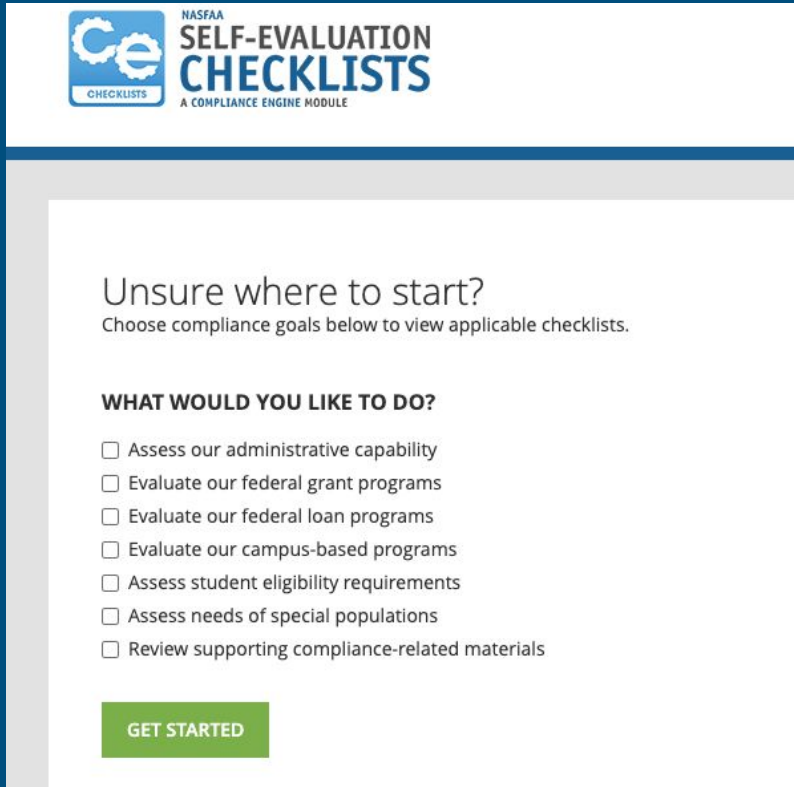
Increase  
Efficiency



Streamline  
Process

# The Compliance Engine

## Self-Evaluation Checklists



**Ce** CHECKLISTS

NASFAA  
**SELF-EVALUATION  
CHECKLISTS**  
A COMPLIANCE ENGINE MODULE

Unsure where to start?  
Choose compliance goals below to view applicable checklists.

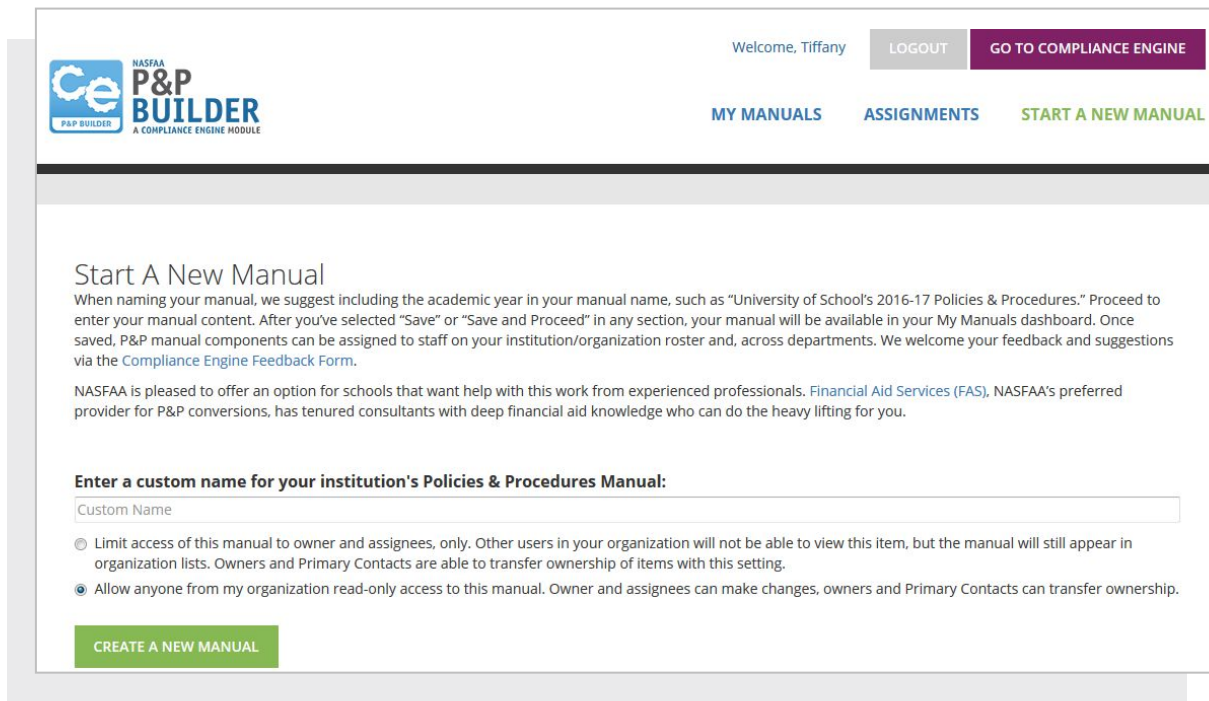
**WHAT WOULD YOU LIKE TO DO?**

- Assess our administrative capability
- Evaluate our federal grant programs
- Evaluate our federal loan programs
- Evaluate our campus-based programs
- Assess student eligibility requirements
- Assess needs of special populations
- Review supporting compliance-related materials

**GET STARTED**



# The Compliance Engine: P&P Builder



The screenshot displays the user interface for the NASFAA P&P Builder. At the top left is the logo for 'ce P&P BUILDER A COMPLIANCE ENGINE MODULE'. The top right navigation bar includes 'Welcome, Tiffany', a 'LOGOUT' button, and a prominent purple 'GO TO COMPLIANCE ENGINE' button. Below this are three menu items: 'MY MANUALS', 'ASSIGNMENTS', and 'START A NEW MANUAL'. The main content area is titled 'Start A New Manual' and contains two paragraphs of text. The first paragraph explains the naming convention and content requirements for a new manual. The second paragraph offers assistance from Financial Aid Services (FAS) for schools needing help with conversions. Below the text is a section titled 'Enter a custom name for your institution's Policies & Procedures Manual:' which includes a text input field for 'Custom Name' and two radio button options for setting manual access permissions. A green 'CREATE A NEW MANUAL' button is located at the bottom of the form.

Welcome, Tiffany [LOGOUT](#) [GO TO COMPLIANCE ENGINE](#)

[MY MANUALS](#) [ASSIGNMENTS](#) [START A NEW MANUAL](#)

## Start A New Manual

When naming your manual, we suggest including the academic year in your manual name, such as "University of School's 2016-17 Policies & Procedures." Proceed to enter your manual content. After you've selected "Save" or "Save and Proceed" in any section, your manual will be available in your My Manuals dashboard. Once saved, P&P manual components can be assigned to staff on your institution/organization roster and, across departments. We welcome your feedback and suggestions via the [Compliance Engine Feedback Form](#).

NASFAA is pleased to offer an option for schools that want help with this work from experienced professionals. [Financial Aid Services \(FAS\)](#), NASFAA's preferred provider for P&P conversions, has tenured consultants with deep financial aid knowledge who can do the heavy lifting for you.

**Enter a custom name for your institution's Policies & Procedures Manual:**

- Limit access of this manual to owner and assignees, only. Other users in your organization will not be able to view this item, but the manual will still appear in organization lists. Owners and Primary Contacts are able to transfer ownership of items with this setting.
- Allow anyone from my organization read-only access to this manual. Owner and assignees can make changes, owners and Primary Contacts can transfer ownership.

[CREATE A NEW MANUAL](#)

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CREATE A NEW MANUAL

Add an existing manual into the tool.

▲ 4.1 PRIVATE EDUCATION LOAN DISCLOSURES

Policies

601.2(b)  
601.11(a-c)

If the institution or any of its institution-affiliated organizations provides information regarding a private education loan from a lender to a prospective borrower, the institution or institution-affiliated organization also must provide the following disclosures regardless of whether a preferred-lender arrangement exists:

- Information required under section 1238(e)(1) of the Truth in Lending Act (TILA) for private education loans
- The borrower may qualify for loans or other assistance under Title IV programs
- The terms and conditions of loans under the Title IV programs may be more favorable than those of private education loans

The financial aid office staff should be aware of institutional policies and practices for providing information about private education information prospective borrowers. Identify any administrative office, academic office, and institution-affiliated organization that provide information about private education loans. State your institution's policies for providing information about private education loans to prospective borrowers.

A rich text editor interface with a toolbar containing icons for undo, bold, italic, underline, strikethrough, font color, background color, bulleted list, numbered list, indent, text color, link, unlink, source code, and help. Below the toolbar is a large empty text area for input.

SAVE NEXT

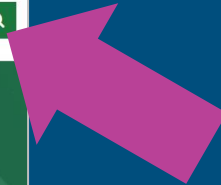


# The Ref Desk

A comprehensive index developed by NASFAA and other education partners that has open access for aid professionals. Find it fast!

[studentaidrefdesk.org](http://studentaidrefdesk.org)





## Welcome to the Student Aid Reference Desk

The Student Aid Reference Desk (Ref Desk) was designed to provide trusted advisors and college access professionals with direct links to important financial aid regulations, legislation, research, and other key resources.

### Looking for something? Find it fast with the Student Aid Reference Desk.

To get started, check out the trending and suggested topics, select a term from the left to browse, or search for a term using the box above.

#### Trending Terms

Direct Loans

Return of Title IV Funds (R2T4)

Institutional Eligibility

Verification

Expected Family Contribution (EFC)

Student Eligibility

Cash Management

Cost of Attendance (COA)



#### A

- Academic Year
- Administrative Capability
- Audit and Program Review

#### C

- Cash Management
- Cohort Default Rate (CDR)
- Consumer Information
- Cost of Attendance (COA)

[BACK TO TOP](#)

Search for your topic.



[← BACK TO HOME](#)

## Search Results

Use the terms and type boxes to the left to filter your results as needed. Dates reflected are the last updated date but are still applicable; content is reviewed on an ongoing basis.

2023-24 FAFSA

### Filter Results

Associated Term

Type

Subtopic 18

Resource 260

Source

Found 278 Results

Relevancy

#### 2023-24 FAFSA

9/20/2023

• Appears in: Verification

#### 2023-24 FAFSA (Spanish)

12/7/2022

#### 2023-24

5/18/2023

• Appears in: Direct Loans; Interest rate; As calculated



Narrow results or explore all facets of your topic.

# AskRegs

Search the database of “real world” questions and answers

Or

Ask the NASFAA Training & Regulatory Assistance Team a question

**NASFAA**  
NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

**NASFAA ASKREGS**

Search Knowledgebase Login

## Welcome to NASFAA's AskRegs Knowledgebase!

The AskRegs Knowledgebase is a NASFAA member service, with limited public access to Knowledgebase articles.

To have full access, you must be an active member. Please log in using your NASFAA website credentials; usually your institution or company email address.

A [password reset option](#) is available. If you don't have a [myNASFAA](#) account, you can [register](#) to create one with your active member institution/company. If you've changed jobs, schools, or companies, please ensure your [myNASFAA](#) profile is up-to-date to get the most out of the AskRegs service.

Contact [NASFAA Membership Services via email](#) for additional assistance.

Login with your NASFAA credentials

Please enter your username (your email address) and password. Passwords are case-sensitive.

Username:

Password:

This field is required.

[Login](#) [Forgot Password?](#)

**Not a Member?**

Limited content is available to all users through a grant from Strada Education Foundation. Non-member users can proceed to search the site, or find content by category.

[Explore Free Content](#) [Membership Info](#)

AskRegs Alerts

**Welcome to NASFAA's AskRegs Knowledgebase!**

NASFAA's AskRegs provides a searchable Knowledgebase of answers to financial aid administrators' questions. Get started by browsing or searching the large library of questions and responses for an immediate answer.

If you can't find an answer, ask a question. Our experts will thoroughly research your question and provide you a comprehensive answer, including any applicable regulatory citations. That question and answer may then be added (without identifying information) as appropriate to further expand the Knowledgebase Q&A library.

Enter a keyword or keywords



**Timely**

What Happens To Federal Student Aid If There Is a Government Shutdown In 2023?

What FAFSA Simplification Provisions Are Effective For the 2023-24 Award Year?

When Will the 2024-25 FAFSA Go Live?

Where Can I Find a List of Terms and Definitions Related To FAFSA Simplification?

**Most Recent**

Can a Federal Pell Grant Exceed the Cost of Attendance Starting In 2024-25?

Must Aid Be Adjusted If a Federal Pell Grant Plus Non-Title IV Aid Exceed the Cost Of Attendance?

What Happens To Federal Student Aid If There Is a Government Shutdown In 2023?

Can a Dependent Student Be Included In a Parent's and an Independent Sibling's

**Explore Categories**

Administrative Capability

Agreements Between Schools

Application Processing

Cash Management

Consumer Information

Cost of Attendance

COVID-19

Direct Loan/FFEL

FAFSA Simplification

Fresh Start

PSEOG

FWS

Institutional Eligibility

Need Analysis

Non-Title IV Aid

Overawards/Overpayments

Packaging

Pell & IASG

Perkins

Prison Education Programs

See what's trending or search by keyword.





# NASFAA Training Opportunities for 2023-24



# 2023-24 Webinar Schedule

(Through June 2024)  
Live and On-Demand



- Best Practices in Federal Work-Study
- Policy Update: FAFSA Simplification\*
- NASFAA Business Services: Customer Service in Financial Aid\*
- Verification: 2023-24 (Extended Edition)
- Top AskRegs Questions: Student Eligibility
- Professional Development Panel
- NASFAA Policy Update
- FAFSA Update: 2024-25
- Deep Dive Into the Student Aid Index (SAI)
- Graduate and Professional Community Update\*
- NASFAA Enrichment Series
- NASFAA Business Services: Succession Planning\*
- NASFAA Quiz Show: Test Your Financial Aid Knowledge
- Gainful Employment
- Annual Business Meeting & NASFAA Policy Update\*
- Top AskRegs Questions: FAFSA Simplification

\* Complimentary webinars to NASFAA Members



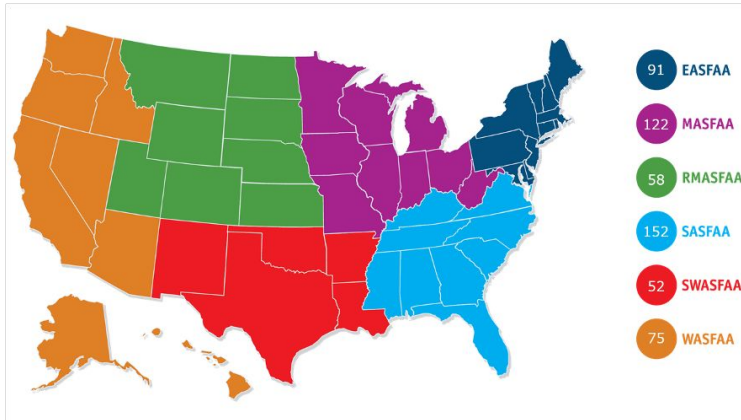
- In Depth Instruction
- Practicing Adjuncts
- Video Tutorials
- Live and On demand classes
- Downloadable Resources
- Active Assessment
- Complimentary Professional Credential Testing Access

[nasfaa.org/Online\\_Courses](https://nasfaa.org/Online_Courses)

#### Topics for 2023-24

- Return of Title IV Funds (credential course)
- Fundamentals of Student Financial Aid (certificate course)
- Verification 2024-25 (credential course)
- Professional Judgment (credential course)
- Application Processing (credential course)
- Need Analysis/Pell (credential course)
- Satisfactory Academic Progress (credential course)
- Academic Calendars (certificate course)

# NASFAA Certified Financial Aid Administrator® (CFAA) Program



Advances and elevates the profession

Inspires quality job performance

Creates a competitive edge



# NASFAA Certified Financial Aid Administrator® Program



# Certified Financial Aid Administrator® Program

It's more than just an exam...

Make it part of your professional development ecosystem!



Credential Quality Standards achieved!

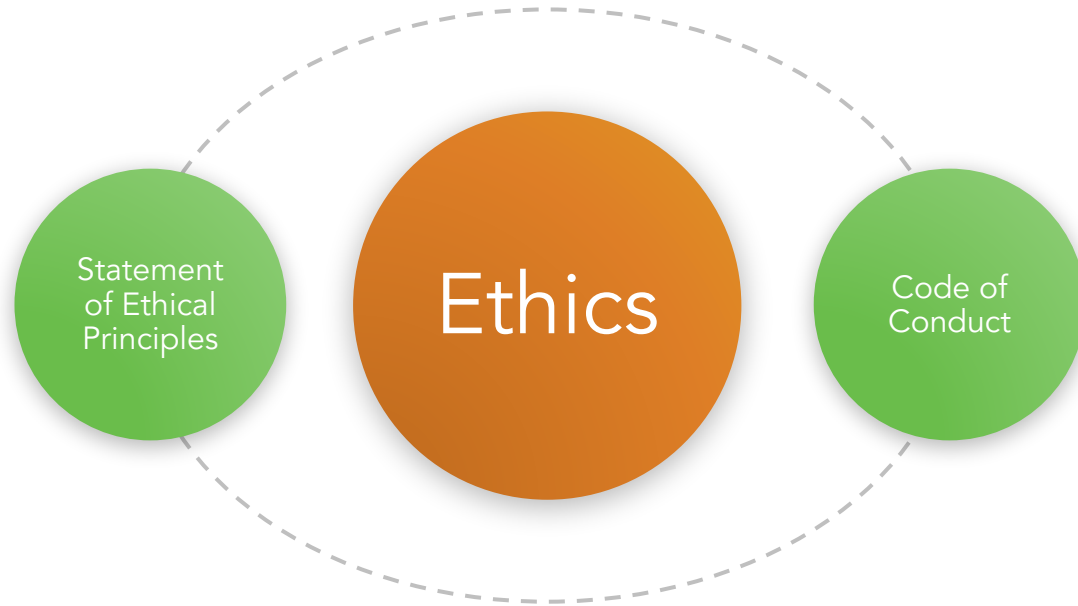
- Rigorous assessment against industry standards
- Affirms quality and defensibility of the certification program
- April 2021





# Board of Directors Update

# We are committed!





# NASFAA's Board of Directors

"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader."

Dolly Parton



# NASFAA's 2024 Election Results

Congratulations to those elected by their colleagues to serve the association during the 2024-25 program year. NASFAA sincerely thanks all candidates and members who voted in this year's election.

## National Chair-Elect



**Heidi Carl**

Executive Director of Financial Aid  
Purdue University

## Representatives-at-Large



**Sarah Everitt**

Dean of Student Financial Services  
Gonzaga University



**Steven McDowell**

Associate Vice President for Financial Aid Services  
& Title IV Compliance  
Connecticut State Community College



**Christal Williams**

Director of Financial Aid  
Johnson County Community College



# Reputation and Character

“Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.”

Abraham Lincoln



# The DLP Program

- Aligns with NASFAA's commitment to diversity and inclusion.
- Creates a pipeline for support and access to mentors.
- Under-represented groups within the aid community gain access to leadership opportunities.
- Provides participants with important professional development.
- Amy Davies, University of Oregon  
Class of 2023-24 Diversity Leadership Program participant



# Implicit Bias Toolkit

- NASFAA invites you to reflect and consider that as financial aid administrators, we directly influence the trajectory of our students' lives through our work.
- NASFAA, in conjunction with our member task force, created this toolkit to assist aid offices with awareness and suggestions to assist in eliminating bias from institutional policies and procedures.

[nasfaa.org/implicit\\_bias\\_toolkit](https://nasfaa.org/implicit_bias_toolkit)





Our Mission: To serve as a trusted advisor to the financial aid community by supporting and improving financial aid compliance, operations, and student service.

- Consulting
  - Standards of Excellence Reviews
  - Compliance Reviews
  - Operational Reviews
  - Single-Topic Assessments
  - System Optimizations
  - Program Review Assistance
- Executive & Group Coaching
- Policies & Procedures
- Interim Staffing & Leadership
- Training
- Let's Talk!

[blueiconadvisors.com](http://blueiconadvisors.com)



# Policy and Advocacy Efforts



# Higher Education Act Reauthorization



# HEA Reauthorization

## Last reauthorization in 2008

- Current version of HEA technically expired in 2013

## House

- House Democrats: Introduced College Affordability Act during 116th Congress. No comprehensive HEA bills introduced during 117th or 118th.

## Senate

- No comprehensive HEA proposal introduced in the Senate during the 116th, 117th, or 118th congressional sessions.
- Bipartisan support needed to achieve comprehensive reauthorization.



# The 117th's Piecemeal Approaches to HEA

## REAL Reforms Act

- Introduced by Rep. Virginia Foxx (R-N.C.), Rep. Elise Stefanik (R-N.Y.), and Rep. Jim Banks (R-Ind.)
- Would implement caps on the overall amount any borrower would repay on their loans
- Schools would have the authority to limit loans for populations of borrowers experiencing certain circumstances
- Would eliminate the Public Service Loan Forgiveness Program (PSLF) for new borrowers
- Drastically decrease the amount of federal loans available to graduate students

G:\M17\FOXX\FOXX\_063.XML

(Original Signature of Member)

117TH CONGRESS  
2d Session

**H. R.** \_\_\_\_\_

To streamline and improve the Federal student loan program to protect borrowers and taxpayers, prohibit the Secretary of Education from exercising regulatory overreach and abusing its authorities granted by Congress, and extend Federal Pell Grant eligibility to certain short-term workforce development programs.

IN THE HOUSE OF REPRESENTATIVES

Ms. FOXX (for herself, Ms. STEFANIK, and Mr. BANKS) introduced the following bill; which was referred to the Committee on \_\_\_\_\_

**A BILL**

To streamline and improve the Federal student loan program to protect borrowers and taxpayers, prohibit the Secretary of Education from exercising regulatory overreach and abusing its authorities granted by Congress, and extend Federal Pell Grant eligibility to certain short-term workforce development programs.

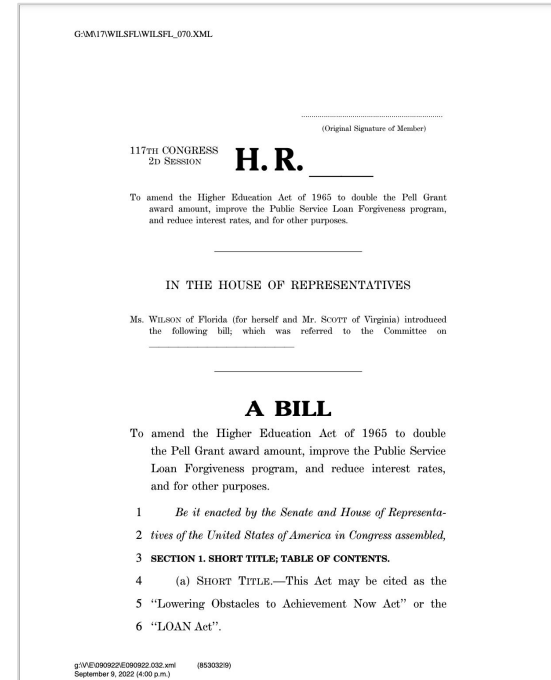
1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

g:\VH\IC\060322\060322.023.xml (85172918)  
August 3, 2022 (4:39 p.m.)

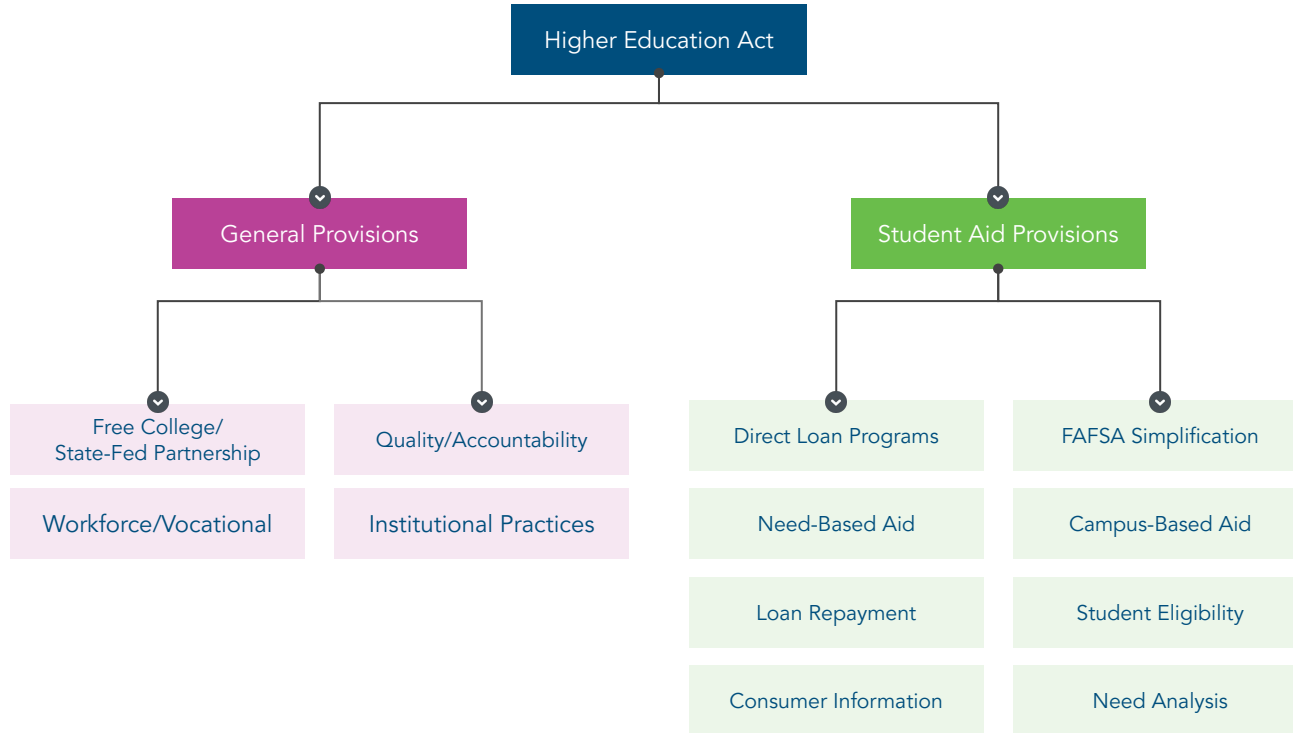
# The 117th's Piecemeal Approaches to HEA

## The LOAN Act

- Introduced by Rep. Bobby Scott (D-VA) and Rep. Frederica Wilson (D-FL).
- Would double the Pell Grant by increasing the max award over 5 years to \$13,000.
- Would shorten the time to forgiveness for PSLF from 120 payments (10 years) to 96 payments (8 years).
- Would expand access to subsidized loans to graduate students.
- Reduce the interest rate to a maximum of 5% for all loan types.



# Building Blocks to HEA



# FAFSA Simplification Act

- Passed in December 2020.
- ED will employ a phased implementation of the changes made to federal methodology (FM) and the FAFSA.
  - FAFSA Simplification
  - Need Analysis/Pell Grant Eligibility
  - Drug Convictions & Selective Service Registration
  - SULA
  - Pell for Incarcerated Students
  - Professional Judgment
  - Cost of Attendance
- Builds on FUTURE Act passed in 2019.



# Timeline for FAFSA Simplification

Changes	Implementation Status
Drug Convictions	Implemented as of 21-22 award year.
Selective Service Registration	Implemented as of 21-22 award year.
SULA	Implemented as of 22-23 award year.
Pell for Incarcerated Students	Implemented as of 23-24 award year.
Professional Judgment	Implemented as of 23-24 award year.
Cost of Attendance	Implemented as of 23-24 award year.
Provisional Independent student status	Implemented as of 23-24 award year.
Expansion of Pell LEU Restoration & Acceptable Documentation for Unaccompanied/Homeless Youth	Implemented as of 23-24 award year.
FAFSA Form Changes	Implemented for 24-25 award year.
Need Analysis/Pell Grant Eligibility	Implemented for 24-25 award year.
FUTURE Act	Implemented for 24-25 award year.

# NASFAA's SAI Modeling Tool

- This tool allows institutions to model how the recent changes to the FM EFC formula — which has been renamed the Student Aid Index (SAI) and is expected to be fully implemented for the 2024-25 award year — will impact student need and institutional financial aid budgets
- The latest version, released 9/20/23, allows the input of 23-24 data
- Estimated Pell Grant Amount
- Estimated SAI vs. EFC
- Assistance for under resourced schools:
  - [www.nasfaa.org/sai\\_modeling\\_tool\\_assistance](http://www.nasfaa.org/sai_modeling_tool_assistance)

*NASFAA has updated the SAI Modeling Tool with 2024-2025 FAFSA inflation adjustments now that ED has released the updated IPA tables.*

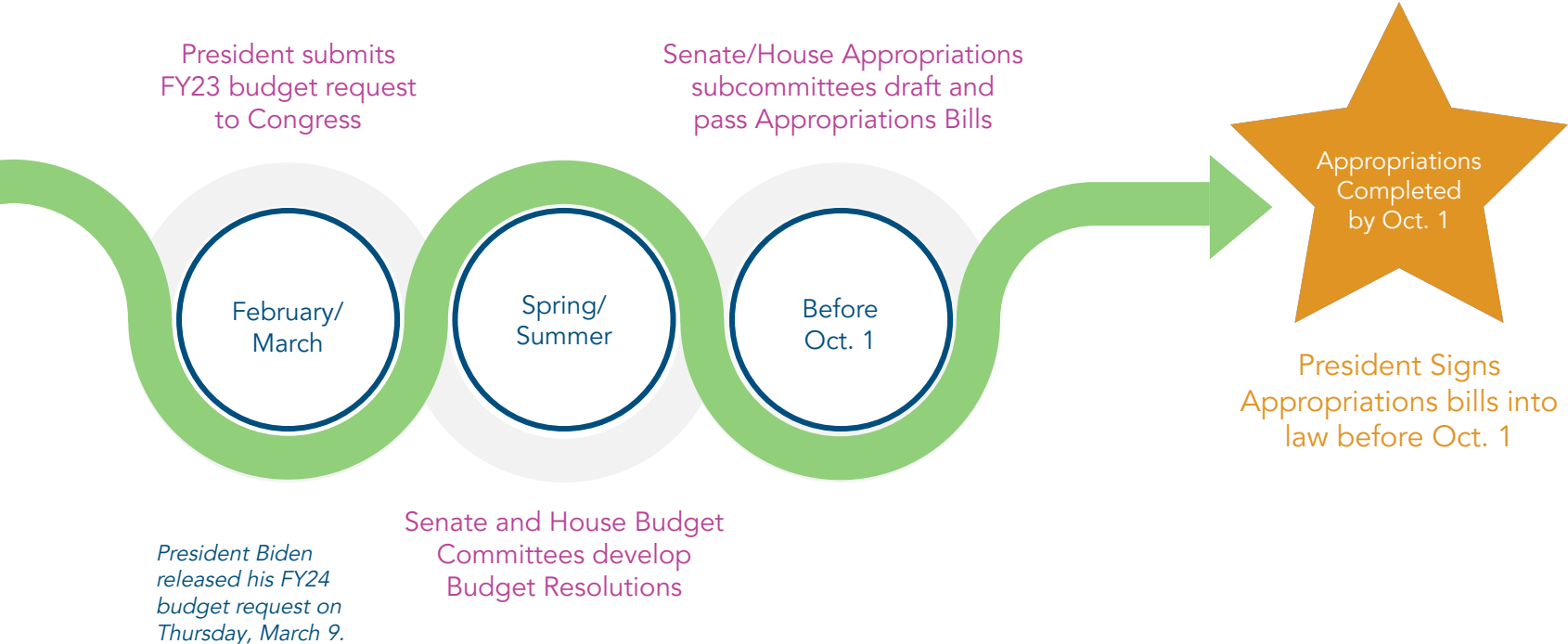




# Federal Budget & Funding



# Looking Ahead: FY2024 Funding



# FY 2024 Budget Request

	Biden Administration	House of Representatives	Senate
Pell Grant	<p><b>\$8,215 Maximum Award</b> \$500 discretionary increase through appropriations process, additional \$320 increase in mandatory funding through changes to HEA.</p>	<p><b>\$7,395 Maximum Award</b> Flat-funds the maximum Pell Grant, no increase over FY 2023.</p>	<p><b>\$7,645 Maximum Award</b> \$250 increase, rescinds \$200 million from program's reserves.</p>
FWS	<p><b>\$1.23 billion</b> No increase over FY 2023.</p>	<p>Eliminates the FWS program.</p>	<p><b>\$1.22 billion</b> \$10 million decrease from FY 2023 enacted level.</p>
FSEOG	<p><b>\$910 million</b> No increase over FY 2023.</p>	<p>Eliminates the FSEOG program.</p>	<p><b>\$900 million</b> \$10 million decrease from FY 2023 enacted level.</p>
Student Aid Administration	<p><b>\$2.7 billion</b> \$620 million increase over FY 2023.</p>	<p><b>\$1.77 billion</b> 13% decrease from FY 2023 enacted level.</p>	<p><b>\$2.2 billion</b> \$150 million increase from FY 2023 enacted level.</p>



# The Department of Education

# Faces of the Department of Education



Secretary of Education  
Miguel Cardona



Under Secretary of Education  
James Kvaal



FSA Chief Operating Officer  
Richard Cordray

# Negotiated Rulemaking: 2021-22

## Final Rules Issued in 2023

- Gainful Employment
- IDR [SAVE Plan]
- Ability to Benefit
- Financial Responsibility
- Administrative Capability
- Certification Procedures

*Effective July 1, 2024 or earlier if ED chooses to early implement*

# Negotiated Rulemaking 2023-2024

The Department of Education (ED) announced 2023-24 topics to be negotiated:

## Federal TRIO Programs

- Public Comment Period Open

## Program Integrity & Institutional Quality

- Accreditation and Related Issues
- State Authorization
- Distance Education
- Return of Title IV Funds
- Cash Management

*Sessions January 2024-March 2024*

## Student Loan Debt Relief

- Sessions Completed Dec 2023

## Topics Not Scheduled Yet:

- Third-Party Servicers & Related Issues
- Improving use of Deferments and Forbearances

As a reminder, according to ED's master calendar final regulations that are published on or before Nov. 1, 2024 will go into effect July 1, 2025.



# NASFAA Update

# NASFAA Individual Awards

- The NASFAA Award Nomination Process is now open until February 9, 2024
- Individual Awards - Awards to individuals are given in several categories, and nominations are accepted for the following:
  - Allan W. Purdy Distinguished Service Award
  - Lifetime Achievement Award
  - Honorary Membership Award
  - Meritorious Achievement Award

[www.nasfaa.org/award\\_nominations](http://www.nasfaa.org/award_nominations)



# Advocacy Opportunities



## VOLUNTEER

Advocacy Pipeline  
Policy Task Forces  
Get Students Involved!



## STAY INFORMED

Read NASFAA's  
*Today's News* and *Policy*  
and *Advocacy* pages  
on [nasfaa.org](http://nasfaa.org)



## INTERACT WITH CONGRESS

Share your advocacy efforts  
with NASFAA so we can  
support and assist you.

Every two years in  
Congress means new states  
in the mix!

NASFAA — along with 10 higher education associations representing college presidents, financial aid offices, enrollment managers, and admissions counselors — launched a task force with the goal of creating a set of principles and standards about what information should be included in institutional aid offers so the resulting documents are clear, meet high standards of transparency, and contain consumer friendly information, while still allowing for institutional customization.



**5,361,167**  
STUDENTS  
SERVED

**515**  
PARTNER  
INSTITUTIONS

**48**  
STATES  
REPRESENTED

*as of January 30, 2024*

# Policy Task Forces & Working Groups

## Ongoing

- Executive Leadership Collective Thought Force
- Rapid Response Network
- National Conference Program Task Force
- Career Path Awareness
- FAFSA Simplification Implementation
- Under Resourced Schools Scholarship Selection Task Force

## Recently Published Reports

- January 2024: Examining Federal Work-Study
- May 2023: Resumption of Loan Repayment
- December 2022: Pell for Incarcerated Students
- August 2022: National Student Aid Profile
- May 2022: Protecting Borrowers & Advancing Equity

## Previous

- HEA Reauthorization
- Reimagining Aid Design & Delivery
- Student Indebtedness
- Public Service Loan Forgiveness
- Campus-Based Aid Allocations
- Consumer Information
- Loan Servicing
- R2T4
- FAFSA Working Group
- Innovative Learning Models
- Dynamic Loan Limit Working Group
- One Grant, One Loan
- Graduate-Specific Financial Aid Data
- Consumer Information & Law Student Indebtedness
- Tuition- and Debt-Free College
- PPY Implementation
- Graduate/Professional Loan Limits
- Cost of Attendance Working Group
- Campus-Based Aid in One Grant, One Loan
- Accountability in Higher Education
- Examining Competency Based Education

# Policy Grant-funded Work

In 2023, NASFAA hit the \$4 million dollar mark in grant-funded projects

## Recent grant work:

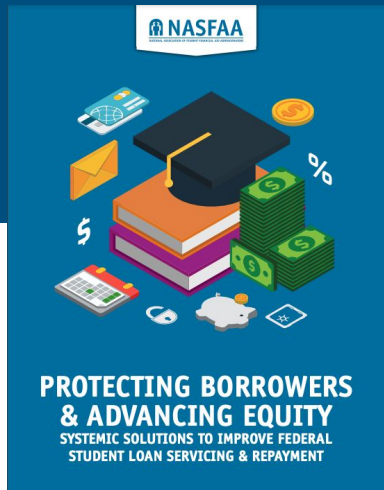
- Assisting our members in FAFSA simplification implementation
- A forthcoming report on means-tested benefits with Higher Learning Advocates
- Funding for NASFAA's College Cost Transparency Initiative for the next three fiscal years
- Providing technical assistance and community building for Prison Education Programs

# Recent Policy Work

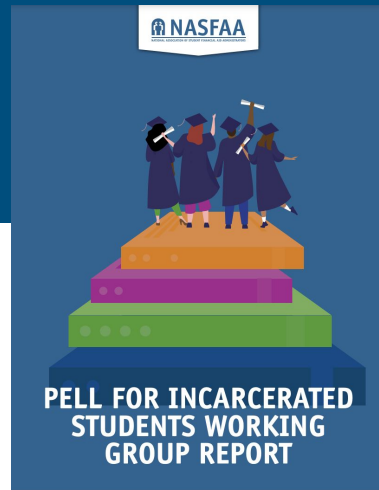
## Student Aid Index Modeling Tool



## Protecting Borrowers & Advancing Equity



## Pell for Incarcerated Students



[nasfaa.org/policy](https://nasfaa.org/policy)

# Recent Policy Work



# State Advocacy Toolkit

- NASFAA first published the State Advocacy Toolkit in August 2020 to provide resources and materials to support state-level advocacy for regions, states, institutions, and individuals interested in becoming more engaged in state-level student aid policy. NASFAA will continue to update the toolkit with new resources.
- The toolkit features the following resources:
  - User Guide that includes advocacy tips, instructions on how to contact your state representatives, and more!
  - Letter and email templates that can be customized with your information before sending to your state lawmakers.
  - Talking points that outline and give examples of the importance of state financial aid programs.
  - Student Advocacy Manual that provides resources for students to support their advocacy efforts.

[nasfaa.org/state\\_advocacy\\_toolkit](https://nasfaa.org/state_advocacy_toolkit)

## advocacy

The act or process of supporting a cause or proposal; the act or process of advocating something.

## advocate

A person who argues for or supports a cause or policy.



# 5 Effective Advocacy Tips

Keep it local.

Keep it personal.

Keep their position  
in mind.

Keep it factual.

Keep in touch.

