

Heidi Carl
STATEMENT OF CANDIDACY
National Chair-Elect

I am both honored and humbled to have been nominated as a candidate for National Chair-Elect of NASFAA.

Sometime early in our life most of us developed a dream of what life would look like when we “grew up”. For me that dream really started to form in my fourth-grade year when I was given a writing assignment to detail a dream so big that it felt unattainable. I remember my essay clearly. When I grew up, I wanted to be the first woman president of the United States of America. I think this is the first time I remember thinking about service to others, leading with a purpose and breaking through to achieve something that no woman had been able to achieve.

The financial aid profession is all about service to others. It is the basis of all the work that we do to help students apply for, understand, and figure out a way to finance their dreams for their future. We talk a lot in our profession about how no one grew up wanting to be a financial aid professional, but I think most of us grew up thinking about serving others, changing the world, focusing on education and maybe even a few of us grew up loving the pursuit of figuring out answers to complex problems. There might also even be a few of us who enjoyed the complexities of government and all the processes that lead to reform, and regulatory issues. I think my early essay qualifies me for the last group.

One of the complex problems we are faced with today in our profession is how to change the narrative about our profession to make it a career choice that is enviable and necessary for the future of our institutions. How do we light the fire in young professionals to not only notice our profession as a viable option for the future but one that is necessary, worthy, admirable? We must connect young professionals to the students we serve, to hear their stories and understand the importance of the work we do in transforming lives for the better.

Often, we do get bogged down in the regulations and constant changes of our ever-evolving professional landscape. We need to write our story as a profession to help others truly understand what we do but also why we do it. The author, Simon Sinek, tells us why is the thing that inspires us and inspires those around us. How do we inspire ourselves to continue this difficult journey and inspire others to join us on our path? By developing the story of our why we can transform our profession and encourage others to join our worthy ranks.

We must also be advocates for operational and regulatory change for our profession. Continuing to advocate in the ever-changing landscape of higher education policy and funding is necessary and must remain a focus in our quest to continue to weather the storms of change that are constant in our profession. We fight this good fight because we know it is vital and necessary to continue to be a voice for all the students we serve in the work that we do.

I am confident I attained my unattainable dream when I had the honor to serve the state of Indiana as President some years ago and most recently as I served the MASFAA region as President as well. Thank you for considering me for this role for our national association. I am honored by the opportunity to serve each of you and our profession.

NATIONAL CHAIR ELECT RESUME

NAME: Heidi Carl

REGION: MASFAA

CURRENT POSITION: Executive Director of Financial Aid
From: February 2019
Purdue University, IN

PREVIOUS POSITION: Associate Dean of Enrollment Director of Financial Aid
From: June 2013
Wabash College, IN

EDUCATION: M. A., Counselor Education and Counseling Psychology
Western Michigan University
Kalamazoo, MI – December 1993

B.S., Communications
Western Michigan University
Kalamazoo, MI – April 1991

TYPE OF INSTITUTION: Public, 4 year

SUMMARY OF PROFESSIONAL ACTIVITIES:

NASFAA	2023-24	Executive Leadership Collective
	2023-24	Career Path Awareness Thought Force Chair
	2022-23	NASFAA Board of Directors
	2022-24	Policy Rapid Response Network Task Force
	2021-22	Board of Directors Observer
	2019-20	Examining Software Providers' Compliance Task Force
MASFAA	2023-24	Site Selection Committee Co-Chair
	2022-23	Past President, Chair, Association Governance and Nominations & Elections Committees
	2021-22	President
	2020-21	President Elect
	2018-20	Vice President
	2019-20	Site Selection Committee Co-Chair
	2015-16	President's Award
	2011-12	Leadership Award
	2012-2019	Various Committees including Leadership Development, Conference Local Arrangements, and Awards
2011-12	State Delegate	
SASFAA	2023	Presenter, Spring Conference
ISFAA	2023-24	Leadership, Governmental Relations, and Counselor Workshop Committees
	2022-23	Presenter, Annual Conference and Access, Equity & Diversity, Governmental Relations, and Counselor Workshop Committees

NATIONAL CHAIR ELECT RESUME

2021-22	Governmental Relations and Counselor Workshop Committees
2012-21	Various Committees and Conference Presentations
2013-14	Distinguished Service Award
2011-12	President

OTHER

Multiple years	Conference Presentations and Leadership Presentations
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