



# 2023-24 ANNUAL REPORT

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## A MESSAGE FROM OUR NATIONAL CHAIR AND PRESIDENT

As we approach what will undoubtedly be another year that challenges us — and perhaps even makes us question our purpose — we want to encourage you to reflect on the profound impact of your work and remind yourselves of the core purpose that drives our efforts.

We've heard stories from those of you who sat beside your students to help guide them through obstacles in filling out the FAFSA; who worked long hours and took tasks home, often at the expense of spending time with your loved ones; who inspired others on your campus to band together to organize outreach efforts to engage with students; and who took the time to personally reach out to students who you thought needed an extra helping hand.

In the hustle and bustle of processing applications, meeting deadlines, and managing compliance, it's easy to become absorbed in the technical aspects of our roles. However, it's essential to periodically step back and remember why we chose this path in the first place.

Our "why" is deeply rooted in the belief that education should be accessible to all, regardless of financial barriers. We are here to bridge gaps, open doors, and create opportunities for students who aspire to learn, grow, and contribute to the world. Every award we process, every form we review, and every question we answer has the potential to change a life. Our work empowers students to pursue their dreams, achieve their goals, and ultimately transform their futures.

Think of the countless students whose lives have been touched by our efforts — students who might have faced insurmountable obstacles without the support we provide. Remember their stories, their dreams, and their gratitude. These moments are a testament to the difference we make every day.

As we continue to work diligently to support our students, let us hold onto this powerful "why" as our guiding star. It's this shared purpose that sustains our passion, fuels our commitment, and inspires us to give our best each day.

Thank you for your unwavering dedication and the incredible work you do. Together, let's remain focused on our mission to make higher education a reality for all students who seek it.



**Helen Faith, FAAC®**  
2023-24 NASFAA National Chair

A handwritten signature in black ink, appearing to read 'H. Faith'.



**Beth Maglione**  
Interim NASFAA President & CEO

A handwritten signature in black ink, appearing to read 'E.g. Maglione'.

# GOVERNANCE AND LEADERSHIP



In 2023-24, the NASFAA Board of Directors met twice in person and several times virtually. Led by National Chair Helen Faith, the board navigated through the ongoing FAFSA crisis; accepted the resignation of President and CEO Justin Draeger; appointed Interim President and CEO Beth Maglione; and prepared to search for NASFAA's next president and CEO.

NASFAA's chief governing and oversight body provided critical fiscal and strategic oversight, bolstered NASFAA's mission through key programmatic offerings, and remained agile to best serve the membership. A summary of significant board activities and actions for 2023-24 includes:

- 2024 [Leadership & Legislative Conference & Expo](#) budget approval
- Fiscal year 2022-23 [audit](#) approval
- Executive Leadership Collective National Conference [Researcher Event](#) funds approval
- 2024 NASFAA [National Conference](#) budget approval
- 2024 NASFAA [Virtual Conference](#) budget approval
- 2024-25 [Executive Leadership Collective](#) budget approval
- Approval of the 2024 [NASFAA Awards](#) nominees
- Approval of rosters for the 2024-25 standing committees, including the Association Governance Committee, Financial Affairs Committee, Nominations & Elections Committee, Ethics Committee, and Awards Committee
- 2024-25 and 2025-26 [Diversity Officer](#) approval
- 2025-26 and 2026-27 Treasurer approval
- 2024-25 operating budget approval
- Approval of an updated position description for the NASFAA [Diversity Officer](#)
- Approval of an update to the NASFAA Code of Conduct [Glossary of Terms](#)
- 2024-25 [membership dues](#) increase and framework approval
- Approval of update to "Primer on Economics for Financial Aid Administrators"
- Approval of board service on task forces
- Approval of an agreement with the Educational Credit Management Corporation for the [Emergency Corps initiative](#)
- Approval of the resignation of Justin Draeger as NASFAA President and CEO
- Approval of the appointment of Beth Maglione as NASFAA Interim President and CEO

## 2023-24 NASFAA BOARD OF DIRECTORS

### Officers

National Chair: Helen Faith  
*University of Wisconsin-Madison*

National Chair-Elect: Kristi Jovell  
*Middlebury College*

Past National Chair: Brad Barnett  
*James Madison University*

Treasurer: Alex DeLonis  
*Saint Louis University*

Diversity Officer: Derek Kindle  
*University of Wisconsin-Madison*

Secretary: Danchees Ingram  
*UT Southwestern Medical Center*

### Regional Representatives

EASFAA: Anne McDermott  
*Salve Regina University*

MASFAA: Craig Slaughter  
*Kenyon College*

RNASFAA: Becca Dobry  
*Central Community College*

SASFAA: Michael Morgan  
*Rhodes College*

SWASFAA: Ben Montecillo  
*University of Houston*

WASFAA: Nicole McMillin  
*Idaho College of Osteopathic Medicine*

### Representatives-at-Large

Angelika Williams  
*University of San Francisco*

Sandy Neal  
*Kentucky Community and Technical College*

Marvin Smith  
*University of California, Los Angeles*

David Alexander  
*ECPI University*

Amy Cable  
*Louisiana Community and Technical College*

Silvia Marquez  
*University of California-San Diego*

### Ex Officio

President: Justin Draeger  
*NASFAA*

NASFAA CFO: Mitchell Weintraub  
*NASFAA/Cordia Partners,  
NASFAA/Cherry Bekaert Advisory*

## FINANCIAL SUMMARY

NASFAA continues to provide strong member value, with an industry-leading 98% retention rate in 2023-24. Additionally, NASFAA completed its annual audit, receiving a clean, unqualified audit for the 13th consecutive year.

As part of the NASFAA Gives Back initiative, the Board of Directors froze membership dues for two years in response to post-COVID challenges, despite inflation. This freeze ended in 2023-24, and for fiscal year (FY) 2025, the board approved a modest increase, raising the institutional member base fee from \$840 to \$850, and adjusting the FTE multiplier from 9.5% to 10.1%. The board also approved an Annual Dues & Fees Framework to ensure regular and predictable future increases tied to the Consumer Price Index within a range of plus or minus 2%. The Finance and Audit Committee (FAC) will propose the specific increase each fall.

In 2023-24, NASFAA secured three new grants to support the coalition-led College Cost Transparency Initiative, FAFSA Simplification Implementation, and prison education convening connected to the 2024 National Conference. The board also approved funding for projects such as updating the “Primer on Economics for Financial Aid Professionals,” consumer testing for AskRegs updates, and hosting a research convening for the [Executive Leadership Collective](#).

NASFAA's subsidiary, Blue Icon Advisors, completed more than 120 projects for schools and organizations in the past year. These services included interim leadership, policy development, compliance evaluations, and custom training. Blue Icon partnered with the U.S. Department of Education's FAFSA [College Support Strategy](#) program, recruiting more than 400 financial aid professionals to help nearly 100 schools process FAFSA records on a compressed timeline.

In May 2024, the Board approved NASFAA's FY 2025 operating budget and designated funds for development projects in line with the association's strategic goals. NASFAA's financial outlook remains strong.

## POLICY AND FEDERAL RELATIONS: ADVOCACY, RESEARCH & GRANTS



### Advocacy

NASFAA's legislative advocacy team had an active year in 2023-24, with emphasis on protecting robust increases to the campus-based aid and Federal Pell Grant programs, improving the federal student loan system, and pointing out the difficulties with the rollout of the 2024-25 FAFSA while pushing for improvements.

This year, we:

- [Endorsed](#) several pieces of legislation aimed at improving student loan repayment and student loan servicing accountability.
- Facilitated six [advocacy pipelines](#) through which NASFAA members came to Washington, D.C., to meet with their representatives and senators on Capitol Hill.
- [Followed](#) closely the FY 2024 federal budget and appropriations process and urged members of Congress to protect funding for Federal Work-Study (FWS) and the Federal Supplemental Educational Opportunity Grant (FSEOG).
- [Testified](#) before the House Subcommittee on Higher Education and Workforce Development on the challenges of the 2024-25 FAFSA rollout and the role Congress could play in helping address the difficulties.
- [Continued to advocate](#) against the cuts to the federal student aid programs proposed in Congress during the FY 2025 appropriations cycle. The House Labor-H Appropriations Subcommittee released its budget proposal in June 2024 calling for decreasing funding for FWS and FSEOG by 50% and flat-funding the Pell Grant once again for the 2025-26 award year.
- Sent a [letter](#) to congressional Education Committee leadership requesting their assistance in requiring the Department of Education (ED) to delay the institutional reporting requirements for the new Gainful Employment (GE) and Financial Value Transparency (FVT) regulations to July 2025.
- Sent a [letter](#) to congressional Education and Finance Committee leadership asking for technical amendments to fix issues in the FAFSA Simplification and FUTURE Acts.
- Developed a [Call to Action advocacy campaign](#) for NASFAA members to reach out to their representatives in Congress to advocate for a GE/FVT reporting deadline delay.

NASFAA continues to engage and partner with ED on both long-term policy initiatives and timely problem solving as issues arise. We ensure NASFAA's voice is on the record by submitting public comments for all of ED's initiatives that impact financial aid administrators, and we draft or sign on to community letters in areas of concern that fall outside the regulatory process. Our efforts are informed by NASFAA's members, both through formal engagements, like task forces and working groups, as well as through informal channels, like our [NASFAA Communities](#). NASFAA collaborates with external higher education policy partners to amplify our efforts and ensure group coordination. ED-centered advocacy in 2023-24 focused heavily on [FAFSA simplification](#) in light of the challenging rollout of the 2024-25 FAFSA.

In 2023-24, NASFAA:

- Submitted public comments to Federal Student Aid (FSA) on:
  - FSA's [information collection](#) on new institutional FWS reporting.
  - FSA's [request for public input](#) on burdensome information collections.
  - FSA's [draft](#) of the 2024-25 FAFSA.
  - FSA's [proposed](#) process for creating an FSA ID for individuals without Social Security Numbers.
  - FSA's [proposed](#) changes to Integrated Postsecondary Education Data System reporting.
- Engaged in ED's negotiated rulemaking process with comments on:
  - FSA's [initial](#) and [subsequent](#) proposed institutional GE/FVT institutional reporting requirements.
  - FSA's [proposed](#) student loan debt relief proposal.
- Sent letters to ED and other federal agencies and/or signed on to community letters about timely issues, including:
  - Requesting an [extension](#) on the Department of Labor's proposed overtime rule.
  - Requesting an exact 2024-25 FAFSA [release date](#).
  - Requesting that ED [engage](#) with the higher education community on pending FAFSA changes.
  - Requesting a [reduction](#) in administrative burden due to the delayed 2024-25 FAFSA.
  - Requesting a [delay](#) to the Gainful Employment/Financial Value Transparency institutional reporting deadline.
  - Requesting a [further delay](#) to the GE/FVT institutional reporting deadline.
  - Urging ED to commit to an October 1 release date for the [2025-26 FAFSA](#).

- Mobilized and participated in task forces and working groups:
  - NASFAA remained actively engaged in the implementation of the FAFSA Simplification Act and informed ED's efforts both through its FAFSA Simplification Implementation Working Group, whose work was completed at the end of June 2024, and its staff presence at Federal Student Aid's biweekly FAFSA coalition meetings.

## Research & Grants

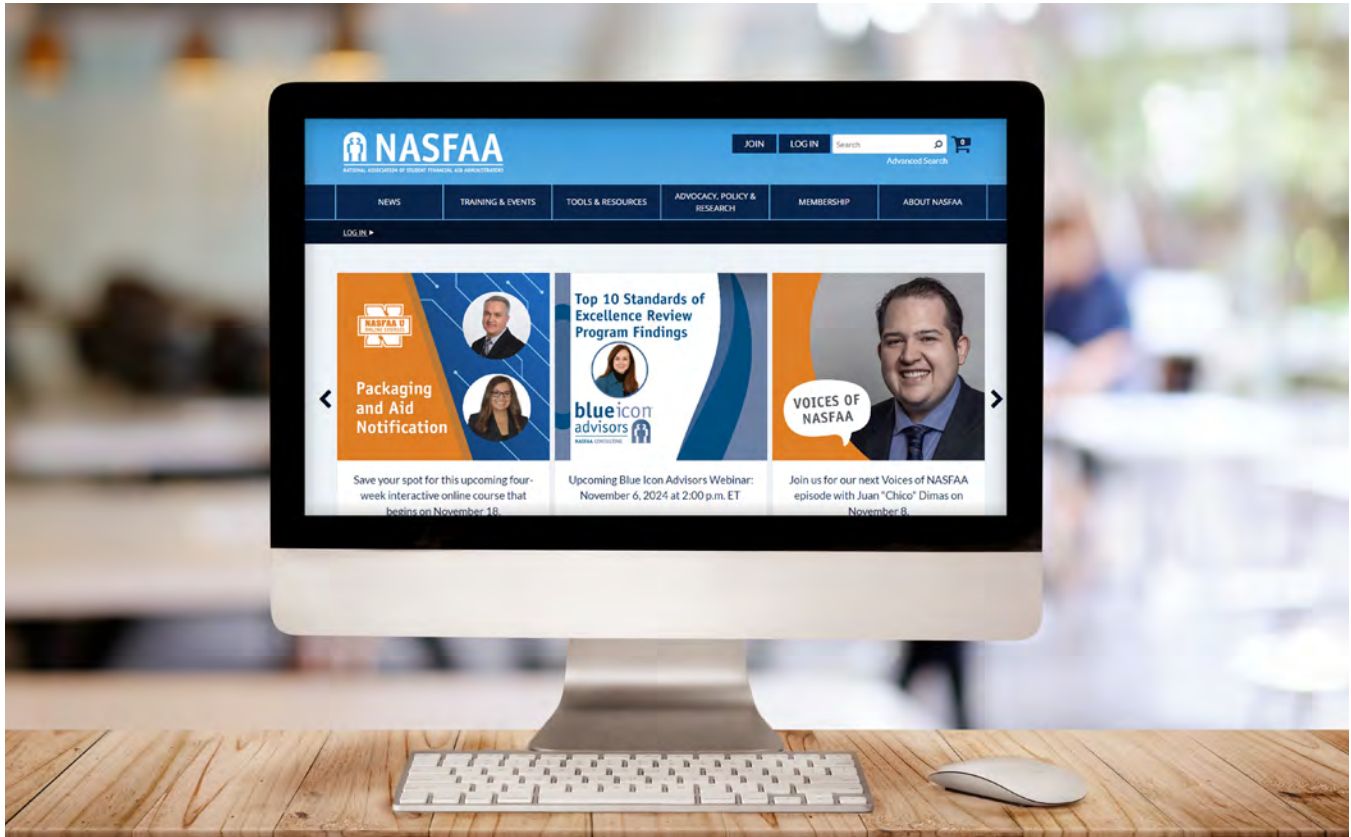
Each year, NASFAA solicits grant funding to support a multitude of policy, research, and communications efforts throughout the association. This year:

- Saw the wrap up of grant funds for [FAFSA Simplification Implementation](#) policy, advocacy, marketing, communications, research, community building, and training efforts. Grants from the Bill & Melinda Gates Foundation and the Strada Education Foundation generously funded these efforts.
- Strada Education Foundation funded our [College Cost Transparency Initiative](#) and will continue to fund it for the next two years. They also provided grant funds to cover a marketing campaign specifically for this initiative.
- Our [Prison Education Program](#)-related work received funding from the Ascendium Education Foundation. This grant funding will continue into the 2024-25 membership year.

Outside of our grant-funded efforts, NASFAA's Research team produced several reports supporting NASFAA's work on behalf of our members. The most notable reports included:

- A series of research reports to assist our work in FAFSA Simplification Implementation. These included findings from our [consumer testing study](#) of the new FAFSA on student and parent focus groups, a [series of weekly polls](#) to provide information on school packaging and enrollment deadlines in light of FAFSA implementation changes, and findings from our interviews with schools for [feedback on 2024-25 FAFSA filing rates](#).
- Our annual update on the state of the Title IV programs with our [2023 National Student Aid Profile](#).
- A report with Higher Learning Advocates on [using FAFSA data to improve student access to federal means-tested benefits](#).
- Multiple reports under our benchmarking umbrella, including our [2023 Benchmarking Report](#), which was updated and informed by the work of our [2022-23 Staffing and Benchmarking Task Force](#); our [2024 NASFAA Staffing Model](#), which we were able to bring back online for use by our member institutions; [a report on pay, representation, pay equity, and retention](#) in the financial aid office with CUPA-HR; and a forthcoming report that examines how new financial aid professionals enter the field and what efforts may assist their retention.
- NASFAA's Research Department continued to support the needs of other departments and NASFAA's leadership with data analysis as well as internal evaluative and administrative surveys of staff and the NASFAA membership.

# COMMUNICATIONS AND MARKETING



In 2023-24, the financial aid community tackled the delayed and glitchy rollout of the 2024-25 FAFSA form. Throughout the entire rollout process, financial aid professionals worked tirelessly to keep students, their families, and institutions fully informed about shifting timelines and errors in the form, and highlighted concerns about future cycles. Aid offices across the country continued to work with fewer resources and condensed timelines to ensure they could deliver aid to students.

During this period, NASFAA provided members with the most up-to-date information possible through training, updated regulatory analysis, and guidance delivered via various platforms, helping financial aid professionals adjust to the changing student aid landscape, reach and achieve their goals, and expand their knowledge.

Below are some milestones the NASFAA Communications and Marketing team reached in 2023-24.

## Today's News

NASFAA emails its *Today's News* newsletter to more than 29,500 subscribers every weekday morning. Year after year, NASFAA members rank *Today's News* as their most valuable membership benefit. 2023-24 saw continued growth with more than 1,500 new subscribers as financial aid professionals continued to rely on essential updates to handle the challenges they faced this year. NASFAA-produced news articles and podcast episodes focusing on the rollout of the 2024-25 FAFSA topped the list of content read by members this year.

## Top 10 Most-Read Articles Written by NASFAA Staff

1. [FSA Announces 2024-25 FAFSA Will Go Live by December 31, ISIR Delivery Delayed](#)
2. [ED Releases Draft Pell Grant Look-Up Tables for 2024-25](#)
3. [ED Announces Verification Relief and Additional Flexibilities to Ease FAFSA-Related Burden](#)



4. [ED Announces Resolution for FAFSA Contributors Without SSNs Coming in “First Half” of March](#)
5. [Department of Education Details ISIR Processing Approach in New Announcement](#)
6. [Is Your Campus Ready for New Regulations Effective July 1, 2024?](#)
7. [ED Details ISIR Delivery Rollout, Updated Issue Alerts, and New FAFSA Functionality](#)
8. [Education Secretary Miguel Cardona Addresses NASFAA’s 2024 Leadership & Legislative Conference & Expo, Pledging New FAFSA Support](#)
9. [FSA Outlines 2024-25 FAFSA Simplification Changes in New Dear Colleague Letter](#)
10. [ED Provides Updated Timeline on FAFSA Processing, Student Corrections](#)

## Top 5 “Off The Cuff” (OTC) Podcast Episodes of 2023-24

1. [OTC Inside the Beltway: Storm Clouds on the FAFSA Summit as ISIR Rollout Begins](#) - published March 14, 2024
2. [OTC Inside The Beltway: Working Through the ISIR Delivery Delay](#) - published February 2, 2024
3. [OTC Inside The Beltway: NASFAA Testifies on 2024-25 FAFSA Rollout](#) - published April 12, 2024
4. [OTC Inside The Beltway: Keeping Track of ED’s Updated FAFSA Timeline](#) - published March 8, 2024
5. [OTC Inside the Beltway: Making Sense of the 2024-25 FAFSA Timeline](#) - published March 1, 2024

## NASFAA.org

The NASFAA website is where members find everything they need in one place, from news to training to resources to membership information and much more. In 2023-24, [NASFAA.org](#) received more than 5.7 million pageviews, a nearly 13.5% increase in web traffic since 2022-23 (5.1 million).

## Five Most-Visited Pages on NASFAA.org From July 1, 2022, to June 30, 2023

1. [NASFAA.org Home](#) (504,768 page views)
2. [AskRegs Landing page](#) (149,952 page views)
3. [NASFAA Webinars - Live and On-Demand](#) (80,171 page views)
4. [FAFSA Simplification Web Center](#) (79,262 page views)
5. [Today’s News](#) (77,915 page views)

## Media Engagement

NASFAA regularly engages with members of the media to champion the association’s policy positions, shares new research, and raises public awareness of the funding-related issues plaguing college students and postsecondary institutions.

In 2023-24, reporters across the country repeatedly turned to NASFAA as an authority on financial aid news and policy updates amid the chaotic rollout of the redesigned FAFSA. National media and trade publications [quoted or referenced](#) NASFAA more than 5,700 times — up more than 50% from 2022-23. NASFAA also continued its proactive media outreach, publishing more than 20 [press releases and statements](#) in addition to targeted outreach to individual reporters throughout the year.

## Social Media

NASFAA actively posts on Facebook, LinkedIn, X/Twitter, and Instagram at least five days a week. In 2023-24, we had 3,156 social media posts across our platforms, earning more than 3.8 million impressions (about 1.9 million more than in 2022-23).

As of June 30, 2024, we had 13,108 Facebook fans, 21,465 LinkedIn followers, 16,235 X/Twitter followers, and 2,601 Instagram followers. LinkedIn saw the most significant increase in followers, with 4,359 new followers added in 2023-24.

## Marketing

The Marketing team helped the NASFAA and Blue Icon Advisors staff achieve their goals by consistently promoting NASFAA's offerings and membership benefits across the website, social media, *Today's News* newsletter, emails, and NASFAA Communities. Many of the NASFAA U Online Courses, webinars, and conference registrations filled up well in advance this year.

New for 2023-24, we featured NASFAA staff and members on our quarterly [Instagram takeovers](#), providing followers with a behind-the-scenes look at NASFAA events like the [Executive Leadership Collective](#) kick-off meeting, a Board of Directors meeting, Capitol Hill visits at the [Leadership & Legislative Conference & Expo](#), and the [National Conference](#) in Milwaukee, Wisconsin.

## TECHNOLOGY ADVANCEMENTS



NASFAA continued to build upon its solid foundation of integrated programs and services to deliver safe, efficient information and an optimized user experience. To support NASFAA's focus on technology initiatives, a new staff member joined in January and immediately became an integral part of the team. In just one of many examples of our advancements, while we delivered the same high-quality on-site registration process and conference app as in prior years, we significantly updated the underlying framework for a more secure, streamlined data integration platform.

Other 2023-24 advancements include:

- Integrated the [Unlimited Credential Package](#) for Value Plus members into the dues renewal process, facilitating the purchase process and making it easier for package participants to manage test offerings.
- Enabled a new [Authorized Events](#) purchase and management process.
- Performed structural and administrative updates on [AskRegs](#) to support grant initiatives to offer Knowledgebase articles free of charge.
- Enhanced the [NASFAA Store](#) by integrating business rules to support automated system registrations, offer grant-related products, and display participant data in an interactive photo gallery format.
- Migrated NASFAA's phone system and meeting platform to Zoom.
- Migrated to a new security framework and training environment.

## NASFAA COMMUNITIES



As the landscape of financial aid evolves, our online community continues to adapt and innovate. We are committed to providing a space for ongoing learning, professional development, and thought leadership. By sharing insights, best practices, and emerging trends, we empower our members to stay ahead of the curve and deliver exceptional student support. Together, we're building a stronger, more informed financial aid profession.

In 2023-24, [NASFAA Communities](#) achieved the following milestones:

- Welcomed 3,000 new community members to our online communities
- Supported and gathered 100 monthly community conversations
- Launched six new community experiences within our online community
- Hosted 25 in-person and virtual community and networking experiences
- Instituted "[Voices of NASFAA](#)," a live video event on LinkedIn to amplify and share the voices of our community

## PROFESSIONAL DEVELOPMENT

### Training & Regulatory Assistance

NASFAA's Training and Regulatory Assistance (TRA) team provides comprehensive training, guidance, and support to financial aid professionals across the United States. TRA offers a wide range of resources — including webinars, workshops, online courses, and regulatory updates — to help financial aid administrators navigate the complexities of federal financial aid regulations and ensure compliance. With a deep understanding of the ever-evolving landscape of higher education funding, TRA plays a crucial role in equipping NASFAA members with the knowledge and tools they need to effectively serve students and their families, maintain institutional integrity, and stay informed on policy changes that impact financial aid administration.



Without a doubt, 2023-24 was the year of the FAFSA. NASFAA's members faced incredible challenges as they dealt with the new FAFSA launch, and TRA provided critical support and updated training materials to assist with this heavy lift. The following are some of the tools we offer members and a few highlights of our work this year:

## AskRegs

NASFAA members look to [AskRegs](#) for reliable, accurate, and timely answers to their regulatory and compliance questions. The service helps colleges, universities, and other educational institutions navigate complex federal financial aid regulations, policies, and procedures.

In 2023-24, AskRegs saw increased use, with:

- More than 2.3 million page views (as compared with 1.6 million in 2022-23)
- 16,789 questions submitted, with the existing knowledgebase providing an additional 9,750 immediate answers to NASFAA members
- Application process, FAFSA Simplification, and verification as the most frequent topics searched this year

## NASFAA Webinars

This year, [NASFAA Webinars](#) delivered up-to-date information, training, and professional development on a variety of topics related to federal financial aid regulations, policies, and guidance. Our webinars aim to help financial aid administrators stay current with the latest trends, regulatory changes, and best practices.

## Top 5 Webinar Topics by Attendance

- Verification 2024-25
- FAFSA Update 2024-25
- Deep Dive Into the SAI
- Top AskRegs Questions 2024-25
- Policy Update & Final FAFSA Countdown

## NASFAA U Online Courses

[Online, facilitated courses](#) through NASFAA U offer comprehensive training and professional development for financial aid professionals. These courses help participants deepen their knowledge of federal student aid regulations, improve their skills, and enhance their understanding of financial aid administration in higher education. In 2023-24, all 13 online courses sold out, indicating both excellence in training and high demand for in-depth insights into Title IV aid administration. All courses received an average 97.4% participant satisfaction rating.

## NASFAA Compliance Engine

A comprehensive, web-based tool, the [NASFAA Compliance Engine](#) helps financial aid offices ensure compliance with federal student aid. Its tools include checklists and the Policies and Procedures Builder to help financial aid professionals conduct internal reviews, maintain regulatory compliance, and prepare for audits and program reviews.

## Top 5 Compliance Engine Checklists Used by Members in 2023-24

- Consumer Information
- Student Eligibility
- Satisfactory Academic Progress
- Federal Direct Student Loans
- Cash Management

## Top 5 Policies & Procedures Sections Updated by Members in 2023-24

- Introduction
- Administrative Organization & Office Management
- Financial Aid Programs
- File Review and Verification
- Satisfactory Academic Progress

## NASFAA Self-Study Guides

Both new and experienced financial aid professionals use [NASFAA Self-Study Guides](#) to deepen their knowledge of various financial aid topics, enhance their expertise, ensure their compliance, and prepare for [NASFAA Credential exams](#).

## Top 5 Self-Study Guides Downloaded in 2023-24

- Cost of Attendance
- Verification
- Application Process
- Student Eligibility
- Professional Judgment

## CERTIFICATION & CREDENTIALS



## Certified Financial Aid Administrator® (FAAC®) Program

Now five years since this program's inception, the [FAAC® designation](#) continues to validate competence in and commitment to effective and ethical financial aid administration among financial aid professionals at postsecondary institutions and related organizations nationwide, and recertification continues to encourage ongoing learning and professional development. By the end of this fiscal year, we reached the following benchmarks:

- Added 262 new FAACs
- Expanded the [Certification Registry](#) to 677 FAACs in all six regions and 49 states
- Sustained a consistently higher success rate among exam preparation workshop participants (91%) compared to independent study (79%)
- Achieved a recertification rate above 80%
- Increased [100+ Club membership](#) to 145 FAACs
- Expanded the FAAC® Community to more than 600 members

## Number of FAACs by Region as of June 30, 2024

Region	Number of FAACs as of June 30, 2024	Percent increase since June 30, 2023
SASFAA	189	54%
MASFAA	143	54%
EASFAA	120	58%
WASFAA	90	43%
RMASFAA	69	68%
SWASFAA	66	106%

## Professional Credentials

In 2023-24, NASFAA's [Professional Credentials Program](#) continued growing, with more members earning new credentials or renewing their existing credentials. Despite ever-changing regulatory and legislative requirements, NASFAA credentials, combined with experience in the field, help financial aid professionals ensure their knowledge remains relevant and current.

By the end of the 2023-24 fiscal year:

- 39,632 professionals earned or renewed credentials;
- 10,983 professionals earned at least one credential; and
- More than 350 financial aid professionals earned all available NASFAA Professional Credentials.

Credentials also serve as excellent preparation for becoming [certified](#). More than 120 of the top credential earners now also hold the FAAC® designation.

## NASFAA BUSINESS SERVICES

### Blue Icon Advisors and the Standards of Excellence Review Program



Now in its fifth year, [Blue Icon](#) continues to offer much-needed services to the financial aid community, including interim leadership and staffing support, compliance and operational reviews, policies and procedures development, system optimizations, and more.

As part of our planned growth strategy, in 2023-24 Blue Icon expanded its staff to include two new project managers as well as a workforce manager, compliance expert, and operations assistant. We continued to offer Group Coaching in the fall and spring, and monthly Let's Talk sessions to provide the financial aid community with important information as well as the ability to network and share experiences. Finally, we are proud to have helped schools navigate FAFSA Simplification to get aid offers out to students, despite unprecedented challenges. Our consultants provided valuable system setup and processing assistance to more than 100 schools via ED's FAFSA College Support Strategy and to more than 50 schools with SAI Modeling Tool assistance as part of NASFAA's grant from the Strada Education Foundation.

## Contract Volume

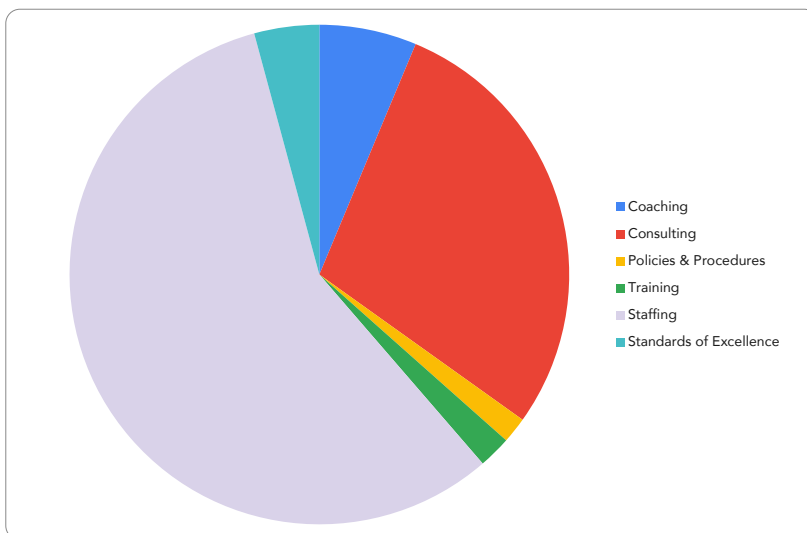
Including all grants and contracts, Blue Icon signed 239 client contracts in 2023-24, more than doubling our contracts from last year (up 106%). Due to ED's FAFSA College Support Strategy initiative, staffing was our largest project category.

In FY 2024, Blue Icon had

- 412 inquiries received\*
- 251 proposals produced\*
- 239 contracts signed

*\*Inquiries and proposals do not include the Strada grant and FAFSA College Support Strategy contracts.*

## 2023-24 Contracts Signed



## Consultants

The majority of Blue Icon's consultants are practicing financial aid administrators who apply their expertise via part-time consulting support. Fewer consultants are available to work full-time on leadership and staffing support projects, but they are in high demand. To learn about becoming an independent consultant, visit the Blue Icon careers page at [BlueIconAdvisors.com](https://BlueIconAdvisors.com).

## Quick Facts About Blue Icon Consultants:

- Blue Icon has received 269 consultant applications since its launch.
- Blue Icon has hired 47% of applicants.
- As of the end of FY 2024, Blue Icon has 104 total active consultants, including SOE peer reviewers.

For ED's FAFSA College Support Strategy initiative, 467 amazing financial aid professionals expressed interest in participating in the NASFAA [Emergency Corps](#). Of those who expressed interest, we signed contracts with just over 300 individuals. We were able to match 267 financial aid professionals with schools that desperately needed support.

## Group Coaching

Blue Icon held four [group coaching opportunities](#) in 2024-25:

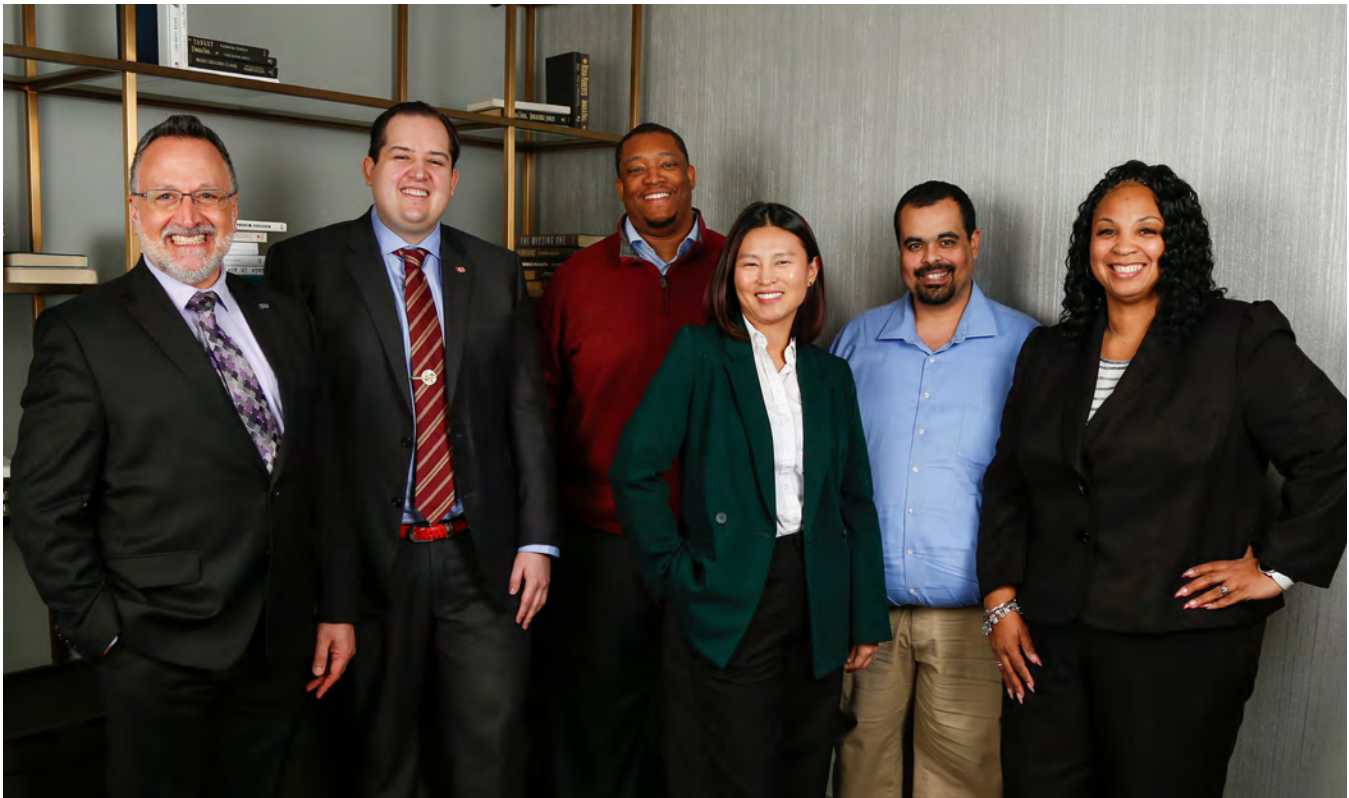
- New Directors in September 2023 with 21 participants and in March 2024 with 18 participants
- Aspiring Directors in October 2023 with 14 participants
- Policies & Procedures in January 2024 with 15 participants

## Clean Audit

Blue Icon is proud to have submitted another clean third-party services audit report to the U.S. Department of Education.

- The audit requires collecting documentation for all engagements in which we perform Title IV financial aid functions on a school's behalf, such as interim staffing and writing policies and procedures.
- The audit firm reviews the documentation to ensure our actions are in compliance with Title IV Federal Student Aid rules.

## DIVERSITY LEADERSHIP PROGRAM





NASFAA's award-winning Diversity Leadership Program (DLP) underscores NASFAA's [commitment to diversity and inclusion](#). Up to six financial aid professionals from marginalized and underrepresented groups — one from each region — receive a portfolio of NASFAA benefits each year designed to enhance their leadership potential at the state, regional, and national levels. DLP aims to elevate participants' careers, strengthen and diversify the association's leadership pool, and provide a supportive community with access to key opportunities.

In 2023-24, the DLP Selection Committee reviewed more than 50 applications to select the new participants, who met at the 2024 Leadership & Legislative Conference in Washington, D.C., and the 2024 National Conference in Milwaukee. Participants returned to Washington, D.C., in October 2024 to provide on-the-ground perspectives to lawmakers through NASFAA's advocacy pipeline as a culmination of their experience.

## The 2023-24 DLP Class

- [Donise Banks](#), assistant director of financial aid, Southern University A & M College Law Center
- [Amy Davies](#), senior assistant director, University of Oregon
- [Juan Chico Dimas](#), financial aid advisor, University of Denver
- [Marlon Jones](#), director of financial aid services, University of St. Francis
- [Jonathan Mador](#), assistant vice president of student financial services, High Point University
- [Christopher Rodriguez](#), director of financial aid, Rowan College of South Jersey

## NASFAA 2024 EVENTS AND AWARDS



## 2024 National Conference



Every year, financial aid professionals from across the nation attend NASFAA's National Conference to increase their knowledge, network with colleagues, and learn the latest requirements, trends, and strategies in student aid. This year, 2,458 financial aid professionals from across the country gathered in Milwaukee, Wisconsin, from June 16 to 19 for the NASFAA Conference — including more than 800 first-time conference attendees.

Maria Hinojosa, an Emmy- and Pulitzer Prize-winning journalist, kicked off the conference with a personal speech that dug into her storied career, detailed how journalism has connected her to various communities, and centered on the importance of using one's own experience to tell one's own story. She explained that the dynamic of change is everywhere, and she approaches news from a perspective that rejects living in fear.

The conference also featured policy updates by then-NASFAA President Justin Draeger and Vice President of Public Policy and Federal Relations Karen McCarthy, a preconference session on diversity, a ceremony to pass the gavel of leadership from 2023-24 National Chair Helen Faith to 2024-25 National Chair Kristi Jovell, several U.S. Department of Education sessions on FAFSA simplification, and more. In addition, this year's conference gave members the opportunity to wish Justin Draeger farewell and the best of luck in his new role with Strada Education Foundation after fifteen years of dedicated service as NASFAA's president and CEO.

Online registration for the 2025 National Conference in Anaheim, California, opens in January 2025.

***"This is the first time I have attended the NASFAA Conference. It was an absolute blast. It is great that even if I couldn't attend all the sessions, we have others from our college who could go to the sessions and bring back the information and share it with us. If you want to know what is happening and stay informed, I recommend coming out, having a great time, and meeting new people who are doing what we all love to do."***

***"As a first-time attendee, attending the NASFAA Annual Conference was an eye-opening experience. Although our profession may look small, we are a mighty group, and we all share similar experiences. I learned a lot from the sessions and meeting other people."***

## 2024 NASFAA Awards



[NASFAA awards](#), announced each year at the National Conference, recognize the outstanding achievements of members of the financial aid profession and higher education community. A special [press release](#), published after the awards ceremony, highlights each awardee.

At the 2024 National Conference, NASFAA made awards to the following individuals:

[Lifetime Achievement Award](#), the highest honor the association can bestow on a member:

- Justin Draeger, former president & CEO of the National Association of Student Financial Aid Administrators
- Billie Jo Hamilton, associate vice president for enrollment planning and management at the University of South Florida
- Michael Bennett, associate vice president of financial assistance services at St. Petersburg College
- Dr. Janet K. Hanson, recently retired as the director of communications at Tuition Exchange, Inc.

[Allan W. Purdy Distinguished Service Award](#), one of the highest awards that NASFAA bestows:

- Helen Faith, director of student financial aid at the University of Wisconsin-Madison and NASFAA's 2023-24 national chair
- James A. White of Jim White Consulting

[Meritorious Achievement Award](#), presented to an individual who has made either an important single contribution to NASFAA or the profession, or multiple significant contributions:

- Heather Boutell, director of student financial aid at Vanderbilt School of Medicine
- Kay Lewis, assistant vice provost of enrollment and executive director of financial aid at the University of Washington

[Robert P. Huff Golden Quill Award](#), presented each year to an individual or organization chosen for their contributions to the literature on student financial aid:

- Jeff Webster, who recently retired as the Trellis Company's director of research

[Gold Star Award](#), which recognizes innovative ideas in the financial aid arena at any level, targeted toward any constituency:

- Missouri Association of Student Financial Aid Personnel (MASFAP), for their FAFSA Week of Action
- Community College of Rhode Island, for their CCRI Satisfactory Academic Progress (SAP) Initiatives

NASFAA also presented six [Regional Leadership Awards](#) to recipients who have exhibited high integrity and character, have shown creative leadership, and have inspired and encouraged others to actively participate in professional development. One award was given in each of six regions:

- EASFAA – Kelly Morrissey, dean of student financial assistance and scholarship, Community College of Rhode Island
- MASFAA – Susan Teerink, associate vice provost for financial aid and enrollment services, Marquette University
- RMASFAA – Janet Riis, director of financial aid, Carroll College
- SASFAA – Dr. Sharon Oliver, assistant vice chancellor for enrollment management, North Carolina Central University
- SWASFAA – Cindy Perez, executive director, University of Louisiana at Lafayette
- WASFAA – G. Michael Johnson, (retired) director of financial aid, Columbia Gorge Community College

## 2024 Leadership & Legislative Conference & Expo

This year, more than 470 financial aid professionals — the largest number in the history of the conference — [convened](#) in Washington, D.C., in February for NASFAA's [Leadership & Legislative Conference & Expo](#). Their purpose: to grow professionally, learn, network, and become leaders on their campuses.

Justin Draeger, NASFAA's then-president & CEO, focused his remarks on the importance of this annual conference and how the gathering helps financial aid professionals connect with the community. During the conference's opening session, [Draeger underscored](#) the complicated landscape aid administrators faced as they dealt with all of the repercussions of the [delayed 2024-25 FAFSA rollout](#), reminding participants that they are well-prepared and capable of handling unprecedented times, particularly given how they navigated the tumult of the COVID-19 pandemic.

The multi-day conference separated attendees into five different pathways — Association Leadership, Compliance Management, Financial Aid Management & Leadership, Strategic Enrollment Management, and Executive Leadership Collective — where they examined and discussed critical issues with their peers. Over the first two days, members learned new skills and leadership strategies, networked, and explored challenges facing the financial aid community.

Attendees also had the opportunity to meet with their representatives on Capitol Hill to discuss pressing student financial aid issues, including doubling the Pell Grant, FAFSA simplification, and eliminating student loan origination fees.

***The Hill visit "was a great experience that stretched me and helped me feel involved in the larger conversations around financial aid and equity."***

# MEMBERSHIP



In FY 2024, NASFAA maintained an impressive 98.1% member retention rate — well above the industry average of 85%. That rate demonstrates the high value members place on their NASFAA membership, particularly as they look to NASFAA for guidance and leadership in dealing with challenges resulting from FAFSA Simplification and the delayed FAFSA rollout.

NASFAA also saw a continued increase in new institutional members in 2023-24, resulting in the highest number in a decade. This year, 100 schools either newly joined or rejoined NASFAA, leading to a total of 2,836 institutional members. To encourage new memberships and renewals, NASFAA’s Board of Directors held the dues rates steady again in 2023-24.

## Institutional Members as of June 30, 2024

Number of Full-Time Equivalent Students Served by the School	Number of Member Schools In This Category	Percentage of Member Schools in This Category
0-999	844	29.8%
1,000-4,999	1,318	46.5%
5,000-9,999	346	12.2%
10,000-19,999	184	6.5%
20,000 and above	144	5.1%
<b>TOTAL</b>	<b>2,836</b>	<b>100%</b>

Sector	Number of Member Schools in This Sector	Percentage of Member Schools in This Sector
Community College	861	30.4%
For-Profit	247	8.7%
Graduate/Professional	114	4.0%
Nonprofit	1,098	38.7%
Public 4-year	516	18.2%
<b>TOTAL</b>	<b>2,836</b>	<b>100%</b>

## DALLAS MARTIN ENDOWMENT FOR PUBLIC POLICY AND STUDENT AID (DME)



### An Open Message From the 2024 DME Intern

Zoe Turner, NASFAA’s 2024 DME intern, arrived at NASFAA as a recent graduate of the University of North Carolina at Chapel Hill, where she received a bachelor’s degree in political science and public policy and completed a minor in data science. She detailed her most significant experiences as this year’s intern in the following excerpt from her August 2024 [message to NASFAA members](#).

### National Student Aid Profile

One of my primary responsibilities as the DME Policy Intern was to update the 2024 National Student Aid Profile. Following an unprecedented year marked by FAFSA Simplification and the end of the COVID-19 repayment pause, the profile will provide an in-depth review of the federal student aid programs in the 2023-24 year. In this experience, I strengthened my existing skills in data science and learned to apply them to education data. Profile work also served as a preliminary introduction to the history and impact of the federal student aid programs I was unfamiliar with.

### Congressional Advocacy

I participated in two NASFAA advocacy pipelines and the Committee for Education Funding (CEF)’s Hill Day on Capitol Hill. We met with congressional offices from all over the country on both sides of the aisle to advocate NASFAA member priorities including increased funding for campus-based aid, delaying the GE reporting deadline, and the elimination of origination fees. Growing up just 40 minutes outside of D.C., walking the halls of the House of Representatives and Senate office buildings to lobby for change has been a lifelong dream of mine. The advocacy pipeline participating members were accomplished, knowledgeable, and compelling in their advocacy.

## 2024 Prison Education Program (PEP) Convening and National Conference

This trip was my first to Milwaukee and also the first time I met many of the NASFAA staff and members in person. I spent the first part of my trip attending the PEP convening, where I heard from diverse panels of field experts. The convening covered the importance of language, understanding the “best interest of students” in practice, tools of technical assistance for aspiring PEPs, and much more. I most enjoyed the panels of justice-impacted scholars who have made profound contributions to the community and the day three reentry simulation. The rest of the conference was just as exciting as it was informative. Each panel and general session I attended taught me more about the field and pressing issues to advocate for. My favorite sessions I attended were “Helping the Homeless and Foster Youth Fill Out the FAFSA” and “Ladies Nights: Empowering Women in Financial Aid and Beyond.”

### What’s Next

On August 19, I will begin my fall semester at UNC Chapel Hill to continue working on my master’s degree in public policy, with an expected graduation in June 2025. My concentration will be education and labor markets, and it is my hope to find work in Washington, D.C., after the year is finished.

## Dallas Martin Endowment Donors

NASFAA is deeply grateful to all the generous donors to DME who have made, and continue to make, the DME Internship Program and the NASFAA Diversity Leadership Program possible.

The following individuals contributed to DME in 2023-24:

Gold - \$100 to \$499

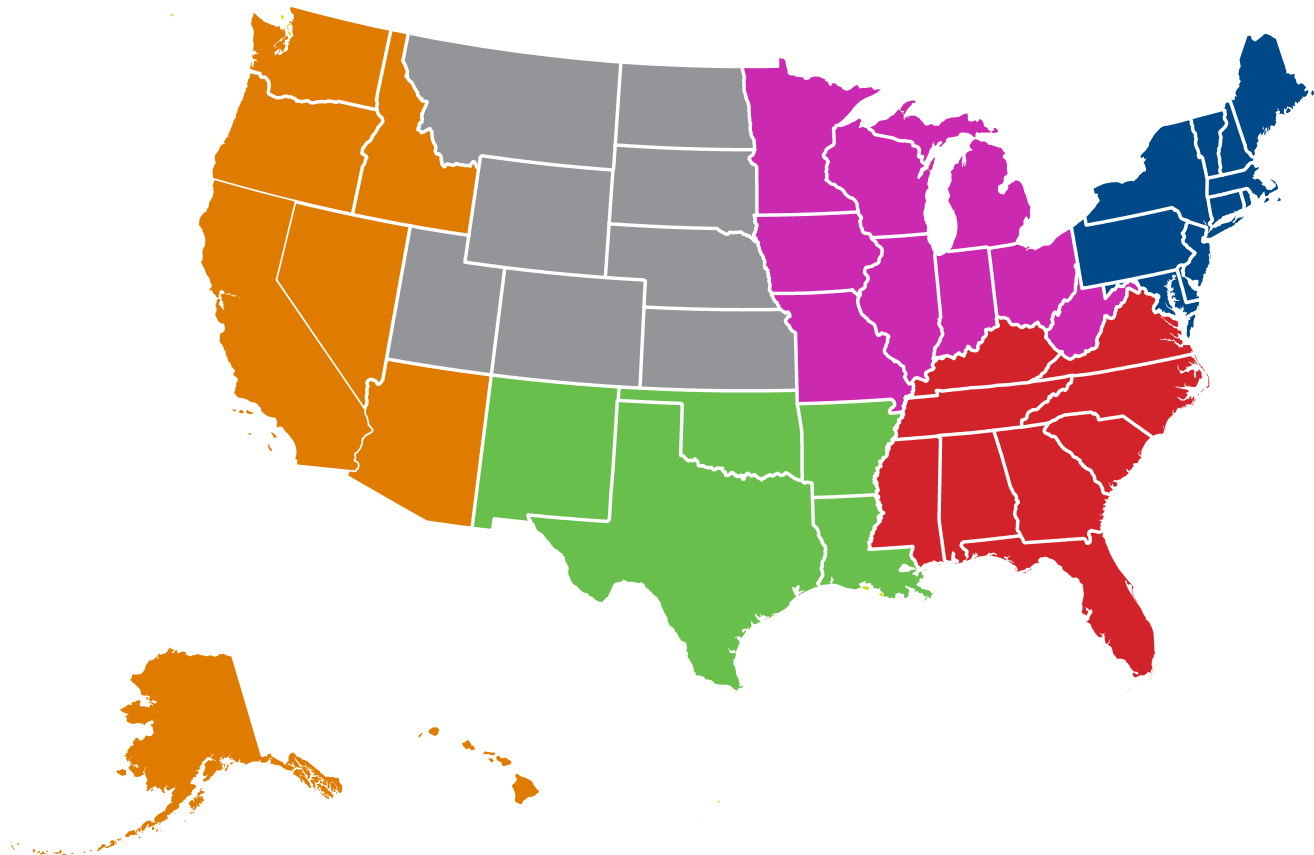
- Cecelia Dwyer

Silver - up to \$99

- Christina Ayres
- Heather Boutell
- Diahann Derrick
- Dawn Herrod
- Marisa Mezs
- Helen Ramirez
- Anafe Robinson
- Maria Sager
- Casey Trela

Visit [www.nasfaa.org/DME](http://www.nasfaa.org/DME) to lend your support!

## NASFAA 2023-24 Volunteers by Region



Every year, NASFAA’s volunteers share their talent and time to support the association’s mission and its members. The following list shows the 2023-24 task forces, commissions, committees, boards, and working groups and their leaders. In the [Volunteers](#) section of our website you can find an extensive list of the many individuals who — even in this challenging year — supported the association’s mission and its members.



### **Advocacy Pipeline**

NASFAA staff led

### **Association Governance Committee**

Brad Barnett, James Madison University, chair

### **Awards Committee**

Brad Barnett, James Madison University, chair

### **Career Path Awareness for Financial Aid Administrators Thought Force**

Heidi Carl, Purdue University, chair

### **CFAA Program Commission**

Craig Slaughter, Kenyon College, chair

Jessica Flogaites, University of Pittsburgh, chair-elect

Christina Tangelakis, Glendale Community College, past chair

### **Conference First-Time Attendee Task Force**

Katy Weisenburger, University of Wisconsin -Madison, chair

### **Conference Program Task Force**

Gena Boling, Cornell University, chair

Alicia Keaton, University of Central Florida, incoming chair

### **Diversity Leadership Program Mentors Group**

NASFAA staff led

### **Ethics Commission**

Quinton Taylor, Johns Hopkins University, chair

### **Executive Leadership Collective Task Force**

Rachelle Feldman, University of North Carolina at

Chapel Hill, chair

### **FAFSA Simplification Implementation Working Group**

Gail Holt, Amherst College, chair

### **Financial Affairs Committee**

Alex DeLonis, Saint Louis University, chair/treasurer

### **Graduate/Professional Liaison**

Melet Leafgreen, University of Texas Southwestern

Medical Center

### **Leadership & Legislative Conference & Expo: Association Management**

Brad Barnett, James Madison University, past chair

Helen Faith, University of Wisconsin-Madison, chair

Kristi Jovell, Middlebury College, chair-elect

### **Leadership & Legislative Conference & Expo: Compliance & Risk Management**

Mark Diestler, University of Oregon, chair

Chad Olson, Iowa State University, incoming chair

### **Leadership & Legislative Conference & Expo: Financial Aid Management and Leadership**

JoEllen Price, San Jacinto College, chair

Heather Boutell, Vanderbilt University School of Medicine,  
incoming chair

### **Leadership & Legislative Conference & Expo: Strategic Enrollment Management**

Billie Jo Hamilton, University of South Florida, chair

Shelby Maguire, Lafayette College, incoming chair

### **NASFAA Associate Member Advisory Board**

Joseph Garzillo, Sallie Mae, chair

### **Nominations & Elections Committee**

Brad Barnett, James Madison University, chair

### **Policy Rapid Response Network Task Force**

NASFAA staff led

### **Publications Editorial Board**

Linda Conard, LMC Communications Ltd., chair

### **Selection Committee: Diversity Leadership Program**


Derek Kindle, University of Wisconsin–Madison, chair

### **Test Development Volunteers**

NASFAA staff led

### **Under-Resourced Schools Scholarship Selection Task Force**

Sandra Neel, Kentucky Community & Technical College  
System, chair

The background of the slide features a large, semi-transparent graphic of two hands cupping a globe. The hands are rendered in a light blue color, and the globe is a slightly darker shade of blue. The entire scene is set against a solid, dark blue background. The text is centered within a white-bordered box in the middle of the slide.

**The National Association of Student  
Financial Aid Administrators (NASFAA)  
provides essential professional  
development, information, and  
services to financial aid administrators;  
advocates for public policies that  
increase student access and success;  
nurtures community and belonging  
throughout the financial aid profession;  
and is committed to diversity  
throughout all activities.**