

PROSPECTUS: Dallas Martin Endowment for Leadership in Public Policy & Student Aid
March 2022

The *Dallas Martin Endowment for Leadership in Public Policy and Student Aid* honors Dr. A. Dallas Martin, Jr., who retired in 2007 after 32 years of service to NASFAA. The mission of the endowment, established in 2008, is to support leadership, research, and best practices in public policy and student aid, and to foster diversity, equity, and inclusion in the financial aid profession.

Among the endowment's funded projects are:

1. An ongoing initiative providing internships to upper division undergraduate and graduate students with an interest in financial aid, including policy analysis and/or research; up to two semester-long internships are funded annually for students.
2. The NASFAA Diversity Leadership Program (DLP), which provides selectees from historically marginalized and underrepresented groups with a robust portfolio of benefits, mentorship, and guidance on how to develop as a financial aid leader at the state, regional, and national level.

Additional projects may be occasionally funded from the endowment with express approval of the financial affairs committee, as long as those projects are in keeping with the purposes of the endowment and kept within the financial guidelines stipulated herein.

About Dallas Martin. Dr. A. Dallas Martin, Jr. dedicated his career to helping students achieve their postsecondary education goals. His was the constant voice of reason when legislation and regulations endangered equity in student aid. At times when differing opinions threatened to divide the membership, he reminded us that we are all working toward the common goal of opening doors of educational opportunity, and our strength is in our unity. He never wavered in his devotion to creating access and choice in higher education for all students.

Dr. Martin's passions were the public policy and technical dimensions of student financial aid. Once referred to as "Washington's most effective lobbyist," he served as NASFAA's primary liaison to the U.S. Congress, the Executive Branch, the U.S. Department of Education, and other government and non-governmental entities. His impact on recurring reauthorization of the Higher Education Act and ongoing regulatory debates was deep and broad ranging.

Among Dr. Martin's accomplishments within the association were development of a planning process through which the strategic long-range plan became the primary directive for NASFAA's committee and staff work. Under his direction, the association also developed its Leadership Conference, an annual gathering that has trained hundreds of state and regional leaders since 1985 and provided countless opportunities to connect representatives of NASFAA-member institutions with their elected representatives in Washington, D.C.

In July 2007, Dr. Martin was conferred Lifetime Membership in the association, one of the highest awards NASFAA can bestow on an individual whose achievements and contributions must be truly outstanding and significant.

The Case for DME. NASFAA's mission is to provide professional development and services for financial aid administrators, advocate for public policies that increase student access to and success in postsecondary education for our nation's students, and serve as a forum on student financial aid issues. We are [committed to diversity throughout all activities](#) and pursue and promote, in principle and practice, the diversity and inclusion of our membership to represent the profession and the students we serve.

Endowing these funds directly addresses the Mission, which aims to grow future leaders in the public policy arena, and to develop a diverse and inclusive leadership pool for the future of the association. This fund ensures stability, predictability and perpetuity of dollars toward these important initiatives into the future.

Fundraising Goal. The original fundraising goal of the endowment campaign was \$300,000. This goal was reached and exceeded within a few short years of the endowment’s creation. As of January 2022 the fund stands at \$555,000.

Governance. After the initial fundraising period was completed, oversight of the DME moved from a dedicated Advisory Committee to the NASFAA Financial Affairs Committee, which is chaired by the NASFAA Treasurer.

Prospective Donors and Types of Gifts Solicited. Donors include current and former representatives of NASFAA--member institutions, member organizations that are able to make philanthropic gifts, past and current individual members, Board members, or staff, and others with an interest in NASFAA’s continued financial success.

NASFAA accepts cash contributions and other gifts including, but not limited to bequests, insurance beneficiary designations, retirement plan beneficiary designations, insurance policies, charitable remainder trusts, and charitable gift annuities.

Donor Recognition. A list of donors is updated annually and posted online at www.nasfaa.org/dme.

Investment Policy. Funds associated with the Dallas Martin Endowment will be invested in a manner that mirrors the association’s current portfolio diversification between equities and fixed income securities.

Originally adopted April 14, 2008

Updated July 2013

Update March 2022