

Samantha (Sam) Veeder
STATEMENT OF CANDIDACY
National Chair-Elect

Statement of Candidacy

It is an honor and a privilege to be nominated for the position of NASFAA National Chair. My passion and commitment to assist students and their families afford a college education, along with my dedication to our professional organizations, including NASFAA, EASFAA, NYSFAAA, and The College Board has spanned nearly 30 years. Since 1992 I have worked in financial aid at NASFAA member institutions and have both utilized and participated in valuable training and mentoring opportunities while building relationships with colleagues and finding opportunities to share my knowledge and experience in various leadership roles.

I have recently served as NASFAA Representative-at-Large and EASFAA Regional Representative on the NASFAA Board. In addition, I have served the profession as President, Vice President, Treasurer, and Membership Chair of EASFAA; and as Treasurer of NYSFAAA and will be able to bring that knowledge and experience to this position to continue the dedicated work of providing training, advocacy, and support for the financial aid community and, ultimately, students and families. While EASFAA president, I led the transition from individual membership to a hybrid individual/institutional model and created a Diversity & Inclusion Committee. These efforts significantly increased (more than doubled) EASFAA membership, broadened the pipeline for leadership and volunteer opportunities, resulted in the creation of an updated diversity statement for the organization, and provided more training on inclusivity to the Board and the Membership.

I strongly believe in the value of volunteering in our professional organizations – in fact I believe that is what makes the financial aid profession unique and outstanding. With the ever-changing federal and state regulations and the demands on financial aid administrators, the training and mentoring provided by NASFAA is even more critical. In that regard, I am excited about the opportunity to work toward these goals by serving as NASFAA National Chair and ask, sincerely, for your support.

Again, thank you for this opportunity and honor. If elected, I will work diligently to maintain and enhance NASFAA's reputation for supporting both students and financial aid professionals. I am committed and ready to devote my time, skills, and resources.

NASFAA National Chair Resume

Name: Samantha (Sam) Veeder, FAAC®
Region: EASFAA

Current Position: Associate Dean of College Enrollment/Director of Financial Aid
From February 2016 University of Rochester, Rochester, NY

Previous Positions: Executive Director of Financial Aid
7/2015-1/2016 Syracuse University, Syracuse, NY

1/2009-6/2015 Director of Financial Aid
Nazareth College, Rochester, NY

7/2006-12/2008 Senior Consultant
Scannell & Kurz, Inc. Rochester, NY

1/1999-6/2006 Director of Financial Aid
Hobart & William Smith Colleges, Geneva, NY

2/1996-12/1998 Associate Director of Financial Aid
Hobart & William Smith Colleges, Geneva, NY

1/1994-2/1996 Director of Financial Aid
Keuka College, Keuka Park, NY

7/1992-1/1994 Assistant Director of Financial Aid
Keuka College, Keuka Park, NY

Education: M.S. Management
Nazareth College
Rochester, NY

B.S. Health Care Administration
Ithaca College
Ithaca, NY

Type of Institution: Private 4 year+

Summary of Professional Activities:

NASFAA

- 2020-2022 NASFAA Board Member – Representative-At-Large
- 2020-2022 NASFAA Association Governance Committee
- 2020-2022 Policy Rapid Response Network Task Force
- 2019-2020 NASFAA Awards Committee
- 2019-2020 Leadership and Legislative Conference Task Force
- 2019-2020 NASFAA Board Member – EASFAA Regional Representative
- 2018-2019 NASFAA Board Member – EASFAA Observer
- Credentials:
 - FAAC® - Certified Financial Aid Administrator
 - Student Eligibility, Verification, Satisfactory Academic Progress, TEACH Grant, Return of Title IV, Packaging & Notification of Awards, Professional Judgment, Need Analysis: Federal and Institutional Methodology, Federal Pell Grants and Iraq and Afghanistan Service Grants, Direct Loan Program, Cost of Attendance,

Consumer Information, Cash Management, Campus-Based Programs,
Administrative Capability, Application Process

EASFAA

- 2019-2020 EASFAA Past-President
- 2018-2019 EASFAA President
- 2017-2018 EASFAA President-Elect
- 2017 EASFAA Conference Co-Chair, Burlington VT
- 2014-2016 EASFAA Vice President
- 2013-2014 EASFAA Membership Chair
- 2011-2013 EASFAA Treasurer
- 2003 EASFAA Conference Committee, Hershey, PA

NYSFAAA

- 2017 NYSFAA TAP Task Force/White Paper Chair
- 2004-2006 NYSFAAA Treasurer
- 2003-2004 NYSFAAA Region III Executive Council Representative
- 1999-2003 NYSFAAA Region III Chair

COLLEGE BOARD

- 2021-2023 College Board CSS/Financial Aid Assembly Past-Chair
- 2019-2023 College Board – Board of Trustees
- 2019-2021 College Board CSS/Financial Aid Assembly Chair
- 2017-2019 College Board CSS/Financial Aid Assembly Chair Elect
- 2015-2018 College Board CSS Advisory Council
- 2013-2018 College Board Middle States Regional Council
- 2001-2007 College Board, PowerFAIDS Advisory Group

AWARDS

- 2021 – EASFAA Distinguished Service Award
- 2019 – EASFAA President’s Gavel
- 2019 – College Board Middle States Regional Assembly, Bernard P. Ireland Award
- 2017 – NYSFAAA Citation of Appreciation
- 2014 – EASFAA Leadership Award
- 2006 – NYSFAAA Circle Club
- 2005 – NYSFAAA Sister Bernadine Hayes and Rusty Hopkins Service Award
- 2003 – NYSFAAA Region III Robin Jaycox Service Award

ARTICLES

- “Don’t Get Distracted: Top Audit Issues in Financial Aid”, *University Business*, September, 2007
- “Financial Aid Appeal Pitfalls”, *University Business*, March 2007
- “Financial Aid and the Business Office”, *University Business*, July 2007
- “How To Get The Most Out Of Your Financial Aid Consultant”, *University Business*, September 2006

PRESENTATIONS
(A FEW OF
MANY)

- 2021 – EASFAA, “American Rescue Plan Act of 2021 – HEERF III”
- 2021 - EASFAA, “Admissions & Financial Aid – How They Must Work Together to Achieve Success”
- 2019 – NJASFAA, “Managing Endowed/Restricted Scholarship – A Streamlined Approach”
- 2018 – VASFAA, “Approaching Administrative and Financial Aid Challenges From A Strategic Perspective”
- 2016 – NYSFAAA, “PPY/Early FAFSA Is Here – Now What?!”
- 2015 – NYSFAAA, “Say What?! Tips for Effective Public Speaking”
- 2011 – NYSFAAA, “Professional Judgment and Dependency Overrides”
- 2011 – NACUBO, “Financial Aid in The New Normal”
- 2010 – NASFAA, “Awarding Summer Federal Work Study”
- 2009 – NASFAA, Understanding the New Independent Student Definition”