

Shannon Crossland
STATEMENT OF CANDIDACY
Representative-at-Large

I respectfully submit my candidacy for Representative-at-Large. I am both honored and humbled for this opportunity. Professional associations at the state, regional and national levels have afforded me the opportunity to influence students on a larger scale. Increasing access to higher education, simplifying student aid, and minimizing student indebtedness continue to be trending topics on all levels within our industry. Our profession needs to be persistent, engaged, and transparent advocates on these topics for overall student success. Student success is critical and pivotal, and the vision for excellence should be developed and delivered collaboratively to have the greatest impact. Understanding the parts parties play and how components complement each other paves the way for excellence. My 17 years of experience combined with my continued, active involvement at the state, regional and national levels have instilled a can-do attitude and the ability to lead our organization with a positive outlook and a passion for making the process better for students. I am confident I can actively advocate for NASFAA as well as be an asset to the NASFAA board by assessing trends in our industry and weighing pros and cons regarding the impact on our students while promoting diversity and inclusivity. At the end of the day, however, it is not about me. It is about our students, our profession, and the institutions we represent.

REPRESENTATIVE-AT-LARGE RESUME

NAME: Shannon Crossland, M.Ed., FAAC®

REGION: SWASFAA

CURRENT POSITION: Director - Student Financial Services
From: January 2022 Frank Phillips College, TX

PREVIOUS POSITION: Senior Director - Student Financial Aid & Scholarships, Compliance & Administration
From: April 2006 Texas Tech University, TX

EDUCATION: M.Ed., Higher Education Administration
Texas Tech University
Lubbock, TX – December 2011

B.S., Environmental Soil Science/Agronomy
Texas Tech University
Lubbock, TX - May 2005

A.D., Applied Science
Amarillo College
Amarillo, TX – May 1991

TYPE OF INSTITUTION: Public, 2-Year

SUMMARY OF PROFESSIONAL ACTIVITIES:

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| NASFAA | 2023-24 | Executive Leadership Collective |
| | 2016-24 | Policy Rapid Response Network |
| | 2022-23 | Ethics Commission, 2023 Conference Program Task Force |
| | 2019-23 | Certified Financial Aid Administrators® Past Chair, Chair, Chair-Elect and Commissioner-at-Large |
| | 2022 | FAAC® Forum Task Force Program Chair and Executive Leadership Roundtable Task Force |
| | 2020 | NASFAA Regional Leadership Award |
| | 2019 | Compliance Management Task Force |
| | 2018-19 | NASFAA Board of Directors Regional Representative |
| | 2018 | Strategic Enrollment Task Force and CFAA Job Task Analysis Task Force |
| | 2017 | Re-Examining Paradigms of Campus-Based Aid Task Force |
| | 2017 | NASFAA Most Valuable Professional |
| | 2016-17 | NASFAA Angoff Studies and Annual Training Task Force |
| | 2016-17 | Chair, Policies & Procedures Compliance Engine Module Implementation Task Force |
| | 2016 | Advocacy Pipeline Participation |
| | 2016 | Regional Thought Force, Rapid Response Network, and Compliance Engine Task Force |
| | 2014-15 | Website Redevelopment Task Force |

Presenter: NASFAA Leadership & Legislative Conference and Expo, ASFAA Conferences and NASFAA Authorized Events

REPRESENTATIVE-AT-LARGE RESUME

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| SWASFAA | 2023 | Leo Hatten Distinguished Service Award |
| | 2023 | Governance Task Force Chair |
| | 2020-23 | Long Range Planning Committee |
| | 2021 | SWASFAA Mentor Role |
| | 2020-21 | Chair – Training & Continuing Education Committee Chair |
| | 2019 | Chair – Archives Committee, Awards Committee, and Nominations & Elections Committee |
| | 2018 | President |
| | 2016-18 | Chair – Archives Committee and Mid-Level Training Committee Member |
| | 2017-19 | Executive Committee of the Board |
| | 2017 | Chair, Finance Committee, Parliamentarian, and Regional Scholarship Selection Committee |
| | 2016 | Policies & Procedures Task Force |
| | 2016 | Board Member – Texas Representative |
| | 2015 | Electronic Initiatives Committee |
| | 2010 | Philo Brashear Emerging Leadership Award |

Presenter: SWASFAA Conferences, Mid-Level Trainings, Boot Camps, FAAC Exam preparation Facilitator

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| TASFAA | 2022-23 | Regional Training Vice Chair |
| | 2018-19 | Chair, Mentor/Protégé Committee |
| | 2018 | Teaching & Mentoring Award |
| | 2017-2019 | Chair, Nominations & Elections |
| | 2015-16 | President |
| | 2008-2016 | Constitution & Bylaws Committee Chair |
| | 2012-2014 | Secretary |
| | 2010-2012 | Board Member and Vice President |
| | 2006-2019 | Various committee involvement |
| | 2010 | Trailblazer Award |

Presenter: TASFAA Conferences, Regional Trainings, and Leadership Tracks

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| OTHER | 2023 | Adjunct Faculty Courses Taught – Agriculture/Animal Science |
| | 2023 | FSA Focus Groups – Enrollment Management and Partner Experience |
| | 2022 | NASFAA Hollywood Squares Participant |
| | 2021 | NASFAA Off the Cuff Guest |
| | 2020 | NASFAA Book Review, “Debt-Free Degree: The Step-by-Step Guide to Getting Your Kid Through College Without Student Loans” |
| | 2019-2021 | Member, Texas Higher Education Coordinating Board Financial Aid Advisory Committee (FAAC) |
| | 2019-2020 | Chair, FAAC Legislative Issues Sub-Committee |
| | 2018 | NACUBO Perkins Close-Out Sub-Committee |