

Silvia Marquez
NASFAA Representative-At-Large
Candidacy Statement

My deep passion for social justice, diversity, equity, inclusion and belonging has firmly grounded my professional path and make me an excellent candidate for the Representative-at-Large role to the NASFAA Board of Directors. Experiences as a first-generation Latina and the daughter of poor Mexican immigrants fueled my pursuit of a career in higher education as well as my desire for social change and action. Most of my roles in higher education have explicitly focused on addressing equity through financial aid, recruitment, retention, attainment, mentorship and empowerment. I have significant, direct professional experience addressing the structural and systemic roots of inequities: oppression in its multiple forms, including racism, ableism, sexism and classism among many others. I have led and collaborated on numerous equity initiatives at large public institutions, such as Hispanic Serving Institution Initiatives and African American Initiatives, bringing a unique financial aid lens to the work.

As a financial aid champion, I have led institutional-level policy changes, the development of new services and systems, community collaborations, donor-funded programs, and pipeline-development services in large public and small private institutions. With these efforts, my aim is to transform underlying circumstances, promote student and staff success, and co-create the inclusive and equitable climate we all deserve. For example, I have led projects to analyze financial aid verification and Satisfactory Academic Progress (SAP) data. We determined that the overwhelming majority (76%) of the students selected for these complicated financial aid processes were low-income, first-generation, students of color. Many students either did not complete these processes or completed them after the start of the semester which resulted in future basic needs challenges. These efforts involved acknowledging and addressing the complex compliance and surveillance aspects of financial aid that disproportionately impact and often prevent students from historically marginalized communities from accessing the critical resources required to meet basic needs, let alone degree attainment.

As a Representative-at-Large for the NASFAA Board of Directors, I will bring a much needed student-centered, social justice lens to each conversation. I am committed to supporting the NASFAA President and the Board of Directors in championing NASFAA's mission of providing professional development and services for financial aid administrators, advocating for public policies that increase student access to and success in postsecondary education for our nation's students, and serving as a forum on student financial aid issues in an equitable and just way. Paired with my change management, organizational development, and interpersonal skills, I am prepared to represent, learn from and partner with my fellow constituents toward transformation and equity in our profession.

As your Representative-at-Large, you can count on me to be a listener and a life-long learner, always welcoming of feedback, and a commitment to utilizing my skills and influence to enact social change. I would not be where I am today without the financial aid I received as an undergraduate or the professional relationships I have developed in this profession. It would be an honor and privilege to serve an association that has served and guided me over the past two decades. Thank you for considering my candidacy for Representative-at-Large.

REPRESENTATIVE-AT-LARGE

NAME: Silvia Elena Marquez

REGION: WASFAA

CURRENT POSITION: Executive Director of Financial Aid
From: October 2022 University of California, San Diego, CA

PREVIOUS POSITION: Associate Director of Financial Aid
From: April 2014 University of California, Berkeley, CA

From: July 2021 Hispanic Serving Institution Initiative
Implementation Manager (*overlapping*)
University of California, Berkeley, CA

From: December 2019 Undergraduate Diversity Project Implementation Manager
University of California, Berkeley, CA (*overlapping*)

From: May 2018 Interim Assistant Vice Chancellor & Director of Undergraduate
Admissions (*overlapping*)
University of California, Berkeley, CA

From: January 2013 Assistant Director of Financial Aid
University of California, Berkeley, CA

From: October 2009 Director of Financial Aid
California College of the Arts, San Francisco, CA

From: September 2007 Educational Manager, Higher Education Services
College Board, San Jose, CA

From: November 1999 Financial Aid Counselor and Analyst
University of California, Berkeley, CA

EDUCATION: Ed. D., Educational Leadership
University of California, Davis
Davis, CA - *In progress*

M.A., Public Administration
California State University, East Bay
Hayward, CA – June 2004

B.A., Social Welfare
University of California, Berkeley
Berkeley, CA – December 1995

TYPE OF INSTITUTION: Public, 4 Year, Research 1

SUMMARY OF PROFESSIONAL ACTIVITIES:

REPRESENTATIVE-AT-LARGE

NASFAA	2022	Confronting and Removing Bias in Financial Aid National Conference Presenter, Austin, TX
WASFAA	2009	Presenter, Anchorage, AK
CASFAA	2022	Confronting and Removing Bias in Financial Aid Presenter, Santa Clara, CA
OTHER	2022	Presenter, Lehigh University Mentor Collective, Virtual
	2019	Presenter, College Board National Forum, Washington, D.C.
	2018	UC Chicanx/Latinx Leadership Summit, San Diego, CA
	2017	UC Financial Aid Leadership Institute (2015-17), CA
	2016	Presenter, College Board Western Regional Forum Costa Mesa, CA
	2014	Presenter, College Board National Forum, New York, NY
	2008	Financial Aid Institute on Institutional Methodology, Boston, MA