

2022 COSUAA ANNUAL CONFERENCE: San Diego, CA
April 23 to April 26, 2022

COSUAA Conference Program

Saturday, April 23, 2022	
9:00 to 10:00 am	COSUAA Steering Committee Meeting
4:00 to 6:00 pm	Registration
6:30 to 8:00 pm	<p>Welcome Reception <i>Marina View Lawn (weather standby: Coronado)</i></p> <p>Enjoy a pre-conference visit with your colleagues and your guests are welcome. This is an especially good opportunity for first-time conference participants to meet others and feel at home at COSUAA.</p>

📣 **Don't forget Administrative Professionals Day is April 27!** 📣

Sessions are located in Point Loma 2 & 3

Sunday, April 24, 2022	
7:30 to 8:30 am	<p>Registration and Continental Breakfast <i>Point Loma Terrace</i></p>
8:30 to 9:00 am	<p>Opening Remarks and Introductions Jim Brooks, University of Oregon, COSUAA National Chair</p>
9:00 to 10:15 am 75 min	<p>Promoting Economic Mobility and Social Justice Through Postsecondary Education Kimberly Dancy, Associate Director of Research and Policy, Institute for Higher Education Policy (IHEP) Moderator: Helen Faith, University of Wisconsin-Madison</p>
10:15 to 10:30 am	Morning Break
10:30 to 11:45 75 min	<p>COSUAA Open Forum Moderator: Alicia Keaton, University of Central Florida</p>
11:45 to 1:30 pm	<p>Lunch and Annual Business Meeting <i>Marina View Lawn (weather standby: Point Loma 1)</i></p>
1:30 to 2:45 pm 75 min	<p>COSUAA Panel: NCAA vs. Alston Beth Armstrong, Associate Vice Provost and Director, Virginia Tech University (<i>moderator/facilitator</i>) Emily Haynam, Executive Director, Student Financial Aid, University of Missouri Celena Tulloss, Director, Office of Financial Aid and Scholarships, University of Tennessee-Knoxville Roberta Johnson, Director, Office of Student Financial Aid, Iowa State University Ofelia Morales, Director of Financial Aid, University of Colorado Boulder</p>
2:45 to 3:00 pm	Afternoon Break
3:00 to 4:15 pm 75 min	<p>Serving Underrepresented Students: Challenges & Opportunities for Higher Education Youlonda Copeland-Morgan, Vice Provost of Enrollment Management, UCLA Moderator: Rosie Castañeda, Interim Director, Financial Aid & Scholarships, UC-San Diego</p>
<p align="center"><i>Please join us in the Hospitality Suite Room 178</i> Evening on Your Own</p>	



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Monday, April 25, 2022	
7:30 to 8:30 am	Continental Breakfast <i>Point Loma Terrace</i>
8:30 to 10:00 am 90 min	The State of Youth Culture Clint! Runge, Founder, Archrival Moderator: Justin Chase Brown, University of Nebraska
10:00 to 10:15 am	Morning Break
10:15 to 11:30 am 75 min	How Economic Trends May Affect Higher Education, Financial Aid, and the Workforce Dr. Rajeev Darolia, Professor of Public Policy and Economics, University of Kentucky Moderator: Kathy Bialk, University of Kentucky
11:30 to 1:00 pm	Lunch <i>Marina View Lawn (weather standby: Point Loma 1)</i>
1:00 to 2:00 pm 60 min	Development and Fundraising in Enrollment Management and Financial Aid Dr. Roger J. Thompson, VP for Student Services and Enrollment Management, University of Oregon Moderator: Jackie Kennedy-Fletcher, Indiana University
2:00 to 3:00 pm 60 min	U.S. Department of Education Remarks & Q&A [VIRTUAL] Julie Margetta Morgan, Deputy Undersecretary of Education, U.S. Department of Education Richard Cordray, Chief Operating Office of Federal Student Aid, U.S. Department of Education
3:00 to 3:15 pm	Afternoon Break
3:15 to 4:30pm 75 min	Eliminating Bias in Financial Aid Administration Marvin Smith, Executive Director, Financial Aid & Scholarships, UCLA (<i>moderator/facilitator</i>) Helen Faith, Director of Financial Aid, UW-Madison Dr. Devon Graves, Research Fellow, Success Center for California Community Colleges Jackie Copeland, Interim Associate Provost and Director, University of North Carolina-Chapel Hill
Please join us in the Hospitality Suite Room 178 Evening on Your Own	

Tuesday, April 26, 2022	
7:30 to 8:30 am	Full Breakfast <i>Point Loma Terrace</i>
8:30 to 10:00 am 90 min	Top Trending Issues in Financial Aid Administration Justin Draeger, President/CEO, NASFAA Moderator: Jim Brooks, Associate Vice President for Student Services & Enrollment Management and Director of Student Financial Aid and Scholarships, University of Oregon, COSUAA National Chair
10:00 to 10:30 am	Break and Hotel Checkout
10:30 to 11:45 am 75 min	U.S. Department of Education Federal Student Aid Update [VIRTUAL] Melanie Storey, Deputy Director, Policy Implementation and Oversight, Federal Student Aid Moderator: Karen Krause, University of Texas at Arlington
11:45 am	Closing Remarks Jim Brooks, University of Oregon, COSUAA National Chair

Thank You!









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SPEAKERS	
 Justin Draeger	<p>Justin Draeger, President and CEO of NASFAA. Most of Draeger’s career has been devoted to assisting disadvantaged populations achieve their educational goals and better their communities. His prior experiences include working as a financial aid director, regulatory and policy analyst, and spokesperson. Draeger earned his undergraduate degree from Brigham Young University and his MBA from Baker College. Justin lives in Fairfax, VA with his wife and three children, where he spends his free time shuttling children to various events, bicycling, motorcycling, playing racquetball, and running.</p>
 Melanie Storey	<p>Melanie Storey, Policy Implementation and Oversight (PIO), Federal Student Aid. Storey joined FSA in March 2020. The PIO unit serves as the principal office advising FSA on higher education policy to ensure that operations are considered in policy development and once enacted, that policy is implemented to meet intended goals. Prior to FSA, Storey led a wide range of policy-focused activities related to higher education and student financial aid at the College Board. She contributed to the College Board’s major policy-related studies and reports about higher education, college affordability, and student aid.</p>
 Julie Margetta Morgan	<p>Julie Margetta Morgan, Deputy Under Secretary of Education, U.S. Department of Education. Julie Morgan most recently served on the Biden-Harris Transition as a member of the COVID-19 response team. Prior to joining the transition, she served in a variety of economic and domestic policy roles, including Vice President of Research at the Roosevelt Institute, senior domestic policy advisor for Warren for President, and co-founder and executive director of the Great Democracy Initiative. She has more than a decade of experience in student loan oversight, regulation, and policy development, including serving as senior education counsel to Sen. Elizabeth Warren.</p>
 Richard Cordray	<p>Richard Cordray, Chief Operating Officer of Federal Student Aid, U.S. Department of Education. FSA administers the federal student financial aid programs, which—in Fiscal Year 2021—provided more than \$112 billion in federal grants, loans, and work-study funds to approximately 10.1 million students at approximately 5,600 participating schools. In total, FSA manages a federal student loan portfolio valued at \$1.6 trillion representing more than 43.4 million customers. Cordray is responsible for strategic and operational management of FSA. He brings extensive leadership and expertise to this role, as well as a commitment to serving consumers and American families. His public service includes several senior state and federal positions, including as the first director of the CFPB from 2012 and 2017.</p>
 Youlonda Copeland-Morgan	<p>Youlonda Copeland-Morgan, Vice Provost of Enrollment Management, UCLA. Copeland-Morgan is a nationally recognized leader in higher education for over 35 years. She joined UCLA in 2012 to create and lead the Division of Enrollment Management. Before joining UCLA, Copeland-Morgan served as Associate Vice President for Enrollment Management and Director of Scholarships and Student Aid at Syracuse University, Vice President and Dean of Admission and Financial Aid at Harvey Mudd College, and Director of Financial Aid at Occidental College.</p>
 Rajeev Darolia, Ph.D.	<p>Rajeev Darolia, Ph.D., Wendell H. Ford Professor of Public Policy and Associate Professor of Public Policy and Economics, and Director of Graduate Studies for the Martin School Ph.D. program, University of Kentucky. Dr. Darolia’s research interests include questions about how public policy affects economic mobility and financial security, especially related to education policy. Dr. Darolia publishes research across public policy, economics, and education journals.</p>
 Roger J. Thompson, Ph.D.	<p>Roger J. Thompson, Ph.D., Vice President for Student Services and Enrollment Management, University of Oregon. Dr. Thompson is responsible for services that contribute to enhancing the student experience, recruitment, retention, and graduation. His portfolio also includes providing continuing and professional education for the community. During his tenure, enrollment at the University of Oregon has reached record levels for total enrollment, academic quality, diversity, including ethnicity, socio-economic, and international representation, and freshmen-to-sophomore retention rates.</p>
 Kimberly Dancy	<p>Kimberly Dancy, Associate Director of Research and Policy, Institute for Higher Education Policy. Dancy supports projects through the research process, including design and methodological support, data analysis, writing and editing, and overseeing quality control and quality assurance. Before joining IHEP, Dancy worked on the Higher Education team at New America, and at the Georgetown University Center on Education and the Workforce. Kim is inspired by “the power of high-quality research and data to inform decision-making, drive evidence-based policy, and promote equity in higher education.”</p>
 Devon Graves, Ph.D.	<p>Devon Graves, Ph.D., Research Fellow, Success Center for California Community Colleges. Prior to Dr. Graves joining the Success Center, he finished his graduate work at UCLA. His research focuses on community college students’ experiences within the financial aid process. Dr. Graves has served on two of California’s higher education governing boards and served as a gubernatorial appointee from 2013-2017 on the California Student Aid Commission. In this role Dr. Graves chaired the Student Impact committee, which oversees the Cal Grant and Dream Act programs. In 2017, he was appointed the 44th Student Regent on the University of California Board of Regents.</p>



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  Clint Runge	<p>Clint! Runge, Founder, Archrival. Runge is a founding partner of Archrival, a youth culture agency that wins the hearts and minds of young adults. Nationally recognized and full of mischief, Archrival goes against the grain of the typical marketing approach to build brand love, sales and loyalty.</p> <p><i>"We win when we stop chasing trends and start understanding what truly moves a generation to choose, buy and vote."</i></p>
 Jackie Copeland	<p>Jacquelyn "Jackie" Copeland, Interim Associate Provost and Director of Scholarships & Student Aid at University of North Carolina at Chapel Hill. Copeland has more than twenty years of experience in financial aid at Carolina, having previously served as Associate and Assistant Director, counselor, coordinator, and even work-study student. She continuously strives to improve processes through collaboration and leveraging technology, supporting staff, and improving the student experience.</p>
 Helen Faith	<p>Helen Faith, Director of Financial Aid, UW-Madison. Faith has twenty years of financial aid, student affairs, and enrollment management experience at both public and private, 2- and 4-year institutions. Her extensive knowledge of policy and regulations has led her to be a trusted resource for colleagues and policy advocates alike. She has been a key negotiator in the federal negotiated rule-making process for the U.S. Department of Education, in addition to serving on the national board of directors for NASFAA and as president of the regional Western Association of Student Financial Aid Administrators.</p>
 Marvin Smith	<p>Marvin Smith, Executive Director of Financial Aid & Scholarships, UCLA. Smith has served the financial aid profession for more than 30 years. He began his career at Purdue University in West Lafayette, Indiana as a graduate student in the financial aid office, where he served for nearly twenty years. He also served as financial aid director at Ivy Tech Community College-Lafayette, and most recently served as Executive Director of Student Financial Services at Indiana University-Purdue University Indianapolis (IUPUI). He earned his bachelor's degree and master's degree from Purdue University.</p>

COSUAA STEERING COMMITTEE

 Jim Brooks, National Chair University of Oregon brooksja@uoregon.edu	 Marvin Smith, Past National Chair University of California – Los Angeles msmith@fas.ucla.edu
 Kay Lewis, Treasurer University of Washington sklewis@uw.edu	 Scott Miller, Secretary University of Virginia smiller@virginia.edu
 Justin Chase Brown, Program University of Nebraska justin.brown@unl.edu	 Alicia Keaton University of Central Florida alicia.keaton@ucf.edu
 Jackie Kennedy-Fletcher Indiana University jacfletc@iu.edu	 Karen Krause University of Texas at Arlington kkrause@uta.edu

COSUAA STEERING COMMITTEE SUPPORT

 Rachele Feldman, Site Coordinator University of North Carolina rachele_feldman@unc.edu	 Michelle Trame, COSUAA website University of Illinois mtrame@illinois.edu
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