

**2023 COSUAA ANNUAL CONFERENCE: Williamsburg, Virginia  
April 22 to April 25, 2023**

*Conference Program Agenda*

Saturday, April 22, 2023	
10:00 am	<b>COSUAA Steering Committee Meeting</b> Meet in Lobby   Hospitality Suite, Building 15, Room 4171
4:00 pm	<b>Hotel Check-In &amp; Registration</b> Hotel Lobby (includes conference packet and drink tickets)
5:30 to 7:30 pm	<b>Welcome Reception @ James Landing Grille Deck</b> 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.
Evening on Your Own	

Sunday, April 23, 2023	
7:30 to 8:30 am	<b>Registration and Continental Breakfast</b> James River Grand Ballroom Pre-Function Area
8:30 to 9:00 am	<b>Opening Remarks and Introductions</b> Jim Brooks, University of Oregon, COSUAA National Chair
9:00 to 10:15 am 75 min	<b>FAFSA Simplification Federal Student Aid Update</b> Misty Parkinson, Federal Student Aid, U.S. Department of Education Moderator: Melissa Kunes, Penn State University
10:15 to 10:30 am	<b>Morning Break</b>
10:30 to 11:30 60 min	<b>Trends in State Funding and Financial Aid Policies</b> Sarah Pingel, Vice President, National Center for Higher Education Management Systems (NCHEMS) Moderator: Justin Chase Brown, University of Nebraska-Lincoln
11:30 to 1:00 pm	<b>Lunch</b>
1:00 to 2:30 pm 90 min	<b>NASFAA Update</b> Justin Draeger, President/CEO, NASFAA Moderator: Helen Faith, University of Wisconsin-Madison
2:30 to 2:45 pm	<b>Afternoon Break</b>
2:45 to 3:45 pm 60 min	<b>OPEN FORUM &amp; DAILY DEBRIEF</b> Moderator: Alicia Keaton, University of Central Florida
4:00 to 6:00 pm	<b>Join us in the Hospitality Suite (Optional), Building 15, Room 4171</b>
Evening on Your Own	



\*Designed by TownMapsUSA.com







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<b>Monday, April 24, 2023</b>	
7:30 to 8:30 am	<b>Continental Breakfast</b> James River Grand Ballroom Pre-Function Area
8:30 to 9:45 am 75 min	<b>Washington Update</b> Jon Fansmith, Senior Vice President, Government Relations, American Council on Education (ACE) Moderator: John McPherson, Ball State University
9:45 to 10:00 am	<b>Morning Break</b>
10:00 to 11:15 am 75 min	<b>With Great Power Comes Great Responsibility: Using Data &amp; Analytics to Facilitate Student Success</b> Dr. Luisa Havens Gerardo, Vice Provost for Enrollment Management, Virginia Tech Moderator: Beth Armstrong, Virginia Tech
11:15 to 1:00 pm	<b>Lunch &amp; Annual Business Meeting</b>
1:00 to 2:15 pm 75 min	<b>Enrollment Management &amp; Financial Aid</b> Rachelle Feldman, Vice Provost of Enrollment, The University of North Carolina at Chapel Hill Chuck Kneple, Vice President, Enrollment Management, Portland State University Moderator: Shashanta James, Western Michigan University
2:15 to 2:30 pm	<b>Afternoon Break</b>
2:30 to 3:30 pm 60 min	<b>OPEN FORUM &amp; DAILY DEBRIEF</b> Moderator: Marvin Smith, UCLA
4:00 to 6:00 pm	<b>Join us in the Hospitality Suite (Optional), Building 15, Room 4171</b>
<b>Evening on Your Own</b>	

<b>Tuesday, April 25, 2023</b>	
7:30 to 8:30 am	<b>Full Breakfast</b> James River Grand Ballroom Pre-Function Area
8:30 to 10:00 am 90 min	<b>Leadership People Want to Follow</b> Anne Bonney, Author/Speaker, Igniting Courage Moderator: Nate Peterson, University of Minnesota-Twin Cities
10:00 to 10:30 am	<b>Break and Hotel Checkout</b>
10:30 to 11:45 am 75 min	<b>U.S. Department of Education Federal Student Aid Update</b> Melanie Storey, Deputy Director, Policy Implementation and Oversight, Federal Student Aid Moderator: Roberta Johnson, Iowa State University
11:45 am	<b>Closing Remarks</b> Jim Brooks, University of Oregon, COSUAA National Chair

*thank you*











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<b>SPEAKERS</b>	
	<p><b>Justin Draeger, NASFAA President/CEO.</b> Most of Justin’s career has been devoted to helping 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. Justin 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>
	<p><b>Melanie Storey, Policy Implementation and Oversight (PIO), Federal Student Aid.</b> Melanie 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, Melanie 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>
	<p><b>Anne Bonney, Author/Speaker, YourChangeSpeaker.com.</b> Anne is a fun, energetic international keynote speaker and courage ignitor. She is an authority on Change Management, two-time author, host and creator of Dancing in the Discomfort Zone Podcast and an experienced virtual and in-person presenter. After 20 years in highly successful corporate and non-profit leadership positions, Anne, now uses her experience, education, and expertise to ignite YOUR courage to build resilience in change, take on difficult communication and thrive with emotional intelligence.</p>
	<p><b>Dr. Luisa M Havens Gerardo, Vice Provost for Enrollment Management, Virginia Tech.</b> Dr. Havens Gerardo has served as the VP for Enrollment Management and Services at Florida International (FIU) and Executive Director for Enrollment Services at the University of Texas at El Paso (UTEP). She began her career as an admissions recruiter at her Alma Mater, the University of Idaho and has served in leadership roles in admissions, recruitment, registration, international admissions, graduate admissions, financial aid and enrollment services. She served as AACRAO Vice President for Access and Equity from 2010 to 2013 and as president in 2019-2020. She is originally from Honduras.</p>
	<p><b>Jonathan Fansmith, Senior Vice President, Government Relations, American Council on Education (ACE).</b> Jonathan directs ACE’s efforts to engage federal policymakers on issues impacting colleges and universities and coordinates government relations response of approximately 60 higher education associations in Washington DC. His work involves representation before Congress, administrative agencies, and federal courts. Fansmith’s writing has appeared in The Washington Post, The Journal of College and University Law, and more, and he is a frequent speaker for association, academic, and corporate audiences.</p>
	<p><b>Sarah Pingel, Vice President, NCHEMS.</b> Sarah is the incoming Vice President of the National Center for Higher Education Management Systems. She focuses on public policy issues facing postsecondary education, with a particular focus on finance, affordability, and governance. Previously, Sarah served as a Senior Researcher at Ithaka S+R and a Principal at the Education Commission of the States. She has testified in multiple state legislative chambers and has been cited in local and national media.</p>
	<p><b>Rachelle Feldman, Vice Provost of Enrollment, UNC Chapel Hill.</b> Rachelle is a national leader in affordability, financial literacy, access, and enrollment issues. She co-founded and co-led the University of California’s system-wide Financial Aid Leadership Institute and leads NASFAA’s Executive Leadership Task Force. She holds several national positions including chair of the Higher Education Loan Coalition, trustee of the National Endowment for Financial Education, and the College Board’s enrollment leadership group.</p>
	<p><b>Chuck Kneple, Vice President for Enrollment Management, Portland State.</b> Chuck had also served as both the associate vice president for enrollment management and the director of student financial aid at Clemson over nine years, and for ten years prior as the director of financial aid at Miami University. He was a team lead for 15 years in NASFAA’s Standards of Excellence peer review program, and his dissertation focused on college access and affordability.</p>
	<p><b>Misty Parkinson, Federal Student Aid.</b> Misty has worked for Federal Student Aid for nearly 25 years. She is the Director of the Product Management Group, which is responsible for the student, parent, and borrower-facing products on StudentAid.gov. She is currently focused on creating the best possible 2024-25 FAFSA experience for current and incoming college students and their families, including her own daughter, who will be a college freshman in the fall and with whom she recently completed the very last pre-simplification FAFSA form.</p>

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### COSUAA STEERING COMMITTEE

 <p>Jim Brooks, National Chair University of Oregon <a href="mailto:brooksja@uoregon.edu">brooksja@uoregon.edu</a></p>	 <p>Marvin Smith, Past National Chair University of California – Los Angeles <a href="mailto:msmith@fas.ucla.edu">msmith@fas.ucla.edu</a></p>
 <p>Kay Lewis, Treasurer University of Washington <a href="mailto:skewis@uw.edu">skewis@uw.edu</a></p>	 <p>Alicia Keaton, Secretary University of Central Florida <a href="mailto:alicia.keaton@ucf.edu">alicia.keaton@ucf.edu</a></p>
 <p>Justin Chase Brown, Program University of Nebraska-Lincoln <a href="mailto:justin.brown@unl.edu">justin.brown@unl.edu</a></p>	 <p>Jackie Kennedy-Fletcher, Program Indiana University <a href="mailto:jacfletc@iu.edu">jacfletc@iu.edu</a></p>
 <p>Karen Krause University of Texas at Arlington <a href="mailto:kkrause@uta.edu">kkrause@uta.edu</a></p>	 <p>Beth Armstrong Virginia Tech <a href="mailto:beth1@vt.edu">beth1@vt.edu</a></p>
 <p><i>COSUAA Steering Committee Support</i> Scott Miller University of Virginia <a href="mailto:smiller@virginia.edu">smiller@virginia.edu</a></p>	 <p><i>COSUAA Steering Committee Support</i> Michelle Trame University of Illinois <a href="mailto:mtrame@illinois.edu">mtrame@illinois.edu</a></p>

### CONGRATULATIONS ON YOUR RETIREMENT!

**Roberta Johnson, Iowa State University**  
  
**FORMER COSUAA NATIONAL CHAIR**



### AMENITIES AT KINGSMILL RESORT AND SURROUNDING AREA

**Kingsmill Resort Dining Options** Elements 1010 (near lobby), Eagles (Golf Clubhouse), The Mill (breakfast/lunch), James Landing Grille

**Williamsburg Restaurants**

Aberdeen Barn (American/Steakhouse), Le Yaca French Restaurant, Giuseppe’s Italian Restaurant, Sal’s By Victor (Italian/Pizza), Olde Towne Pizza & Pasta, Maurizio’s Italian Restaurant, Amiraj (Indian), Amber Ox Public House (American/Bar), Fat Tuna Grill & Oyster House (American/Bar), Opus 9 Steakhouse (American), Cochon (American), La Terraza Mexican Grill, Old City Barbecue, Anna’s Brick Oven Pizza & Pasta, Sal’s Ristorante Italiano, Oceans & Ale (American/Bar), Rocco’s Smokehouse Grill, Bistro 515 (American/Bar), Huzzah’s Eatery, Blue Talon Bistro, Craft 31 (American/Contemporary), Spice Palace Indian Restaurant, Tuscany Ristorante, Bangkok Garden, Center Street Grill (American/Bar)

**Williamsburg Attractions**

Colonial Williamsburg, Historic Jamestowne, Jamestown Glasshouse, Jamestown Settlement, William & Mary, Yorktown Battlefield, Busch Gardens, Dewitt Wallace Decorative Arts Museum, Muscarelle Museum of Art, Virginia Musical Museum, Watermen’s Museum, York County Historical Museum, Chickahominy Riverfront Park, College Landing Park, Freedom Park, Little Creek Reservoir Park