



Iowa Association of Student Financial Aid Administrators

THE INFORMER

The Quarterly IASFAA Newsletter

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Spring IASFAA Conference

Financial aid professionals traveled down the Yellow Brick Road to West Des Moines, Iowa to join in IASFAA's 55th conference. If only we had the brains, heart, and courage to keep persevering through the poppy fields of FAFSA Simplification. But this spring's conference brought us just that! We shared tears, laughs, and bonded over our difficulties and successes of this trying year. Thank you to everyone who was able to come to the conference!



Charity Donation: ¡Al Éxito!

dream. learn. succeed.

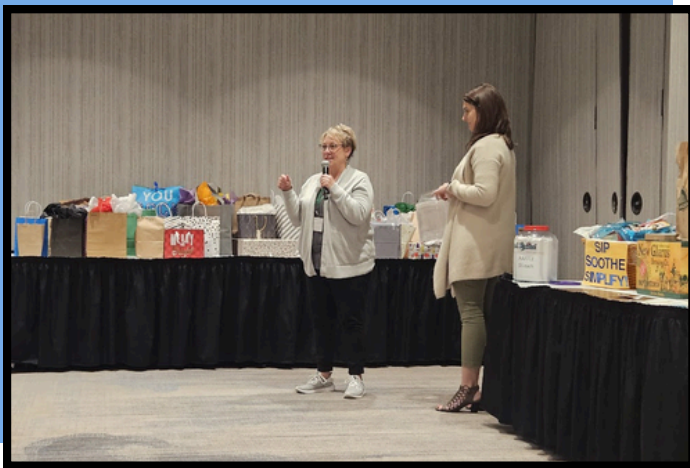
Each IASFAA Conference, a local organization in the town hosting our conference is chosen to receive the fundraised donations from IASFAA members. This spring, our Program Committee selected Al Éxito.

Al Éxito serves 800 students each year in 18 communities across the state of Iowa. Al Éxito has given out \$60,000 in scholarships since the start of the program in 2006, when it was previously named Latinas Al Éxito (LAÉ). Al Éxito serves students from 6th grade through college as well as preparation for after college. Al Éxito is the only statewide nonprofit organization dedicated to advancing the educational achievement and transformative leadership capacity of Latinx youth and their families, to succeed in life and participate fully in Iowa.

This year, IASFAA members raised a total of \$1,660 for Al Éxito! We are grateful for the opportunity to raise money to support this impactful organization. You can learn more about Al Éxito and the programs they offer on their [website](#).



Shelly Adams, Chair for DEI Committee, with Al Éxito Board Director Jeff Fleming and Office Coordinator Irma Tello



To raise money for Al Éxito, IASFAA members participated in a Snack and Drink Pull. By purchasing a card, you would automatically win either a snack or drink as your prize! Additionally, raffle tickets were purchased to win a multitude of prizes donated by local businesses, companies, or IASFAA members. Thank you to all who participated in the fundraising events!



Al Éxito members presented on the services they offer to students who attend college. The presenters were Board Member Caroly Coronado-Vargas, CEO of |drēm| sēd and future Hawkeye, Jennifer Cardenas, and Executive Director Dawn Martinez Oropeza.

Conference Awards

John C. Parker Distinguished Service Award



Heather Gaumer

Outstanding Committee Member Award



Vanessa Wiest

Outstanding New Professional Award



Tatiana Ochoa

John Heisner Memorial Lifetime Achievement Award



Julie Haack

Genevieve Watson Diversity Award



Shelly Adams

Student Success Story of the Year



Rylie Maliszewski, ISU

John E. Moore Award



Marshalltown Community College

Presidential Award



Kelsey Ryder

Meritorious Service Award



Sarah Freestone



Each new member receives an IASFAA padfolio and gets the opportunity to connect with a mentor that helps them navigate their first IASFAA conference. Pictured is all of the newcomers at this springs conference.



MASFAA President and Executive Director of Financial Aid at University of Chicago, Amanda Fijal, and Director of Financial Aid at Purdue University Fort Wayne, Ron Herrell joined us in West Des Moines, pictured with Sarah Freestone, Renee Armentrout, and Chad Olson.

Want to join a committee?

Visit the IASFAA website and email the chair of the committee you are wanting to join!



Like the IASFAA page on [Facebook](#) and follow us on [Instagram](#)!



Jess Graham and Tatiana Ochoa answering phone calls during the busy week of the conference!



Our conferences would not be possible without our wonderful exhibitors! Pictured is the exhibitors that participated in our conference.



IASFAA President Sarah Freestone closes out the business meeting.

2025 Spring IASFAA Conference

Have a session you would love to see or present? Or would you like to help plan the next conference? Both are great ways to get involved and network with colleagues throughout the state! Please contact Vanessa Wiest, Program Committee Chair, at vanessa-wiest@uiowa.edu.

SPRING 2025
IASFAA CONFERENCE

**APRIL
9-11,
2025**

DoubleTree by Hilton
Convention Complex

CEDAR RAPIDS.

**SAVE
THE
DATE**

Upcoming Conferences

MASFAA Summer Institute and Leadership Symposium

Columbus, Ohio from June 3 - 7



NASFAA National Conference

Milwaukee, Wisconsin from June 16 - 19



MASFAA Annual Conference

Columbus, Ohio from October 7 - 10



What's new with the IASFAA crew?

The University of Iowa recently hired **Ruth Henderson** onto the Financial Aid Advisor, Processing and Verification team. Transitioning off the Processing Advising team is **Zach Serovy**, who was promoted to Withdraw and Satisfactory Academic Progress Coordinator. Zach took over for **Brad Stiles**, who was promoted to Assistant Director, Processing and Verification. **Taylor Beyer** was promoted to Senior Financial Aid Advisor in April.

Beth Davenport joined the Financial Aid team at Cornell College as the Director of Financial Planning and Assistance in April, 2024. Beth joins Cornell after working as the Director at Mount Mercy University for 15 years and most recently at Ruffalo Noel Levitz. Pam Perry continues to work in the Financial Assistance Office at Cornell as the Senior Associate Director.

At Buena Vista University, **Elizabeth Leo** took a promotion from Financial Aid Counselor to Loan Coordinator. Additionally, **Alysia Marken** joined the team in April as a Financial Aid Counselor.

Member Voices



University of Iowa created a "Calm Cove" area of the office where staff can complete puzzles, crosswords, or color to spend a few minutes destressing! (Above)

Staff enjoyed going to either breakfast or lunch at The Encounter Cafe. (Below)



What are you or your offices doing to promote self-care during this stressful time, either at home or at work?



Marshalltown Community College is promoting self-care by having quality time on our personal retreat. Pictured reading "Wrapped in Stillness."

Connect with us!

Please send content suggestions or member updates to tatiana-ochoa@uiowa.edu



Like the IASFAA page on [Facebook](#) and follow us on [Instagram](#)!

