



DECEMBER 2003  
VOLUME 3, ISSUE 4

# CCCSFAAA *news*

A PUBLICATION OF THE CALIFORNIA COMMUNITY COLLEGE STUDENT FINANCIAL AID ADMINISTRATORS ASSOCIATION

## PRESIDENT'S MESSAGE

*My last article as  
CCCSFAAA President*

Where do I begin? First of all, I want to say "thank you" to everyone for making this Association what it is today. I know I will stand proud to say I am a Past-President of CCCSFAAA.

The year flew by faster than I ever imagined. Your Association accomplished so much this year I can only give you the tip of the iceberg. We had major input working with CSAC to develop the Fund Your Future & Counselors Guide. Working together, we are putting out more quality and information for both students and colleagues. Vice-President Sandy Clark took full charge coming on part way through the year to work with CASFAA on Federal Issues. Craig Yamamoto

*Continued on p. 6*

## 38 Million Reasons for California Community Colleges to Participate in "College Goal Sunday"

Remember "College Goal Sunday—Cash for College" that took place last year throughout the State, and for that matter, the year before, too? Okay, so we had some problems with that. You remember, it's the outreach event that we don't really hold on Sunday, but have to use the name because the people with the money backing the effort bought the name. (That part's a long rather boring story.)

Where was I . . . oh right, "College Goal Sunday." It is a statewide effort to reach as many students as possible to have them complete the Free Application for Federal Student Aid before the Cal Grant deadline of March 2, 2004. There is a statewide steering committee with members from the Secretary of Education's Office, the California Student Aid Commission, EdFUND, the UC Office of the President,

the CCC Chancellor's Office, the CSU Chancellor's Office, the Association of Independent Colleges and Universities, MALDEF, the IRS, CASFAA and CCCSFAAA.

The goals of the steering committee are to get the word out to the communities throughout California that help is available to complete the financial aid applications, and to advertise the workshops to assist students and their parents to find one in their community. The committee understands that this effort will not take place on a single "Sunday" and that it will take much effort to be successful. It is a season of financial aid awareness.

As you know, the legislature recently recognized that the California Community Colleges needed some financial assistance to do financial aid outreach because so many of the CCC

*Continued on p. 16*

## CCCSFAAA NEWSLETTER

This publication is an official publication of California Community Colleges Student Financial Aid Administrators Association (CCCSFAAA). Its contents are the sole property of CCCSFAAA and is mailed to all current members.

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CCCSFAAA welcomes member views, articles, photographs or reports. Submissions are subject to some modification.

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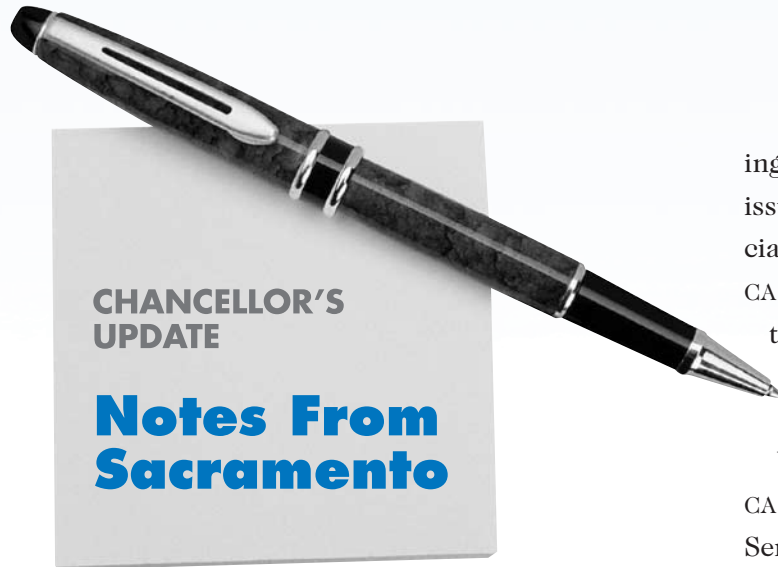
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CCCSFAAA Web Page: [www.cccsfaaa.org](http://www.cccsfaaa.org)



This article is being written and submitted the day before Thanksgiving. We at the Chancellor's Office sincerely hope you had a great Thanksgiving holiday break and managed to get some rest.

As you can probably imagine, things are extremely busy here. . . just like in your office. By now you have undoubtedly heard that the state's continuing fiscal crisis has managed to affect Chancellor's Office operations. Our agency is experiencing layoffs for the first

time that anyone here can remember. What's worse is that it has had a huge impact on the Student Financial Assistance Programs Unit. Of our current 3 staff members (Tim, Richard and Brenda), 2 have left (Tim and Brenda).

I know you join me in recognizing the advocacy, creativity, enthusiasm and dedication Tim Bonnel brought to the community college segment as SFA Programs Coordinator. It would be difficult for you to find a harder working person dedicated to work-

ing on our CC segmental issues. Tim is now officially an employee of the CA Department of Education . . . and he will be missed!

Brenda Fong will be moving over to the CA Department of Health Services on December 8. I truly don't know what I will do without her! She has been an immense help to me over the last 6 years since she joined our Unit, proving particularly adept at handling the day-to-day activities of our COTOP program. Brenda has always exhibited a fondness for working with Financial Aid issues and especially college staff. She handled much of my workload when I was out due to health issues 3-4 years ago. She too will be missed!

It is expected that our Student Services Division will undergo some restruc-



### 2003 CCCSFAAA Executive Board

President: John Muskavitch, Crafton Hills College | Vice President: Sandy Clark, Victor Valley College | President-Elect: Craig Yamamoto, Sierra College | Treasurer: Toni DuBois, Long Beach City College | Secretary: Karen Micalizio, Butte College | Past President: Joaquin Jimenez, State Center Community College District

turing due to the loss of over 10 staff members. Hopefully our reorganization will occur soon and I will keep you informed as to whom you can contact for assistance here in the CO as the need arises. Until then, I will do my best to support the important work you and your staff perform each day for our students.

The BFAP-SFAA Augmentation Spending Plan Spreadsheet has been disseminated via the cfaoall listserv. Please complete and return it to the Chancellor's Office by December 19. Be advised that we

are working on getting an extension allowing colleges additional time to spend these augmentation funds. As soon as a final determination is made you will be notified. Until then, please do your best to increase the numbers of students awarded BOGFWS and Pell Grants and improve your aid award processing. As was stated previously, our performance in this task will be observed and the outcome will depend on just how good a job we can do.

By the time you read this, the 2004-05 BOGFWS application, supplemental

forms and student budgets should have been received. Again, they were sent via the cfaoall listserv. If you are not receiving these important disseminations, contact your campus MIS Unit and request to be a "pointer" to the cfaoall listserv. Being a "pointer" is not limited to the FAD; as many interested campus persons as necessary can receive this information.

One last item. It is extremely important that each community college designate and promote at least one "College Goal Sunday" event. You can

choose the date and time (. . . and it doesn't even have to occur on Sunday!). In our written report to the legislature on the implementation of the BFAP Augmentation funding, we plan to include a summary of our community college segment participation in this effort. Please do your part to help our segment stand out!

And how was your week? \*

---

*by Richard Quintana  
Specialist, Student Financial  
Aid Assistance Programs  
Chancellor's Office*

## Winners of the Nineteen \$500 CCCSFAA Scholarships

Gurpreet Bedi	SADDLEBACK COLLEGE	Dana Lamon	ALLAN HANCOCK COLLEGE
John Black	MODESTO COLLEGE	Adrien Lillie	COLLEGE OF THE DESERT
Adrian Cantrell	PALOMAR COLLEGE	Nicole Massey-Pratt	MONTEREY PENINSULA COLLEGE
Yvette Cordova	RIO HONDA COLLEGE	Nicholas Pearson	COLUMBIA COLLEGE
Techea Davis	L.A. HARBOR COLLEGE	Juanita Quintero	SKYLINE COLLEGE
Megan Degenhart	ALLAN HANCOCK COLLEGE	Griselda Romero	RIO HONDA COLLEGE
Eva Delgadillo-Toral	NAPA VALLEY COLLEGE	Hans Stutz	MONTEREY PENINSULA
Denisha Ellis	MT. SAN JACINTO COLLEGE	Christine Tyler	MODESTO COLLEGE
Holly Feneht	PASADENA CITY COLLEGE	Penny Vigil	L.A. HARBOR COLLEGE
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## STATE ISSUES UPDATE

The CCCSFAAA State Issues Committee has had a busy and productive year. We have concluded our activities and have begun to transition to the new chair, President—Elect Susan Jones. Susan will be assembling the 2004 CCCSFAAA State Issues Committee. At our last meeting, we reviewed some of our major accomplishments:

- Participated and advocated at the CASFAA Day at the Capitol event
- Attended the 2002-03 SLR (Supplemental Report Language) Task Force on Alternative Cal Grant Delivery meetings chaired by CPEC (California Postsecondary Education Committee) to report to the Legislature
- Attended the 2003-04 SLR Task Force on Undergraduate Student Aid and Cal Grant meetings chaired by CPEC to report to the Legislature



CCCSFAAA Executive Board and Financial Aid Regional Representatives meeting at the Sacramento Hyatt

Pictured: (left) Richard Quintana and (right) Tim Bonnel

- Attended the Cal Grant A & E (Advisory and Enhancement) Workgroup meetings
- Monitored issues with CSAC communications to the field
- Met with new CSAC Executive Director, Diana Fuentes-Michel
- Worked to improve the relationship between CCCSFAAA and CSAC

- Reviewed and provided feedback on the Cal Grant Manual
- Provided feedback on CSAC training workshops
- Participated in Health Fee and BOG Fee Waiver discussions

I want to thank the members of the CCCSFAAA State Issues Committee for their hard work: Andi Schreiber from Las Positas College, Brad Hardison from Santa Barbara City College, Heidi Granger from Santa Monica College, Joaquin Jimenez from State Center Community College District, Mary Gill from the Chancellor's Office, Maureen Martinez from San Bernardino Valley College, Melissa Moser from Orange Coast College, Pat Maga from Sacramento City College, Rhonda Mohr from EdFUND, Sherri Hancock from Skyline College, Steve Caldwell from CSAC, and Tim Bonnel from the Chancellor's Office.

On a sad note, we have learned the Chancellor's Office is in the midst of reorganization from mandatory budget reductions and the end result has been devastating to the Student Financial Assistance Programs unit and to the Student Services division. Many of you by now know that we have lost one of our most important colleagues at the Chancellor's Office, Financial Aid Coordinator Tim Bonnel. We will sorely miss a great advocate and good friend. Also, Mary Gill's position as Director of State Governmental Relations is uncertain, and we have enjoyed the fruits of her labor working the halls of the Capitol and her efforts as prior Financial Aid Coordinator. One thing we

know for sure is that Linda Michalowski will need our support. I know that you will join me and do what you can to help. \*

by Craig Yamamoto

## PRESIDENT'S MESSAGE

*continued from p. 1*

also contributed very much appreciated valuable time and input. Past President, Joaquin Jimenez worked closely with Tim Bonnel and CASFAA to provide our members training throughout the year for the 1040 review, new directors training and our annual spring conferences. Marianna Deeken continued to provide us with valuable information at our conference. Susan Jones, our President-elect, and this year's conference chair worked closely with CASFAA Conference Chair Toni DuBois and CCCSFAAA treasurer to bring to us what will probably be the lowest price conference for the remainder of this Century. They really worked hard to bring together ideas to dramatically

reduce our costs. Due to our budget costs earlier this year, we expected to see low attendance at the conference, but the surprise of our BOG augmentation mid year certainly changed that. I know we are all grateful for the hard work of Mary Gill and Bob Turnage to make this happen. Now we just have to spend all the money.

We were able to give out scholarships for our members to attend this year's conference and gave out more student scholarships than ever before. We increased our volunteer members, but we are always looking for new faces. Don't be shy, give CCCSFAAA a try!

I also want to extend many thanks to a wonderful Executive

Board, who were indeed a pleasure to work with. A President is only as good as the people who surround him, and their hard effort is what made my year successful.

I also wish to extend a "thank you" to my staff, Cindy Peterson, Sandra Roberts and Juanita Sousa for handling the office while I was away and my boss, Alex Contreras, for allowing me the opportunity to serve this organization.

Last but not least, my personal thanks goes to a person who seems to always be behind the scenes and for the most part assists all of our offices when we are struggling with a dilemma, question, or need help to resolve an issue. She

never lets anyone down, carries out more than expected and provides us with a wealth of knowledge and information. I think all 108 Community Colleges have called her at least once, the "godmother" of CCCSFAAA Ms. Toni DuBois, from Long Beach City College and CCCSFAAA treasurer. In closing, I just want to say "Thank you" to an association that is more like a family than a work-related event. It has been a pleasure serving you as your 2003 CCCSFAAA President. \*

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*John Muskavitch  
2003 CCCSFAAA President  
Director of Financial Aid  
Crafton Hills College*



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## End of Year Committee Report to CCCSFAAA Board

*November 3, 2003*

### I-NOMINATIONS/ELECTIONS COMMITTEE

*Chair—Joaquin Jimenez  
Craig Yamamoto, Judy  
Cohen, Melissa Moser,  
Beth Asmus*

The committee began working at the end of April. Beth Asmus, Director at the College of the Canyons, worked diligently on the web site and the nominations ballot was activated on the CCCSFAAA web site on July 1. Nominations were closed on July 18. The final slate was placed on the web for membership vote on September 2 until September 19. While the final number of votes was somewhat disappointing, the Board was able to ratify the final election by September 26.

I extend my gratitude to the committee for its work to insure that we would have the election completed before October. Special thanks and Kudos to Beth Asmus whose work and dedication as web master made it happen.

### II-BY-LAWS COMMITTEE

*Chair- Joaquin Jimenez  
Craig Yamamoto, Brad  
Hardison, Pat Maga*

The By-Laws committee began working on a review of the By-laws in mid May. I received a number of recommendations and suggested corrections to the By-laws from various members of the Board. By the end of May, I was able to send out the initial draft with suggested changes for the committee's review. At the end of August, the committee was able to finalize the

final draft for membership consideration. The changes were placed on the CCCSFAAA election ballot for ratification. The changes to the By-laws were passed in the September election. The bulk of the changes were more of a "clean up" and clarification of language rather than any major changes in policy.

I thank the committee for its work. I am indebted and express gratitude to Craig Yamamoto for "pinch hitting" for me again in August. He finalized the final draft after the committee worked on the language.

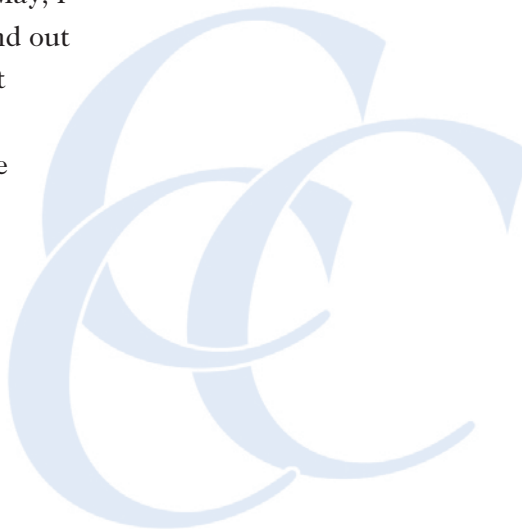
### III-TRAINING

*Chair- Joaquin Jimenez  
Beth Asmus, Myra Rush,  
Tim Bonnel (CASFAAA  
Training Chair)*

We were very fortunate this year that Tim Bonnel was CCCSFAAA Chair for Training. We were in a position to work closely together in an effort to better coordinate training through out the State. It worked best in working with agencies such as CSAC, EdFUND and the U.S. Department of Education.

There were a number of training opportunities that CCCSFAAA were involved in this year.

1. We started the year by coordinating a series of CSAC Web grant workshops in the early spring by using, for the first time, CCCCONFER. It proved to be an efficient and cost effective method to provide training to a number of participants





throughout the state in a short period of time.

2. Approximately 200 participants attended the CCCSFAAA Spring workshops held in Modesto and Long Beach at the end of March and early April. The evaluations of the workshops were superlative. Thanks need to go to Myra Rush and Toni Dubois for hosting them.
3. In June CASFAA and CCCSFAAA worked jointly to bring in Jim Briggs to present seven (5 regular and 2 advanced) workshops held statewide on "Demystifying IRS Forms and Schedules." The workshops were co-sponsored by Bank One, EdFUND, Nellie Mae, Sallie Mae, Education First/Chase, USAFunds, and Washington Mutual. Again, the workshops were extremely

well attended and successful. The evaluations of Jim's presentations were exceptional. CCCSFAAA set a precedent in offering to subsidize those community colleges that, due to budgetary constraints, were not able to cover the \$10 registration fee.

4. The CCCSFAAA Training committee budget was used to partially support the New Director's Training was held in September by the Chancellor's office.
5. The legislature's passage and the Governor's signing of the supplemental BFAP allocation have probably initiated one of the largest wave of financial aid staff hiring since the beginning of our profession. A survey that Tim Bonnel did within the community college

community showed the potential from 200 to 300 new hiring in financial aid within the community college sector within the next two years. In discussions with Tim, we felt the need to bring in the major players that had a stake in insuring that the persons being hired are adequately trained. On October 8, a CCCCONFERENCE telephone conference call was held. Tim Bonnel and I represented CCCSFAAA and CASFAA respectively; EdFUND, CSAC, the Department of Education, USAF and some members of the CCCSFAAA Board also participated. As a result of the conference call, USAF has offered to provide a series of training opportunities

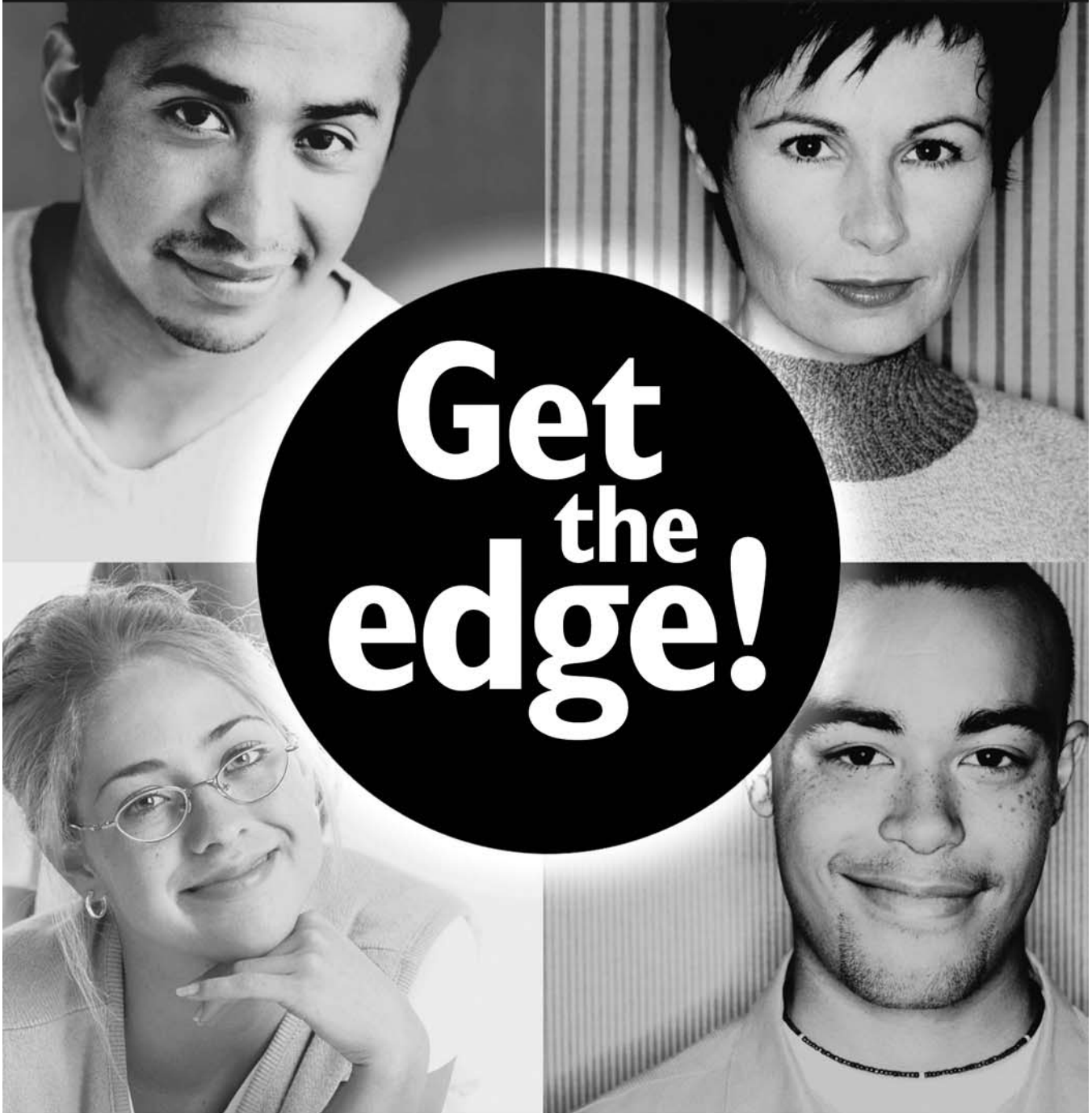
in California in the next two years. EdFUND and CSAC have also proposed a series of workshops and dates for future training. I and Tim will be working with these agencies in the next couple of month to insure that a solid base of training opportunities are developed for the new cadre of financial aid professionals that will be coming into the field in the next few months. It is extremely important that next year's training committee work closely with CASFAA to maintain contact with these various agencies so we gain the maximum value of these efforts.

I thank the members of the three committees I chaired this year for their hard work and cooperation.

However, I need to give special recognition

*Continued on p. 15*

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## TREASURER'S REPORT

As I finish my term as CCCSFAAA Treasurer I am happy to report that we have a solid financial base. The Association has over \$106,000 in reserve. We have just over \$20,000 in a cash maximizer account and enough in the general checking account to pay the bills.

As I am writing this, we have not received all the registration deposits for the conference and have not paid the conference bills. Since that is our most costly

activity, providing a checking account balance at this time would be misleading.

CCCSFAAA is in great financial shape due to the generous support of our sponsors and a close working relationship with the California Community College Chancellor's Office. Since our Regional Reps also serve as Regional Coordinators for the Chancellor's Office, we are able to share the expenses for board meetings. This allows

CCCSFAAA to use resources for training, federal and state issues, scholarships and other important activities.

Thank you for allowing me the opportunity to serve CCCSFAAA as Treasurer for the past two years. I congratulate Jo Ann Bernard who will serve as your Treasurer for the next two years. \*

by *Toni M. DuBois*  
Dean of Student Financial Aid  
Long Beach City College

## Additional Comments

**Answer to last issues story:** I seem to have left everyone hanging from the last issue regarding the verification guide for 2002-2003 "If you discover discrepancies after disbursing FSA funds, you must reconcile the

conflicting information and require the student to repay and FSA funds for which he or she was eligible, unless the student is no longer enrolled for the award year". As it turns out "WE" are

required to resolve ALL conflicting information. The handbook refers to cases where the student is no longer enrolled at your institution. DOE is working on making this clearer. \*

by *John Muskavitch*

## REGIONAL UPDATE

### Region 5

Region V is expecting big things for the coming year. Over forty-six new staff members are expected to be hired in our region, thanks to the augmented BFAP Allowance. The emphasis of many of these new people will be outreach to current students as well as to prospective students. We finally will have the staff to do workshops for populations that usually go unserved, i.e. continuation (alternative education) schools, community groups, and home schooled students. Region V is also one of the test areas for CSAC's

outreach campaign. We hope to see an increased awareness of financial aid programs among the general population as a result of CSAC's outstanding efforts.

During a recent regional meeting on CCCConfer, we shared some of our outreach ideas. We discovered that we have some very creative people in our area! I hope you will get the chance to review some of these ideas on the CCCSFAAA website and that you will post your ideas there as well. We are looking forward to finding more good ideas from all of the other creative people across the state.

This CCCSFAAA Conference should be one

of the best and the largest, ever! On behalf of Region V, we hope to see all of our "old" friends at the conference and to meet some new ones.

### Region 8

#### *New hires*

#### **Golden West College**

Director of Financial Aid—Rick Rams.

#### **Orange Coast College**

Financial Aid Specialists—Melanie Trass and Rina Bustamante.

#### **Coastline Community College**

Financial Aid Technician—Charlene Ho.

**Mt. San Antonio College** Financial Aid Secretary—Jacquelyn Carmona.

#### **Cypress College**

Financial Aid Technicians—Arnette Edwards, Yolanda Orosco, Elizabeth Mascias, and Allen Reza; Student Services Technician, Yolanda Orosco.

Region 8 has elected a new regional representative—**Maria Romero**. Maria is the Director for Financial Aid at Rio Hondo College located in Whittier.

*Welcome!*

## *Transitions*

### **Compton Community College**

**Henry Ross** is the new Director of Financial Aid at Compton Community College. She replaces Dr. Willie O. Jones after serving 30 years as Director. Ms. Ross had been Dr. Jones' right hand for 16 years and is the right fit for the job. Ms. Ross may be contacted at 310.900.1600 ext. 2930. \*

## REAUTHORIZATION OF THE HEA – MAKING AN IMPACT

### CCCSFAAA/CASFAA Representatives Meet with Congressman George Miller

The California Community College Student Financial Aid Administrators (CCCSFAAA) and the California Association of Student Financial Aid Administrators (CASFAA) Federal Issues Committees have been working diligently this past year in trying to make more of an impact on the legislative process. Both associations have been trying to use their expertise and clout by becoming more pro-active in meeting with our California legislative representatives to discuss our concerns before the bills are introduced. Both groups had the opportunity in June to meet with Ellyne Bannon, a lead staffer in Congressman George Miller's office in Washington DC, to discuss their recommendations for the upcoming Reauthorization of the Higher Education Act. George Miller (D-CA) is the senior Democrat on the House Committee on Education and the Workforce. On Tuesday, August 26, 2003 a delegation of representatives from both CCCSFAAA and CASFAA met with Congressman Miller at

his district office in Concord, CA to present and discuss their recommendations for Reauthorization. Those in attendance at this meeting included: Mindy Bergeron, CASFAA VP/Federal Issues Chair; Sandy Clark, CCCSFAAA VP/Federal Issues Chair; Patricia Hurley, member NASFAA Reauthorization Task Force; Craig Yamamoto, CCCSFAAA President-Elect; Nancy Coolidge, Coordinator, UC Office of the President; Sandy Ninemire, Director, Federal Government Relations, EdFUND; and Lisa Fuller, Federal Legislative Associate, CSAC.

During the unusually relaxed 45-minute conversation with Congressman Miller, the group was able to bring up, discuss and defend several key agreed-upon recommendations for Reauthorization. They included:

#### Pell Grants

1. Larger Pell Grants—increase Pell maximum up to \$5,000
2. Maintenance of the minimum Pell Grant

3. Year round Pell Grants
4. Removal of tuition sensitivity
5. Reinstatement of negative Expected Family Contribution (EFC)

#### Program Participation Standards: Default Rates

1. Do not tie Pell Grant eligibility for students to institutional default rates.
2. No single student loan default threshold should apply to all types of institutions.

#### Revisions to need analysis:

1. More sensitive (generous) income protection allowances for students from high cost areas of the country.

#### Student Loans:

1. Higher annual freshmen and sophomore loan limits (up to \$7000), with new provisions to allow institutions to set lower-than-statutory maximum limits at program or institutional level (not directed at individuals or types of individuals.

2. Increased annual loan limits for graduate and professional school students (\$25,000 per year) to reduce reliance on alternative (more costly) loans that are not eligible to be consolidated.

Rep. Miller did tell us that there was no "sense of urgency" in DC to push forward Reauthorization this year. He also told us, "The current Administration doesn't want to spend. They are probably going to hold tight until the 2004 election cycle." This was not news to our group.

A hopeful sign that these visits have actually made a positive impact was with Miller's introduction the following month of H.R. 3180 "The College Opportunity for All Act." Several of the associations' recommendations were prominent in this bill, such as increased annual Pell limits, a pilot program for year-round Pell Grants, and the elimination of Pell tuition sensitivity. \*

by Sandy Clark  
CCCSFAAA VP/Federal Issues  
Committee Chair



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The only requirements for the nominees are that the student must have completed at least one year at a community college and plan on transferring to a four-year university or college in 2004. The scholarship nominees must also have at least a 2.5 GPA. The winners will be selected in a random

drawing on December 31, 2003 and there is no limit to how many students your school can nominate. Fifteen scholarship winners will be notified by mail at the beginning of the new year.

#### **Time is running out quickly – Nominations end midnight December 17, 2003**

Only two weeks left—so nominate your students today and take advantage of the opportunity to help your students kick off the New Year \$2,000 closer to paying for their college degree!

The Transfer Student Scholarship is only one component of a special program Chela offers its transfer customers. In addition to awarding \$30,000 in this scholarship contest and a total of \$66,000 in scholarship funding this year, Chela offer Web resources and great federal loan

discounts designed exclusively for Transfer Students. To learn more go to [loans4students.org](http://loans4students.org) to help transfer students make a smooth transition between community college and a four-year university.

Chela also helps transfer students meet their education finance goals by providing unique savings through the Golden State Bonus Benefits program. After August 1, 2003, all Chela borrowers who transfer from a community college to a four-year university receive an annual \$200 rebate on their Stafford loan principal balance. On top of these savings, all California residents who borrow through Chela Financial receive a full rebate on the 3% origination fee charged by the federal government. This is in addition to some of the nations best interest rate discounts of up to 1.75% off the already low Stafford rates.

## COMMITTEE REPORT

*continued from p. 8*

to three dynamic, unique and extremely dedicated individuals whom, without their enthusiasm, patience, fortitude and insight, I would have never been able to maintain the sanity needed to accomplish the work done this year.

CCCSFAAA and I are extremely fortunate to have individuals like Tim Bonnel, Craig Yamamoto and Beth Asmus as colleagues in our profession.

I also wish to thank the Board and the CCCSFAAA membership for its support during my three-year tenure on the Board. It's been

an extremely rewarding experience.

It only confirmed that the 34 years I've spent in financial aid were well worth the time and effort. We are very fortunate to be in a profession that attracts very unique and dedicated individuals who not only work hard but also understand that it's the human relationships

we develop with our students and our colleagues in the profession that makes the effort so valuable and worthwhile.

I truly thank you for the opportunity to serve CCCSFAAA. \*

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*by Joaquin Jimenez  
2003 CCCSFAAA  
Past-President*

# NINCOMPŌŌP

The final winners of the 2003 Nincompoop Corners are Kristin Shear and Lynn McMullin from Santa Rosa Junior College.

**CONGRATULATIONS!**

### 39 MILLION REASONS

*continued from p. 1*

students were not taking advantage of the financial aid available. They allocated an additional \$38 million for financial aid outreach and services.

Most of us have been doing financial aid outreach without the funding for many years. Many of us already have events scheduled between now and the Cal Grant deadline. So why would we want to participate in “College Goal Sunday—Cash for College?” That brings me back to the \$38 million. We need to show that we are using this money for the purpose for which it was

intended. Knowing it is one thing, but showing it is something else.

I was one of the belly-achers saying, “Why should we do this? We already do all this outreach. Can’t we just do our thing and let them do theirs?” We all know the primary goal of all of our outreach efforts is to get students to fill out the FAFSA. No one is disputing that. There is however, a secondary goal. We have to toot our own horns! We have to step up to the legislature and say, “Thanks for the money. We really needed it. Look what we are doing with it.” This is a perfect opportunity for the crucial visibility.

We all received additional funding and we all need to participate in this effort. There needs to be 108 California Community Colleges reporting that they hosted at least one “College Goal Sunday—Cash for College” event. That doesn’t mean you have to add another financial aid workshop. You can call any or all of your financial aid workshops College Goal Sunday events.

This is not the time to hide our light under a bushel basket! It’s time for the California Community College Financial Aid Offices to shine. We need to let our elected officials know that we do need this money to continue and

that we are putting it to good use.

Please sign up to take credit for the outreach you do. Let’s show this State that CCC financial aid administrators are a powerful force.

If you have not had the opportunity to register your financial aid outreach events or if you have specific questions about this project, please do not hesitate to contact me via email at [tdubois@lbcc.edu](mailto:tdubois@lbcc.edu) or via telephone at 562.938.4573.\*

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*by Toni M. DuBois  
Dean of Student Financial  
Aid & Veterans’ Affairs  
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