

2021 EASFAA Strategic Plan Survey Analysis

The EASFAA Strategic Planning Committee distributed a survey to members and lapsed members on 10/26/2021. A total of 182 individuals responded to the survey. It appears that there was a drop in responses after the demographic information for a majority of respondents, for most questions only 68 responses were given. 66% of the respondents have more than eleven years of experience in financial aid. However over 50% (52.75%) have been EASFAA members less than five years, this may be the result of the introduction of institutional membership. Some additional analysis may be warranted to identify the target population of EASFAA compared to previous strategic plan and the implementation of institutional membership.

Synopsis:

Training: The survey consistently reports that training is paramount to the membership and EASFAA is doing it well. EASFAA should continue its commitment to training, as well as explore new training options. There were several respondents requesting additional NASFAA credential training and review courses for the NASFAA certified administrator program; this may be a possible partnership with NASFAA for the future.

Conference: The majority of respondents are fine with the timing of the conference in May.

Mentoring: Mentoring is a priority to the membership; mentoring should be a focus of the strategic plan.

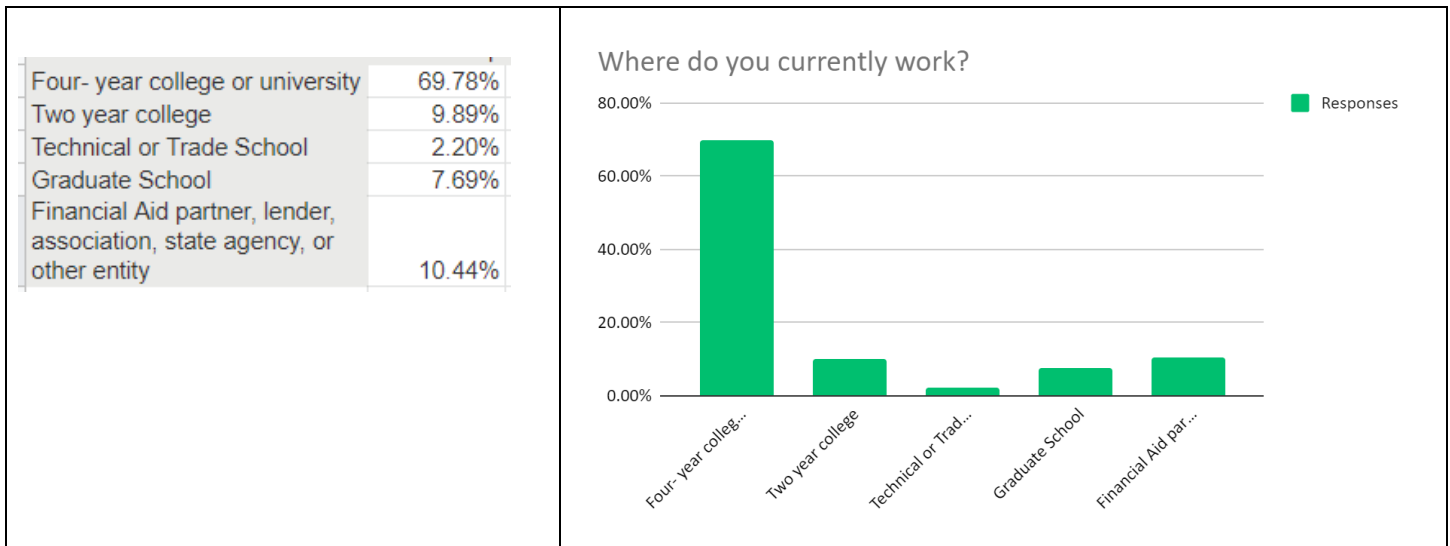
Other: Government Relations and advocacy were mentioned frequently, especially with regards to state/regional partnerships. The Graduate/Professional listserv and activities were also deemed important.

Below is an analysis, along with the details, of the survey results.

Survey Results:

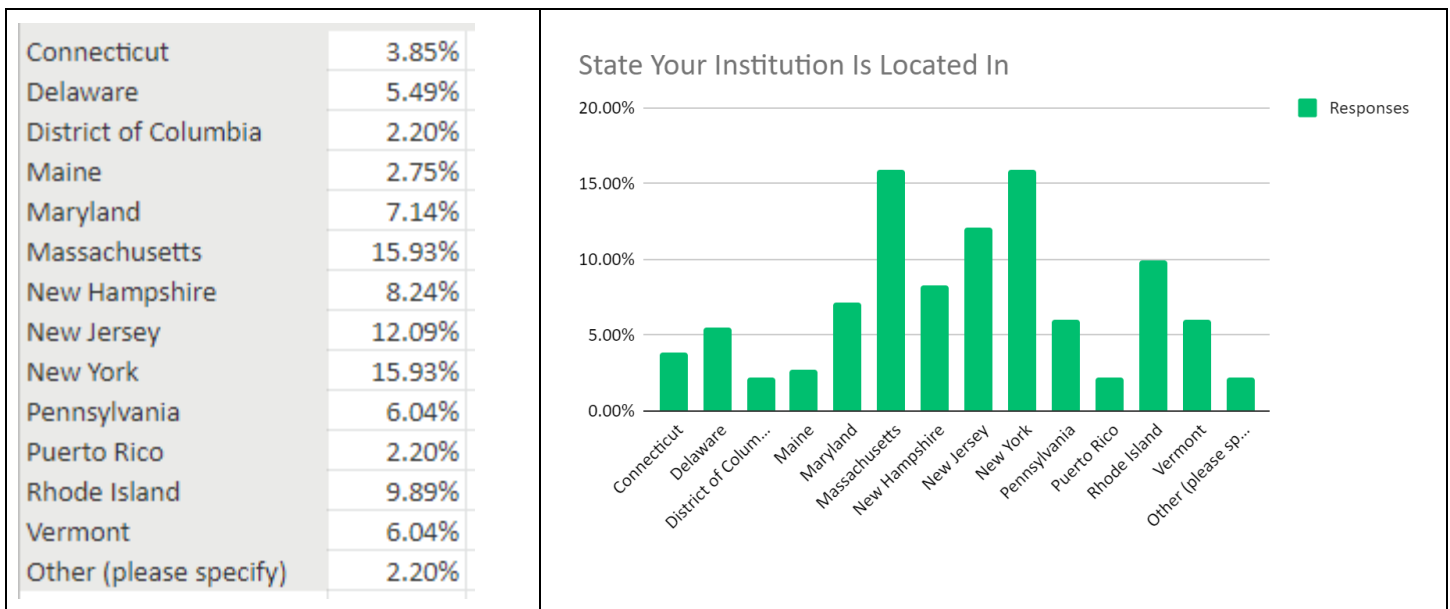
Q3: Where do you currently work?

Approximately 70% of respondents were from four-year colleges or universities.



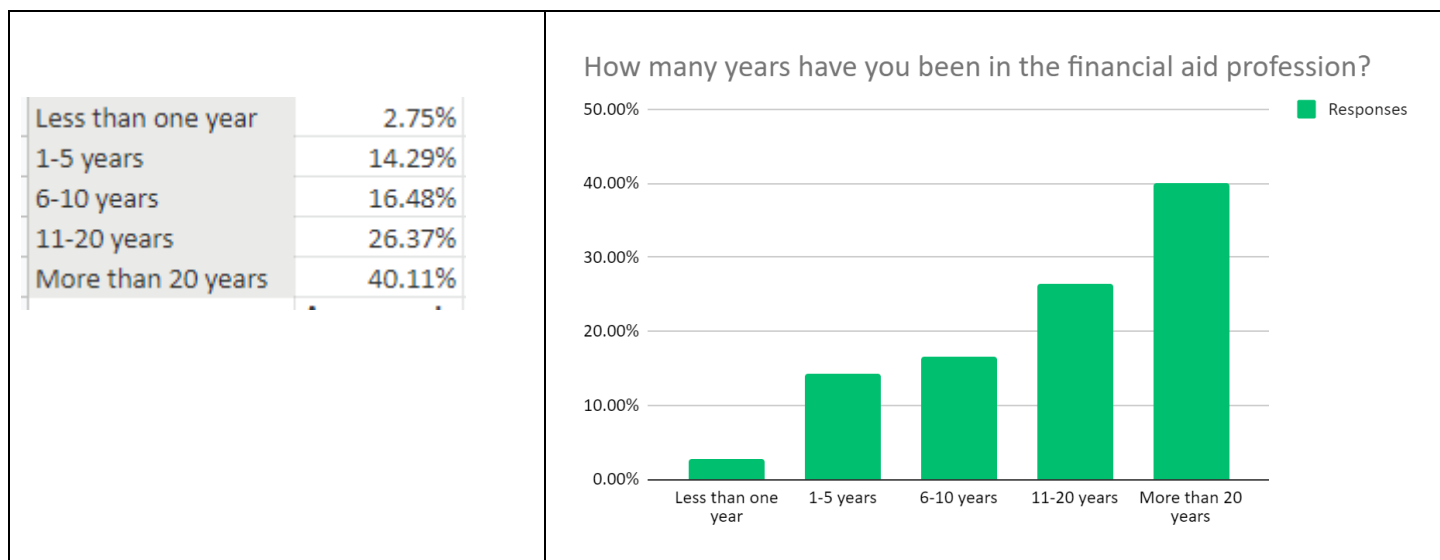
[Q4: State your institution is located in.](#)

Respondents were primarily from Massachusetts, New Jersey, and New York, which is consistent with the EASFAA membership.

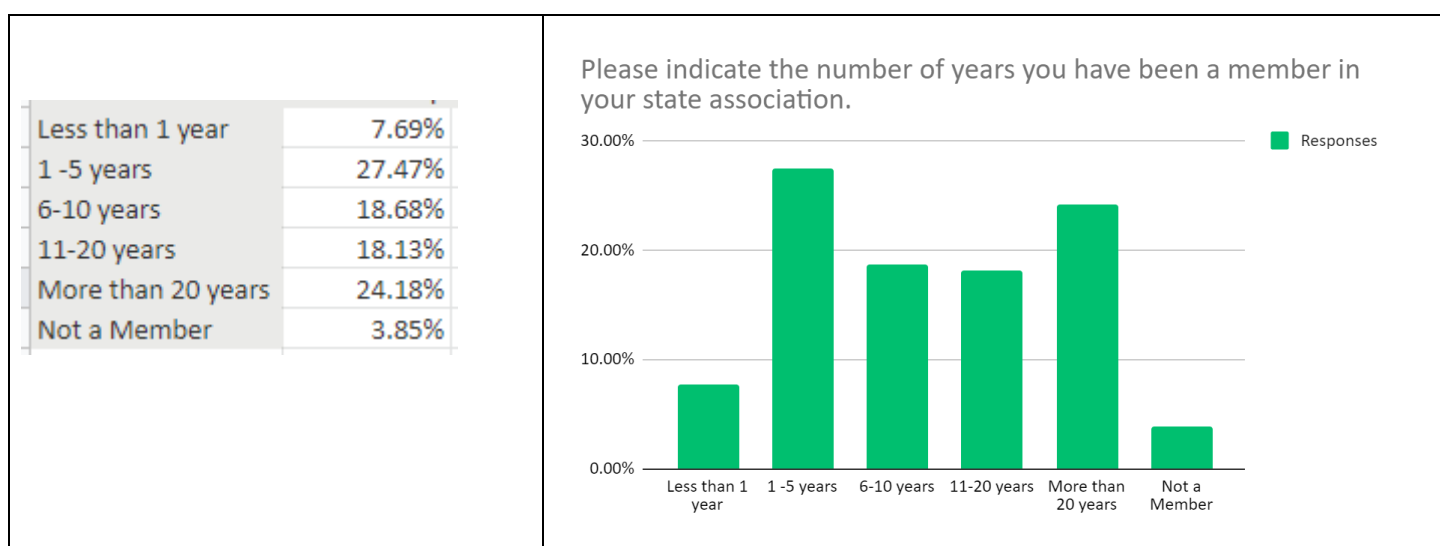


[Q5: How many years have you been in the financial aid profession?](#)

Approximately 66% of the respondents have been in the financial aid profession for 11 or more years; approximately 17% of respondents have been in the financial aid profession for 5 or less years.

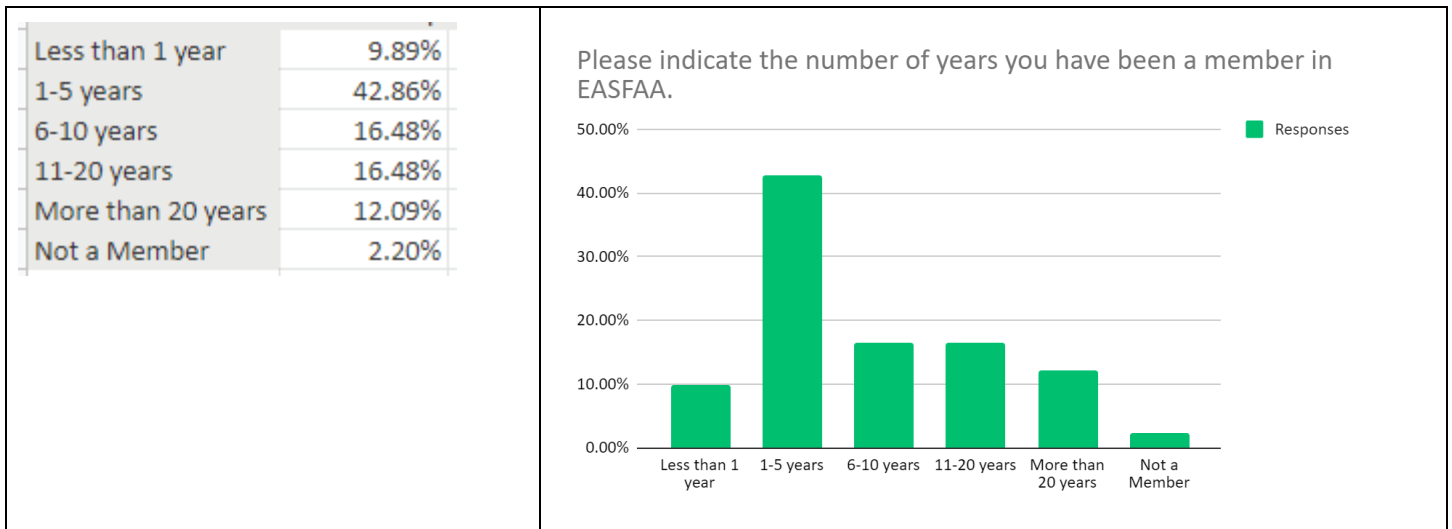


[Q6: Please indicate the number of years you have been a member in your state association.](#)

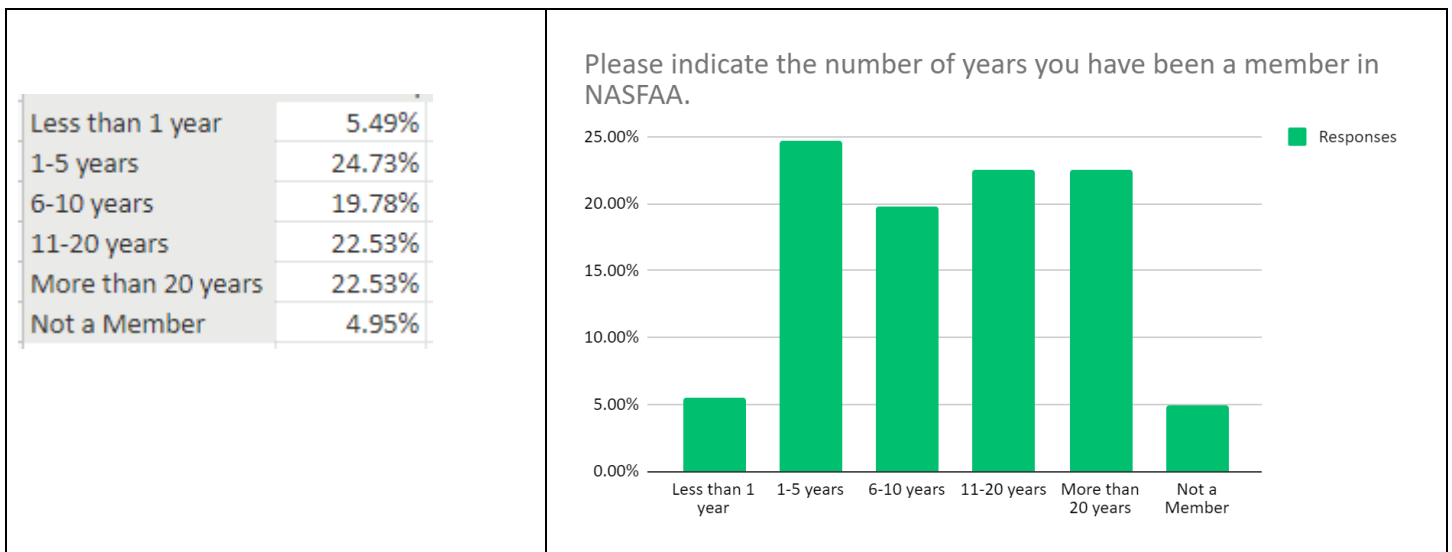


[Q7: Please indicate the number of years you have been a member in EASFAA.](#)

Over 50% of respondents (52.75%) have been members of EASFAA for less than 5 years; Approximately 28% of respondents have been members of EASFAA for 11 or more years.



[Q8: Please indicate the number of years you have been a member of NASFAA.](#)

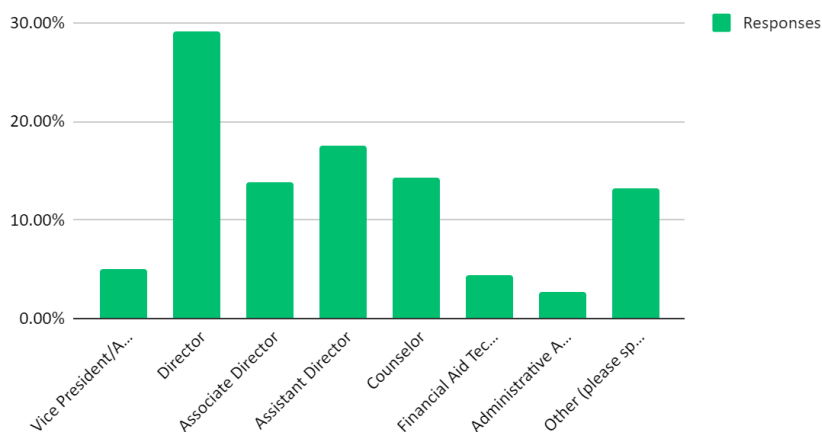


[Q9: What best categorizes your position in financial aid?](#)

Approximately 35% of respondents are of the Director level or above. Those who responded “other” are in various positions, including operations, loan manager, consultants & lender representatives.

Vice President/Assistant Vice President/Associate Vice President/Dean	4.95%
Director	29.12%
Associate Director	13.74%
Assistant Director	17.58%
Counselor	14.29%
Financial Aid Technical Staff	4.40%
Administrative Assistant	2.75%
Other (please specify)	13.19%

What best categorizes your position in financial aid?



Other (please specify)

Director, Outreach
Business Intelligence Analyst
Student Information System Consultant
Systems Analyst
Senior Assistant Director
Financial Aid Advisor / Officer
Student Loan Manager
Consultant
Sales/Marketing
Client Relations Manager
Consultant at large currently
Student Loan Representative
Non-profit lender
Senior FA Specialist
Business Development
Manager/Operations/Training
I had been VP for Enrollment Management Services and now VP for Community Relations, and continue to provide talks on the topic to parents and students at various high schools upon their invitation/s.
Compliance officer
Sales, School Partnership
Lender rep
Principal Clerk Typist
Associate Dean
Business Partner
FA processing

[Q10: EASFAA is always seeking individuals that are willing to help us achieve our goals, strengths and tactics to make us all successful. If you provided your contact information above, please click here if you would like to be contacted.](#)

38 individuals responded “please contact me”. Of the 38, only 34 provided their name and contact information.

[Q11: As an EASFAA member, please rate the value of EASFAA resources to you \(10 being the highest, 1 being the lowest; please do not repeat numbers\)](#)

	Answered	avg. score
EASFAA Leads	113	6.28
Diversity and Inclusion	113	5.96
Grad/Professional Listserv	113	5.96
Financial Wellness	112	5.87
Credential Training	112	5.86
Job Board	114	5.48
Government Relations	111	5.29
Tuesdays @ 2	114	4.78
Annual Conference	112	4.73
Website	120	4.37

The analysis team questions the validity of responses to question 11 as the ranking may not have been looked at appropriately by respondents as 10 most important and 1 least important. Almost all of the items ended up near the middle at 5, leading us to question if some ranked 1 as most important and other ranked 10 most important. The directions were explicit, but many people rank number 1 as most important by habit.

Q12: Of the above, do you have any suggestions or comments where improvement can be made?

6 people mentioned more or enhancements to training, 5 people suggested improvements to the website, 3 people suggested changes for the conference, others mentioned grad/professional, mentoring (especially for underrepresented), and government relations working more closely with the states.

All responses:

Continued focus on training at our annual conference by offering a wider variety of topics, as you have been doing with the Tuesday's@2

Do away with diversity/inclusion efforts. Waste of time and resources

EASFAA is probably my favorite of the associations

EASFAA membership would benefit from an updated EASFAA website.

EASFAA should be a two day event. Three days is not necessary.

I will admit I do not utilize the website frequently because I feel I receive all relevant information through emails.

I would like some more grad/professional programming

I'd like to see more Project Management / Time Management / Organization options for Tuesdays@2

Improve the website

It would be nice if the Webinar archives were updated at the end of the month for the month prior, they have been behind recently

Less email reminders to sign up for things (I don't need two or three reminders about a Tuesday small session.)

Mentor program for those who are seeking leadership within financial aid. Especially for bipocs who don't see a reflection of themselves within 'leadership'

More credential training

More interaction with states from Government Relations

More training and topics for support staff

more trainings

More trainings

Please enhance website to enable virtual conferencing instead of using third party platforms.

Please post the upcoming webinar trainings earlier so we can mark them on our calendar.

Remind me what you do for me on a regular basis.

Right now I have to sign up everyone at once for Tuesdays @2 and cannot sign up any stragglers from our large department. Would love for them to be able to sign up directly themselves.

To be honest, I am not sure I have even accessed EASFAA's website lately (though higher ranked because it should be of value if similar to NASFAA with many resources).

Virtual Conferences

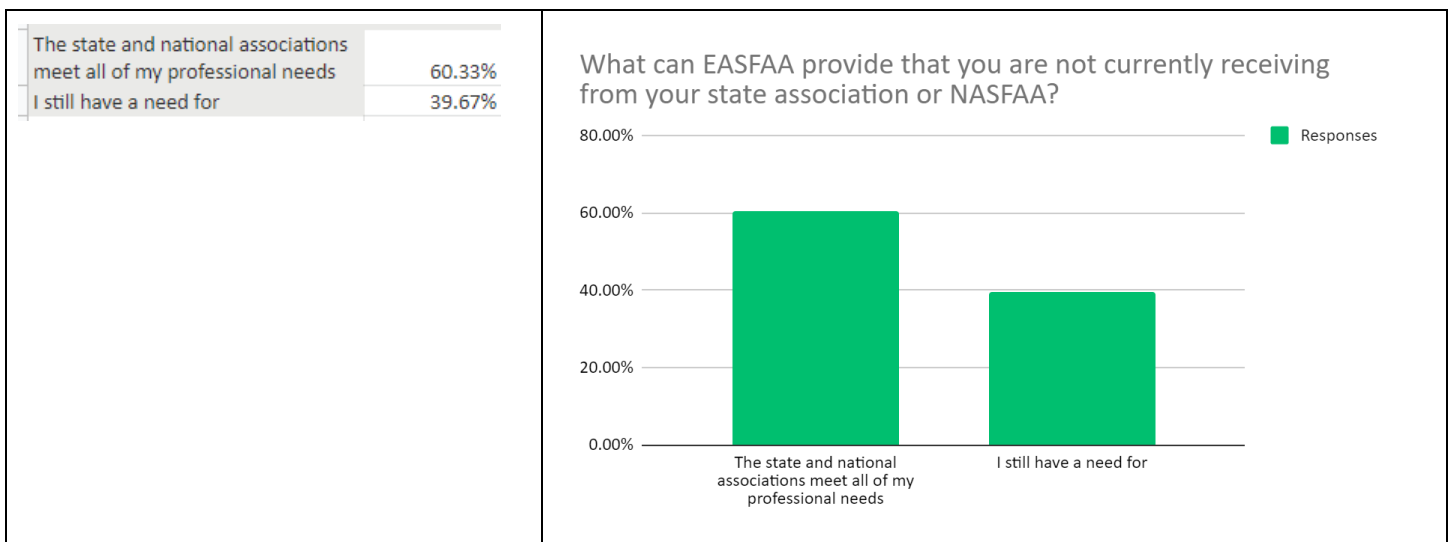
Website spots could use some updates here and there in the sections that were with the launch of MemberClicks 2 years ago. I wanted to get the membership section updated with some additional help/guides there to help members self-troubleshoot, but time ran out before I could make that happen when I was Membership Chair. :-)

Would like to see NASFAA Financial Aid Certification Prep Class/Workshops

You probably know this already, but you should have written the question differently, please rate the following services in order of importance to you 1-10.

[Q13: What can EASFAA provide that you are not currently receiving from your state association or NASFAA?](#)

60% of respondents indicated that their state and national associations meet all of their professional needs; 40% of respondents indicated they still have a need for XX. NOTE: 61 respondents skipped this question.



18 responded with more/different training, 13 responded networking, 4 responded with regional issues/advocacy, 3 mentoring, 2 grad/prof

More adhoc sessions such as VA and ROTC awarding and COAs, best practices for getting faculty to report scholarships to financial aid, sending back uncashed title IV refunds, etc.

Training and Annual Conference. No webinars offered at state level.

additional training

more training

continued training

new aid officer training

quality training webinars

Government updates - Training

TRAININGS, COMMUNICATION, AND IN PERSON CONFERENCE (WITHIN SAFETY OF MEMBERS). MY SPECIFIC STATE HAS BECOME A POPULARITY VENUE AND VERY LAX IN COMMUNICATION AND TRAINING . HOPEFULLY CONFERENCE ATTENDEES WILL BE INCREASED IF IT GOES BACK TO IN PERSON IN 2022. ATTENDANCE HAD GONE DRASTICALLY DOWN PRE-COVID.

More in depth training, advocacy

See above - NASFAA Financial Aid Certification Prep Class/Study Workshops

Intermediate-to-advanced training & networking

free webinar training with membership

More technical training

Sessions on how to reach students and families successfully

updates on regulation changes

regional conference, credential training, tuesdays at 2

entry level training periodically throughout the year as we bring in new people. I would also like more offering that cover campus collaboration between FA and Registrar, Admissions, Bursar, Athletics, etc.

Connecting and communicating with colleagues in the region

Prospective of financial aid professionals outside of my state.

Networking/Mentoring

Networking across state lines

Networking and input from schools in my region but beyond my state

regional networking and exchanging ideas

A great benefit from EASFAA is receiving detailed feedback, background, and solutions from aid professionals in nearby states, that give a broader perspective than my in-state contacts.

Collabertaion at a regional level

I enjoy being able to network with schools from all states at one conference or workshops.

Meeting people/hearing from other schools in the region (not just state).

Opportunity to network with FA leaders from the same region.

networking

additional networking, connections with more local institutions

would like a mentor in PowerFAIDS

Mentor

Mentorship. Career development as a FA professional.

job postings; targeted legislative needs; training not provided by state and nati'l assn

Jobs board

Regional advocacy

Our states are so small and close together I appreciate the broader view with a regional focus

A broader perspective than my state association can provide but also one that's still from an all-volunteer association (i.e., not NASFAA). I think we're too hard on ourselves when we compare ourselves to NASFAA and see all the things they're doing that we're not. For goodness sake if we charged that level of membership dues and had paid staff we'd be pretty impressive too!

Regional concerns and regional job board

Graduate schools specific resources

Grad Professional School focus

More information on legislative topics from DC

Affordability options for institutions to offer students/families - income share agreements, loan repayment programs, etc.,

Focus groups among similar institutions (e.g. Lge publics or Banner Schools)

I feel like between RIASFAA, EASFAA and NASFAA I do have a great combination of meeting my professional needs.

surveys of Financial Aid office operations, salary, how to develop a robust workforce

Staffing

Q14: What are the top challenges facing your office, college, and/or students?

22 responded staffing issues

16 responded budget constraints

9 responded regulatory changes/compliance

9 responded meeting financial need for families/lack of student funding

7 responded student debt/loan issues

5 responded financial literacy

4 responded technology/software

3 responded Covid

3 responded communication/outreach with students

3 responded training

Full responses:

Office challenges: lack of staff and system resources. College challenges: drop in enrollment, student challenges: need for additional financial aid resources and outreach

staffing, time for professional development, getting students to participate in financial literacy, budget constraints

My challenge is being the only person in my office. I am hoping to have this resolved this year.

staffing: developing or recruiting staff with tech skills, financial skills

Finding and retaining staff at our current pay scale and burnout.

UNDERSTAFFING

Staffing

Managing workload, staff morale

COVID19 (affordability & Special Circumstances, wfh policies, etc), outreach, filling vacant positions

budget and staffing

Staff shortages

Lack of staff

Filling open positions

Not enough staffing, increased PJs

Staff shortages.

Budget cuts, lack of staff, attempting to overcome the administrative responsibility with limited resources.

doing more with less, which has been amplified by the pandemic

COVID-19 related issues for everyone, of course, with a mix of on-campus and virtual staffing problems. And then turnover, and some significant issues around work satisfaction and development.

Staffing. The college cut positions due to Covid and won't replace/reinstate. We are doing more with so much less.

Workload, need to shift service to a post-pandemic way of thinking, employee satisfaction

staffing

succession planning, staff willing to relocate

more funds for the personnel to participate in workshops, trainings and annual conference

It's actually administrative/budget challenges.

Getting funding for tuition and books.

lack of funding to implement initiatives, lack of support from senior admin.

Resources: assistance to meet financial goals for students; time; staying current

Resource constraints in an environment where demands on our office are increasing.

not enough financial aid funds

lack of professional development funds

More responsibility and less resources

Financial Resources

Changing regulations and lack of funding

Time and financial resources.

budget

Budget constraints

increasingly complex regulations and guidance; limited financial resources

Budget cuts, high demands, stagnant aid funding

The top challenge of our students currently is coaching for loan repayment. Students did not feel they can get a concrete answer anywhere and it is hard to advise under wavering conditions.

Absurd amounts of student loans needed to pay inflated college tuitions.

Loan repayment after forbearance

Rising debt levels, more & more competitive residency matches with stagnant number of residency spots.s

Student indebtedness. FA staff of 1 , siloed grad financial aid staff. Over borrowing and not understanding the ability to repay

Indebtedness, and loan processing

keeping current on changing regulations and higher education landscape.

R2T4

keeping up with the quickly-changing regulations

Regulatory compliance, meeting student need

student volume and administrative burden of compliance

Compliance

Staying up to date. Training

state regulations and changes

enrollment and federal regulations

General FA awareness of resources for students

Cost of college and determining if it is worth the investment to them

TEACHING FINANCIAL LITERACY, DEFAULT MANAGEMENT

How to reach students successfully, helping students and their families understand debt and make responsible financial decisions, effective communication with students and families

Lack of financial literacy for families

Declining enrollment and increased loans

availability of financial aid

the increasing needs of the low income student for emergency support

Affordability

Rising tuition

high costs

Cost, retention, new programs,

Needs greater than resources

paying their bills

difficult to integrate software at our univ

learning how to fully utilize our software

Office: lack of financial/technology resources that would allow me to more productive and meet the increasing demands of management and administration; college: recruitment/loss of tuition revenue; students: social justice issues;

Technology

Volume and coordination between FA and other departments

Getting students to complete tasks (FAFSA, verification, SAP documents) on time.

Time

not enough training

Results of the pandemic

Communication, remaining connected and informed in a hybrid environment

Our office is among the least popular on campus. We need to change the narrative so that students and families see us as partners and not the enemy.

n/a

Balancing in person/remote work

n/a

International students or DACA students trying to finance an education

Republicans

Training/Professional development

Retention

Finding time to attend.

Recovering financially from COVID's impacts, ensuring that we are adequately serving our traditionally underrepresented population.

outreach

Enrollment

COVID impact, future of declining high school students, the financial aid office becoming the solution for all student issues even if not a financial issue

[Q15: What can EASFAA do to help mitigate these challenges?](#)

30 responded training

11 said nothing EASFAA can do

6 said federal advocacy/regulatory

21 miscellaneous responses

All answers

Provide sessions on these topics as a way to educate and inform

Cross departmental best practices, pulling in people from other related departments

training, providing forums for networking and continued sharing of innovative ideas to assist offices and our students.

Please share how other institutions are approaching loan repayment conversations at Tuesdays @ 2 or during annual conference.

Continuing offering webinars online

Virtual labs or webinars

workshop or seminar: doing more with less; helping understand which regs are most important to cover

Additional training and professional development opportunities

provide more training on specialized FA topics

Training /resources on hiring best practices

equip me with knowledge

Trainings, webinars, tools or resources to help promote communication and connectedness

Provide training and materials to state organizations to help in outreach

More summits or trainings with directors, even presidents, have open discussions of what EASFAA can do (even on a state/federal level meet with senators/congress)

Training, best practices, perhaps collaboration among schools with the same SIS

Training / tips on how to do more with less

More workshops

TRAINING

Related professional development opportunities would be helpful, with guidance on how to help aid offices become a stronger organization for the future, with needed tools and resources.

Offer sessions/trainings/open forums

Your weekly training helps

Provide more sessions relevant to my campus. Not everyone works with 18 year old US residents.

Provide more virtual trainings on financial aid best practices

Offer more Training/Professional development

training

Training

More trainings, materials and other resources

communication on guidance changes and interpretation. continued training

Training and professional development

keep virtual webinars

?

Nothing

I don't think EASFAA could help in this area since it is an administrative matter.

not sure

?

I wish I knew. Let me know if you figure it out because this is torture, and it's damaging the level of service we can offer our students

n/a

Nothing

not sure

Nothing at this time.

na

Ask for simplification

have a strong Federal Relations presence

advocacy for deregulation

Write to the colleges' presidents about our professional and highlight our predicaments. Reminder them of the "National Financial Aid Day."

keep on updating us as regulations change. EASFAA should have a competitive scholarship for students. Maybe we can do some fundraising.

Help advocate for better fed lian terms, elimination of fees, lower interest rate structure

survey schools who have well run integrated systems (fin aid, registrar, bursar, accounting) and share

professional development groups for students to enter the financial aid profession

Provide tools to encourage students to be more responsive/attentive

break information down into simple terms

suggestions for how to deal with emergency funds.

template letters to send to senior admin.

Promote the financial aid office as something more than transactional

target a wider audience for job board, consult membership re: topics for Tuesdays @2

someone I can contact for help that is willing to work with me

just continue with good advice as to staffing and more

design and release a template that I can plug data into and it will magically create a beautiful end-of-year report (real

resources information

Scholarships for professional/graduate students

Share strategies and other resources that have been successful elsewhere

Convince my administration that the Financial Aid Office is too important to operate without sufficient, properly trained staff

Insight to the changes

With declines in higher education, university and college officials are reviewing ongoing cuts in offices.

give me money to compensate for that why are parents so underprepared for higher ed

suggestions on how to approach asking for funding.

Financial literacy or education training specifically geared toward how we can best serve our underserved populations
- low income, first gen

Share outreach resources

More best practice and benchmarking opportunities, problem solving opportunities, networking.

[Q16: Please list up to 4 things that you would like to see EASFAA accomplish that would support you, your goals, and/or your students' goals OR provide additional feedback to EASFAA leadership.](#)

16 responded training

6 responded advocacy

4 responded mentorships

4 responded financial literacy

All Responses:

Keep up the training!!

provide more training

leadership training

Training on hiring best practices, subcommittees, mentorship programs

Professional Development and Leadership training.

virtual training, updates, local school information

Continued professional training.

webinars, credential training, work with NASFAA, advocacy petitions

Tuesday programing is some of the best in the industry. I think it would be helpful to everyone if a presentation on the how tos of presenting were offered.

TAX TRAINING, CREDENTIALS

Continued professional development (webinars, Exec Council, conference), create a conference planning guide for those in succession to have a sense of the necessary timeline and planning/protocol

Credentials training, conference, outreach resources, policy updates

Have a training track for support staff, offer templates and materials for effective and consistent communications to students and their families, more training/webinar opportunities for support staff

continued training opportunities with options for online and in person

Please push for more advocacy to eliminate loan fees. Students hardly ever take it into consideration when it comes to loan borrowing.

More D&I discussions, more interactions with federal relations contacts/committee,

State-level advocacy

Provide some literature about the complexity of our work and staffing needs to serve students properly, which we can use to show our deans and leadership. Apparently my explanations, and my entreaties, are not sufficient ... and we are drowning.

Fed loan advocacy for grad students

Please explain the administrative burden to our Congress and how it especially effects smaller schools with limited staffing.

Mentorship, collaborations with state associations

Mentor programs; continue trainings and conferences. Continue network opportunities

Mentorship, List serve,

1. Mentorship program. Bipoc leadership initiative.

Students need more financial literacy. Small learning modules.

For students a better understanding of State and Federal requirements.

engage new members, host the annual conference in the southern region more often, host more credential trainings,

Engage members, allow for new leadership on the board, create regional rep at large positions to allow additional development of leaders

Sector Groups

notification of legislative changes, staff development, data from surveys, develop best practice reference materials

N/A

EASFAA is good. Keep up the good work.

Remain relevant and not be redundant

Direct communications to upper administration

open job board to a wider audience, provide virtual option for 2022 conference, provide timely topics for Tuesdays @2

Cin tinged annual conference, info on staff development, continue with a cadre of financial aid professionals who can assist families, parents and students in teh processes.

xx

N/A

n/a

Educational tools would be a significant help: subject matter videos, FAQ sheets, etc.

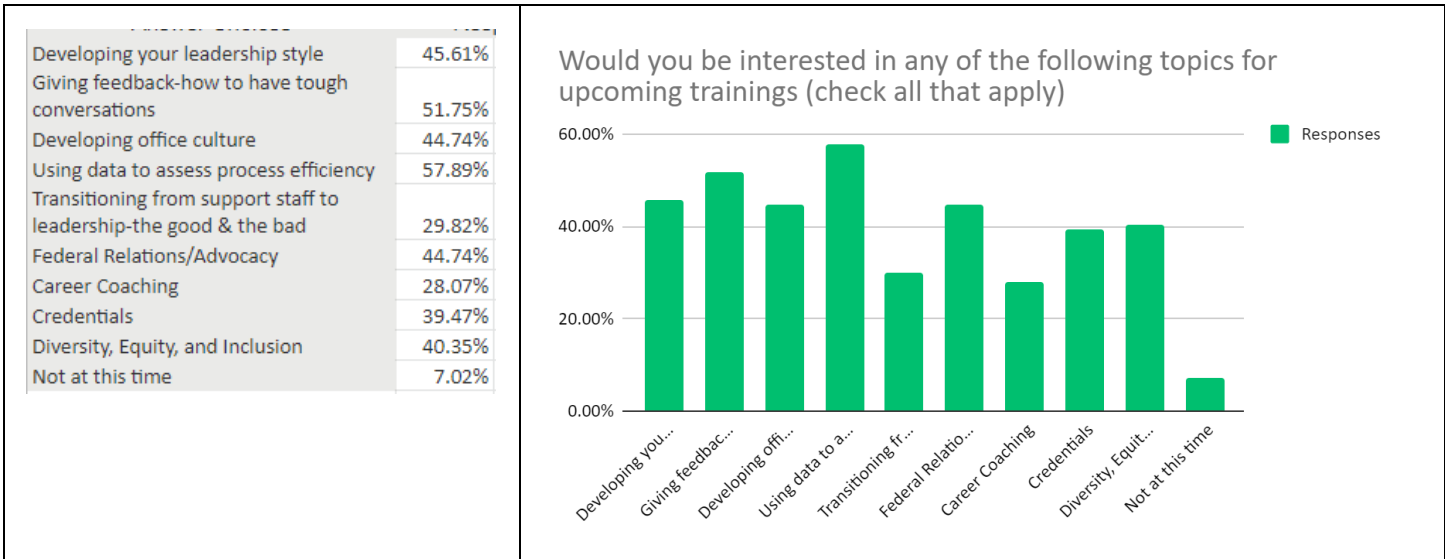
Additional ways for schools to hear about products and services in a quick and efficient manner

scholarship abilities

Perhaps it is more incumbent upon me to get involved, but 1.) provide institutional memberships, not individual. 2.) create a rotating annual or bi annual 'conference' or gathering of the institutions to talk best practices, forums, etc.

Q17: Would you be interested in any of the following topics for upcoming trainings (check all that apply)

68 respondents skipped this question.



Q18: Are there any additional topics that you would like to have training on?

Below are responses that should be provided to the training/EASFAA Leads, etc teams as soon as possible.

Balancing work / life responsibilities

Data security

EASFAA has such great training options--keep it up!

Effective communication to students and their families

federal updates, new feds requirements, HEERF; Everything related to the federal requirements established for federal financial aid programs, on the topics included in the previous question, the University is in charge of offering them to all staff. The topics of the last webinars have not been interesting for the office staff.

Financial literacy/education

Grad/professional concerns

how to motivate staff that don't want to participate in any professional association

loan repayment

NASFAA CFAA Prep Class/Workshops

Non-traditional academic calendars and programs

regulations

SAVE system, Dependency Overrides and Professional Judgment, Resolving Comment Code Issues, Resolving Conflicting Information, In depth review of Tax Returns and items to look at when completing verification.

specialty areas of FA (i.e. SAP, R2T4, PJs, C-Flags, Default Resolution, etc.)

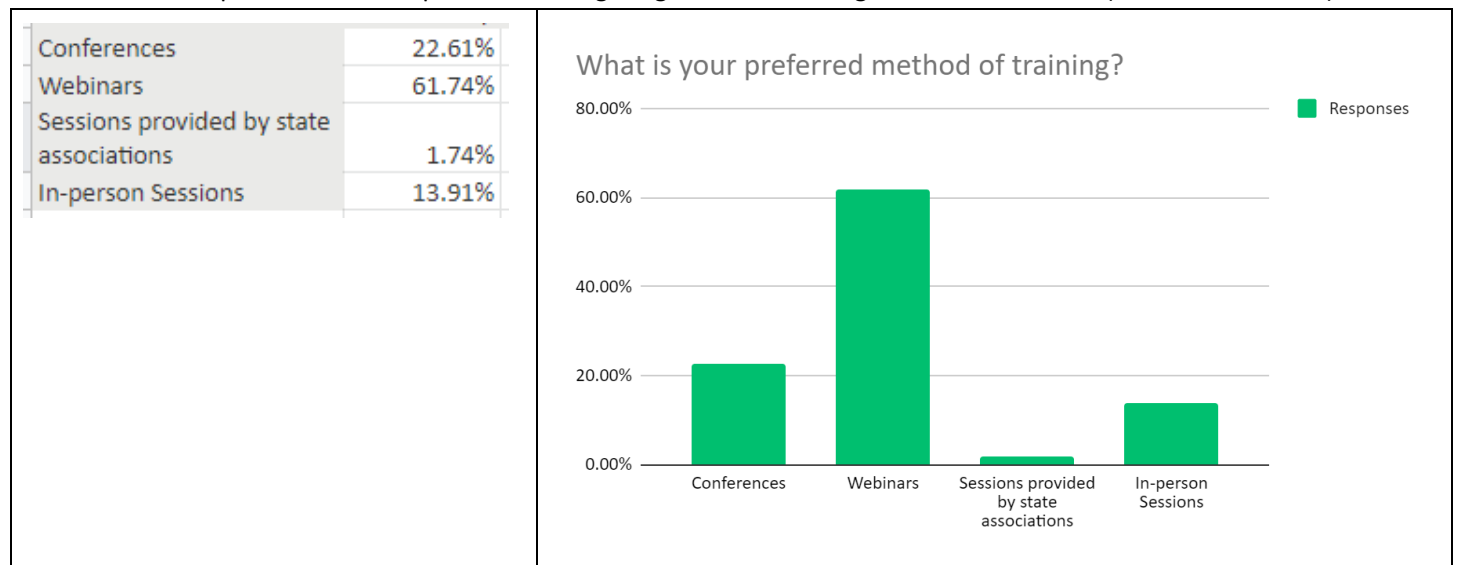
story telling for financial aid

Ways to develop and learn valuable IT skills (SQL, R, Python)

[Q19: What is your preferred method of training?](#)

NOTE: 67 respondents skipped this question.

The 62% webinar preference vs in-person meetings aligns with current global trends at 58% (businesswire.com).



[Q20: In what areas does EASFAA need to improve their training or programming options?](#)

- 145 non-responses
- 37 responses
 - 15: 'none', 'N/A' or 'not sure'
 - 4: satisfied with EASFAA's options ('doing a great job' 'good to go!')

Eighteen respondents (less than 10%) suggested areas of improvement:

- Topics
- More flexibility.
- I love tuesdays at 2 topics but have a standing meeting in the afternoon on Tuesdays. It might be helpful if Tuesday weren't the only option.
- Awards - scholarships and need based institutional aid
- Provide regular training on more basic topics
- offer more practical trainings for non-managerial staff
- Virtual option for annual conference
- Just very difficult with the eastern states spread out
- possibly more support staff
- Location of trainings
- When COVID ends we need to get out into the region for training, government relations, etc.
- More credential training
- best practices refreshers
- i have never been to a conference it is always at an inconvenient time around graduation

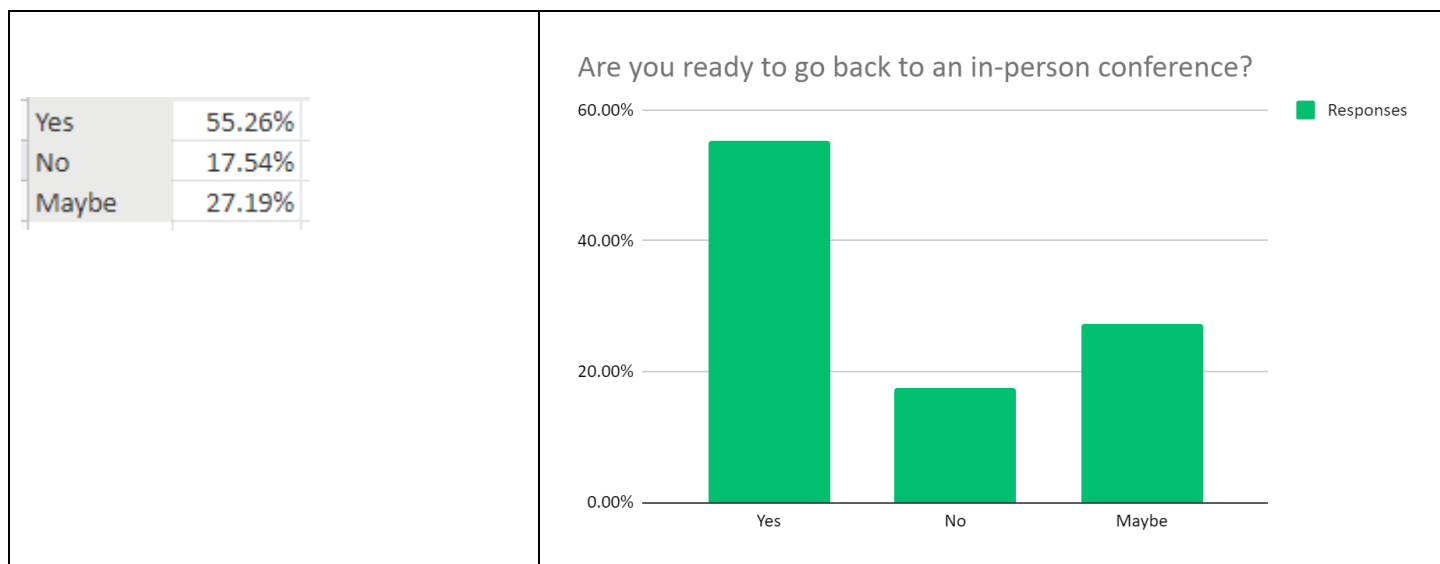
- Less sessions but more quality topics. It's great to hear about what one specific school did, however, the Tuesday presentations I've been to were so specific they didn't apply to my school. MORE HEERF HELP.

- More support staff training
- Give advance notice on trainings. Email a monthly schedule if possible.
- This is a tough one, what do you do that NYSFAA or NASFAA don't?

[Q21: Are you ready to go back to an in-person conference?](#)

NOTE: 68 respondents skipped this question.

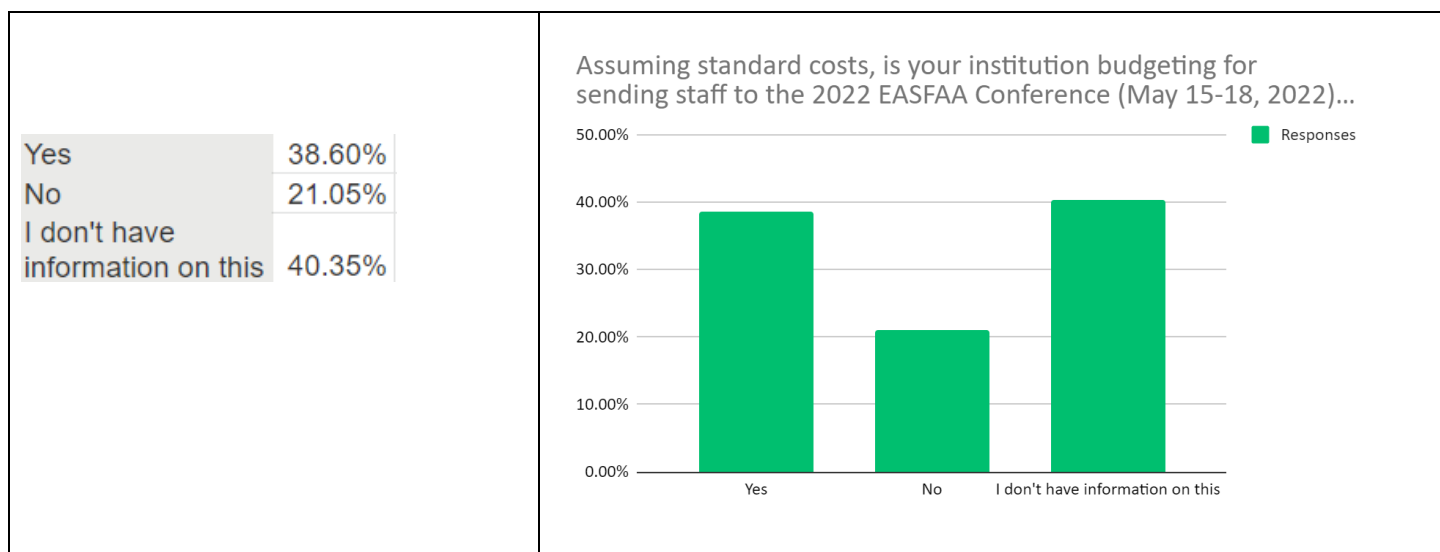
Among responders: directors had the highest affirmative responses (61%), and FA partners/lenders overwhelmingly replied 'yes' (9 of 11; 2 'maybe'). When we included non-responses, 47.2% of directors and 44.4% of VPs/deans answered 'yes', while other positions were less than 30%.



[Q22: Assuming standard costs, is your institution budgeting for sending staff to the 2022 EASFAA Conference \(May 15 - 18, 2022\) in Baltimore?](#)

NOTE: 68 respondents skipped this question.

All partners/lenders are budgeting to send staff to the Conference.

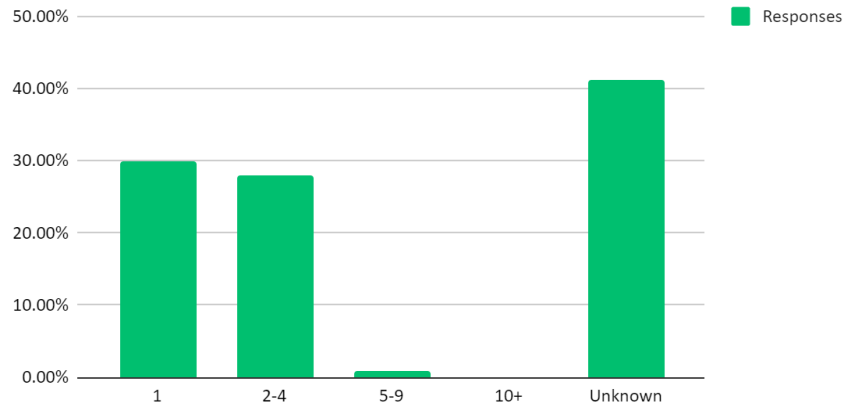


[Q23: If yes above, how many staff members do you believe your institution will send to the full conference?](#)

Half of the 'known' responses plan to send only one person from their institution..

1	29.82%	34
2-4	28.07%	32
5-9	0.88%	1
10+	0.00%	0
Unknown	41.23%	47

If Yes above, how many staff members do you believe your institution will send to the full conference?



[Q24: If your institution is 2 hours or less away; would you be interested in attending a full one day agenda?](#)

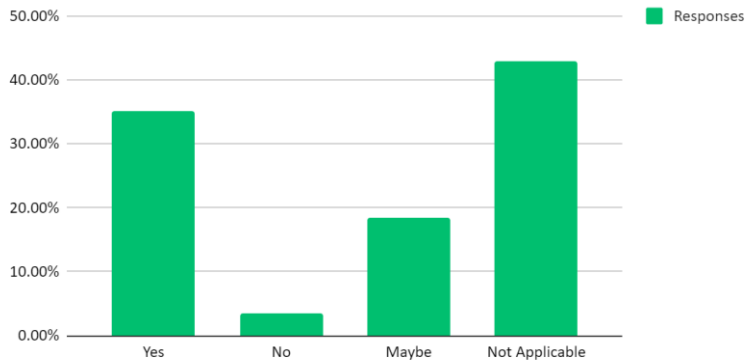
Note: 68 respondents skipped this question.

Of the respondents for which this question is applicable (65):

- Yes - 61.54%
- No - 6.15%
- Maybe - 32.31%

Yes	35.09%	40
No	3.51%	4
Maybe	18.42%	21
Not Applicable	42.98%	49

If your institution is 2 hours or less away; would you be interested in attending a full one day agenda?



[Q25: If yes above, how many staff members do you believe your institution will send?](#)

Twenty-two who did *not* answer 'yes' to #24 responded to this question.

Yes

- 1 40.00% 16

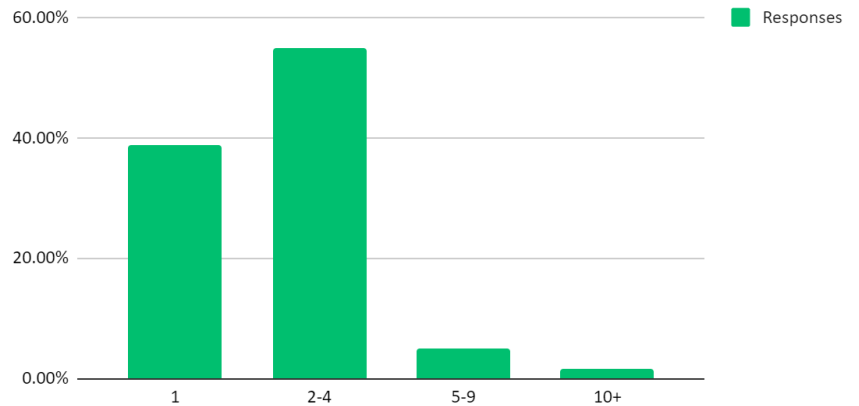
- 2-4 50.00% 20
- 5-9 7.50% 3
- 10+ 2.5% 1

No, Maybe, N/A

- 1 33.33% 8
- 2-4 66.67% 14

1	38.71%	24
2-4	54.84%	34
5-9	4.84%	3
10+	1.61%	1

If Yes above, how many staff members do you believe your institution will send?

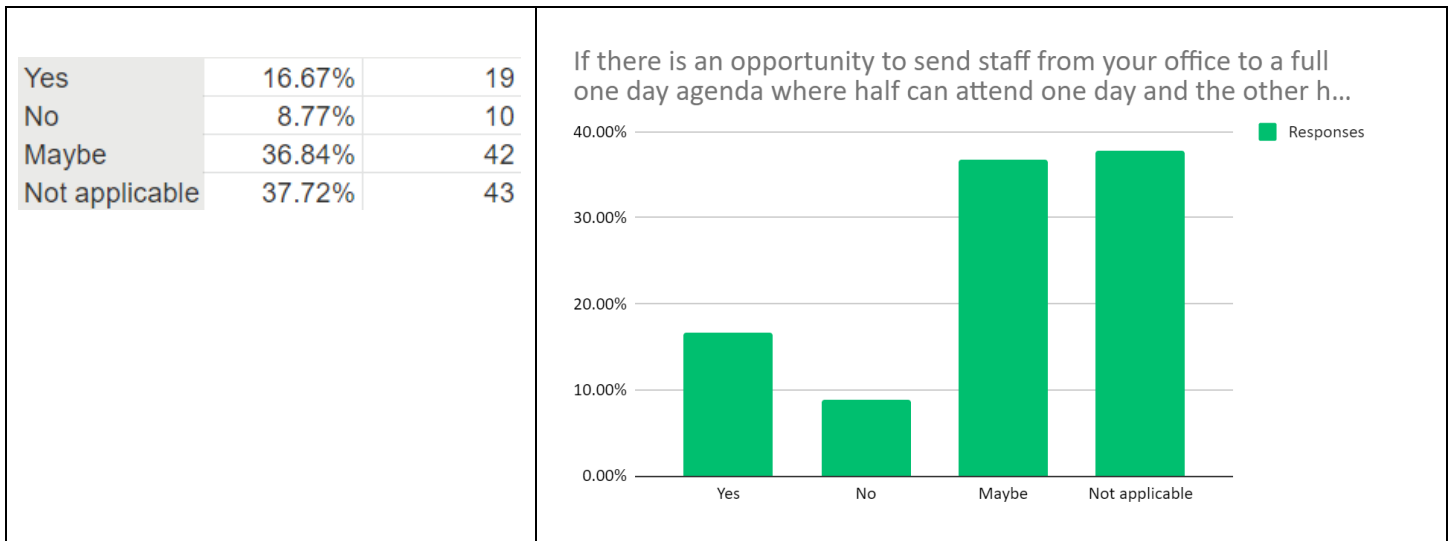


[Q26: If there is an opportunity to send staff from your office to a full one day agenda where half can attend one day and the other half another day with the same agenda, would you?](#)

Note: 68 respondents skipped this question.

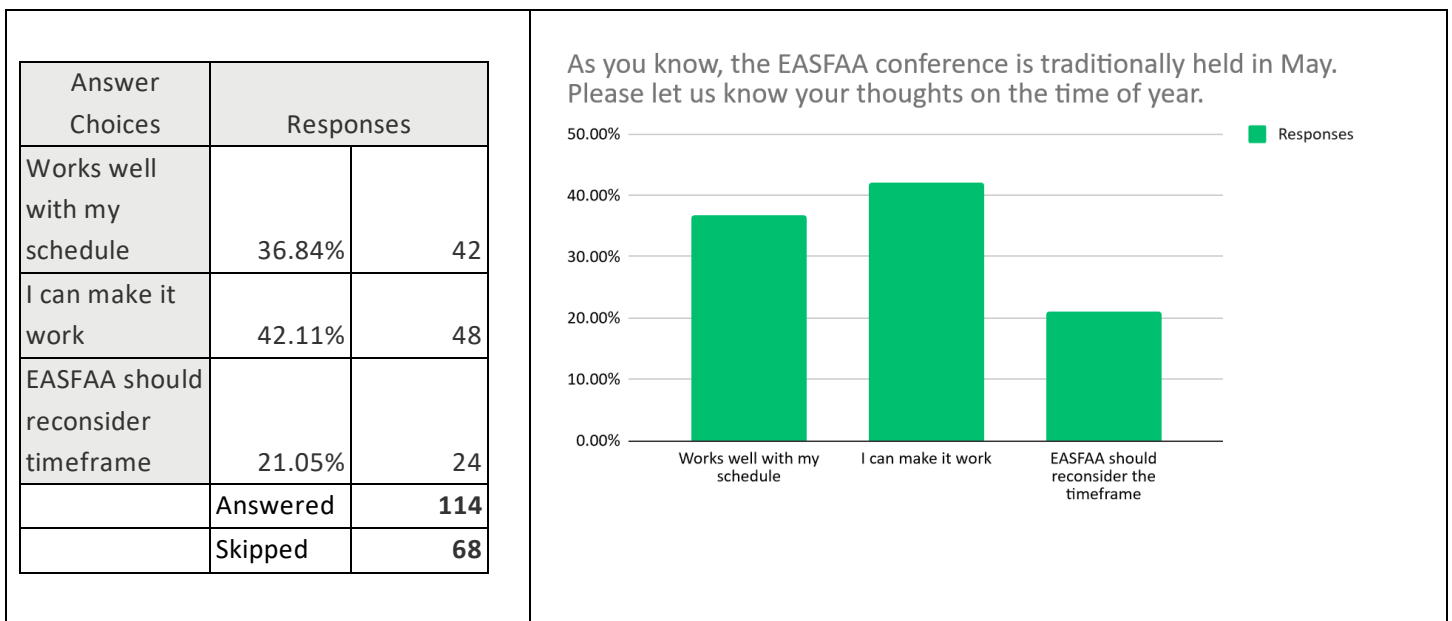
When viewing the responses of those to whom the question was applicable (71):

- Yes = 26.76%
- No = 14.08%
- Maybe = 59.16%



[Q27: As you know, the EASFAA conference is traditionally held in May. Please let us know your thoughts on time of year.](#)

79% of the respondents who answered this question reported that the timing of the conference in May either works well with their schedule (37%) or they can make it work (42%). However, 68 respondents skipped all the questions about the conference, which represents 37% of the total survey respondents.

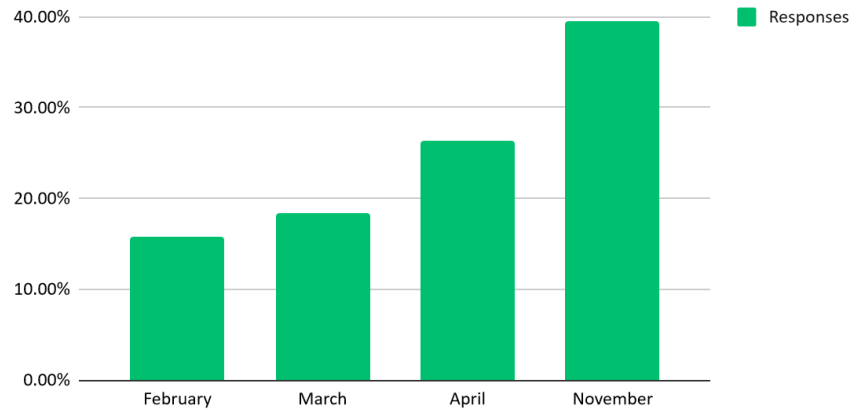


[Q28: If EASFAA were to reconsider the conference month, what month would you suggest?](#)

November was the most common month recommended, based on the four choices presented in the survey, if EASFAA were to reconsider the month of the conference. November was selected by 47% of those who answered this question, which represents 25% of the total survey respondents (since 68 survey respondents skipped the conference questions). Again, note the response to question 27 that only 24 survey respondents stated EASFAA should reconsider the timing of the conference.

Answer Choices	Responses	
February	15.79%	18
March	18.42%	21
April	26.32%	30
November	39.47%	45
	Answered	114
	Skipped	68

If EASFAA were to reconsider the conference month, what month would you suggest?



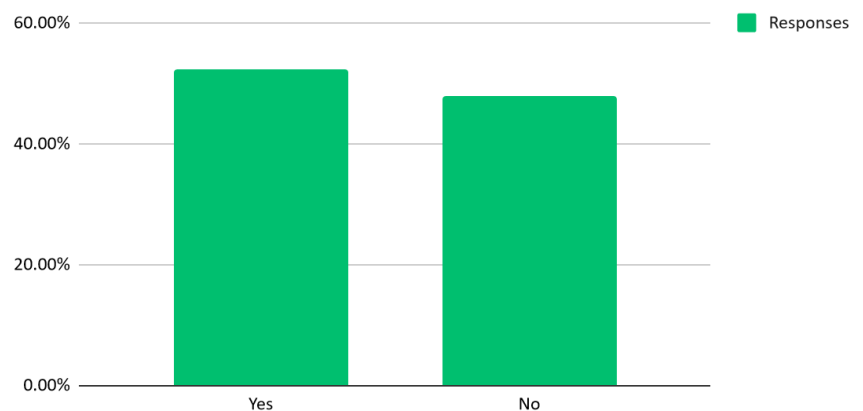
[Q29: Would you participate in a mentoring program offered by EASFAA?](#)

52% of those who answered this question would participate in a mentoring program, which represents 32% of the total survey respondents. 71 respondents (39%) skipped the mentoring questions on the survey.

Respondents with the job title of director were most likely to participate in a mentoring program (23 respondents), followed by assistant director (14) and associate director(7).

Answer Choices	Responses	
Yes	52.25%	58
No	47.75%	53
	Answered	111
	Skipped	71

Would you participate in a mentoring program offered by EASFAA?

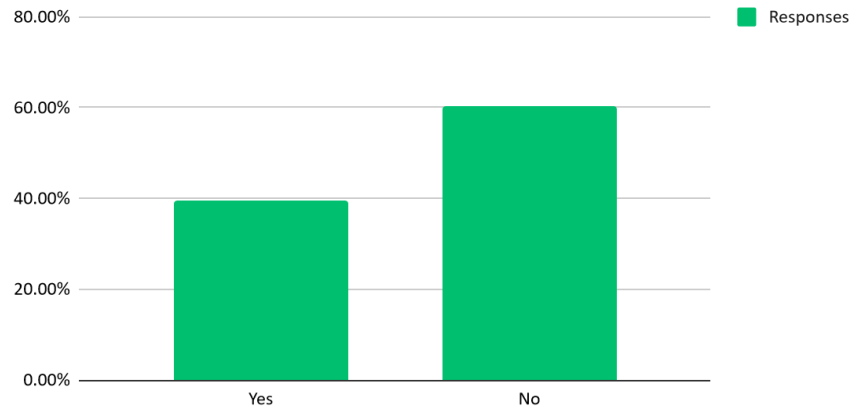


[Q30: Would you be willing to participate as a Mentor/Coach/Ambassador for industry colleagues?](#)

40% of the respondents who answered this question, which represents 24% of the total survey respondents, were willing to participate as a mentor.

Answer Choices	Responses	
Yes	39.64%	44
No	60.36%	67
	Answered	111
	Skipped	71

Would you be willing to participate as a Mentor/Coach/Ambassador for industry colleagues?



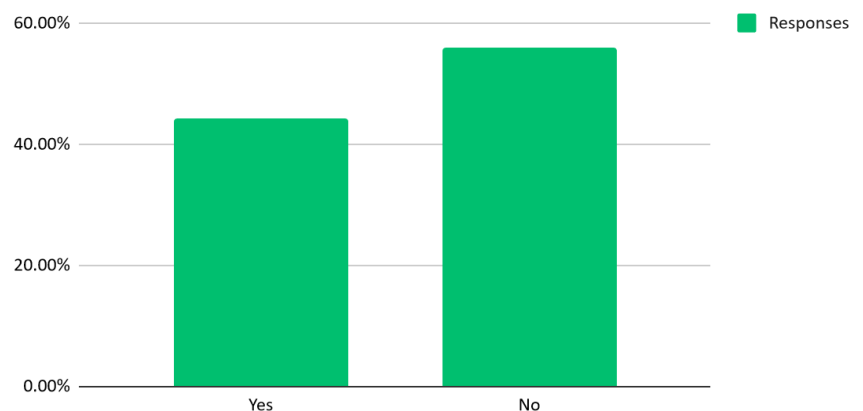
Q31: Would you be interested in being a mentee or connecting with experienced industry colleague(s)?

44% of the respondents who answered this question, which represents 27% of the total survey respondents, were willing to participate as a mentee.

Note that 31 survey respondents answered Yes to both willing to be a mentor and willing to be a mentee. When the questions on interest in being a mentor/mentee are combined, there were 61 non-duplicated survey respondents who answered that they would be interested in being either a mentor and/or a mentee. This represents 55% of the respondents who answered this question and 34% of the total survey respondents. Additionally, this corresponds with Question 29, would you participate in a mentoring program.

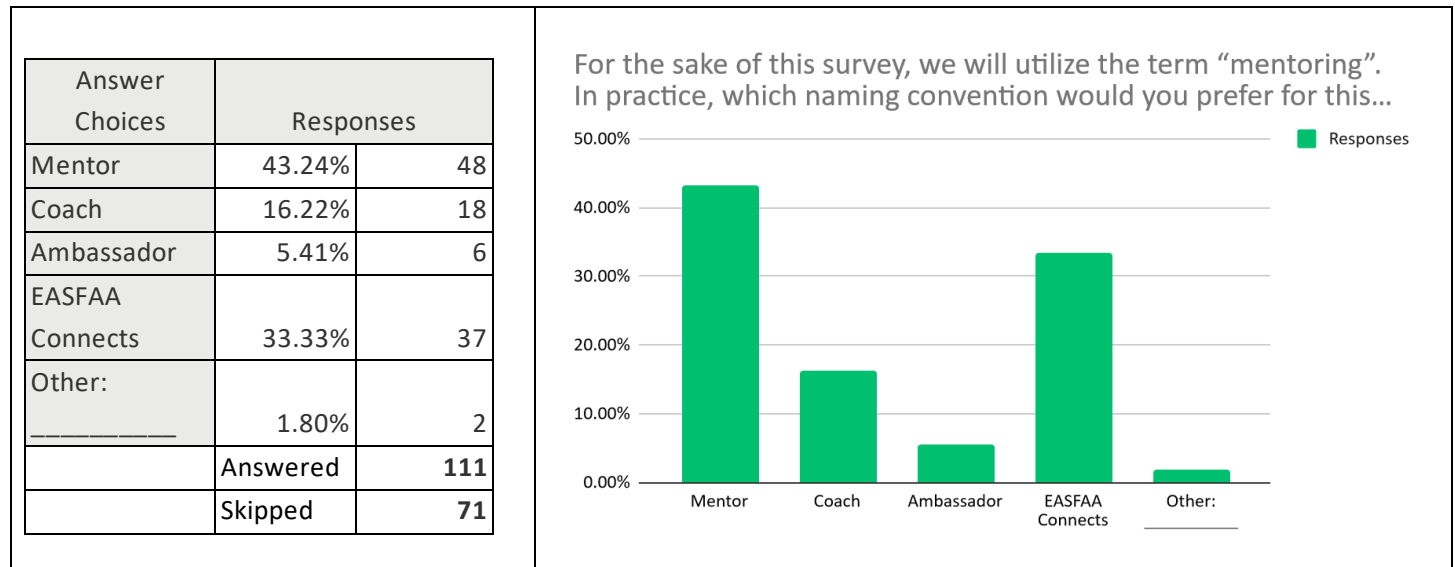
Answer Choices	Responses	
Yes	44.14%	49
No	55.86%	62
	Answered	111
	Skipped	71

Would you be interested in being a mentee or connecting with experienced industry colleague(s)?



[Q32: For the sake of this survey, we will utilize the term “mentoring”. In practice, which naming convention would you prefer for this type of program?](#)

The highest response, from those respondents who answered the question, was for the traditional Mentor naming convention (43%), with EASFAA Connects garnering 33% (9 respondents less than Mentor).



[Q33: How would an EASFAA mentoring program help you and your career? What does a mentoring program look like for you?](#)

Answered	43
Skipped	139

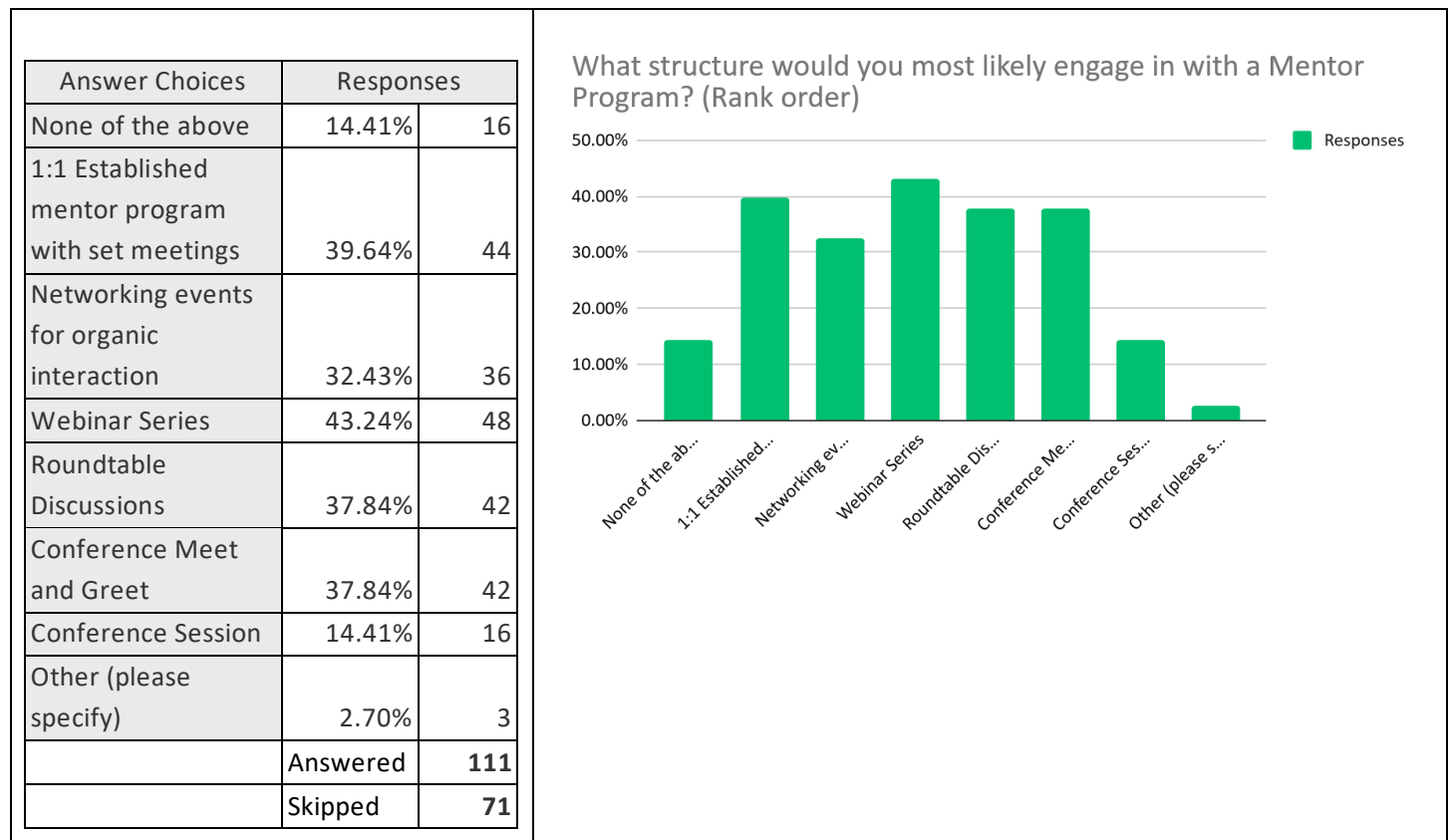
Summary:

43 survey respondents answered this question and 8 of those respondents stated not interested, n/a, not for me or were near retirement. Therefore, only 19% (35/182) of survey respondents answered this question. The most common theme was related to seeking mentorship for career growth and leadership, which may be due to the career call-out in the question. Other themes among the answers were networking and seeking a resource for guidance and questions. Only a few respondents sought a program with one-on-one mentoring, specifically.

Leadership
Director Roundtables. EASFAA Ambassador program to identify EASFAA members that can serve as a resource in their state for new/potential EASFAA members.
n/a for me at this time
Someone or a group of people that can answer questions and provide guidance
Routine communication, timetable of commitment, opportunities to learn
Various one-on-one sessions will be important, with conversations about goals and the course of action to reach them being at the center. I'd like to be able to learn various leadership styles, how leaders uplift their staff and show appreciation, as well as how to appropriately delegate tasks to be an effective, impactful leader. I'd want to learn more about what Associate Directors, Directors, VPs do in their day to day from audits, research, policy writing, meetings, proposals, and conversations with campus partners.

Allow me to grow as a Financial Aid Counselor and become more familiar in my role.
a go to source
networking and most importantly the learning experience.
Not interested
Networking
I'd love to hear more people tell the story of "how they ended up in FA" (beyond the student employee connection)
one on one contact
Close to retiring
it wouldn't help my career. being available to my mentee
I would be more apt to challenge myself with new duties.
Pave my way to higher/executive administration
It could provide someone to ask if questions arise,or just a general way to connect with someone else ding the same job that I do.
n/a
A conversation/meeting once a month or so to discuss issues that have come up.
I don't think it would be personally helpful to me
As a seasoned professional I would rather connect with someone just starting out and give back some of the experience I have gained.
I currently assist two schools directly on a daily basis with new directors, I would look forward to have an official system to do so
Information from those in the business for more than 20 years giving their experiences and knowledge.
Networking for career advancement opportunities
Developing network connections and learning new skills
At the close of my career in higher education.
a professional friendship
Connecting to someone that i can reach out to for questions or to share ideas.
Networking is always helpful
NEW DIRECTOR MENTORING
Not useful for me
A mentoring program opens your eyes to another side of the industry or looks at similar situations from a different vantage point.
I've worked in the field for 28 years and love helping others with career coaching.
I'm a bipoc seeking to move beyond the assistant director phase in my career. Seeking a mentor outside of the university I work for, for career advice, leadership advice, sounding board to bounce ideas off of
FA folks helping FA folks - no one person knows it all
Sharing the experience and knowledge
Someone who has been in a leadership role that I can bounce ideas off of as I pursue a le adership position.
Constructive feedback from experienced professionals.
Networking, one on one interaction, some small group or panel interaction
It has helped my by connecting me with colleagues that have more experience, training or coaching in an ar ea of need and they are willing to lend their time to supporting me in my growth.
Networking and systems administration
helping others progress in their profession

Q34: What structure would you most likely engage in with a mentor program? (rank order)



NOTE: The survey allowed respondents to check as many boxes as they wanted versus ranking order so this data is not easily analyzed.