

Dear Colleagues,

I am honored to be nominated as a candidate to serve as EASFAA President. My involvement with EASFAA began when I served as the State Representative for New Jersey in 2020-2021. Since then, I have had the privilege of contributing in several capacities, including Secretary, member of EASFAA's Tuesday @2 Training Committee, member of the Committee-at-Large, and currently as Membership Chair. These roles have strengthened my dedication to EASFAA and deepened my understanding of the needs and priorities of our membership. In addition to my work with EASFAA, I have served as Secretary, Treasurer, and President of the New Jersey Association of Student Financial Aid Administrators (NJASFAA).

As financial aid administrators, we serve students and other stakeholders across our campuses, and we do so in an environment that is continually evolving. From regulatory changes to retaining skilled professionals, the challenges we face are significant. This dynamic landscape underscores the importance of associations like EASFAA, which play a vital role in supporting financial aid professionals through training, advocacy, education, and leadership development. With more than 20 years of experience in higher education, I have seen firsthand how essential these efforts are in bringing colleagues together to address shared challenges. I have personally experienced the tremendous value of networking and the support that comes from being part of a strong professional community. With this in mind, I am honored to contribute to EASFAA's mission by serving as President.

The listening sessions conducted by our current President, Ken Ferreira, have provided valuable insights into the needs and priorities of our members, which helped us craft our **2025-2028 Strategic Plan** [EASFAA@60: Honoring Our Legacy, Shaping Our Future](#). Developed with thoughtful input from you, our members, this plan serves as a guiding framework for the Association's future. If elected President, I am committed to advancing the strategic goals outlined in our Strategic Plan. I will focus on expanding training opportunities, strengthening leadership development, and increasing member engagement across the Association. I also believe it is essential that EASFAA continues prioritizing initiatives that ensure all members feel supported, represented, and valued.

Despite the challenges we face as financial aid administrators, I am confident that EASFAA will continue to provide a strong platform for connection, collaboration, and meaningful support for our members. I am grateful for the opportunity to be considered and look forward to the privilege of continuing to support the important work of EASFAA and its members. Truly, EASFAA is where connection meets impact!

Thank you for your time and consideration.

Sincerely,

Asia Taj

