

Why Weaponize When You Can Disarm?

Creating Alliances
for Compliance(s)

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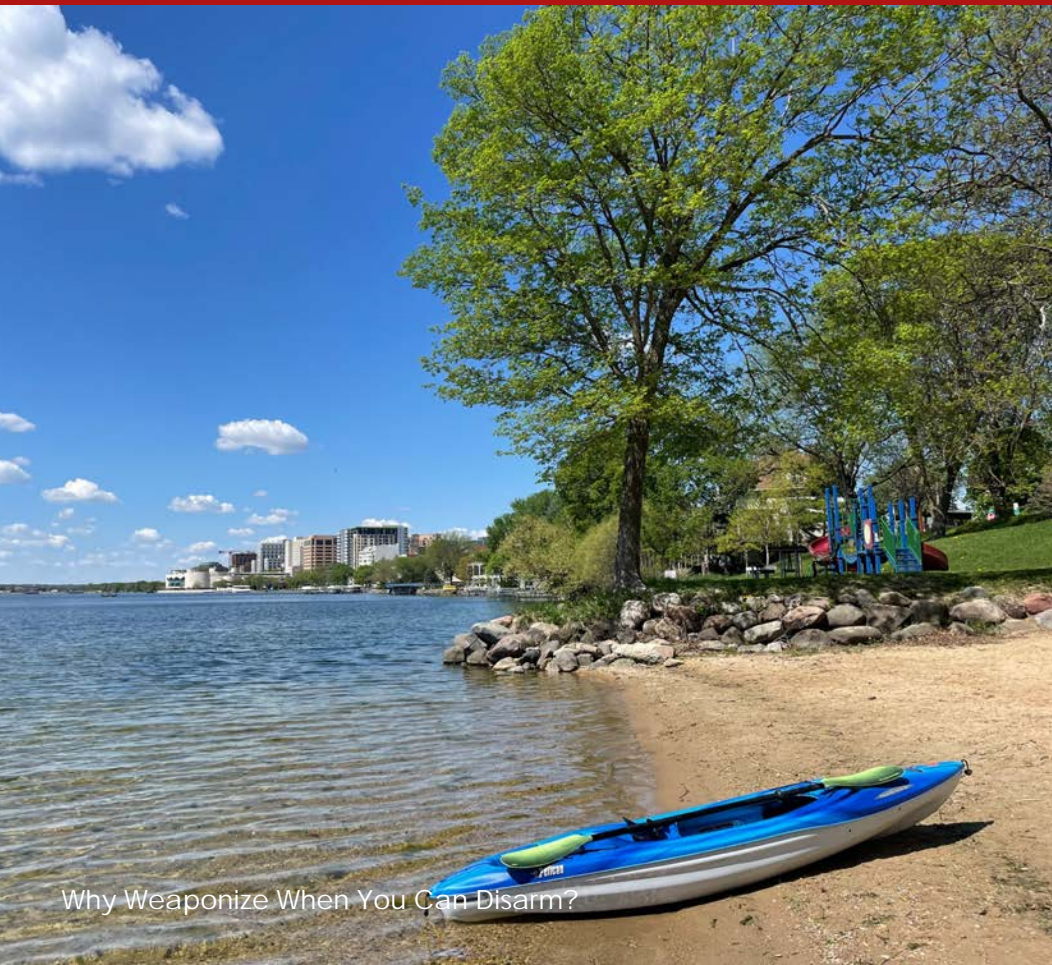


Agenda



- Intro: My background and experience
- Learning about you
- Who do we serve?
- Building and repairing relationships
- Getting Support and Resources

Introduction: My Point of Entry



Why Weaponize When You Can Disarm?

My professional experience informs me—

- 3 states: California, Oregon, Wisconsin
- 2 regions: WASFAA, MASFAA
- Sectors—public, private, grad/professional, CC
- Resource constraints and opportunities
- Enrollment—400-48,000
- Student populations: “traditional” and otherwise

My values guide me—

- Education as critical engine of economic opportunity
- Students are my #1 priority

Your turn!

What is your role in the aid office?



What brings you to this session?



Are there specific questions you're hoping to get answers to here?

Know Thyself

WHAT DO YOU STAND FOR?

Develop Your Brand

- ▶ Personal Branding, Office Branding
 - ▶ It's not a logo—it's how others perceive you.
 - ▶ Manage public perception intentionally
 - ▶ Social media—all the world's a stage, and everything is forever
 - ▶ Authenticity
 - ▶ Consistency
 - ▶ Story-telling
 - ▶ Who do you admire and why? What is their brand? How is it expressed?

Who do we serve?

Many competing priorities—
what resonates most broadly?



Why Weaponize When You Can Disarm?



2023

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Who we
serve--
prioritize

ED/FSA

Our institution, leadership

Enrollment Management

Our financial aid office team

Campus colleagues

Donors

Students

Parents and other student supporters

DEVELOP, SUSTAIN,
AND REPAIR

Building Relationships

Small Group Discussion

- ▶ Share a challenge you've experienced that would have benefitted from better relationships with campus colleagues.
 - ▶ What went wrong?
 - ▶ Were you able to recover?
 - ▶ Were there long-term issues?
 - ▶ What did you learn?
 - ▶ What questions remain?
- ▶ Share something you've done to successfully repair/rebuild your relationships on campus.
 - ▶ What went wrong?
 - ▶ How did you address the issue?
 - ▶ How did you reach a positive result?
 - ▶ What fears/doubts did you combat?
 - ▶ What was gained?

Building your campus network

Barriers

- ▶ Introversion
- ▶ Shyness
- ▶ “I’m too busy”
- ▶ Others’ perceptions of our offices

Benefits

- ▶ Build your office’s public profile
- ▶ Create allies and proponents
- ▶ Be included in key conversations
- ▶ Get more resources!

Focus on points of resonance

What can we all agree on?

- ▶ Students! (hopefully)
 - ▶ Supporting success
 - ▶ Reducing debt burden
- ▶ Institutional points of pride
 - ▶ Mission, vision, values
 - ▶ Shared goals
 - ▶ Community values

Communicate to connect

- ▶ Listen, be curious, learn, share
- ▶ Be positive; assume good intent
- ▶ Understand motivations, values
- ▶ Be solution-oriented
- ▶ Explain complex concepts simply
- ▶ Use storytelling
- ▶ Invite questions, answer thoughtfully

Getting & Staying Connected Socially

Settings

- ▶ Campus events—commencement, gatherings for faculty and staff
- ▶ Governance committees
- ▶ Hiring committees
- ▶ Campus leadership initiatives
- ▶ Sportsketball
- ▶ Student performances/shows

Activities

- ▶ Volunteer (yay for structure!)
- ▶ Committee work
- ▶ Create a structure for social activities:
 - ▶ Coffee
 - ▶ Lunches
 - ▶ Happy hour
 - ▶ Walking/biking/running, etc.

Share Your Expertise, Instill Confidence

- ▶ Campus forums, conferences, in-services, poster sessions
 - ▶ Present on topics of broad interest:
 - ▶ Financial aid basics
 - ▶ SAP
 - ▶ Loan debt, default, repayment, forgiveness
- ▶ Connect with the academic enterprise
 - ▶ Look for opportunities for research-practice conversations and collaboration
- ▶ Offer stand-alone financial aid learning opportunities
- ▶ Invite colleagues outside of your office to financial aid trainings/webinars

What Not to Say—Know Your Audience!

- ▶ Don't complain about workload
 - ▶ Instead, how do avoidable burdens impact your ability to serve students?
- ▶ Avoid politics—never assume you know others' views
 - ▶ Don't lose your audience, practice pivoting
- ▶ Avoid financial aid-ese—don't be a financial aid Vulcan
- ▶ Don't denigrate anyone
- ▶ "No" and point to rules, staffing
 - ▶ Try "Yes, under these conditions" or "here are some alternatives"
- ▶ I told you so

Rebuild and Repair

Sometimes things don't go well! We're human.

- ▶ Make it right—if you messed up, offer a sincere, unqualified apology.
- ▶ If you've been wronged, take it upon yourself to start the conversation.
- ▶ Be proactive in seeking opportunities to rebuild trust and collaborate.

Getting Support and Resources

- ▶ Construct an argument focused on the intended outcome
- ▶ Focus on how your ask benefits students
- ▶ Use storytelling
- ▶ Offer multiple 'price points' and outcomes
- ▶ Tie the envisioned outcome to strategic priorities
- ▶ Customize the message to your audience
- ▶ Leverage relationships for support
- ▶ Be intentional in demonstrating success with resources allocated

Never Let A Good Crisis Go To Waste!

Find a silver lining in every situation—highlight office needs & contributions

- ▶ COVID/HEERF
- ▶ Program Review
- ▶ Audit Finding
- ▶ Default Rate
- ▶ Negative Press

Discussion: Problem-Solving

- ▶ Share your success stories and best practices!
- ▶ Share challenging situations you'd like to workshop

Reflections and Thanks

Additional questions & thoughts?

What will you take back to your office?

Who will you connect with?

I hope you'll share your successes!

Reach out anytime—

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LinkedIn, Twitter, etc.

