

NASFAA & NYSFAAA

Financial Aid Advocacy & You: Getting Started!

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Agenda

- Advocacy 101
- Overview of NASFAA's Federal Advocacy
- Getting Started in State Advocacy
- NYSFAAA's State Advocacy

Advocacy 101: What is advocacy?

advocacy

the act or process of supporting a cause or proposal;
the act or process of advocating something

advocate

a person who argues for or supports a cause or policy

First Amendment Roots

*“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances**”*

Why does advocacy matter?

With Congress consistently caught in gridlock, it's more important than ever to make sure your voice is heard in policy debates — especially on issues that could affect you on a daily basis

Members of Congress and their staff are most interested in the day-to-day concerns of their constituents in their states and districts

Your voice matters!

Advocacy Basics

- Advocacy is not always lobbying, lobbying is always advocacy
- You don't need to be in Washington, D.C. to be an effective advocate
- Advocacy can and should be **proactive** and **reactive**
- Effective advocacy uses data, research, and stories

5 Effective Advocacy Tips

1

Keep it
local

2

Keep it
personal

3

Keep their
position in
mind

4

Keep it
factual

5

Keep in
touch

NASFAA's Federal Advocacy



Student Aid Advocacy Spaces

Higher
Education Act
Reauthorization



How are the programs
designed?

Budget and
Appropriations
Process



How are the
programs funded?

COVID-19
Relief



Stimulus funds for
institutions/school

NASFAA's Core Advocacy Principles

We believe that the purpose of student financial aid is to ensure everyone has equal access to postsecondary education. NASFAA adheres to the following core principles, originally created by the NASFAA Reauthorization Taskforce and updated during the National Conversation Initiative to reflect our current goals for college access and success. NASFAA affirms that student financial aid should:

- Promote fairness and equity for students across all sectors of postsecondary education, with a particular emphasis on low-income, underrepresented and underserved students;
- Stress the primacy of need-based aid;
- Support policies that address the needs of disadvantaged students;
- Advocate accountability;
- Encourage simplicity and predictability;
- Empower student financial aid professionals and their schools with the flexibility to respond to the specific needs of their students;
- Recommend policies that accommodate the diversity of academic delivery models;
- Encourage the use of technology wherever possible;
- Eliminate statutory requirements that use financial aid to enforce unrelated social policies; and
- Validate proposed recommendations with research and data analysis wherever possible.

Advocacy Principles in Action

Our advocacy efforts center around these major policy areas:

- Increasing access to higher education, including early awareness and outreach
- Simplifying student aid systems
- Encouraging college persistence & completion
- Promoting college savings and financial education
- Minimizing student indebtedness and emphasizing grant and work aid
- Supporting the primacy of need-based aid

NASFAA's Advocacy Audience

Administration

- White House
- Department of Education
- Office of Management and Budget

Congress

- House & Senate Education Committees
- House & Senate Appropriations Committees
- House & Senate Budget Committees
- Other Members of the House and Senate

Other Higher Education Associations & Organizations

What does NASFAA's advocacy look like?

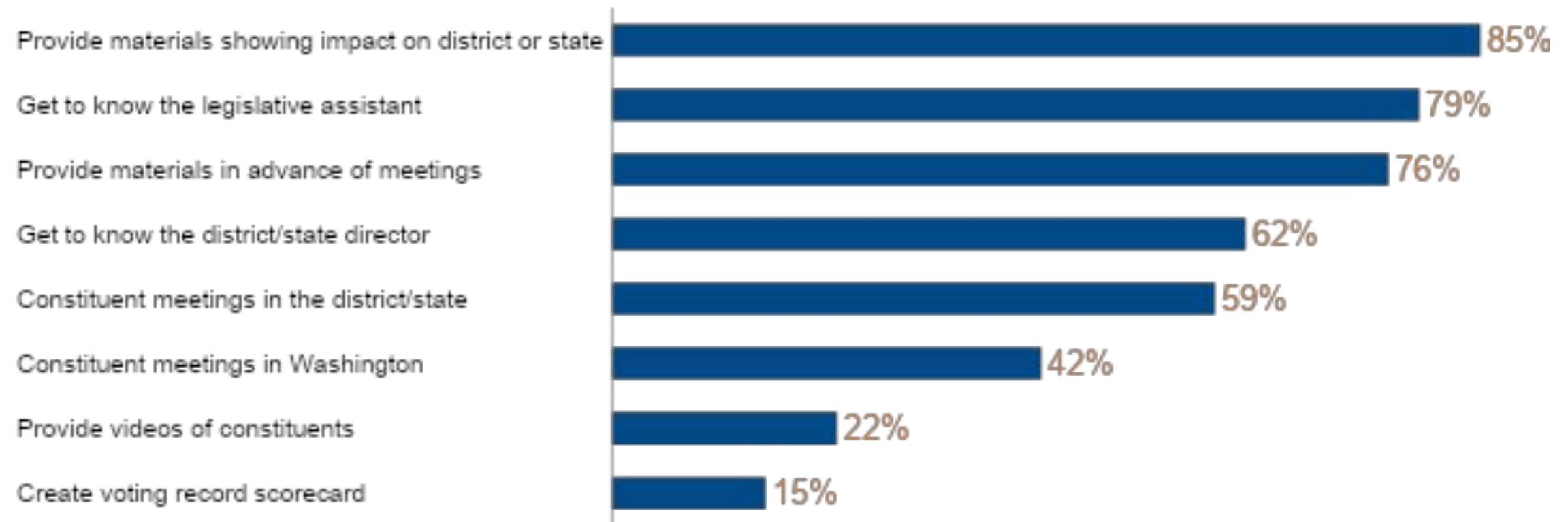
- Distributes Original Research from NASFAA Task Force and Working Group Reports and Papers
- Advocates for NASFAA members with Congress, the Administration, and Department of Education
- Participates in Coalition Groups and Associations
- Holds Briefings for Congressional Staff on Student Aid Issues
- Organizes Advocacy Pipelines and related D.C. Visits

NASFAA's Federal Advocacy



Being an Effective Advocate

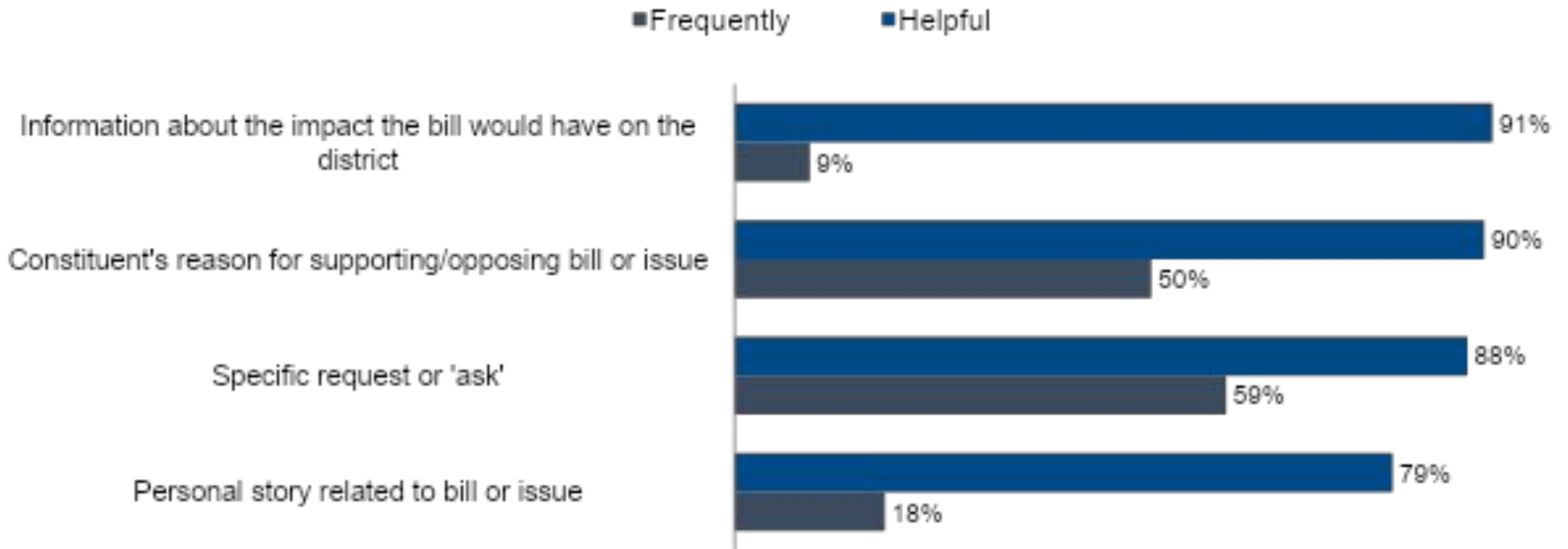
Congressional Offices: Which of the following advocacy strategies should constituents **do more of** to build relationships with you?



Source: Congressional Management Foundation, 2018

Being an Effective Advocate

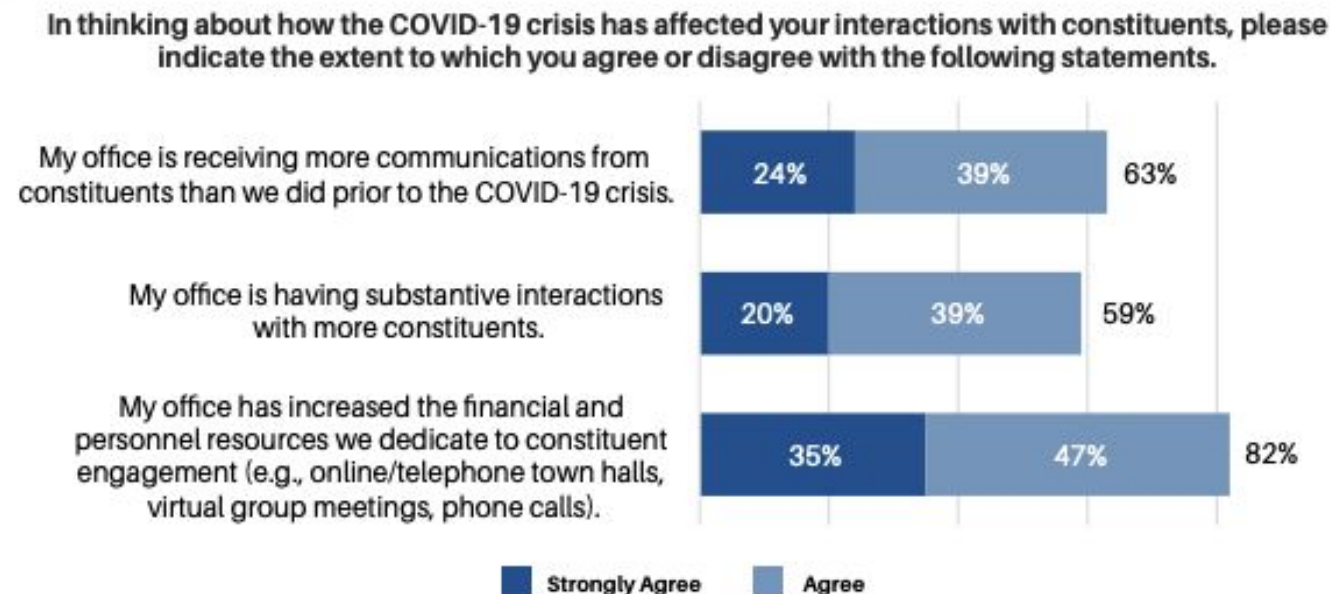
Congressional Offices: How **helpful** is it for constituents to communicate the following? How **frequently** do constituents communicate the following?



Source: Congressional Management Foundation, 2018

Congressional Advocacy During COVID-19

Congressional offices report that their constituent interactions are both more numerous and more substantive than before the pandemic.

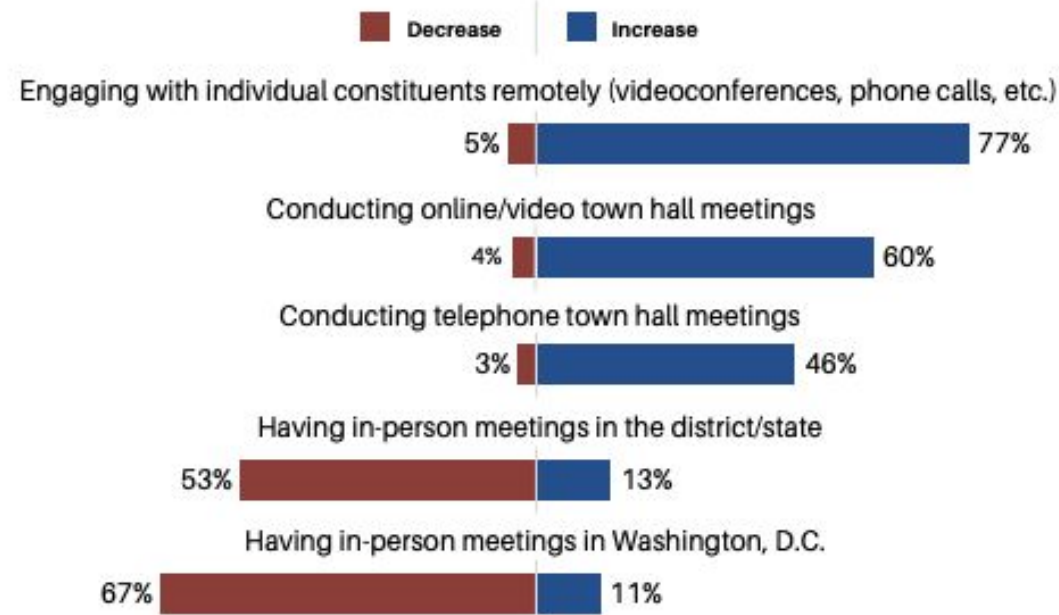


Source: Congressional Management Foundation, 2020

Congressional Advocacy During COVID-19

Congressional offices are likely to continue virtual constituents interactions into the future.

Looking to the future and the long-term impact the COVID-19 crisis is likely to have on your office operations, please indicate whether you expect to increase, decrease, or keep the same amount of time and resources dedicated to the following.



Source: Congressional Management Foundation, 2020

Advocacy Opportunities

▲ Volunteer!

Work with and support NASFAA:

nasfaa.org/volunteer_information



Advocacy
Pipeline



Policy Task
Forces



Get Students
Involved!

▲ Stay Informed

Read NASFAA's *Today's News* and Policy and Advocacy Webpages on nasfaa.org

▲ Write and Visit Your Member of Congress

- Share your advocacy efforts with NASFAA, so we can support and assist you
- New education committee members mean new states in the mix!

doublepell.org

Take Action.
Contact Congress.

CONTACT CONGRESS

SHARE ON SOCIAL MEDIA



ADVOCACY HANDOUT

[ABOUT](#) [PELL VOICES](#) [NEWSROOM](#) **#DOUBLEPELL** [RESOURCES](#) [TAKE ACTION](#)

HELP BRING ABOUT REAL CHANGE

Millions of students across the country are in critical need of additional grant aid to pay for college.

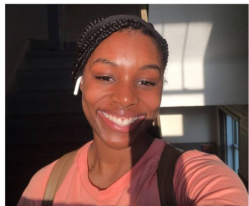
[FIND RESOURCES](#) [TAKE ACTION](#)



PELL VOICES

These stories of Pell Grant recipients show the value of the program and the importance of doubling the maximum grant in order to continue helping students achieve their academic goals and succeed beyond college.

TELL US YOUR STORY



Andrea Hudson
Greenville University, IL



Yuriy Holiyat
Fordham University, NY



Courtney Taylor
Campbellsville University, KY



► Getting Started in State Advocacy



Getting Started

1. Decide which issues your advocacy will focus around → Core Advocacy Principles.
2. Identify key advocacy audience(s).
3. Develop relationships with other state-level stakeholders engaged on similar issues.
4. Identify existing resources (from NYSFAAA, NASFAA, etc.) that can be used to develop message and key talking points.
5. Engage colleagues & students in advocacy initiatives.

NASFAA's State Advocacy

Develop “Core Advocacy Principles”

- Questions to consider?
 - What is the mission of your organization
 - What is important to your association?
 - What do you believe in?
 - What major issues keep coming up at the state level?
- Tips:
 - Narrow your focus—too many principles dilutes what is truly important (4-5 is optimal)
 - Don't get so specific that you box yourself in, but be broad enough that one principle could capture multiple issues

NASFAA's State Advocacy Toolkit

Includes resources and materials to support state-level advocacy for regions, states, institutions, and individuals interested in becoming more engaged in state-level student aid policy.



User Guide

The User Guide includes advocacy tips, instructions on how to contact your state representatives, and more!



Letter and Email Templates

Letter and Email templates that can be customized with your information before sending to your state lawmakers.



Talking Points

The talking points outline and give examples of the importance of state financial aid programs.



Student Advocacy Manual

The Student Advocacy Manual provides resources for students to support their advocacy efforts.



State Legislation Activity Form

The State Legislation Activity Form is for you to share any proposed, pending or recently passed legislation that could impact the financial aid community in your state, or to simply update us on percolating issues.

Getting Started in State Advocacy Presentation



NASFAA Advocacy Resources

How can we help you?

- Personal advocacy support and guidance for you, your institutions, and your state & regional associations
- Continuous up-to-date information
- Readily-available materials

NASFAA Online Resources



NASFAA Legislative Tracker

- Comprehensive list of all student aid-related legislation introduced in this session of Congress
- Organized by subject area

The Capitol Recap

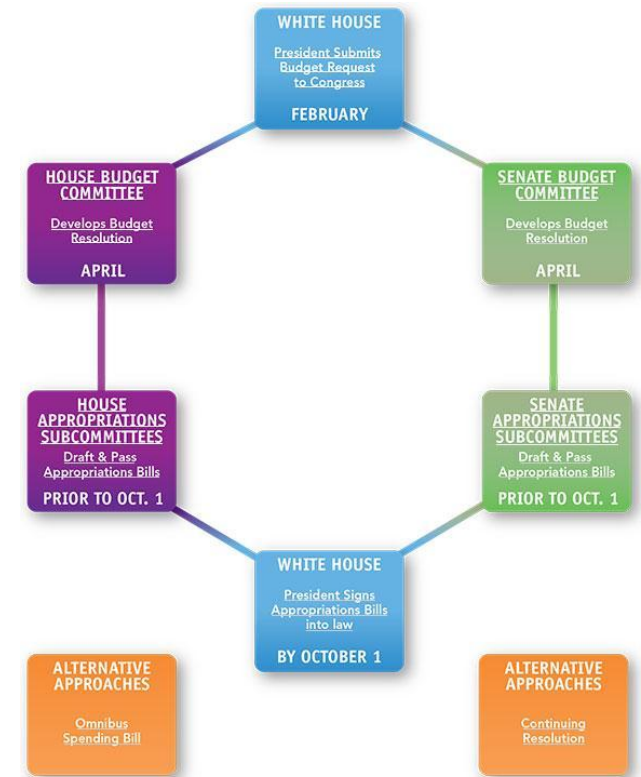
Monthly series in *Today's News* that lists and summarizes newly-introduced legislation



NASFAA Online Resources

Federal Budget & Appropriations Page

- Interactive chart on the federal budget process
- Budget and appropriations news archive from *Today's News*



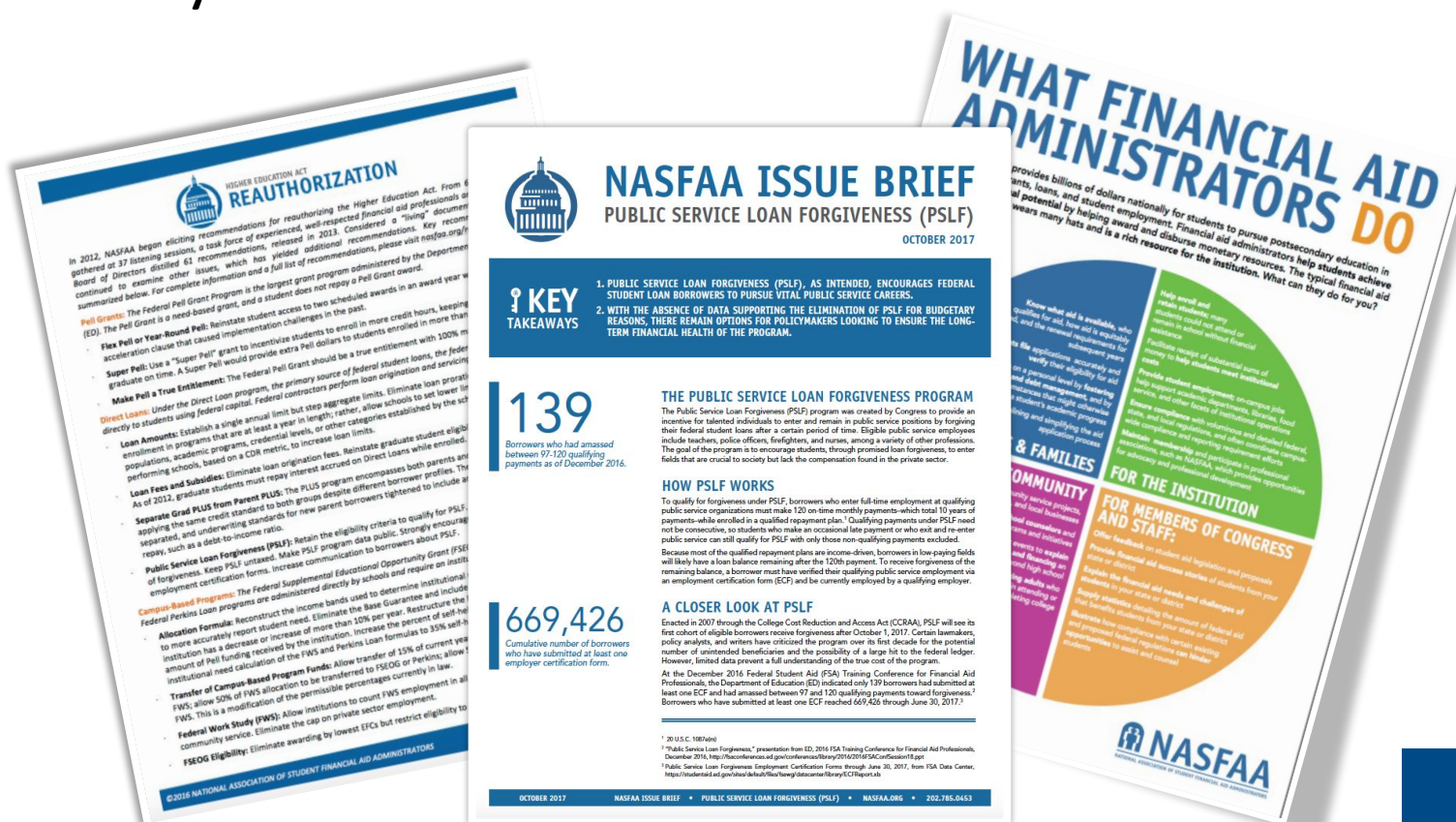
Off the Cuff Podcast

Weekly podcast with NASFAA staff and colleagues on student aid policy

NASFAA Online Resources

Advocacy Resources Page

One-pagers and handouts on a variety of topics for use during Hill visits or other advocacy outreach



NYSFAAA's State Advocacy

NYSFAAA Government Relations Committee (GRC) Team

- Christopher Barto, Chair
 - VP of Government Relations & Community Affairs, LIM College
- Howard Leslie, NYSFAAA Immediate Past President
 - VP, Financial Aid Compliance, Berkeley College
- Maria DeInnocentiis
 - Associate VP, Enrollment Management, Marymount Manhattan College
- Eileen Flood, J.D.
 - Director, Office of Student Financial Services, St. John's University
- Clem LaPietra
 - Executive Director, Office of Loan Management, Monroe College
- Susan Nesbitt Perez
 - Vice President, Commission of Independent Colleges & Universities (CICU)
- Donna Stelling-Gurnett
 - President, Association of Proprietary Colleges (APC)

NYSFAAA's Advocacy is Based on Member Feedback

NYSFAAA's Student Aid Membership Surveys in Dec. 2019 and Dec. 2018 have helped inform NYSFAAA's legislative priorities and the GRC's Advocacy Efforts.

- 2018 Survey – 75 Respondents
 - 91% Supported Inflation-Based TAP Increases
- 2019 Survey – 159 Respondents
 - 88% Supported Advocating for a Single Streamlined State Aid Application
 - 73% Supported Advocating for one TAP Award Schedule and Maximum Eligibility for all students regardless of Dependency Status

NYSFAA's Advocacy Principles

1. Support Meaningful TAP Awards for New York State Students
2. Support Opportunity Programs Serving Our Most Vulnerable Students
3. Eliminate Dependent vs Independent Student Disparity in Access to TAP Awards
4. Align NY State to Federal Use of Professional Judgment (PJ)
5. Address NY's Higher Education COVID-19 Related Budget Issues

NYSFAAA's Student Aid Advocacy Agenda for 2021 & Beyond

Advocacy Principle #1: Support Meaningful TAP Awards for New York State Students

- We recommend phasing in over three years (to 2024):
 - An increase in the maximum Tuition Assistance Program (TAP) Award from the current maximum of \$5,165 to \$6,000
 - An increase in the minimum TAP award to \$1,000 (from \$500)
 - An increase in the TAP income eligibility from \$80,000 to \$110,000 NYS Net Taxable Income (NTI).

NYSFAAA's Student Aid Advocacy Agenda for 2021 & Beyond

Advocacy Principle #2: Support Opportunity Programs Serving Our Most Vulnerable Students

- To support access and effective programming, we urge an across-the-board 20 percent increase for all Opportunity Programs:
 - Educational Opportunity Program (EOP), College Discovery Program, Search for Education, Elevation, and Knowledge (SEEK) Program, the Collegiate Science and Technology Entry Program (CSTEP), its high school counterpart STEP, and the Liberty Partnerships Program (LPP).
 - For the Arthur O. Eve Higher Education Opportunity Program (HEOP), we request a 20 percent increase per FTE.

NYSFAAA's Student Aid Advocacy Agenda for 2021 & Beyond

Advocacy Principle #3: Eliminate Dependent vs Independent Student Disparity in Access to TAP Awards

- Use the same TAP Award Schedule, income, and maximum award eligibility for all students regardless of their Dependency Status.
 - Independent students who are married or single and have no tax dependents receive significantly lower TAP awards compared to dependent students and independent students with tax dependents (with a maximum award of \$3,025 compared to \$5,165 for the later group).
 - TAP eligibility for independent married students without dependents is limited to those below \$40,000 NYS Net Taxable Income (NTI) while eligibility for single independent students without dependents is restricted to those with NTIs no higher than \$10,000.

NYSFAAA's Student Aid Advocacy Agenda for 2021 & Beyond

Advocacy Principle #4: Align NY State to Federal Use of Professional Judgment (PJ)

- As Financial Aid Administrators (FAAs) we are allowed to exercise “Professional Judgment” for Federal Title IV programs for defined, well-documented extenuating circumstances, allowing adjustment of aid awards to better reflect significant changes in family circumstances or a student’s and/or family’s ability to pay based on losses to family income.
- We urge the state to allow FAAs to exercise Professional Judgment for state aid programs. This would give FAAs the authority to consider granting independent status (i.e. “Dependency Overrides”), or to revise household income and certain other data elements with appropriate documentation.

NYSFAAA's Student Aid Advocacy Agenda for 2021 & Beyond

Advocacy Principle #5: Address Higher Education's COVID-19 Related Budget Issues

- Restore Bundy Aid Funding:
 - We urge the legislature to fully restore Bundy Aid in the FY 2022 Budget and reject cuts to Bundy Aid funding that the Legislature already approved in the FY 2021 budget.
- Confirm State Aid eligibility waivers for COVID-19-Impacted Students:
 - Waiting for One-Budget to finalize that school certified COVID-19 impacted students will not lose their next TAP payment(s) due to SAP (Satisfactory Academic Progress) or POP (Pursuit of Program) issues and/or due to withdrawal from their classes.
- Understanding Impact of 20% Delayed Withholdings

NYSFAAA's 2021 Advocacy Efforts

- NYSFAAA has been involved with the annual NY Student Aid Alliance - Advocacy Days, sponsored by CICU, for many years
- **Advocacy Focused on Connecting with Key Committee Leaders in the Legislature**
 - On Feb. 10, 2021 GRC & EC members met with:
 - » Senator **Toby Ann Stavisky's** Office – Chair, Senate Higher Education Committee (Reintroduced S2764 & S2765 – To eliminate old TAP Award Schedules)
 - » Assembly Member **Deborah Glick's** Office – Chair, Assembly Higher Education Committee
 - » Senator **Liz Krueger's** Office – Chair, Senate Finance Committee
- **Strengthening NYSFAAA's Relationship with HESC and the State Education Department (SED)**
 - Established quarterly NYSFAAA meetings with **Elsa Magee**, Executive VP, HESC
 - Several GRC & EC members serve on the **Inter-Agency TAP Regulations Workgroup**, Chaired by **Dr. Chris Fernando**, Supervisor of Higher Education Programs, SED

How to Get Involved in State Advocacy

- Visit the NYSFAAA Advocacy Page or www.nystudentaidalliance.org to find Legislator Lookup Tools using your home & institution addresses.
- Lookup & Get to Know your Local Assembly & Senate Members
 - Senate – 63 Members – NYSenate.gov
 - Assembly – 150 Members – NYAssembly.gov
- Engage in NYSFAAA's Advocacy Calls To Action
 - Meet with your state legislators through NYSFAAA Regional Teams & Individual Institutions
- Participate in the NY Student Aid Alliance's annual Student Aid Advocacy Day.



2022-2023: Senate Higher Education Committee Members

Stavisky [D] – Queens – Chair	Boyle [R] – Suffolk – Ranker
Cooney [D] – Rochester	Gaughran [D] – Nassau & Suffolk
Gounardes [D] – Brooklyn	Griffo [R] – Utica
Jackson [D] - Bronx	Liu [D] - Queens
Oberacker [R] – Cayuga, Chenango, Cortland, Delaware, Herkimer, & Otsego	Parker [D] - Brooklyn
Rivera [D] - Bronx	



2022-2023: Assembly Higher Education Committee Members

Slide 42 © 2019 NASFAA

Glick [D] – Manhattan – Chair	Walczyk [R] – Watertown – Ranker
Bichotte Hermelyn [D] – Brooklyn	Buttenschon [D] – Utica
Cahill [D] – Kingston	Clark [R] – Rochester
Cusick [D] – Staten Island	Englebright [D] - Suffolk
Epstein [D] – Manhattan	Fahy [D] - Albany
Fitzpatrick [R] - Suffolk	Gandolfo [R]- Suffolk
Griffin [D] - Nassau	Gottfried [D] - Manhattan
Hyndman [D] – Queens	Lupardo [D] - Binghamton
McDonald [D] - Albany	McMahon [D] - Williamsville
Reilly [R]- Staten Island	Salka [R] - Oneida
Simon [D] - Brooklyn	Smith [R] - Suffolk
Smullen [R] - Herkimer	Souffrant Forrest [D] - Brooklyn
Stripe [D] - Syracuse	



NYStudentAidAlliance.org

Stand Up & Take Action for Student Aid!

This year's crisis has created large state budget deficits that jeopardize funding for student aid programs. Letting elected officials know how important student financial aid is to you and your family will help to protect the aid programs that help make attending college possible – the Tuition Assistance Program (TAP), the Higher Education Opportunity Program (HEOP), the Collegiate Science and Technology Entry Program (CSTEP), the Liberty Partnerships Program (LPP), and many more.

TAKE ACTION and help make an impact in support of student aid! An important way is to share your story about the importance of student aid to you. **Your voice matters.** Click a button below to share your story.

CLICK HERE
CURRENT & FORMER STUDENTS

CLICK HERE
OTHER SUPPORTERS OF STUDENT AID

STUDENT + AID =
OPPORTUNITY



Next Advocacy Day:
Feb. 1, 2022

CONTACT YOUR REPRESENTATIVES

SHARE A TESTIMONIAL

RECORD A VIDEO



Zoom Advocacy in Action!!



Zoom Advocacy in Action!!



Zoom Advocacy in Action!!



Call To Action!! – NYSFAAA Regional Teams & Individual Institutions - Meet with Your Local Legislators

☐ Sample Meeting Request:

- ➔ ☐ “I am scheduling appointments for the New York State Financial Aid Administrators Association (NYSFAAA) on Wednesday, February 10th. I would like to request a meeting with Assembly Member _____ for constituents from her/his district. Following are the details for my request:
- ◆ ☐ Date: Tuesday, February 1, 2022
 - ◆ Time: Any time between 9:00 am – 2:00 pm
 - ◆ ☐ Organization: New York State Financial Aid Administrators Association
 - ◆ ☐ Number of attendees: _____
 - ◆ ☐ Topic of discussion: E.G. - Support for increasing TAP Awards and Improving State Aid Programs
 - ◆ ☐ Format: Virtual – once the meeting is confirmed I will supply the Zoom link for the meeting”

NYSFAAA's Federal Advocacy

- In July 2021 NYSFAAA Endorsed NASFAA's policy recommendations from the November 2020 publication "[Investing In Our Future](#): Top 5 Student Aid Policies Needed to Sustain and Strengthen Higher Education":
 1. Deliver additional COVID-19 Relief to Students and Institutions
 2. Strengthen the Federal Pell Grant Program – Double the Maximum Pell Grant
 3. Simplify the Federal Financial Aid Application Process
 4. Curb Student Indebtedness and Simplify Repayment
 5. Enhance Student Aid Delivery
- The NYSFAAA GRC also actively encouraged all NYSFAAA members to join the campaign to Double Pell

NYSFAAA's Advocacy Resources

- ☐ Visit the NYSFAAA Homepage to find Legislative Bill tracking tools:
 - NYS Higher Ed Legislative Tracker from [Legiscan.com](#)
 - ☐ NASFAA's Federal Legislative Tracker and their Advocacy, Policy, & Research Resource Pages – a wealth of info!
- Consider joining NYSFAAA's Government Relations Committee!

What Policy Issues are Important to Your Institution & Your Students?

Examples:

- **Federal Aid Eligibility for DACA & TPS students?**
- **Legislation Requiring that Internships be Paid?**
- **More Flexibility in the use of Federal Work Study \$'s?**
- **More Authority to Limit Student Loan Borrowing?**
- **Simplification of NYS Aid Application Processes?**
- **Should Excelsior & ETA be eliminated & TAP Increased?**
- **TAP for Incarcerated Students?**
- **Possible Prohibition on Transcript Holds?**
- **???**

NYSFAAA's Advocacy Challenge

- Challenging all NYSFAAA Regional Teams to get involved with Local Advocacy
 - Choose @ least 1 or 2 local legislators that you would like to meet with in the 2022
 - Decide which issues you want to advocate on:
 - » NYSFAAA's GRC will be updating our list of Advocacy Priorities - several you already know
 - » Choose issues relevant to your Region or important to your institutions
 - Your NYSFAAA GRC can help with any support your teams need to get involved!
 - Let's coordinate and collaborate to ensure that NYSFAAA's voice is heard even louder on behalf of our students!!

Take Action: Exercise Your Voice!

“When we speak we are afraid our words will not be heard or welcomed. But when we are silent we are still afraid. So it is better to Speak.”

-Audre Lorde

“It takes one voice, at the right pitch, to start an avalanche.”

-Dianna Hardy

“In the face of impossible odds, people who love this country can change it.”

-Barack Obama

Questions & Answers???



Contact Info

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NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS