

Dear Colleagues:

It is with both humility and gratitude that I accept the nomination to run for EASFAA President-Elect.

A year ago, I laid out an agenda that I believe remains both relevant and important, and it is my hope that the EASFAA membership will this time endorse my vision for our Association and entrust me to lead it as together we chart a path of continued stewardship and success.

Our profession is changing---drastically. Financial Aid Offices from all over our region are not immune to the higher education "great resignation." Even before COVID-19, we found ourselves combatting apathy toward professional involvement and increasing difficulty with keeping newer financial aid professionals invested in the profession itself. This challenge is growing, not shrinking, as we press onward in a post-pandemic environment.

And, yet, despite these headwinds we are all facing, I remain optimistic and committed.

It is at the heart of our professional associations that we seek to engage our colleagues, figure out the "whys" and strategize to address these complex issues.

To that end, if elected EASFAA President, I intend to:

- As President-Elect, I will embark upon a listening tour. This tour will begin with engaging EASFAA State Representatives, but it must also involve requesting invitations to attend a council meeting in every EASFAA state and territory. I have two questions for my colleagues:
 - What are the challenges financial aid professionals in your state are facing?
 - What can EASFAA do to help you to address those challenges?

This work cannot effectively be done via a survey. I prefer it to be as much in-person as possible, for the visibility of EASFAA leadership at the state level is paramount to relationship building and the success of this important endeavor.

- From the listening tour that I embark upon if elected EASFAA President-Elect, I will then work with the Council to present themes that have emerged from these important conversations. These themes will serve as the backdrop of my agenda the year I am EASFAA President, as we seek to connect the themes that have emerged from the listening sessions back to the EASFAA Strategic Plan----and modify the plan as needed, for every strategic plan must serve as a living, iterative document.
- Based on both the listening sessions and the emerging themes, and in consideration of EASFAA's long term investment revenues, I plan to work with the Council to lay out strategies to invest, where agreed upon and appropriate, in new, bold strategic initiatives. My goal is not for EASFAA to solve all problems. Rather, my intent is that EASFAA partner with our members with solutions that help.

I have worked in a Financial Aid Office since I was a 19 year old Federal Work Study student. This is my 25th year as a financial aid professional---more than half of my life. As I think about the weight of our changing industry, I still see so much opportunity for our professional associations to connect us, engage us, inspire us, and empower us.

It has been almost 20 years since EASFAA has elected a President from the great state of New Hampshire. I am poised to take on that awesome responsibility, knowing full well it would be a humbling honor to do so.

I appreciate your vote.

Sincerely,

Ken Ferreira