

Samantha (Sam) Veeder
STATEMENT OF CANDIDACY
National Chair-Elect

It is an honor and a privilege to be nominated for the position of NASFAA National Chair. My passion and commitment to assist students and their families afford a college education, along with my dedication to our professional organizations, including NASFAA, EASFAA, NYSFAAA, and The College Board has spanned over 30 years. Since 1992 I have worked in financial aid at NASFAA member institutions and have both utilized and participated in valuable training and mentoring opportunities while building relationships with colleagues and finding opportunities to share my knowledge and experience in various leadership roles.

I have recently served as NASFAA Representative-at-Large and as EASFAA Regional Representative on the NASFAA Board. I have served our profession as EASFAA President, Vice President, Treasurer, and Treasurer of NYSFAAA. These leadership roles have prepared me for the role of National Chair and I look forward to working closely with the NASFAA Board and staff providing data systems, training, advocacy, and support for the financial aid community and, ultimately, students and families.

I also recently served as Chair of the NASFAA Advancing the Profession Task Force and understand that nothing is more important than advancing our profession on and off campus, along with defining what is needed for true partnerships from financial aid stakeholders. As EASFAA president, I led the transition from individual membership to a hybrid individual/institutional model and created a Diversity & Inclusion Committee. These efforts more than doubled EASFAA membership and broadened the pipeline for leadership and volunteer opportunities. Our Diversity & Inclusion Committee created an updated diversity statement for EASFAA, and provided more training on inclusivity to the Board and the Membership.

I strongly believe in the value of volunteering in our professional organizations and applaud the opportunities NASFAA has provided – in fact, I believe that is what makes our financial aid profession unique and outstanding. With the ever-changing federal and state regulations and the demands on financial aid administrators, the advocacy, training and mentoring provided by NASFAA is even more critical.

Thank you for this opportunity and honor. If elected, I promise to be accessible, listen closely, and work diligently to maintain and enhance NASFAA's reputation for supporting both students and financial aid professionals. I am committed and ready to devote my time, skills, and resources. Our country needs us now more than ever to understand our students, our institutions, and to help shape policy in these challenging political times.

I am excited about the opportunity for us to work together towards these goals, welcome the opportunity to serve as your NASFAA National Chair, and ask, sincerely, for your support.

NATIONAL CHAIR ELECT RESUME

Name: Samantha (Sam) Veeder, FAAC®
Region: EASFAA
Current Position: University Senior Director of Enrollment and Financial Aid
From February 2016 University of Rochester, Rochester, NY

Previous Positions: Executive Director of Financial Aid
7/2015-1/2016 Syracuse University, Syracuse, NY

1/2009-6/2015 Director of Financial Aid
Nazareth College, Rochester, NY

7/2006-12/2008 Senior Consultant
Scannell & Kurz, Inc. Rochester, NY

1/1999-6/2006 Director of Financial Aid
2/1996-12/1998 Associate Director of Financial Aid
Hobart & William Smith Colleges, Geneva, NY

1/1994-2/1996 Director of Financial Aid
7/1992-1/1994 Assistant Director of Financial Aid
Keuka College, Keuka Park, NY

Education: M.S. Management
Nazareth College
Rochester, NY

B.S. Health Care Administration
Ithaca College
Ithaca, NY

Type of Institution: Private 4 year+

Summary of Professional Activities:

U.S. Department of Education – 2022 Negotiated Rulemaking

- Institutional and Programmatic Eligibility Committee – Financial Aid Delegate

NASFAA

- 2023-2024 NASFAA Executive Leadership Collective
- 2022-2023 NASFAA Advancing the Profession Task Force - Chair
- 2020-2022 NASFAA Board Member – Representative-At-Large
- 2020-2022 NASFAA Association Governance Committee
- 2020-present Policy Rapid Response Network Task Force
- 2019-2020 NASFAA Awards Committee
- 2019-2020 Leadership and Legislative Conference Task Force
- 2019-2020 NASFAA Board Member – EASFAA Regional Representative
- 2018-2019 NASFAA Board Member – EASFAA Observer
- Credentials:
 - FAAC® - Certified Financial Aid Administrator
 - Student Eligibility, Verification, Satisfactory Academic Progress, TEACH Grant, Return of Title IV, Packaging & Notification of Awards, Professional Judgment, Need Analysis: Federal and Institutional Methodology, Federal Pell Grants and Iraq and Afghanistan Service Grants, Direct Loan Program, Cost of Attendance, Consumer Information, Cash Management, Campus-Based Programs, Administrative Capability, Application Process

NATIONAL CHAIR ELECT RESUME

EASFAA

- 2019-2020 EASFAA Past President
- 2018-2019 EASFAA President
- 2017-2018 EASFAA President-Elect
- 2017 EASFAA Conference Co-Chair, Burlington VT
- 2014-2016 EASFAA Vice President
- 2013-2014 EASFAA Membership Chair
- 2011-2013 EASFAA Treasurer
- 2003 EASFAA Conference Committee, Hershey, PA

NYSFAAA

- 2017 NYSFAA TAP Task Force/White Paper Chair
- 2004-2006 NYSFAAA Treasurer
- 2003-2004 NYSFAAA Region III Executive Council Representative
- 1999-2003 NYSFAAA Region III Chair

COLLEGE BOARD

- 2021-2023 College Board CSS/Financial Aid Assembly Past-Chair
- 2019-2023 College Board – Board of Trustees
- 2019-2021 College Board CSS/Financial Aid Assembly Chair
- 2017-2019 College Board CSS/Financial Aid Assembly Chair Elect
- 2015-2018 College Board CSS Advisory Council
- 2013-2018 College Board Middle States Regional Council
- 2001-2007 College Board, PowerFAIDS Advisory Group

AWARDS

- 2022 – EASFAA Committee of the Year – Strategic Planning
- 2021 – EASFAA Distinguished Service Award
- 2019 – EASFAA President’s Gavel
- 2019 – College Board Middle States Regional Assembly, Bernard P. Ireland Award
- 2017 – NYSFAAA Citation of Appreciation
- 2014 – EASFAA Leadership Award
- 2006 – NYSFAAA Circle Club
- 2005 – NYSFAAA Sister Bernadine Hayes and Rusty Hopkins Service Award
- 2003 – NYSFAAA Region III Robin Jaycox Service Award

ARTICLES

- “Don’t Get Distracted: Top Audit Issues in Financial Aid”, *University Business*, September 2007
- “Financial Aid Appeal Pitfalls”, *University Business*, March 2007
- “Financial Aid and the Business Office”, *University Business*, July 2007
- “How To Get the Most Out of Your Financial Aid Consultant”, *University Business*, September 2006

PRESENTATIONS (A FEW OF MANY)

- 2022 – NASFAA, “Impacts of FAFSA Simplification”
- 2021 – EASFAA, “American Rescue Plan Act of 2021 – HEERF III”
- 2021 - EASFAA, “Admissions & Financial Aid – How They Must Work Together”
- 2019 – NJASFAA, “Managing Endowed/Restricted Scholarship – A Streamlined Approach”
- 2018 – VASFAA, “Approaching Financial Aid Challenges from A Strategic Perspective”
- 2016 – NYSFAAA, “PPY/Early FAFSA Is Here – Now What?!”
- 2011 – NACUBO, “Financial Aid in The New Normal”
- 2010 - NASFAA, “Awarding Federal Work Study”