

## WHO SHOULD ATTEND

### Financial Aid Professionals Who:

- Are interested in increasing student satisfaction
- Desire to explore innovative tools
- Yearn for technological advancements
- Embrace professional development opportunities
- Want to stop playing technological catch-up



[www.ASAcanhelp.com](http://www.ASAcanhelp.com)

## YOUR TRUSTED AGENT

### We're Here To Help

Committed to continuous improvement, in conjunction with providing technical guidance to our school-based members of the financial aid community, ASA's Implementation & Solution Services Team is available to meet your on-going consultative needs. Whether it be presenting at a conference, conducting professional development workshops for your state association, or establishing individual consulting visits at your institution, you can be assured that ASA's experts will be there to provide you with the highest level of quality and service. For more information, including a listing of our current speaking engagements, please visit us on the Web at [www.ASAcanhelp.com](http://www.ASAcanhelp.com).



# Interactive

## TECHNOLOGY WORKSHOPS

**Engaging. Educational. Expertise.**



Presented by American Student Assistance

## WHY YOU SHOULD ATTEND

Are you constantly asked to do more with less? Less can come in varying forms: a reduction in technological advancements, a dramatic stoppage in professional development and conference opportunities, or even a smaller staff and budget. Regardless of how you define less, your trusted partner and industry solution provider, American Student Assistance (ASA)<sup>®</sup>, can help you do more with less.

ASA's ***Interactive Technology Workshops*** will show you how to leverage new and existing technology in your office to achieve maximum results with minimum efforts and resources. Each workshop will explain, demonstrate and simplify the use of technology in financial aid counseling. You'll learn how technology can not only enhance the level of service you provide to students and parents, but can also make your job easier.

This series of custom designed interactive technology workshops, will explain, demonstrate, and simplify the symbiotic relationship between counseling and technology within the financial aid industry.



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## SESSION DESCRIPTIONS

### Leveraging the Web: *Increasing Student Satisfaction*

Remember when it was just exciting to have a presence on the Web? Today, with the advent of wireless devices and interactive content delivery, we're forced to rethink our positioning as it relates to the Web. Specifically, how can we provide students and parents with the information that they need, while simultaneously providing them engaging content through various mediums. Learn how to harness and leverage wireless devices and languages, virtual counseling, interactive knowledge bases, and streamlined workflow content as it pertains directly to increasing overall satisfaction for our students and parents. Examine strategies currently utilized within our industry, while simultaneously examining the future growth of interactive Web services.

### Electronic Signatures: *From PINs to PKI*

Understanding the complexities behind electronic signatures can be daunting, given the variations with symmetric and asymmetric cryptography. Learn about the legislation that governs electronic signatures, the utilization of electronic signatures as it pertains to the Master Promissory Note, and most importantly how electronic signatures can streamline processes within the financial aid office, resulting in a paperless processing model. Models to be discussed include, but are not limited to: shared secrets (PIN); digital certificates (PKI); digitized signatures; biometrics; and various homegrown systems.

### Technology Planning: *Establishing a Clear and Concise Vision*

Not too long ago, finding an Information Technology (IT) professional within the financial aid office was considered a rarity. Today, those same individuals are essential, as the technologies within our industry continue to evolve at an accelerated rate. However, having such an individual is not enough; establishing a clear and concise vision for the overall technical direction of your office is paramount. Learn how to establish a formal technology plan for the financial aid office, explore the mechanisms by which it can be incorporated into your campus' centralized IT plan, and position yourself today for the mandatory technologies of tomorrow.

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## SESSION DESCRIPTIONS

### Common Origination & Disbursement:

#### *The Future of Data Exchange*

As the World Wide Web becomes increasingly integrated into our processing models, so do the emerging technologies that drive the Web to new heights, specifically that of Web services and extensible markup language (XML). Learn the fundamentals of XML, why the Department of Education has used XML in the design of Common Origination & Disbursement (COD), and why this particular programming language will become the future of data exchange. Additionally, explore the differing requirements for Direct Lending and FFELP schools, as it pertains to the timelines, technologies, and translators that surround COD.

### Aggregating Student Information: *One-Stop Shopping for All*

When the University of Minnesota and the University of Delaware pioneered the concept of one-stop, institutions around the country began to rethink their dissemination of student services across campus. As one-stop has evolved, so has the desire to carry forward the one-stop model to the Web. Learn how to leverage technologies, such as gateways and portals, while simultaneously exploring existing technological ventures that tailor themselves toward the financial aid community as a whole. Emphasis will be placed on various financial aid management systems (FAMS), U-Portal, Meteor Project, and NSLDS II.



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