



2024-2025

The Illinois Association of Student Financial Aid Administrators, Inc.

ILASFAA CANDIDATE ACCEPTANCE

Name of Candidate: **Roberta Ferguson**

Candidate is running for office of: **VP for Private Colleges**

Candidate's EDUCATION background -- degree, institution, year (year is optional):

BA in Linguistics, University of Illinois Urbana-Champaign

Candidate's PROFESSIONAL EXPERIENCE (please list current position first):

Financial Aid Counselor, Augustana College, Rock Island, IL (Current, 4 years)

One Stop Student Services Liaison for Academic ESL, Black Hawk College, Moline, IL (3 years)

Candidate's PROFESSIONAL ACTIVITIES – years and activities:

ILASFAA VP for Private Colleges, Appointed (2023)

ILASFAA Leadership Retreat (2023)

ILASFAA Conference Program Committee (2023)

ILASFAA Legislative Issues Committee (2023)

LGBTQIA+ Committee, Augustana College (2022)

What contribution do you envision ILASFAA making to the financial aid profession?

Succession planning and retention have reached a critical state in the financial aid profession. In order to uphold governmental and institutional standards of performance, schools must be able to retain qualified staff. My participation in ILASFAA has re-invigorated my commitment to this profession by connecting me to mentors and providing opportunities for me to support my fellow aid administrators in new ways. Financial aid professionals must weather constant change, provide empathetic counseling that approaches the realm of social work, and produce innovative results on low reserves and with fewer staff. ILASFAA disburses the burden of our calling with mutual support, solidarity, and access to the best training. Instead of burning out, members who are strengthened by their participation in ILASFAA are more resilient. ILASFAA makes it more likely that financial aid professionals are able to do what is required, as long as they desire.

How would you support financial aid professionals as we move into the future for ILASFAA?

I believe that the newly-adopted institutional membership model is an enormous opportunity for all financial aid professionals in the state. I am committed to recruiting new member institutions, and assisting existing member institutions to maximize their investment.

Because I wish to effectively represent the Private College sector on the Executive Board, I will continue to host gatherings where members can share ideas and form connections with others in their sector.

While serving on the Conference Program Committee, I have had the opportunity to form connections with several financial aid software partners. It is my goal to nurture these relationships into a functioning SIS Partner Relations Committee, which would provide a forum for sourcing expert opinions on issues important to ILASFAA members, and a pathway for a large body of users to share feedback directly with SIS partners.

Do you have your supervisor's support and agreement to be a candidate for the 2023-24 Election?

"I enthusiastically support Roberta's candidacy for VP for Private Colleges, ILASFAA. She has the motivation, drive, and work ethic necessary to be successful in that role; and, I am excited to see her grow into the role and make it her own over the next two years."

– John Cage, Director of Financial Aid, Augustana College
johncage@augustana.edu