



Director of Financial Aid

Candidate: Cecilia Vielma-Schouwe

Thursday, September 16, 2010

11:00 a.m. – 12:00 a.m.

LH-804

Cecilia Vielma-Schouwe has over 29 years of experience in financial aid at a variety of institutions. Since 2005, she has served as Director of Financial Aid at California State University, San Marcos. Ms. Vielma-Schouwe is responsible for the administering, managing, and providing leadership for the University's student financial aid programs and staff, which includes eleven full and part-time employees. The department processes in excess of \$58 million in federal, state, and institutional student aid, serving the needs of more than 13,000 applicants and 5,700 financial aid recipients annually. Ms. Vielma-Schouwe develops, creates, and implements strategic plans and operational goals for the office to ensure that the goals and operations of the office of Financial Aid and Scholarships are aligned with and support the mission of the University. She oversees the daily functions and operation of the office with an annual operating budget of over \$657,000. Further, Ms. Vielma-Schouwe collaborates and partners with the Associate Vice President of Enrollment Management Services, Director of Admissions, and the Enrollment Planning Administrative Advisory Group to ensure that financial aid processing activities and awarding policies support the University's enrollment management initiatives designed to promote the recruitment, conversion and retention of new and returning undergraduate and graduate students.

Prior to serving as the Director of Financial Aid at CSUSM, Ms. Vielma-Schouwe was the Director of Financial Aid at Santa Ana College. Her responsibilities included all aspects of the district's federal, state, and institutional student aid programs administered at two campus locations – Santa Ana College and Santiago Canyon Community College. In this role, she administered federal, state and local financial aid programs totaling \$9 million annually to 3,300 recipients. Her experience prior to that position includes serving as Associate Director for Financial Aid here at CSUF for seven years.

Ms. Vielma-Schouwe holds a certificate in Managerial Policy from the University of Southern California Graduate School of Business and a bachelor's degree from Pomona College.

Job Summary

California State University, Fullerton seeks a Director of Financial Aid to manage the University's comprehensive financial aid program. The University administers more than \$130 million in student aid funds. The Director is responsible for the administration, management, and disbursement of all student financial aid in a manner consistent with the University's mission and responsiveness to the University's multicultural student population. In carrying out the mission, the Director must: complete management activities; develop and train an informed staff of 40 (30 full-time and 10 part-time); develop and implement institutional policies and procedures to effectively distribute student aid funds in accordance with applicable federal, state, and system wide regulations; create and implement strategy; oversee organizational policies and procedures, within an integrated computerized environment; and advocate, communicate, and work collaboratively with the community on behalf of the financial aid program.

OPEN FORUM FEEDBACK FORM

Position: Director of Financial Aid

Name of Candidate: _____ Date: _____

1) What do you see as this candidate's strengths in relation to the above position?

2) What do you see as this candidate's weaknesses in relation to the above position?

3) Additional Comments?

Evaluator Name/Title (optional): _____

NOTE: Please return this form to Dr. Ryan Alcantara in Student Affairs (LH 810) by 5PM on Monday, September 20, 2010.