

## **W. Steve Stocks, M.A.**

### **QUALIFICATIONS SUMMARY**

- Development of Direct-to-Consumer Education Loan Program
- Development of Credit Counseling Service for Education Loans
- Development of Customer Service Outsourcing Program for Colleges
- Development of National Training Program for Financial Aid Administrators
- Development of National Financial Aid Counseling Center to assist families through the financial aid process
- Development of the College Answer® Service, a financial aid telephone support service for colleges and lenders
- Development of ParentPLUS Service, a comprehensive service for parents of college students
- Development of a National PLUS marketing campaign for parents of undergraduate, dependent students
- Development of the Parent Answer® Service, a PLUS pre-approval service for parents and colleges
- Enrollment planning research
- Management of Financial Aid and Scholarship programs
- Development of long range enrollment and college financing plans
- Forecasting long range Financial Aid and Scholarship budgets
- Development of effective recruitment publications

### **EXPERIENCES**

#### Wachovia Education Finance, Sacramento, California

Vice President, Direct to Consumer and Product Development (2003 – 2008)

#### Sallie Mae, Inc., Reston, Virginia

Financial Aid Product Executive (1994 – 2003)

#### Virginia Wesleyan College, Norfolk, Virginia

Vice President for Admission and Financial Aid (1987-1994)

Director of Admission and Financial Aid (1985-1987)

Director of Financial Aid and Assistant Director of Admission (1980-1985)

Admission Counselor (1975-1977)

Head Baseball Coach (1973-1977)

#### Kentucky Wesleyan College, Owensboro, Kentucky

Director of Admission and Financial Aid (1977-1980)

#### Cleveland Indians, Inc.

Professional Scout (1973-1974)

Chesapeake Junior College, Chesapeake, Virginia  
Baseball Coach (1972-1973)

### **EDUCATION**

The College of William and Mary, Williamsburg, Virginia  
Area of Study, 15 hours beyond Masters (1989-1990)

Western Kentucky University, Bowling Green, Kentucky  
M.A., Student Personnel Service in Higher Education (1977-1979)

Old Dominion University, Norfolk, Virginia  
Graduate Studies in Counseling (1975-1977)

Virginia Wesleyan College, Norfolk, Virginia  
B.A., Mathematics and Secondary Education (1973-1975)

Tidewater Community College, Chesapeake, Virginia  
A.S., cum laude, Education (1971-1973)

Norfolk Naval Air Station, Norfolk, Virginia  
Electronic Apprentice School

### **PROFESSIONAL ACTIVITIES**

Virginia Educational Loan Authority  
Board of Directors (Governor's appointment)  
Audit Committee  
Salaries and Benefits Committee

Virginia Association of Student Financial Aid Administrators  
President, President-Elect, and Past President (1985-1988)  
Secretary (1983-1985)  
Special Appointee to the Board (1982)  
Training Committee Chairman (1990-1994)  
Financial Planning Committee (1988-1989)  
Legislative Network Committee (1987-1989)

Southern Association of Student Financial Aid Administrators  
Vice President (1988-1989)  
Presenter, Annual Conference (1988, 1989)  
Executive Committee (1986-1989)  
Site-Selection Chairman (1984-1986)  
New Aid Administrators Workshop Instructor (1984, 1985)

National Association of Student Financial Aid Administrators

Board of Directors (1988-1989)  
Presenter, Annual Conference (1988, 1989)  
Training Committee (1986-1988)  
Training Instructor ((1986-1988)

College Board

Regional Advisory Board (1988-1995)  
Financial Aid Consultant (1985-1989)  
Presenter, Annual Conference (1988)  
National Consultant for New Loan Program (1990-1991)

Educational Testing Service

Sponsored Scholarships Program – Screening Committee (1991-1994)

State Council of Higher Education in Virginia

Financial Aid Advisory Committee (1986-1994)  
Virginia Scholars Program – Screening Committee (1987-1991)  
Paul Douglas Teaching Scholarship Program –  
Screening Committee (1989-1991)  
Virginia Strategic View Committee (1989-1991)

Virginia Association of Collegiate Registrars and Admissions Officers

Program Committee (1991-1995)  
School and College Relations Committee (1986-1990)

American Association of Collegiate Registrars and Admissions Officers

Presenter, National Conference (1988)