CCC SFAAA
The First 30 Years
The Higher Education Act of 1965 created quite a stir throughout the nation. It was finally recognized that college attendance was a good investment in the future of the country. The United States was involved in a cold war with the USSR and the space race was picking up speed. High school students were being encouraged to consider higher education, and there was finally some financial assistance available to them.

Three years after the inception of federal financial aid at universities and colleges across the nation, California aid administrators recognized the need for a formal organization to address the issues related to this new job. There were varying levels of participation in the financial aid programs at junior colleges in California, where financial aid was a job done by one or two selected staff members usually from some part of student services. Some were faculty and some were classified. Those campuses lucky enough to have aid offices, were staffed with part-time “directors”; more than 50% were less than half time. They were building programs that were previously not offered. Why would anyone need financial aid to attend a junior college in California? After all, there was no tuition to pay.

In fall of 1968, a group of financial aid officers were attending a meeting of the College Board. They were discussing the complexities of financial aid and thought it might be useful to form some type of group to regularly discuss issues and find workable methods to run these new programs. The members of this discussion group were all working in junior colleges across California.

On November 6, 1968, Gene S. Miller, the financial aid counselor at Pasadena City College, sent a letter to colleagues inviting them to a junior college financial aid workshop to be held at Pasadena City College on November 13, 1968 from 10 a.m. to 2 p.m. This was billed as a “preliminary sharing session” to discuss any ideas or problems in the area of junior college financial aid. The issues included obtaining and administering federal funds, private funds, screening procedures used to determine need and academic potential. Other topics to be discussed were the administration of loans, monitoring repayments, and collecting overdue accounts. Participants were encouraged to bring copies of any materials they devised that “seem to work.” There were ten participants from Southern California community colleges.

A few weeks later, on November 25, 1968 a similar meeting was held in the northern part of the state at the City College of San Francisco. Twenty-four colleagues from Northern California community colleges attended this meeting.
At both of these meetings, there was discussion of the possibility of a formal organization of the community college Student Aid officers on a statewide basis. Dr. Charles Herndon drafted a proposed constitution of the California Community College Student Aid Officers’ Association (CCCSAOA). This new organization would have a three-fold purpose:

1) “to promote and assist California’s Community Colleges’ efforts in providing aid to students without sufficient personal income and assets to finance their own education,”

2) “to act as the voice of professional community college financial aid personnel to the rest of the college community, to governmental agencies and bodies and others,” and...

3) “to provide its members with opportunities to improve their professional competence by providing for conferences, workshops, and so forth.”

1972  1973  1974

Southern California

Bernard Butcher
East Los Angeles City College

Don Cornelson
Rio Hondo College

John Davitt
Glendale City College

Dale Dooley
Mt. San Antonio College

Ann Gallagher
Los Angeles City College

Gene Miller
Pasadena City College

Archie Morrison
Santa Monica City College

Joe Robles
Contra Costa College

Jay Dunn
College of the Sequoias

Charles Foge
Diablo Valley College

Don Wolfe
Ohlone College

Clarence Martin
American River College

Don Watson
Fresno City College

Al Turek
Modesto Junior College

Fay Quisenberry
Modesto Junior College

Northern California

Chuck Herndon
Marin Junior College

Ken Castellino
City College of San Francisco

Donald R. Klein
Gavilan College

Katy Gooch
West Valley Junior College

Joe Robles
Contra Costa College

Jay Dunn
College of the Sequoias

Charles Foge
Diablo Valley College

Don Wolfe
Ohlone College

Clarence Martin
American River College

Don Watson
Fresno City College

Al Turek
Modesto Junior College

Fay Quisenberry
Modesto Junior College

Hank Ramp
Merced College

Chuck Carter
Cabrillo College

Carolyn Tilley
Solano College

Norton Forsyth
DeAnza College

Murray Shipnuck
DeAnza College

Claire S. Davis
American River College

Bud Gardner
American River College

Phil Stubblefield
Shasta Junior College

Laverne Allen
Butte College

Robert Bernard
Napa College

John Freemuth
Foothill College

Tom Larner
Yuba College

Early Financial Aid Visionaries

Southern California

Bernard Butcher
East Los Angeles City College

Don Cornelson
Rio Hondo College

John Davitt
Glendale City College

Dale Dooley
Mt. San Antonio College

Ann Gallagher
Los Angeles City College

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1972  1973  1974
It was proposed that the persons who would act “in an executive capacity” for the association would be President, President-elect, Secretary-Treasurer, and two Directors. One Director would be from the northern region—designated as areas in the State north of San Luis Obispo, Kern and San Bernardino Counties, and one Director would be from the South. The association would be non-profit and follow parliamentary procedure.

Arrangements were made for the community college financial aid officers of California to hold a breakfast “under their own sponsorship” on Tuesday January 14, 1969 in the Civic Center Room of the San Francisco Del Webb Towne House. This meeting was in conjunction with the Western Regional Assembly meeting of the College Scholarship Service. The purpose of this meeting was to approve the formal organization, the Constitution and by-laws of a state organization of Community College Student Aid Officers.

On January 14, 1969 at the Del Webb Townhouse in San Francisco, California an organizational conference was held and the California Community College Student Aid Officers Association (CCCSAOA) was established. At another meeting at Mt. San Antonio College on January 22, 1969 a group of student aid personnel from Southern California ratified the formal establishment. What was the purpose of this formation? The first reason was probably because financial aid personnel needed assistance from each other. They needed to learn how to do this new job and they had only each other to confer with. According to Dr. Charles Herndon, “the real objective is to make it easier on us to make it easier on students.”

The first list of purposes for CCCSAOA included: inservice training, institutional assistance, a voice to State and Federal agencies, a voice to the chancellor’s office, a voice in accreditation, job vacancy information, cooperation with 4 year schools and cooperation with the regional association, WA SFAA, whose roots go back to the same January 1969 meeting that established CCCSAOA.

The new organization needed officers. Since Millie McAuley of Grossmont College was feverishly taking notes at the planning sessions, she was elected as the first secretary-treasurer. Chuck Herndon of College of Marin was a natural as the first president since he drafted the constitution. Gene Miller of Pasadena City College was selected as President-Elect. In the first few years, CCCSAOA had a director from the North and one from the South. Bud Martin of the American River College was the Northern Director for the first year and Carl Specht from Cerritos

1975 1976 1977
College was the Southern Director. The first job of the first executive committee was to communicate with colleagues throughout the state of the formation of the association and to collect the five dollar annual dues. Any travel for the association was paid for by the individual members or their colleges.

Under the leadership of Dr. Herndon, CCCSAOA was the first statewide financial aid organization in California. In the first year, the organization established its presence with the California Community College Chancellor’s Office, with the California Student Aid Commission, with the Office of Education and with congressional staff. In its first year, CCCSAOA had 44 members. The Association’s first annual business meeting took place in the afternoon of December 15, 1969 at the San Francisco Hilton. There were two Spring Meetings. One was held on April 6, 1970 at Cabrillo College and the other was on April 8, 1970 at Cerritos College.

In 1970, College WorkStudy, the National Defense Student Loan and the Federally Insured Student Loan were the only federal programs available. The CWS pay range was $1.45 to $3.50 per hour, but the minimum soon rose to $1.60. The tremendous early growth in that program indicates that a very large number of students were willing to work for $1.45 per hour. By the time most community colleges realized the need for financial aid experts, aid officers were administering federal funds the best way they knew how. CCCSAOA membership was a bargain at $5 a year.

As Gene Miller took over the reigns as President for the 1970-71 year, CCCSAOA had its first fall/spring training workshops. Members of the executive committee testified before a Congressional Committee, actively lobbied congress and turned proposed cuts into increased appropriations. 1971 marked the establishment of the association newsletter. In the following year, under President Chuck Carter, the association created a hot line phone network so colleagues could speak to each other about critical issues of student aid. Members also lobbied for the passage of the Higher Education Amendments that established Basic Educational Opportunity Grants. Mr. Carter also made it his priority to get the Association organized into “area groupings.” There were twelve areas in all, with five in the north and seven in the south. They were “grouped” according to the telephone area code of the colleges. Another change for the new Association in 1971 was the change from a calendar year to a fiscal year. At that point officers would serve from July 1 through June 30.

In the early 1970’s, completion of the Institutional Application for Federal Funds was the most difficult and awesome task for the unsophisticated community college financial aid officer. The process of filing the Fiscal Operations report was equally stressful. They were two separate documents with different deadlines, and both required that financial aid officers meet for one or two days with the Health Education and Welfare/United States Office of Education personnel to interpret the directions.

The general meeting of CCCSAOA was held in San Diego in January 1972 and there was movement to organize a California statewide financial aid officers association. More than 100 people attended the organizational meeting and agreed that there was a

“United we stand, divided we continue to suffer.”

1978  1979  1980
need for the community college association to “join hands” with this new association if for no other reason than legislative clout and articulation, developing guidelines for aid officer qualifications and office staffing. This prompted Mrs. Gene Miller to coin the phrase, “United we stand, divided we continue to suffer.” Mrs. Miller also wrote to her colleagues, “We know that some of you have concern about the effect of this new statewide organization on our own CCCSAOA. Of course no one can say for certain what will happen, but you may be assured that community college people are well represented on the ballot. We can stay on the outside and watch, or we can join and become a positive force in shaping the state organization. Remember, there are 96 community colleges.”

A major catastrophe occurred when students’ eligibility for Federally Insured Student Loans was eliminated due to the amendments of 1972. President Nixon, with the help of the Congress, delayed implementation of the elimination until March of 1973.

Since CASFAA was now established, CCCSAOA elected to hold its annual business meeting in conjunction with the CASFAA Conference in Monterey. Members also participated in meetings with the Office of Education officials regarding procedures for implementing the Basic Grant Program. In 1972, CCCSAOA membership reached a high of 79 members.

In 1973, the Basic Grant Program started with $122 million and half-time students were determined to be eligible for aid. There was much discussion about priorities including Satisfactory Academic Progress, self help, and unit load changes. An advisory committee was established in the CCC Chancellor’s Office to discuss financial aid matters. CCCSAOA developed a “Financial Aid Resource Inventory Format” for the California Student Aid Commission and the Chancellor’s Office. Association dues were raised to ten dollars.

In 1973-74, under CCCSAOA President June Wilson of Sacramento City College, the Association began a healthy relationship with the CCC Chancellor’s Office. A Financial Aid Advisory Committee was formed to discuss matters of financial aid other than EOPS. Membership included at least one active aid administrator. This was just the start of a long and fruitful relationship. In 1980, the CCC Chancellor’s Office recognized the need for a full-time staff member to handle financial aid issues and hired Mr. A I Wilson of Imperial Valley College as the first Coordinator of Financial Aid.

In 1974, the association lobbied for the proposal of the Office of Education to impose federal need analysis systems. In California, there was a legislative proposal to convert Extended Opportunity Program and Services to Cal Grants. The term “Financial Aid Officer” was deemed inappropriate for many because it lacked the professional status sought and because it was not well suited for student services. After a vote by the membership, the association officially changed its name to the California Community College Student Financial Aid Administrators Association (CCCSFAA.)

In 1976-77 Charlie Guerrero chaired an ad-hoc committee on “Reorganization” and the current regional structure was created. The twelve “areas”
became eleven “regions.” In 1980-81, President Bud Walton worked with Ron Dyste at the Community College Chancellor’s Office to realign the regions with those of the Chancellor’s Office and Extended Opportunity Program and Services (EOPS).

During the Association’s first three years, there was no annual meeting of the full membership. There were meetings in both the Fall and Spring in the north and the south. When CASFAA held its first conference in November of 1972 at the Holiday Inn in Monterey, many CCCSFAA members attended, so it was decided to have a statewide CCCSFAA meeting for a couple of hours one day. “It was so successful and filled such a void, each succeeding Executive Board for the next 4 or 5 years actually planned for the annual meeting in conjunction with the CA SFA A conference.” (Bobbye Hardin, Citrus College) Starting from that first 2 hour meeting, CCCSFAA began gathering for a full morning until 1977 when the meeting was for one full day prior to the CA SFA A conference. In 1979, these annual meetings were classified as “CCCSFAA Conferences.”

In 1980-81 Beverly Johnson of Cypress College was CCCSFAA President. Mrs. Johnson was very persuasive in convincing the California Community College Chancellor’s Office to devote more resources, including personnel to the matters of financial aid.

In 1984, a new concept was introduced at California’s community colleges—enrollment fees. With the institution of enrollment fees came a new financial aid program known as the Board of Governors’ Grant (BOGG). CCCSFAA President, Bobbye Hardin of Citrus College was quick to communicate with the membership and the Chancellor’s Office to create an application to determine eligibility for the BOGG. Each college still had to figure out how to administer this new program and the number of students receiving financial aid assistance naturally increased with the implementation of enrollment fees.

CCCSFAA members were checking their mail for federal updates and President Leatha Webster and the Executive Board were inundated with loan issues. The Higher Education Amendments of 1986 were enacted. All applicants for Guaranteed Student Loans were required to demonstrate financial need, regardless of income. The name of the National Direct Student Loan Program was changed to the Perkins Loan Program, in honor of Congressman Carl Perkins, a longtime advocate of student aid programs. The Supplemental Loans to Students (SLS) Program was created for graduate, professional and independent undergraduate students. (It was repealed in 1994)

When Dan Rubalcava was CCCSFAA President in 1986-87, the membership dues for the Association for a year were only $15. The newsletter flourished with the byline, “All the News That Fits We Print.”

1984 1985 1986
The CCCSFAA Membership Directory became a more formal document and was put on a computer. A diligent CCCSFAA Committee created a “survival packet” for new financial aid directors. By the late 1980’s many community colleges in California were faced with a new challenge—contesting the Cohort Default rates published by the Department of Education. Many financial aid administrators were called by student service officers, presidents and Board of Trustees to answer questions about this new dilemma. Much debate took place at CCCSFAA regional meetings and Executive Council meetings about student borrowing and limiting student borrowing. Many colleges worked with the California Student Aid Commission to correct borrower data and successfully reduced their default rates.

“Searching For the Silver Lining” was the theme of the December 1988 conference in Costa Mesa, with President Wendy Johnson of Saddleback College. Judie Crummel, the federal trainer for Region 9 was on hand to discuss the new Congressional Methodology and the Pell Methodology—two different calculations to determine eligibility for federal financial aid. The 1988-89 goals for CCCSFAA included: 1) to promote and support objectives of CCC’s in providing access to postsecondary education to all by developing effective programs of student financial assistance; 2) to facilitate communication among student financial aid administrators and between institutions of postsecondary education and the sponsors of financial aid funds; and 3) to provide its members with opportunities to improve their professional competence by sponsoring conferences, workshops and other services.

As the 1980’s were coming to a close, a Staffing Task Force was formed in CCCSFAA to address three areas or strategies. They were: 1) Promoting or assisting a “grass roots” movement by individual aid officers to lobby for more resources and staff, thereby educating deans and CEO’s as to the value and needs of the office; 2) Maintaining visibility and momentum of the staffing issue in Sacramento; and 3) Planning more involvement with or through the consultation process.

When Mike Rasmussen of Butte College was elected CCCSFAA President in 1989, he and past-president Rick Iwata took up the work of the Staffing Task Force and spent an enormous amount of time putting together a “Guide to Resources” to instruct colleagues on ways to request the resources needed to administer a successful financial aid program. The document was updated in 1993. They also presented the Guide as a professional competence by sponsoring conferences, workshops and other services.

1987  1988  1989
session at the annual conference and the Spring meetings, where it was well received by CCCSFAAA members.

A really hot topic in 1989 was the Track Record Disclosure Form (TRDF) requirements. TRDF would have required institutions of higher education to disclose graduation rates in a prescribed format, for all students. It would have been a daunting task. Fortunately TRDF was suspended by the passage of the Student Right-to-Know and Campus Security Act in 1990. So, instead of working on TRDF, the 1990-91 Executive Board under President Robert Miranda, worked on responding to NPRM’s such as the Vocational Credit Hour Program ruling which defined vocational programs as eligible programs and the Pell Grant NPRM regarding policies and procedures. The annual conference, “CCCSFAAA: Passport to Tomorrow’s Success,” was held in Anaheim and is still remembered for a rousing trip to Medieval Times for dinner and jousting.

In 1992, the Higher Education Amendments of 1992 were enacted. The Guaranteed Student Loan Program was renamed the Federal Stafford Loan Program for Senator Robert Stafford, a longtime supporter of education. A Federal Unsubsidized Stafford Loan Program was established for students who did not qualify for the in-school interest subsidy under the Federal Stafford Loan Program. Also established was a new state postsecondary review program that asked each state to designate a “State Postsecondary Review Entity” (SPRE) to conduct reviews of institutions that receive federal dollars. Mary San-Austin was president of CCCSFAAA and she and her Executive Board spent many hours responding to the Department of Education and Congress about the challenges of SPRE.

When Susan Lipsmeyer became CCCSFAAA President for 1992-93, she had many federal issues to deal with and a significant matter in California was the non-citizen domicile issue. CCCSFAAA prepared testimony for the California Student Aid Commission proposing that each institution be allowed to certify residency status for Cal Grant winners who could not indicate that they were U.S. citizens or eligible non citizens.

As Scot Thomasson of King’s River College took over the presidency of CCCSFAAA July 1, 1993, Congress passed the National Community Services Trust Act of 1993, a favorite program of US President Bill Clinton. Participants ages 17 and older would provide community service and would receive a living allowance and a National Service Education Award in return. During that same year, the Student Loan Reform Act created the Federal Direct Student Loan Program to test the budget savings that could be achieved by allowing the Department of Education to provide student loans directly through schools, rather than through private lenders.
When Pat Hurley of College of Marin became CCCSFAAA President in 1994, the Executive Board was working closely with the Chancellor's Office on the impending SPRE legislation and what implementation would mean for community colleges in California. (Fortunately there was never any funding for SPRE, so it never was implemented.) The annual conference was in Palm Springs and Jeff Baker of the USDE and Jon Shaver, the newly hired Executive Director of the California Student Aid Commission jointly presented a general session on a multitude of federal issues that related to California. After much hard work by Karla Henderson and Pat Hurley, CCCSFAAA's proposal for an “Experimental Site” was approved by the Department of Education. Several California community colleges are still participating as experimental sites in an Ability to Benefit project. Students who do not have a high school diploma or GED and who do not pass an approved Ability to Benefit Test may receive Federal Title IV aid once they have successfully completed six college core units.

In 1995 Dr. Michael Rao, president of Mission College, was appointed as the Community College Representative to the California Student Aid Commission. Dr. Rao was receptive to hear from CCCSFAAA on financial aid issues and often solicited input from the leaders of CCCSFAAA to assist him in his role as a Commissioner. In order to stay up-to-date on the news from the California Student Aid Commission, a Commission staff member was invited to become a liaison to the CCCSFAAA Executive Board.

In January of 1996, the California Student Aid Commission authorized a subsidiary organization to process student loans. EdFund, a service of the California Student Aid Commission, hired its own employees and created quite a stir in the financial aid community in California. CCCSFAAA was very involved in discussions with CSACC about this new organization.

CCCSFAAA Conferences had developed into an excellent training opportunity with a multitude of topics. It was impossible to cover the necessary issues in a day and a half, so the December 1996 Conference, “Building the Future of California,” at the Hyatt Regency San Diego began on Friday afternoon and ended at noon on Sunday—two full days. At the conference each community college was provided with a guide to writing a policy and procedures manual which was produced by CCCSFAAA.

Another change occurred in 1996 when the CCCSFAAA Executive Board recommended that the Association operate on a calendar year rather than the July to June fiscal year, and that the regional representatives would serve a two-year term rather than one. These by-law changes were voted on by the membership in December 1996. The Executive Board was invited to become a liaison to the CCCSFAAA Executive Board.

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Board served for 18 months from July 1, 1996 to December 1997 with President Toni M. DuBois.

In 1996, there was a major effort to increase the CCCSFAAA student scholarships. An opportunity drawing took place at the conference which raised enough funds to expand the scholarships to one per region. The December 1997 Conference, “CCC’s Large Enough to Serve You, Small Enough to Care,” had another scholarship opportunity drawing and the first CCCSFAAA Talent Show.

In January of 1998 when Connie Burden of Lassen College became CCCSFAAA President there were multiple issues regarding the new welfare to work program in California—Cal Works. Financial Aid Administrators were concerned about communicating with students about the new requirements of the State welfare program as well as administering the CalWorks Work Study Program. Discussions of matching requirements and work/class participation hour requirements took place between the CCCSFAAA Executive Board and the CCC Chancellor’s Office staff.

The Higher Education Amendments of 1998 brought about more changes to the financial aid business including some significant changes to the structure of guaranty agencies, the return of Title IV Funds, and the imposition of a Master Promissory Note for student loans. The annual conference, “Adventures in Financial Aid,” took place in December 1998 at the Hyatt Regency San Diego and featured the second talent show as well as computer users group meetings.

The 1999 President, Rob Parisi, has been working with the conference committee on CCCSFAAA’s “Thirty Years and Still Dancing,” to be held at the Hyatt Regency San Francisco Airport. The Executive Board is pleased to have copyrighted the name and purchased the shell for the new CCCSFAAA web page. The Guide to Resources was updated in 1999 and responses were written to the latest round of NPRM’s.
In 1999, CCC SFA AA is still dealing with some of the same issues that were being discussed in 1969. Maybe they weren't discussing which computer software systems would be best or how to effectively transmit data to the USDE, and they did use telegrams to Congress rather than email, but it's the same vocation. Here's a real CCC SFA AA meeting agenda. Is it from 1969 or 1999?

1. Obtaining funds
2. Determining need
3. Standards for determining academic potential and good standing
4. Administering funds
5. Loan follow-up and collection procedures
6. Publicizing financial aid programs to students
7. Identifying needy students
8. Coordinating programs with 4-year colleges and universities
9. Organizing an “ideal” community college financial aid program and office
10. Financial aid and the Board of Trustees
CCCSFAAA has, from the beginning, been fortunate to have a large number of dedicated professionals who willingly accept and assume the responsibilities that leadership and service demand.

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<th>The CCCSFAAA Presidents:</th>
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<td>Charles Herndon</td>
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<td>Gene S. Miller</td>
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“Congratulations to CCCSFAAA on its 30th Anniversary!
The memory I hold most dear about the organization in its infancy is the camaraderie that developed between the officers and staff of the various colleges. At last we had each other to communicate with and discuss our unique position on campus—‘outside the loop,’ but serving the students, the administration and the community at large through the new programs of financial assistance as they evolved. Long live CCCSFAA!

Sincerely, Mary Long
(former financial aid director at Saddleback College)