



Wednesday, October 2, 2002

New financial aid director settles into job

After a month on the job, Cindy Hermsen, financial aid director, is delighted with her first impressions of Oakland University.

"I'm finding customer focused qualities among everyone I encounter across campus," she said. "Service to students is the Oakland University culture."

This is important to Hermsen because she is passionate about customer service. "I want our office to give the kind of service I would expect as a student or as a parent."

With four children, including three in college, Hermsen has experience on both sides of the desk.

"Financial aid is a difficult, complex area for students and parents," Hermsen said. "An important part of my job is to make it easier for students to ensure they are maximizing their financial aid eligibility."

The **Financial Aid Office** is responsible for administering grants, loans, scholarships, work study programs available from a number of funding sources including federal, state and Oakland's programs.

"I'm going to leverage the Banner computer system to process our financial aid applications in the most effective and informative way possible for students and staff," Hermsen said. "I want to survey students and parents to learn more about their opinions and expectations of Oakland's Financial Aid Office."

She also plans to keep the lines of communication open with students.

"It's important to provide students with access to financial aid programs and to be available to provide assistance along the way," Hermsen said.

Hermsen previously held the position of financial aid director at Saginaw Valley State University in Saginaw, Michigan. The timing was right for Hermsen, a native of Bay City, to move south to a central location to be closer to her husband's job in Ann Arbor.

"Before expressing an interest in Oakland, I researched the Web site to learn more about the university," Hermsen said. "I was impressed with Oakland's vision and 10-year goals. I asked myself, 'Can I help Oakland reach its goals?' and I thought I could."

Hermsen has a bachelor's degree in business administration and a master's degree in educational leadership from Saginaw Valley State University.

SUMMARY

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Created by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, October 2, 2002

Modified by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, October 2, 2002

Article Start Date: Tuesday, October 28, 2003