

Contact: Diana Gonzalez

**FACULTY PRESENTATION AT IOWA STATE UNIVERSITY:  
“ENHANCING AFFORDABILITY THROUGH STUDENT FINANCIAL AID AND  
BOOKSTORE OPERATIONS”**

**Action Requested:** Receive the presentation.

**Executive Summary:** Roberta Johnson, director of Student Financial Aid, and Rita Phillips, director of the Iowa State University Bookstore, will provide an overview of recent initiatives to help students understand their financial aid packages. This has contributed to a decrease in student borrowing and saving money on course materials.

Roberta Johnson, director of Student Financial Aid, manages ISU’s student loan and grant programs. She holds bachelor’s degrees from ISU in home economics education and elementary education as well as a master’s degree in counselor education. Ms. Johnson joined the University’s Office of Student Financial Aid in 1982; she held a series of position in the Office until she became director in 2005. She is active at the state, regional, and national levels on issues related to student financial aid. Ms. Johnson is also on the National Direct Student Loan Coalition where she was an Executive Council member as well as past chair.



Rita Phillips is director of the Iowa State University Bookstore. She holds bachelor’s degrees in English with an emphasis in journalism, and communication studies, both from Dakota Wesleyan University in Mitchell, South Dakota. Ms. Phillips joined ISU’s Bookstore as book division manager in 2001 and was promoted to director in 2009. The ISU Bookstore, with 25 full-time and 100 student employees, has received many awards for its growth in course materials, and is considered an industry leader among independent college stores. Ms. Phillips serves as a board member of the National Association of College Stores and Independent College Bookstore Association, where she is active in the groups’ education programs; she served on the Large Stores Group Steering Committee from 2009-2010.

