

# **Samantha Veeder**

**Associate Dean of College Enrollment; Director of Financial Aid at University of Rochester**  
Rochester, NY, US

An expert on financial aid policies, practices, and regulations.

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## **Biography**

Samantha Veeder has over 27 years of experience in the financial aid profession, previously serving as director of financial aid at Syracuse University, Nazareth College, Hobart & William Smith Colleges and Keuka College and as a senior consultant at Scannell & Kurz, Inc. Over the years, she has been active in state, regional, and national professional organizations. She has served as Treasurer of both NYSFAAA and EASFAA, and is currently serving as Past-President of EASFAA and Chair of the College Board CSS/Financial Aid Assembly Council. Sam is the recipient of the NYSFAAA Citation of Appreciation, NYSFAAA Sister Bernadine Hayes and Rusty Hopkins Service Award, the NYSFAAA Region III Service Award, the College Board Bernard P. Ireland Recognition Award, and the EASFAA Leadership Award. Sam is a frequent presenter at financial aid nights, workshops and conferences particularly on technology, financial aid, and enrollment management topics.

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## **Areas of Expertise**

CSS Profile, FAFSA, Financial Aid and Scholarships in Higher Education, Financial Aid in Higher Education, College Affordability

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## **Education**

**Nazareth College**  
MS Management

**Ithaca College**  
BS Health Services Administration

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