



Robert W. (Bob) Evans  
President & CEO

## PROVEN FINANCIAL AID EXPERTISE

- 45 YEARS OF INDUSTRY EXPERIENCE
- PRESIDENT/CEO SINCE 1995
- FORMER MANAGING DIRECTOR, KPMG AUDITING & CONSULTING
- FORMER DIRECTOR OF POLICY DEVELOPMENT, U.S. DEPARTMENT OF EDUCATION
- FORMER NASFAA PRESIDENT

# Evans Consulting

## INTERIM EXECUTIVE LEADERSHIP FOR THE FINANCIAL AID OFFICE

The director of financial aid is a key position for higher education institutions. A vacancy in this role can have a significant impact across several areas of a college or university, from enrollment management to fiscal operations.

This leadership gap can also increase a school's risk of noncompliance with federal student aid regulations, and may create additional liability during a federal program review or audit. For these reasons, engaging an experienced interim leader with proven understanding of Title IV requirements is a smart solution for schools.

## ABOUT ROBERT W. EVANS

In 2017, Bob celebrated his 45th year of continuing service in the student financial aid community. Along with running his own consulting business, he has had management roles at several major universities, the U.S. Department of Education, and KPMG auditing & consulting—all of which have made him a recognized expert in the field. Bob was also the last elected president of the National Association of Student Financial Aid Administrators (NASFAA) before the association transitioned to a corporate structure. It is no wonder schools and other industry stakeholders seek his expertise and counsel.

## CAMPUS EXPERIENCE

Over his early career, Bob was the director of financial aid at several prominent institutions where he made significant contributions:

- Emporia State University—Launched the Federal Pell Grant Program.
- Oglethorpe University—Created one of the first student finance-centered operations, merging the financial aid and business offices.
- Kansas State University—Oversaw implementation of electronic financial aid application services and streamlined awarding.
- Penn State University—Centralized financial aid operations for 23 campuses.

After launching The Evans Consulting Group, Inc. in 1995, he began leading several high-profile consulting engagements at major colleges and universities. For many of these engagements, Bob's ability to review and settle liabilities from a program review or audit helped the schools achieve significant savings.

## SOLUTIONS-DRIVEN LEADER

Throughout his long and successful career, Bob has sought and found solutions to improve financial aid-related issues, both on campus and off.

- National Association of Student Financial Aid Administrators (NASFAA)—During his tenure as president of NASFAA, Bob led the association and its governing board through a transformation from having an elected president to a chairperson of the board. This move helped raise the association’s prominence among higher education associations in Washington, DC. He also helped develop new revenue streams and professional development programs that have stood the test of time and continue today.
- U.S. Department of Education (ED)—As director of policy development in the Office of Federal Student Aid, Bob presided over the deployment of the common loan application and designed the first negotiated rulemaking initiative, serving as the first “federal negotiator.” Before leaving his service with ED, he served on the national task force to design and deploy the Federal Direct Student Loan Program, which has become the hallmark of federal financial aid funding for millions of students.



- KPMG Auditing & Consulting—While serving as senior managing director for student services and higher education, Bob launched a new service, called Institutional Certification & Evaluation Services (ICES). The program gave KPMG clients a proactive risk assessment of their compliance with the Title IV programs, and a roadmap of corrective actions to prepare for federal audits and program reviews.

## UNDERSTANDING THE POWER OF TECHNOLOGY

One of the hallmarks of Bob’s success is his ability to conduct deep dives and assess how well a financial aid office is harnessing technology to streamline services. He has hands-on experience with all the major student information systems, including:

- ◇ PeopleSoft
- ◇ Banner
- ◇ Colleague
- ◇ PowerFAIDS
- ◇ CampusLogic
- ◇ CampusNexus
- ◇ Other systems

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