



## PROGRAM ADMINISTRATION SERVICES DIVISION

### Child Savings Account Grant Program CSA Council Biographies

**Lande Ajose**, *Senior Advisor for Higher Education at Office of Governor Newsom*

Dr. Lande Ajose is the Senior Policy Advisor for Higher Education for Governor Gavin Newsom. She is responsible for developing and shaping the Governor's higher education policy agenda, which is focused on protecting college affordability, preserving college access, and increasing system efficiency in order to meet the state's need for a skilled and educated workforce. Prior to this appointment, she served as executive director of California Competes, a nonpartisan, nonprofit project that develops and advocates on behalf of policies to equitably boost California's postsecondary degree attainment. Her experience in higher education spans college admissions at Vassar College, education and workforce development funding at the James Irvine Foundation, and research and evaluation at MDRC, where she managed a comprehensive evaluation of the Achieving the Dream Initiative. An ardent advocate for college affordability, in 2014 she was appointed to the California Student Aid Commission (CSAC) by Governor Jerry Brown and served as chair for two years until her resignation in May 2019. She has served on boards of the Institute of College Access and Success (TICAS), the Institute for Higher Education Policy (IHEP) and, until her appointment to the Governor's office, she was a WASC Senior College and University Commissioner. She currently serves on the advisory committee for the Higher Education Policy Center at the Public Policy Institute of California. A graduate of Occidental College, she earned her master's degree from the School of Public Affairs at UCLA and holds a PhD from the Massachusetts Institute of Technology. She was recently awarded an honorary doctorate from her alma mater, Occidental College.

**Margaret Clancy**, *Policy Director at Center for Social Development & Director, College Savings Initiative and SEED for Oklahoma Kids at Washington University in St. Louis*

Margaret M. Clancy, MSW, is the Policy Director and College Savings Initiative Director at CSD. Clancy is responsible for design and leadership of large-scale policy demonstrations, including the SEED for Oklahoma Kids (SEED OK) research experiment. Since 2001, she has been researching features of 529 college savings plans as a model for inclusive asset-based policy, and is an expert on progressive 529 policies in the states. She also led the Account Monitoring research project in SEED, a multiyear, national children and youth savings policy and research initiative, and for the American Dream

Demonstration, the first national study of IDAs. Prior to joining CSD, Clancy administered corporate 401(k) and defined benefit pension plans for over 10 years, working as a Vice President of a large trust company. Clancy earned a BS in Business Administration from Southern Illinois University Edwardsville and an MSW at Washington University in St. Louis. She is also a Certified Employee Benefits Specialist.

**Zoe Corwin**, *Director of Research at Pullias Center for Higher Education, Rossier School of Education, University of Southern California*

Zoe Corwin is an Associate Research Professor affiliated with the Pullias Center for Higher Education. As a researcher with the Pullias Center, Corwin has conducted research on college preparation programs and access to financial aid for underserved students, college pathways for foster youth and the role of social media and games in postsecondary access and completion. Corwin teaches Applied Educational Ethnography with the Rossier School of Education. She is co-editor of *Preparing for College: Nine Elements of Effective Outreach* with SUNY Press and in addition to academic articles, has published several monographs designed for practitioners outlining effective college preparation strategies. Corwin currently directs the Collegeology Games project for the Pullias Center. The project capitalizes on game-based strategies and social media to engage students in college preparation, college application and financial aid processes. Corwin held Haynes and Spencer Foundation dissertation fellowships while working on a qualitative study examining college access and persistence for youth in foster care. Previous to earning her Ph.D. in sociology from USC, Corwin taught middle and high school Spanish and global studies. Corwin holds an MA in Spanish from Saint Louis University in Madrid, a single subject secondary education credential & BCLAD certificate from the California State University, Northridge and a BA from the University of California, Los Angeles. She is a founding Board member of the New Los Angeles Charter Middle School.

**Linda English**, *Senior Director at Tuition Financing, Inc & 529 Savings Manager at TIAA*

Linda English serves as Senior Director and Relationship Manager for California's ScholarShare 529 Plan. Prior to joining TFI, Linda spent over 20 years administering 529 plans in the public sector having served as Senior Deputy State Treasurer of Nevada and as the Executive Director of Alaska's 529 program for the University of Alaska. During her tenure in Nevada, Linda helped design, implement, and manage the Nevada College Kick Start Program which enrolls approximately 35,000 kindergarten children each year and was one of the first statewide, universal, children's savings account programs (CSA) in the country.

Since joining TFI, she has been instrumental in the establishment its CSA platform currently offered through the ScholarShare 529 plan. With her experience in both public and private sector service, Linda provides a well-rounded perspective with valuable insights which may assist the Commission in its efforts to encourage CSA program growth throughout California.

**Marlene Garcia, *Executive Director at California Student Aid Commission***

Marlene Garcia is the Executive Director of the California Student Aid Commission where she oversees a budget of close to \$3 billion and a team of 125. She is passionate about expanding educational opportunity by removing financial barriers to college success. Ms. Garcia brings 25 years' experience working on education policy issues for a variety of government and higher education institutions. She served more than six years as a national leader in Apple Inc.'s Education Strategic Initiatives Group. Additionally, in her distinguished career, she has served as Vice Chancellor of Government Relations for the California Community College System, Deputy State Policy Director for the California State University System, and as a Senior Policy Consultant in the Senate Education Committee. She also served as a Senior Higher Education Advisor to former Assembly Speaker Willie L. Brown, Jr. Ms. Garcia has been nationally recognized for her work and was featured as one of 11 "Higher Education's New Generation of Thinkers" in 2005 edition of the Chronicle of Higher Education. She was also a Fellow with the National Center for Public Policy and Higher Education in 2004. She is active in several organizations both nationally and in the Sacramento community where she resides with husband Phil Garcia and their three grown sons. Ms. Garcia earned a Bachelor's degree in Spanish Literature from UCLA and a Master's Degree in Public Policy from Claremont Graduate School.

**Hal Geiogoue, *Commission Member at California Student Aid Commission***

Hal Geiogoue brings to the Commission more than three decades of experience in formulating education and fiscal policy for the State of California. He started his public service in 1965 with the state Department of Finance. From 1967 through 1990 Geiogoue served in the Office of Legislative Analyst where he directed a staff of nonpartisan professionals who were responsible for the program and budget review of K-12 education and postsecondary education institutions and programs in California. In 1979 and 1980 he was the co-chairperson of the Student Financial Aid Policy Study Group which helped reform the state's student financial aid system. In 1991 Geiogoue was appointed Assistant State Treasurer by Treasurer Kathleen Brown. In this position he helped plan and administer the overall bond and cash flow financing program of the State of California including the issuance of \$7 billion in long term bonds and \$33 billion in short term notes and warrants. Representing the Treasurer, he

also chaired the California Education Facilities Authority, Student Loan Authority, Health Facilities Authority, numerous bond committees and was a member of the Public Works Board. In 1995 Geiogoue returned to the Legislative staff where he was the Chief Consultant to the Assembly Education Committee. There he was responsible for the overall operation of the committee and its staff activities until he retired in 2002. Hal was appointed by the governor to the Commission in 2012 and served as Chair in 2015 and 2016. Geiogoue, the first member of his family to graduate from college, received his Bachelor of Arts degree in Political Science from the University of California, Berkeley and his Master of Arts degree in Government from the California State University, Sacramento.

**Mark Kantrowitz, *Publisher and Vice President at Savingforcollege.com***

Mark Kantrowitz is Publisher and VP of Research for Savingforcollege.com, the most popular guide to saving and paying for college. Mark is an expert on student financial aid, the FAFSA, scholarships, college savings plans and student loans. His mission is to deliver practical information, advice and tools to students and their families so they can make smarter, more informed decisions about planning and paying for college. Mr. Kantrowitz has been quoted in more than 10,000 newspaper and magazine articles about college admissions and financial aid. Mark has written for the New York Times, Wall Street Journal, Washington Post, Reuters, MarketWatch, Huffington Post, U.S. News & World Report, Money Magazine, Forbes, Newsweek and Time Magazine. Mark is the author of five bestselling books about scholarships and financial aid and holds seven patents. He also writes extensively on student aid policy. His most recent book is *How to Appeal for More College Financial Aid*. Mark serves on the editorial board of the Journal of Student Financial Aid, the editorial advisory board of Bottom Line/Personal, and is a member of the Board of Trustees of the Center for Excellence in Education. He previously served as a member of the Board of Directors of the National Scholarship Providers Association and as publisher of the FinAid, Fastweb, Edvisors and Cappex web sites. Mark has two Bachelor's degrees in mathematics and philosophy from the Massachusetts Institute of Technology (MIT) and a Master's degree in computer science from Carnegie Mellon University (CMU).

**Shira Markoff, *Director of Children's Savings Team at Prosperity Now***

Shira Markoff is the Director of Prosperity Now's Children's Savings Team, where she manages a team focused on supporting and sustaining existing Children's Savings Account (CSA) programs and expanding CSAs to more children across the United States. The team provides technical assistance to CSA programs, advocates for CSA policies at the state and local levels, develops tools and resources for the field, and helps programs raise funds from individual donors

through the 1:1 Fund. Shira is an expert on CSA design and implementation and is the co-author of the preeminent guide to designing CSA programs, *Investing in Dreams*. Previously, she served as Associate Director on Prosperity Now's Savings & Financial Capability team, for which she oversaw a portfolio of children's and adult's savings programs and financial capability integration initiatives. Prior to joining Prosperity Now, Shira worked as a Program Manager for Seedco managing a portfolio of six government and private grant programs, totaling over \$2.2 million annually. She worked with community-based organizations across New York City to implement programs that assisted low- and moderate-income taxpayers in receiving the EITC and other tax credits and helped families access government benefits. Shira also served two years as an AmeriCorps VISTA at New Jersey Community Development Corporation, where she helped to implement and manage an IDA program. Shira holds a Master of Public Policy degree from American University and a B.A. in history from Rutgers University.

**Julio Martinez, *Executive Director at ScholarShare Investment Board***

Julio Martinez is the Executive Director of the ScholarShare Investment Board, a role he has held since January 2015. As Director, he oversees the administration, direction and promotion of California's ScholarShare 529 College Savings Plan. Prior to his role with the ScholarShare Investment Board, Julio spent nearly 14 years serving in numerous legislative and public policy-related capacities, including Deputy Controller for the State Controller's Office and Chief of Staff in the California State Legislature. His career, however, began in the field of student affairs, where he dedicated himself to helping students gain access to and succeed in higher education. Julio received his Bachelor of Arts degree in Psychology from California State University, Los Angeles and his Master of Arts degree in Student Affairs Administration from Michigan State University.

**Kris Perry, *Deputy Secretary at Health and Human Services Agency for Early Childhood Development & Senior Advisor to the Governor on Implementation of Early Childhood Initiatives***

Kris Perry is Deputy Secretary of the California Health and Human Services Agency for Early Childhood Development and Senior Advisor to Governor Gavin Newsom on implementation of early childhood development initiatives. Ms. Perry is a nationally recognized early childhood advocate and has been instrumental in driving effective early learning policy at local, state and national levels. She previously served as President of Save the Children Action Network (SCAN), Executive Director of the First Five Years Fund and Executive Director of First 5 California and First 5 San Mateo County.