



# PRESS RELEASE

**From the Louisiana Office of Student Financial Assistance**

**FOR IMMEDIATE RELEASE**

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## **LOSFA Names Assistant Executive Director of Marketing and Outreach**

BATON ROUGE – David E. Roberts has joined the staff of the Louisiana Office of Student Financial Assistance (LOSFA) as the new Assistant Executive Director of Marketing and Outreach. Roberts first day on the job was January 7. His duties will include executive oversight of the agency's Public Information, Publications and School/Lender Services Divisions.

A native of Cleveland, Ohio, Roberts worked in Philadelphia, Pa. for the last 13 years. He was a Regional Manager for the Pennsylvania Higher Education Assistance Agency for five years, where he focused on increasing awareness of the agency's programs via outreach to schools, colleges, state agencies and community groups.

Roberts said he hopes to bring his expertise to "increase awareness of the agency throughout the state, so that we are the trusted advisors when students think of financial assistance."

LOSFA Executive Director Melanie Amrhein said, "David's background in outreach services will be a great benefit to LOSFA and the state as we try to bring about change in the way Louisiana's youth view higher education opportunities. We are very fortunate to have someone with his experience, energy and enthusiasm as part of our team".

Roberts has a B.A. in Business Finance from the University of Akron and a Master's in Education in Counseling Psychology from Temple University. He is also the author of a children's book that provides early awareness of post-secondary education.

He has worked for the Philadelphia Education Fund, Delaware Valley College, Temple University and Household Finance Corporation.

He is a past member of the Pennsylvania Association of Student Financial Aid Administrators, the National Association of Student Financial Aid Administrators, the Pennsylvania Association for College Admissions Counseling and the National Association for College Admissions Counseling.

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