

VASF AA Spring Executive Board Meeting
May 23, 2010
Embassy Suites & Convention Center
Hampton, VA
Spring Conference Minutes

Attendance: Melissa Barnes (MB), Brenda Burke (BB), Mike Hawkes (MH), Sheila Nelson-Hensley (SNH), Daniel Hewitt (DH), Heather Hollandsworth (HH); Margaret Murphy (MM), Keisha Pope (KP), Paula Rafferty (PR), Kerri Roth (KR), and Donna Taylor (DT).

The meeting was called to order at 1:09 p.m. and a quorum was established.

President's Report (SNH):

President SNH thanked everyone for attending the New Officers' lunch. She stated that this has been a very productive year. She indicated that Secondary Relations held 13 guidance counselor workshops; and Super Saturday was a success. We were able to help over 2000 families and assisted with helping students and families completing over 13000 FAFSAs. Currently there are 340 paid members and 210 conference registrants (156 for full conference & balance is for the day rate). President SNH thanked everyone for everything we have done and done for her. There are 41 members that have not paid membership fees (if we get them paid we will have 381 paid members and a more formal report will be posted on the website next week.

President SNH provided the Board with a preview of today. SNH has asked TM to come to talk about long-range planning. She indicated that she and TM have discussed a variation of different things. She thought it would be good for us to break into small groups to discuss plans for VASF AA and the VASF AA conferences. There is a session on Tuesday to target the future look of VASF AA.

President-Elect's Report (HH):

Site Selection:

HH indicated there are no changes to discuss. The contract has been finalized for the conference next year. Fall Board meeting will be held at the Westin in Richmond, VA. Contract signed for May 17-19, 2011. Board will come in on Tuesday and start conference on Wednesday.

Sector Coordination

HH stated that all sectors' meetings have been coordinated.

Strategic Planning: No report

HH indicated the Transitional Board will be held June 22-23, 2010 at Wintergreen. She stated the contract has been received from Wintergreen for meals and rooms.

HH asked if VR wins the position of Representative At-Large can she chair a committee if she wins Rep at Large. BB responded no.

Past President's Report (BB):*Awards*

President BB stated that the Awards report is on the web. She stated that she will be presenting 2 awards - Life member & Service. She will also be presenting the Past President's plaque and pin for SNH. She has all plaques updated for conference.

BB stated the P&P is current to this year; and she is working with engraver to have plaque update. This will be current as of the transition board this meeting.

Elections

BB indicated that only 91 members have voted to date. She asked that we encourage members to vote and will announce voting times and location during the announcements. She stated that there was one person written in.

By-Laws – No Updates

BB indicated P & P updates. At transitional board meeting, the P&P information should be updated. She stated that there is one outstanding issue from the Transitional Board meeting regarding updates from the finances and the Board.

Secretary's Report (MB):*Minutes:*

MB presented the minutes for the 2009 Spring Conference, the Winter Board Meeting, and the March 11, 2010 Conference Call Meeting. MB circulated one copy of each set of minutes for the review and then move for acceptance with the corrections.

SNH stopped to welcome the conference chairs (ZB & BD). She personally thanked the both of them for everything they have done. BD indicated everyone will be at head table tomorrow and Tuesday night. There will be place settings for every board.

President SNH indicated that she wanted to do a mix & mingle after the session tonight. The manager's reception will be after the session tonight. She also indicated she would like to invite everyone to come up to her room tonight between 9:30 – 10:30 pm (Room 1030...Presidential Suite). Tomorrow at the luncheon and Tuesday at the banquet there will be head table and there will be a name plate. SNH will make an announcement to wear school attire during the day and country attire.

Archives: No Report

MB thanked the Board for the lovely peace lily she received during the death of her mother.

Treasurer's Report (KR):

KR provided information on VASFAA's Balance Sheet, Travel Expense Reimbursements, and Treasurer's Report. She indicated that she added to the contingency amount for the NASFAA.

KR stated that 3 CDs were purchased and there is a change in the maturity date from June to August. All will be maturing at the same time. She provided all budget information including the investments to BC. In addition, all reconciliation through April and the balance sheet through the quarter. We have paid all invoices through Friday. She sent request to KW regarding Sue Ross. KR asked if we have a certificate of insurance for this conference event. All insure policies paid to day. She indicated new checks with MM information have been ordered. Post report to the Web. KW indicated he would not be at conference; however, may want to consider some else for upcoming year for the Fund Manager. She is on the list for all mailings.

President SNH thanked KR for the job she has done. KR will give a quote of the Auditor at Transitional Board meeting.

Treasurer-Elect's Report (MM):

Budget and Finance

MM stated there is nothing new. She said that the insurance has been paid.

New Century – Brad posted the final report on web.

Board recessed at 1:54 p.m. President SNH provided each member Board member with a certificate of appreciation and a gift of appreciation.

The Board meeting reconvened at 2:14 p.m.

Representative At-Large – Information Services (DW):

Electronic Services

DH indicated that Jane is still working to finish all the questions regarding Wild Apricot. He indicated that the conference mini-site and elections are up and running.

Newsletter

DH stated that the Spring newsletter is on the site. The deadline for the summer newsletter is June 17.

Public Relations

DH indicated there is no official report. There was discussion regarding the role of the Public Relations Chair.

Representation At-Large – Professional Development (DT):

Conference/Conference Training

DT indicated that the Conference Chairs provided us with an update. Conference training wrapped with conference this year. She indicated that they have done a good job with the workshops. Zita and Biz report posted to website. DT stated that \$34650 is the budget amount and if everyone pays we will have revenue over \$39,000. A final report will be provided after the conference. She stated there were issues with getting emails through ATAC. Information was pulled from membership database of all members for the prior 3 years. DT stated that we may want to cleanup membership database. She also stated that Jane was very helpful in working with conference committee. Kudos to the Board for establishing the day rate – 43 participants that are paying the day.

Non-Conference Training

DT stated non-conference training has not been as successful; however, there are 31 registrants for the new aid officers training. Twenty-seven are actually participating in the New Aid Officer's training today. She stated that the committee was very successful in lining up presenters.

MH indicated that last year we won a NASFAA award to non-conference training and asked if DT could get a sense from what happened since last year. DT indicated that last year she received low response from the Committee. MH suggested that the Board revisit non-conference training for the upcoming year. BB suggested that the Board consider that the Association hosts a webcast every quarter.

Representative At-Large – Outreach Services (KP):

Membership: No report. KP reported that the committee has not spent any money

Awareness: KP indicated that the Awareness Committee has done a final report and came under budget.

F.O.C.U.S.: No report

Secondary Schools: KP stated that Secondary School Relations has done final report and came under budget. She indicated that 11 schools hosted guidance council workshops.

DT indicated that it would be helpful if the Membership Chair had access to the portion of the Web and this will have access to the names for name badges. DH will contact Jane to provide access to membership section of the Web to the Membership Chair. DH will check to see if the VASFAA email works for emails that bounce back as undeliverable.

Representative At-Large –Organizational Services (PR):

Governmental Relations:

PR stated that the governmental relations report is on the web. Pam has done a good job with keeping everyone up-to-date.

Development

PR indicated that Jeanne has done a good job. We brought in \$16,000 in revenue. President SNH indicated she will thank all partners for their contributions.

Old Business:

President SNH indicated she was going to the NASFAA conference on behalf of HH. We had discussed that we had agreed to do a proclamation to Barry on behalf of the association. BB indicated that she thought she was asked to write the proclamation. She has done research and there is a proclamation.com website. She suggested that there should be a committee of the people to work on the proclamation. MH stated that the focus should be on his role as NASFAA Chair. The following persons agreed to work on the committee: BB, SNH, MH, and PR.

New Business:

Policies & Procedures Change (BB):

BB stated that it came to her attention that the P&P talks about flowers being sent. In the past that if the Secretary orders flowers and pays with her own funds, then she will be reimbursed. KR stated that she purchased flowers with the Association's card after receiving the requests of the President. The Board discussed establishing a policy that addresses hospitality issues that arises (e.g. cards, flowers, congratulatory messages). MH stated that it the P&P should put into place that at the discretion of the President, it will be determine of what is appropriate to sending depending upon the circumstances. BB stated that during the transitional board that we discuss this topic. KR indicated that she will write something and provided it to HH and MB.

President SNH stated that on today, the Net Price Calculator session is scheduled. Tomorrow federal updates in Grand Ballroom B. The President's reception is at 6 p.m. today. Tuesday's Town Hall meeting is scheduled at 8:30. The Board meeting will be on Tuesday in Room 205 (business suite). Announcements of election winners and sector's meeting update will be given during this time. The Pre-banquet will be held in Atrium at 5:30 p.m. Wednesday; and there will be limited seating at the head table on Wednesday and will consist of BB, HH, and SNH.

Minutes: KP moved and BB to accept the Spring 2009 Conference minutes as corrected. It was moved by KR and seconded PR that we accept the minutes to the Winter Board minutes with the corrections. It was moved by KP and seconded by DT that we accept the March 11 conference call meeting with corrections.

President SNH reconvened the meeting @ 3:30 p.m. and recessed the meeting until Tuesday.

Long-Range Planning Discussion – Tom Morehouse (TM):

TM indicated that we need to begin discussion centering on finances, training events, and sponsorships. He indicated that we need to conduct a S.W.O.T. (strengths, weaknesses, opportunities, and threats) analysis. He also indicated that one of the things that we have not done well is developing members for leadership positions. TM asked the Board to think of things that we are not doing well (what do we need to look at). Below are some of the areas:

- 1) Training
- 2) Sponsorship (what do they get, do we look at obtaining different sponsors)
- 3) Finances (surplus, reserve funds)
- 4) New Century (are members taking advantage of it)
- 5) Other training opportunities (training, education, professional development); outreach, awareness and advocacy for non-members
- 6) Exploration of relationship between Associations & DOE
- 7) Peer review our organization to others
- 8) Relationship between VACROS, VACUBO, and other associations
- 9) Advocacy (presence on Capitol Hill)
- 10) Shortening conferences in relationship to vendors and contact hours with clients
- 11) Web-enabled conferences (look at how we define conferences)

President SNH indicated that a session will be held on Tuesday at 9:45 p.m. to discuss this topic and what do they see in the future.

VASFAA Spring Executive Board Meeting
 May 25, 2010
 Embassy Suites & Convention Center
 Hampton, VA
 Spring Conference Minutes

Attendance: Melissa Barnes (MB), Brenda Burke (BB), Mike Hawkes (MK), Heather Hollandsworth (HH), Sheila Nelson-Hensley (SNH), Margaret Murphy (MM), Paula Rafferty (PR), Kerri Roth (KR), and Donna Taylor (DT).

President SNH reconvened the Board meeting at 12:22 p.m.

HH presented the Sector Reports. She stated that the Development Partners concerns included changes in membership, timing of the conference, and drawing on membership. She also indicated that the Development Partners would like to have the Board consider a Fall Conference – rationale: SASFAA in the Spring. HH suggested putting this item on a ballot. The Proprietary Sector would like to see more concurrent sessions and sessions on regulations for their sector. The Private Sector would like to see federal loans that are administered by their sector to be on NSLDS. HH stated that she is missing three Sector reports.

President SNH shared with the Board comments from the Long Range Planning session. Items discussed during the session included:

1. Training & development

- Webinars for members, parents, and students
- Videos of training session that can be viewed by members at a convenient time for them
- Regular training in fall – provides networking in your area and early payment of dues
- Compliment FSA training
- State/regional training with the feds
- Training that reaches everyone without a geographical bias

2. Leaderships
 - How do we get buy-in from college administrators to allow FAOs to serve VASFAA?
 - Mail letters/brochures to President, Enrollment Management VP – advocacy
 - Include schools with no VASFAA membership
 - Director of FA need to advocate to supervisors the importance of professional development in VASSA
 - Change mission/vision?
 - Collaborate with VACRAO (SACRAAA, NACUBO)
3. Email issue
 - Find all bounce back emails and delete contact from DFA and get names and emails/addresses of all staff members
4. Membership
 - Change date that membership dues are due (near to time of conference) or change conference date – change start of the year
5. Value Membership
 - Networking
 - Training
6. Why are we here?
 - How does our (RP coordinate with SASFAA)?
 - Leverage resources
 - How VASFAA is going to cope with reduction in vendor/sponsor support?
7. Other Revenue Stream
 - Grants – i.e. CCAG
8. Outreach Advocacy
 - We should be more of an advocate to those who strike the check
 - Tell the Senate/Congress what you think about the Bills they write
 - Visit DL every year (January) as a group to meet with Senators and Delegates (certain institutions will not be able to do this)
 - Time, access, proximity to DC

After discussing each of the items from the Long Range Planning session, President SNH suggested doing a survey to VASFAA member and non-member institutions to gather information on institution membership versus member memberships.

President SNH stated that the silent auction raised \$1289 for the Stars charity. It was moved by BB and seconded by HH that we will present \$1500 to the charity during the banquet.

Election Results: BB

Past President BB presented the following election results:

President-Elect	Melissa Barnes
Treasurer-Elect	John Brandt
Representative At-Large	Stephanie Clements & Vera Riddick

BB stated that in the future she proposes a change in the P&P for nominations. She indicated that since the Board approves the nominations that nominations will not be taken from the floor but still allow for write-in.

There was additional discussion regarding when to pay membership dues. It was suggested to change the dates such that members can get an opportunity to participate in training. MM suggested that the Board think of ways to reward members who pay on time. No final decisions were made regarding either of the suggestions.

President SNH asked for further discussion. After hearing none, the meeting was adjourned at 1:18 p.m.

Respectfully submitted,

Melissa J. Barnes, Secretary