VASFAA Board Transition Retreat

Business Meeting

Carter Hall Conference Center

Millwood, Virginia

June 4-5, 2018

**Monday, June 4, 2018**

1. Meeting Called to Order by President Biz Daniel 8:23 am
2. Biz Daniel appointed Sherika Charity as temporary Secretary due to Ashley Reich not being able to attend.
3. Quorum established.

* 2017-2018 Board Members in attendance: Biz Daniel, Joan Zanders, Chad Sartini, Debra Johnson, Brad Scaggs, Sherika Charity, Robin Gregory,
* New 2018-2019 Board Members in attendance: Tawana French, Tina Russell, Marc Vernon

1. Joan Zanders provided copies of the agenda to Board Members. There were no additions made to the agenda. Agenda approved as provided.
2. President’s Year End Report by Biz Daniel
3. 2017-2018 Year Overview:
   1. Goals achieved
      * Increased membership from all sectors
      * Great Spring conference thanks to Tarik Boyd and Brenda McCafferty
      * Fall Workshop attendance went well
   2. Represented VASFAA
      * NASFAA
      * SASFAA – served as Sponsorship Chair
      * VCAN
      * Will attend SASFAA transition meeting with Joan Zanders
   3. President Scholarship
      * Recipient will receive $1000 scholarship
      * Because Biz Daniel does not work at an institution, there will be a drawing to select the recipient
      * Schools represented by paid VASFAA members will be entered into the drawing
4. Secretary’s Report and Minutes
   1. Minutes from April 30, 2018 Board Meeting were passed out and reviewed by the 2017-2018 Board members. No edits recommended. Joan Zanders made motion to approve minutes as provided. Chad seconded the motion to approve the minutes. Motion carried with no opposition. Minutes were accepted.
5. Treasurer’s Report Debra Johnson
   1. Balance Sheet/Revenue & Expenditure Comparison
   * Debra shared a copy of the balance sheet and profit/loss report
   * There are still some outstanding expenses -- waiting for Tarik Boyd to provide final numbers from the Conference
   * Current budget includes projected numbers, until confirmation received from Tarik Boyd
   * Anticipate once all expenses are paid (including VASFAA, Transition Board Meeting, and travel expenses) income from conference will exceed expenses, so operated under budget for 2017-2018
   * Sue D Ross -- $1,000 has already been paid out and will be updated on the report to reflect an expense
   * Conference expenses totaled $62,227.11
   * Tina Russell asked about her reimbursement for Conference decorations. She submitted documentation to Brenda McCafferty. Will follow up with Brenda M. so expenses can be reimbursed
   * Suggestion made to use consistent names throughout the various financial statements so the documents would be easier to follow (ex. Fall Non-Conference = Fall Workshop)
   * Director’s Round Table cost -- $25 per person
   * $34,178.26 – balance due to the Hilton Main for the conference (bill received by Tarik Boyd on 5/21 bill must be paid within 30 days)

* Questions about the amount paid for A/V for conference & the number of rooms comped -- 7 nights
* Tarik and Biz will review the hotel bill from the VASFAA conference as there are several questionable items listed.
* Debra will give Brad the updated Treasurer account balances so he can update the budget for the 6/5 Business Meeting
* Note: Transition retreat expenses will be applied against the 2018-2019 budget.
  1. Audit Preparations for 2017-2018
  + Invoice for audit not received yet. Debra spoke with the auditor but no additional information available. Auditor Jim Harris (ODU) did not see any concerns; he has submitted the audit. Final supporting documents will be delivered by Biz.
* VASFAA Board members commend Debra and Robin in preparing a Treasurer’s Process Manual.
* Get travel reimbursement reports to Debra as soon as possible.
* Debra will pass all reports to Robin as the Treasurer for 2018-2019.

1. Old Business
   1. Updated P&P – prepared & shared by Ashley Reich (via email)
      1. Update duties and responsibilities for Rep-at-Large
      2. Update duties and responsibilities for Treasurer/Treasurer-Elect
      3. Biz stressed the importance of the role of serving on the VASFAA Board and the legal obligations of all decisions made
      4. All changes in the document provided by Ashley have already been approved, but there is still a need to review the entire document for further review
      5. Read assigned sections of the P&P for review for 6/5
   2. Prepaying membership –
      1. Currently a manual process, so not recommended to go-live for all members, unless the website (wildapricot) is updated.
      2. Discussion about how to allow membership fee pre-payment (Tawana and Robin will work on this)
      3. Update the P&P to create policy & procedures about transferring membership & conference registration (when allowed, process transferring??) -- Per bylaws, membership transfer is not allowed
      4. WildApricot cost $1404 annually (per Chad Sartini)
   3. Laptops
      1. Four were purchased during the conference because it was cheaper to buy 4 laptops than to rent them from the conference site
      2. Discussion about what to do with the laptops:
         1. Suggestions: allocate one to Treasurer, Secretary, Treasurer Elect, President, & Electronic Services Committee Chair for VASFAA business only
         2. Suggestions: reserve for conference-use only
         3. Motion to assign the 4 VASFAA laptops out to (Brad Scaggs) the Treasurer, Secretary, Treasurer Elect, and President
         4. Motion amended by Brad Scaggs to assign the 4 VASFAA laptops out to the Treasurer, Secretary, Treasurer Elect, and Electronic Services Committee Chair; Second by Joan Zanders with the stipulation that they are signed off on and recorded. Motion carries.
            1. Change to Section 941 of the P&P: Treasurer, Secretary, and Membership Electronic Services Chair were to receive laptops
         5. Going forward, Conference presenters would be responsible for bringing their own laptop
   4. Operational Calendar
      1. Prepare an operational calendar – would be helpful to the incoming Board members and Committee Chairs
      2. Each Board member is to prepare documentation on when key duties/responsibilities are to be performed. Key persons that should submit this information to Joan are President, secretary, membership chair, treasurer, conference chair, etc.
      3. This will continue as a responsibility of the 18-19 board

Board Member Reports:

* Chad Sartini (Past President/Electronic Services) – election process went well, only a few issues with access to the election portal;
* Robin (Treasurer-Elect) – advised Tawana to get ready! July is coming!
* Debra (Treasurer) – thanks for your patience
* Brad (Rep-at-Large) – no updates
* Sherika (Rep-at-Large) – Nanette is preparing the Newsletter to be sent out to membership at end of June, which will include a conference recap and details of how much it cost to host a conference
  + Submit committee work if you would like to be included in the Newsletter
  + Joan/Biz are to submit President Statement
  + Share anything you would like to include with Nanette as soon as possible
* P&L and Balance Sheet Statements will be shared.

IX. Passing of the Gavel from Biz Daniel to Joan Zanders

* Recommend voting and decisions be made by consensus

X. Board Continuity Statement

* Joan Zanders made motion to accept and sign the Board Continuity Statement. Chad seconded the motion. Motion carried with no opposition. Board members signed the Board Continuity Statement and submitted to Joan Zanders.

Business Meeting Recessed

Draft Mission Statement proposed by Brad Scaggs:

“Provide a safe and open environment for financial aid professionals to interact while providing training, leadership, support, while being an educational resource, providing advocacy for the profession.”

The mission of VASFAA should include the following:

* collegiality,
* communication,
* value-driven resource,
* training,
* advocacy (for the profession & students),
* safe & welcoming environment,
* integrity,
* mentorship, and
* leadership.

Joan -- suggest work on drafting a mission statement for the organization to be finalized on 6/5/18.

Registration Fee – pays for food, not registration – suggestion about paying conference fee for Treasurer/Treasurer-elect (refer to P&P Section 8.5 regarding waiving registration fees)

* Regarding allocating COMP rooms (refer to P&P Section)

Question was posed by Joan as to whether or not the funds manager is bonded? Debra reported that she did not know. Joan recommends that being bonded be an updated requirement in the P&P.

Discussion about hiring an outside funds manager. Is this a worthwhile investment?

* Vern has committed to two more years as the fund manager and John has agreed to work with Vern for the next two years and then take over. Discussion about having Tawana work with the Finance & Budgeting Committee to avoid paying to manage the funds. Tawana offered her husband’s professional expertise to assist with managing the funds.

Joan Calls to Order a Business Meeting 6.4.18 at 10:38 am:

Motion (Biz) to review the bonding policy for those that handle funds for the association. Brad second. No opposition. Motion carries. CNA surety is the current bonding company; cost $233 annually.

Archives being stored at Randolph Macon College and Northern Virginia Community College.

Clint (NOVA) suggests hiring a workstudy to scan all the archive documents and place on a google drive.

Suggestion:

* about having a Google drive to allow communication amongst committee members.
  + Easy way to submit/access reports
  + Link on vasfaa website for access to the google docs drive
* DUO (two-step authentication)

Concern: more people with access, increased potential for errors

Nominations, elections, and awards are not to be placed on the google docs drive due to security and privacy.

2018-2019 VASFAA Board Organizational Chart handed out

Meeting Attendees introduced themselves and their role in VASFAA

Non-Conference Training – NOVA staff will prepare – event will be held at UVA 10/16/18

Chad Sartini has agreed to serve as the Rep-at-Large. Appointed by Joan.

Motion to appoint Chad as rep at large for one year (Vernon). Second (Brad) no opposition. Motion moved, carried, forwarded. Chad will serve as the rep at large for one year.

Membership committee will move to Rep at Large (Tina Russell)

Electronic services committee will move to Rep at Large (Chad Sartini)

Mission statement suggestion (per Brad w/ edits by Joan): continue to review proposed statement and be prepared to discuss further 6.4.18 .

“The mission of the Virginia Association of Student Financial Aid Administrators (VASFAA) is to provide a safe and open environment for financial aid professionals from all sectors to interact, learn, and exchange ideas. VASFAA provides learning and support and advocates for the profession so those seeking to afford a post-secondary education in the Commonwealth are well-served.”

Committee Chairs are to have goals in mind to present by 6.5.18

Purchase of projectors/other equipment:

Chad talked with the IT Department at SWCC about purchasing new projectors. Does not have a proposal. Talked to Ashley Reich about whether or not Liberty has any that can be purchased from them that they are disposing.

Overall cost of A/V for 2018 VASFAA Conference:

Lapel Mic: $75 -$130 cost to purchase; it costs more to rent per day at the conference site

Chad will research and present cost to the Board for the projector, lapel mic, and remote clickers.

Clint will research the scanning archives.

Projector, Screen, Wired Mic, 12-channel mixer cost approximately $1200 per General Session room

Brenda & Jackie will work together to discuss ways cost can be cut for the 2018-2019 Conference expenses.

List of committee volunteers will be shared on 6.5.18

Vern gives explanation of funds & investment strategy:

* VERP (VASFAA Enrichment and Reinvestment Program)
  + One administered by Vern ($70K) and one administered by Treasurer/Treasurer Elect ($5K)
  + CD basis $130K
* Vern shared a handout with all attendees regarding VERP and Sue Ross Scholarship Fund
  + Maturation dates are staggered
* Accounts held at Carter Bank
* Sue Ross Scholarship Fund
  + Endowment
  + CD basis $72K
  + Funds cannot be touched
* Reserve Fund

Budget and finance committee will meet and discuss further with Vern.

Joan recessed the meeting 6/4/2018 at 3:30 pm

Attendees were divided into groups to discuss “reimagining a better VASFAA”

Reimagining a better VASFAA: Common themes during this exercise were:

Advocacy –

Reinvent the Newsletter as a Blog

Model the NASFAA toolkit – allow membership to access a knowledge base resource to include things like how to develop a P&P, operational calendar

Birds of a Feather -- PeopleSoft/Banner/Datatel

Encourage attendance by college non-financial aid staff to VASFAA conference/trainings

Will need to finalize mission statement 6.5.18

Will need to create a new strategic plan 6.5.18

Brett Lief does a training session on advocacy

Requesting suggestions for conference and non-conference topics

What can vendors do in terms of in-kind donations, instead of giving more money?

* Examples: Blackboard can do a call/text messaging campaign to encourage attendance and membership

Meeting recessed until 6.5.18 -- 3:48 pm 6.4.18

**Tuesday, June 5, 2018**

XI. Business Meeting reconvened by President Joan Zanders 8:20 am

Committee Goals for 2018-2019

1. Newsletter (Zita Barree)– change the format (because she does not read it because it is just an email).
   1. Will consider mailchimp (various templates with graphics)
   2. Constant Contact
   3. Thinking of things that people will open and look at
   4. Receive membership feedback once new format used
   5. Allows data to be collected on open rates, response rates, etc.
   6. Quarterly emails – currently being issued
   7. Types of articles that will be included
   8. Standard types of articles that will be included
      1. Suggestion:
         1. industry best practices
         2. membership submissions
         3. movers and shakers: personal updates
   9. Wildapricot also has templates available
2. Membership committee (Biz Daniel):
   1. Remind people (vendors) to renew membership earlier to reap
   2. Check with Biz to make sure autorenew is in place for the website
   3. Banking information needs to be updated (Tawana – added to account; Brenda – removed)
   4. Start getting vendor sponsorship earlier
   5. Clear slate of sponsors by 7/1/18 as the current sponsorship ends on 6/30/18 to include vendor support earlier
3. Electronic Services (Chad Sartini)
   1. Will do his best to keep things up to date
   2. Will meet with Treasurer, Membership, and Vendors to ??
   3. Request for Assistant for Chad
4. Government Relations (Brett Lief & Brad Barnett)
   1. Handout provided and presented by Joan
   2. Communicate
      1. Keep membership informed of public policies under discussion and consideration at the federal, state, and regional levels
   3. Collaborate
      1. Participate in relevant discussions and focus on public policy
   4. Advocate
      1. Coordinate meeting with federal/state with school representative in support of VASFAA priorities

Zita reflected on her experience with attending meetings with legislatures and taking students. She also stated that VASFAA used to advocate in Richmond, but cannot recall when/why this stopped.

Who do people reach out to when they need to promote (what??)?

1. Focus Committee (diversity):
   1. Joan – is there a need for a separate diversity committee?
   2. Needs to be integrated into everything we do!
2. Secondary Schools/Community Relations/Awareness (Jack Zegeer):
   1. Goals:
      1. Creation of a VASFAA High school counselor toolkit/webinar/train-the-trainer sessions
         1. Tie in might be economic requirement – personal finance course required for high school students, which includes a financial aid module; maybe VASFAA could create a VASFAA branded product that could be used in the course
            1. Topic example: applied diploma is not acceptable for high school eligibility; Brad Barnett does a great presentation on for-profit
      2. Create Virginia database of financial aid administrators that would be willing to give community presentations and have it housed on the VASFAA website – similar to NASFAA
         1. Brenda might be interested in ECMC sponsoring high school workshops
         2. Reach out to Virginia Council on Economic Education
         3. ECMC’s The College Place (@ NOVA & VCU)

Biz – increased communication among Committees

1. Site Selection (Tarik) -- looking for site for 20-21, Brad planning to work with him on that
2. Development Partners (Anthony Humphreys & Dianne Fulmer)

--Is there anything that would prevent VASFAA from applying for grants? NO

* 1. Brenda – there are some grants that VASFAA could access
  2. Goals:
     1. Evaluate development partner levels
        1. Existing sponsor levels need to be evaluated for value, accuracy, and revenue
        2. Paper and electronic logo agenda recognition needs to occur
        3. Timely newsletter or blog to promote vendors
           1. Brenda McCafferty – recommended a small increase to the vendor registration fee
           2. Early bird payment is due 10/31
           3. Feedback can be provided electronically
           4. Clean up the list of benefits for events
     2. Development partner outreach
        1. Identify and increase both the number and type of committed development partners
           1. Reach out to all higher education vendors that are not currently sponsoring the VASFAA conference and ask them to sponsor
           2. Non-conference sponsorship level (Brenda suggested) – sponsor a webinar
           3. Work with the Conference Committee Chair about any special items that she would want that could help with promoting vendor add-on options
     3. Increase development partner exposure
        1. Promote development partner value proposition to membership base. Industry best practices. New products/services to solve institutional challenges
     4. Increase vendor exposure
        1. Create dedicated vendor network timeslots to encourage member/vendor interaction
        2. Add logos on agenda
     5. Discuss vendor enhancement requests
        1. Shorten the window between vendor setup and conference kick-off. The goal is to provide interaction as soon as possible.
        2. Promote challenge/solution identification for each vendor via all mediums
        3. Instead of calling it a “lunch and learn” change it to “business solutions”
     6. Discuss vendor enhancement requests
        1. Reduce business solution session competition - <3 at once
        2. Name badge improvement
        3. Grow vendor in-kind donations – text messaging

Suggestion: More “carnival” like approach for vendors, so it would be less threatening to approach

* If vendors sponsor something like a “name tag”, we must be prepared to do these on the spot also. Must keep that in mind.

1. Non-Conference Training Committee (no chair):
   1. Location Selected
   2. Date selected
   3. Workshop Topics
2. Conference Committee (Jackie)
   1. Reviewed all responses from the VASFAA 18 conference
      1. #1 reason why attended: networking
      2. Session descriptions (80%) – why people attended
   2. Goal:
      1. Increase attendance from non-financial aid staff
      2. Partnership with community organizations with reach
      3. Send a poll out to all VASFAA members to collect data on the types of sessions they would like to see at the conference; also gather information on what to include
      4. Birds of a Feather Session focus on:
         1. Software (PeopleSoft/Banner/etc)
         2. Job duties (Responsibilities)
      5. Prepare tracks for the Conference
         1. IT Track
         2. Advanced
         3. Registrar
         4. Beginners
         5. Intermediate
         6. Student Accounting/Business Office
         7. Innovation
3. Budget and Finance Committee (Joe Dobrota & Brad Scaggs):
   1. Committee met in Charlottesville (May 2018)
   2. Committee submitted 18-19 budget worksheet to the board
      1. Proposing 12 vendors for the conference
      2. Proposing 30 registrants for the Director’s Summit
      3. Proposing 160 full conference registrants and 14 one-day registrants
      4. Purchasing Guidebook ($1000) for the conference
      5. Proposing 100 registrants for the fall non-conference training
      6. Projected cost of Conference $47825
      7. Director’s Summit (Location\_ Sweetbriar College)

Vern Fairchilds expressed a concern about the Sue D Ross Scholarship (from Biz’s year) not being paid within the 18 fiscal year, which would cause some confusion for the funds manager. To address this concern, Biz will do a drawing to select a recipient of the Sue D. Ross Scholarship. The drawing will include all schools that have members in VASFAA. She will make the selection and contact Debra so the award can be issued within this fiscal year.

After all final expenses from the conference, retreat, and travel, the board will make a decision at the Fall Board meeting to determine what to do with the excess funds.

Suggestion by Vern, if there are excess funds, 25% would be carry forward, 25% Sue D. Ross, 25% Reserves, 25% VERP, but the Board reserves the right to determine how the excess funds would be allocated.

What amount must be in reserves? $

Discussion around what to do with the reserve funds?

Suggestions:

1. Motion (Brad Scaggs) that we waive the reserve requirement to be tabled until the October Board meeting to determine what to do with the excess funds and how to fill the reserve shortage or overage. Chad second. All approved. Motion carried.
2. Draft 18-19 calendar presented: (list dates/events from the calendar here)
3. Be the light and the voice:
   1. Light for our profession and students
   2. Voice for our profession
4. Mission statement revision: (FINAL)
   1. “The mission of the Virginia Association of Student Financial Aid Administrators (VASFAA) is to provide a safe and open environment for financial aid professionals from all sectors to interact, learn, and exchange ideas. With the highest level of integrity, VASFAA provides training and support and advocates for the profession so students and families seeking to afford a post-secondary education in the Commonwealth are well-served.”
      1. Move (Biz) to accept the new and revised mission statement as : “The mission of the Virginia Association of Student Financial Aid Administrators (VASFAA) is to provide a safe and open environment for financial aid professionals from all sectors to interact, learn, and exchange ideas. With the highest level of integrity, VASFAA provides training and support and advocates for the profession so students and families seeking to afford a post-secondary education in the Commonwealth are well-served.” Seconded by Brad. Accepted by all. Motion carries.

Joan suggests preparing a list of VASFAA values and place them on the website.

Joan prepared a mandala for VASFAA to include the words given for the mission statement:

Collegiality, communication, value-driven resources, training, advocacy (profession & students), safe/welcoming environment, integrity, mentoring, leadership

Key points of the strategic plan (Joan):

* Tina – how can you prepare key strategic plan without data? We need to see the bigger pictures and details? What is your measurable goal?
* Brad suggest compiling a checklist of things that we would want to accomplish that is a living document that will be transferred to the next board from year to year
* Joan – key things she got are communication, membership and reaching those that are not participating, training, modernizing VASFAA,
* Marc – when preparing strategic plans at the college level?
* Biz – the strategic plan is generally a 5-year document, which was edited and prepared 2 years ago. Joan, Biz, and Chad will meet to edit the strategic plan and send it to the board.
  + She created 3 goals for the year and worked on achieving those goals

If you have not already done so, please submit your travel expense report w/mapquest map to Debra before leaving today so she can process reimbursement requests timely.

Brad deferred time to Vern to discuss his vision for Sue D. Ross.

* Vern prepared a handout on the Sue D. Ross funds
  + Suggested converting the CDs to a bond with a higher rate
  + Motion (Brad) to move forward with the 4 CDs (1.2% - 3, 1.35% - 1), and one 1.5% that matures 3/17/19 and invest in higher rate CDs of 2.2%. Biz second. Marc brings up discussion about whether or not this is the best possible investment option. Vern’s response is the problems that come with changing banks. Marc Vernon – suggest mutual funds as a safe method of investment.
  + Motion carries – 1 no (Marc), others yes

Board are reminded to complete the evaluation for Carter Hall Conference Center.

Joan shared a list of committee volunteers. Everyone on the volunteer list needs to be contacted to make sure they know they are on the committee for the coming year. (include list of volunteers/committee)

Volunteer forms needs to be updated: only include those committees found on the organizational chart shared by Joan

Awards – no longer a committee

Focus – no longer a committee

“Non-conference committee” name needs to be changed to “Fall Training”

XIV. For the Good of the Order

1. Director’s Summit Topic Suggestions:

* Common award letters
* Debt letters
* Gainful employment – will it be expanded to all programs

1. Fall Training Topic Suggestions:

* Common award letters
* Debt letters
* Gainful employment – will it be expanded to all programs
* Active shooter training:
* Advocacy training

1. Spring Conference Topic Suggestions:

* Common award letters
* Debt letters
* Gainful employment – will it be expanded to all programs
* Pre-conference training topics specific for: clock-hour, for-profit,
* ½ day clock-hour training (post conference)

Jackie will reach out to Dave Bartnicki to see if he will be able to attend the Spring Conference and do a ½ day clock-hour training, to possibly be held the Wednesday after the conference ends or early Sunday as a Pre-Conference session.

Brenda McCafferty recommends that the Conference Committee Chair contacts the Spirit of Norfolk ASAP if looking to have the dinner cruise as part of the 2019 VASFAA Conference.

Chad encourages the 2018-2019 Board Members to read the P&P, beyond just your section. An email will be shared when the latest version of the P&P is available and posted.

Joan: Thanks to everyone for their willingness to serve. Special thanks to Brenda and Vern for their contributions to VASFAA. Thanks to Debra for her work as the Treasurer. She has completed her two-year term.

XV. Business Meeting Adjourned by President Joan Zanders 12:07 pm

Attendee Listing:

Zita Barree

Sherika Charity

Jackie Cottom

Biz Daniels

Joe Dobrota

Vern Fairchilds

Tawana French

Dianne Fulmer

Robin Gregory

Anthony Humphreys

Debra Johnson

Brenda McCafferty

Tina Russell

Chad Sartini

Brad Scaggs

Marc Vernon

Clint Young

Joan Zanders

Jack Zegeer