**VASFAA Executive Board Meeting: 2016-17 Meeting**

**Attendees:** Brad Scaggs, Chad Sartini, Biz Daniel, Debra Johnson, Heidi Hunter-Goldsworthy, Nanette White, Robin Gregory, Melissa Shepherd, Mike O’Grady, Ashley Reich (sitting in for Patrice Johnson-Secretary)

**Date and Logistics:** Monday, June 12, 2017-10:22am the VASFAA Board Meeting was called to order and a quorum was established.

**Chad Sartini:**

* SAFSAA Transition Retreat last week with Biz Daniel. SASFAA is in outstanding financial shape and there is a NASFAA Task Force that has been created to look at consolidation and resemblance of a chapter model. NASFAA has been reviewing this idea for several years and the goal would be to review those organizations and states that are not doing well financially. SASFAA is suspect of this new change and will need to be open as an association to any future change. No details have been provided at this point as to what this new model might look like.
* Talked about how well the conference went in April and thanked the conference committee and the development partner committee for all they did.
* Thanked the Budget & Finance Committee for what they did this year as well.

**Nanette White:**

* Nothing pressing to report. Just thanked the group for the development partners and non-conference committee work this year.
* Chad Sartini discussed that the comments given at the conference were very positive with the exception of the comment made that attendees did not stop to talk to the development partners. It was a recommendation of the group that we look to have something where attendees are driven to the development partners (i.e. a game where the attendees need to get a signature or stamp from a development partner). Debra Johnson mentioned the idea of turning some of the responsibility on the development partners to go out and talk with attendees as well (possibly a contest activity to win something at the end). Biz Daniel mentioned that when she returns from a conference, she has to provide a report of who she spoke with regardless so that would be a good idea since many vendors need to do this as well. Innovation is key since the vendors are going to many conferences throughout the year.

**Mike O’Grady:**

* Went over Michelle Etter’s report:
  + Volunteer form has been updated on the web
  + Access efforts have been discussed with Biz Daniel
* Mentioned that Florida has several vendors that VASFAA does not have and also discussed the possible changes with Federal PLUS loans that might open up to the private sector even more.
* Touched on the possible NASFAA initiative mentioned by Chad Sartini initially and how he is concerned about each region having different issues and how talking points could end up being watered down and not having a true representation of our issues. Discussion on how the various regions might be reached out to that might be struggling not just financially, but overall. Heidi Hunter-Goldsworthy mentioned that there are several regions that are struggling because they refuse to change and has impacted them financially, as a result.

**Heidi Hunter-Goldsworthy:**

* Only committee that she is responsible for is Della Bays and there are no new items to report
* Will be off the board after this meeting, but coming back to assist with Secondary School Relations as a co-chair.

**Patrice Johnson:**

* Chad Sartini mentioned that the conference business meeting minutes were provided by Patrice Johnson and will show the group to review and approve

**Melissa Shepherd:**

* Went through the budget as of 6/7/2017 and showed the various credits and debits coming in. She also has been trying to provide more clarity to the various reimbursements, etc. to make it easier to understand and categorize better.
* For the most part, all revenue that will be generated has been accounted for
* Melissa talked through all of the expense and income line items.
* Chad Sartini asked where the vendor conference dues were recorded and Melissa mentioned that they are showing under the vendor revenue. Group discussed that if we wanted to change the way this was recorded, it would be several additional lines in the budget. Brad Scaggs mentioned that this would be something he preferred that the Conference Committee track this internally. Biz Daniel mentioned it will be important to track the expenses for vendors because of meals, registration, etc. It will end up being a wash, but it will be important to still understand the true expenses of the conference overall.
* Need to look at the conference charity number since this appears to be short approx. $900. Debra Johnson and Melissa will review in Wild Apricot.
* Nanette White suggested to make the development partners aware of the various PayPal percentage fee charges. Ashley Reich discussed that there may be a reduced percentage fee option for non-profits. Heidi Hunter-Goldsworthy asked if anyone had looked into a lockbox feature with a lender as opposed to paying fees. Group agreed that there might be other options to look at since PayPal can be expensive and is difficult to get items changed.
* Currently, VASFAA has a little over $12,000 in the positive and will discuss, as a board, what we want to do with that particular income once all expenses have been added (i.e. Wintergreen transition retreat).

**Review of Spring Board Meeting Minutes**

Chad Sartini asked the board to review the spring business meeting minutes for any updates needed. Discussed several names that need to be updated. Heidi Hunter-Goldsworthy made a motion to accept the spring business meeting minutes as corrected. Nanette White seconded this motion. No further discussion. All in favor, none opposed. Motion passed.

Stephanie Walden has accepted a position in Pennsylvania and will leave an open representative-at-large position for 1718 and had one year left of the two year term. Chad Sartini suggested allowing the 1718 board to review and fill this position.

**Continuity Statement Signing and Adjourning of 2016-17 Board Meeting:**

Biz Daniel moved into her session with passing out the Continuity Statement that must be signed by the 2017-18 board members in order to conduct business during the transition retreat. Biz Daniel moved that the board of directors for 1718 approve all business at the transition retreat. Heidi Hunter-Goldsworthy seconded this motion. No further discussion. All in favor, none opposed. Motion carried. Continuity Statement was sent around for the new board to sign.

Meeting of the 2016-17 board meeting was adjourned at 11:40am and gavel was passed from Chad Sartini to Biz Daniel. Group dismissed for lunch.

**VASFAA Executive Board Meeting-Part I: 2017-18 Meeting**

Date: 6/12/2017

Attendees: Ashley Reich, Joan Zanders, Biz Daniel, Chad Sartini, Debra Johnson, Heidi Hunter-Goldsworthy, Anne Michie, Robin Gregory, Nanette White, Sherika Charity, Beth Armstrong, Brad Scaggs, Vern Fairchilds, Billy Ray Davis

Board came back together at 1:00pm.

Biz Daniel asked the group to do introductions.

Biz Daniel discussed her theme of “Coming Together to Serve Students and Families” and how we need to be open to new ideas in a fiscally responsible way for this upcoming year.

Biz Daniel handed out books for everyone entitled *Board Member Orientation* by Michael E. Batts. This book focuses on nonprofit board service and asked that the board read through the book.

2017-18 President Goals:

1. Increase Membership and the Value
2. Improve Communication and Transparency
3. Promotion of Professional Growth through Annual Conference, Training, and Workshops

Went through the 2017-18 Organizational Chart and discussed the vacancy for the Representative-at-Large position (originally was Stephanie Walden). Biz Daniel mentioned that she has someone in mind, but this particular individual has not been confirmed.

Joan Zanders mentioned that the P & P has stated that the President-Elect chairs the Site Selection committee. The group confirmed that the President Elect sits on the Site Selection committee, but since the 2018 conference location has already been established there is no need to select a location. Biz Daniel mentioned there are several out-of-date items within the P & P that will need to be evaluated and requested that each board member and committee chair review their particular section(s) and provide edits to Ashley Reich by June 30, 2017. All edits and updates will have to be approved by the board.

Chad Sartini went over parliamentary procedures with the new board and will monitor the board meeting to ensure that Robert’s Rules are being followed.

Biz Daniel read the VASFAA Mission Statement to the board. Biz Daniel also mentioned that the membership number is not accurate so this will need to be updated to reflect the accurate count of members.

Duties and Responsibilities document was reviewed and Biz Daniel asked each board member and committee chair to review their individual responsibilities. Biz Daniel reminded the group that it is imperative that when meetings are scheduled that board members and committee chairs make every effort to be there in person.

Group discussed that when we provide edits, we will need to make sure that we continue to cross-reference items if they are listed in multiple areas.

Changes to the P & P should be reflected in the meeting minutes instead of mentioning the dates of change throughout. Just add a footer to the “last revision date”. Debra Johnson mentioned it would be a good idea to do a searchable database to show the current version as well as the changes and when that last revision was with the proper text. Suggestion was to add an appendix and put the P & P in a PDF document so that it will be searchable. Secretary, Ashley Reich, will complete this once all edits are provided and approved by the board.

Biz Daniel talked through the 2017-18 calendar of events. Biz Daniel mentioned that she would like to have our feedback for the NASFAA Board meeting that she will be attending at the NASFAA Annual Conference. Biz Daniel discussed the NASFAA idea of consolidating the various states and regions that were not doing well and basically being the overarching entity. NASFAA believes there will be several states and regions that will be interested in participating in this consolidation. NASFAA is unsure of the costs of this endeavor and how much it would cost a state or region to participate, which is a concern. Lots of concerns and discussion from the group on what this might look like in the future.

SASFAA Board Meeting-Joan Zanders will be attending as President-Elect and Billy Ray Davis will be the Virginia representative.

October Fall Training event does not have a specific date at this time, but Liberty should be available during fall break as in prior years. Ashley Reich will get with Joan Zanders on the specific dates. Need to look at possibly having a larger space to accommodate for growth since we will not be having a Spring Non-Conference Workshop.

Debra Johnson went through the budgetary requirements.

* Travel Reimbursement: P & P manual states that any reimbursement should be submitted within 2 weeks (will not go beyond 30 days) after the event. Travel guidelines are also presented in the P & P, but Debra Johnson will be sending the group an email as a reminder.
* Receipts need to be itemized when submitted for reimbursement
* Mileage reimbursements must include a Google Map directions (to and from)
* Michelle Etter will update the website with the new treasurer information as well as all forms will be updated to reflect this for reimbursement process

Biz Daniel asked the group to sign the VASFAA Board Member & Committee Chair Agreement and must be submitted to the Secretary for permanent record.

Biz Daniel reminded the group to review the goals and objectives this evening and have them available for tomorrow’s portion of the transition retreat.

Board meeting reports are due two weeks prior to the board meetings in the future. Committee chairs must send their reports to their Rep-at-Large. Secretary will post the reports to Wild Apricot.

**Budget and Finance Update: Brad Scaggs and Vern Fairchilds**

* Brad Scaggs mentioned it will be important going forward to not continue to spend VASFAA’s assets as we will not be able to sustain in the future, if we continue doing this. Brad Scaggs has been conservative with the budget and cautioned the group to do the same for 2017-18.
* Brad Scaggs went through each line item on the proposed FY18 budget
* Heidi Hunter-Goldsworthy asked about an Associate Membership option since there will be an increase in training opportunities for Secondary-School Relations and this would allow counselors to be members of VASFAA for a reduced rate (considered a $25.00 membership fee). This would require a by-law change. Group had a discussion on what an associate membership would provide school counselors and clearly define the roles of what is the difference for current VASFAA members signing up for an associate membership vs. our current regular membership. Group talked about the importance of making this associate membership for non-financial aid individuals (admissions, registrar, counselors, etc.) to avoid financial aid offices from thinking they would be able to sign some of their staff up for associate memberships. Chad Sartini mentioned VASFAA would need to edit the definition of an “active” membership. Currently, there is nothing that precludes a school counselor from signing up for a $45 membership fee. Billy Ray Davis mentioned that the membership chair should put together a proposal with research (financial aid institution vs. non-FA institution in Wild Apricot) to determine what an associate membership would look like, what these particular individuals would gain as members, and then also determine the financial impact for VASFAA (negatively or positively).
* Vern Fairchilds handed out a spreadsheet for the 2017-18 VERP funding options
  + Current balance is $130,000
  + $70,000 of $130,000 is from the New Century Fund (combined these two funds last year)
  + $1,575 has been projected as VERP income (last year was $1,250) and cautioned the group not to expect this type of income year-to-year
  + Need to make sure to keep track of how this particular fund is being spent from year-to-year
  + Two CD’s coming due: one on June 1st for $11,000 and one on June 29th for $4,000 to equal $15,000, if this is needed to be drawn down for some reason.
  + Vern Fairchilds mentioned that if we continue to take money out, in 9 years, we will be out of VERP funding
  + $14,710 is needed to function each year to do VASFAA operational business
  + Vern Fairchilds reminded the group that the goal when he first took over was for the conference to pay for itself.
  + Proposal made to the board that a 20-year strategic plan be put in place this year to determine how to extend the lifespan of VERP
  + Vern Fairchilds mentioned that the $45 membership fee increase is untested waters and we are unsure, as an organization, if this will increase or decrease members
  + Need to review how much vendor support is assisting conference revenue and how much is really needed to maintain a positive conference revenue stream
  + It is crucial that a plan is in place and need to review what our true costs are as an association and what we truly need to spend money on.
  + Vern Fairchilds mentioned to the group that the Sue D. Ross Scholarship Fund is still not making $2,000 annually and suggested that we change the amount to $1,000 in order for this scholarship to be self-sufficient
* **Action Items Needing a Vote:** 
  + Recommendation is to leave the reserve budget set aside as-is because of the 2018 Conference being the 50th anniversary
  + What we need to do with any FY17 carry-forward amount
  + Sue D. Ross Scholarship Fund backlog needs to be paid to Chad Sartini, Ashley Reich, and Michael Farris in the amount of $2,000 per award for $6,000 total.
* At 3:44pm, the business meeting was called to order for voting purposes and a quorum was established of the 2017-18 board.
* Brad Scaggs made a motion to use the excess carry forward is left from 2016-17 to settle the past backlog of Sue D. Ross Scholarship Fund awards (Chad Sartini, Michael Farris, and Ashley Reich) for a total of $2,000 per award ($6,000 total). Robin Gregory seconded this motion. No further discussion. All in favor, none opposed. Motion carries.
* Brad Scaggs made a second motion to waive the requirement for the reserves in the policy and procedure manual (section 7.11) that we maintain an account balance equal to ¼ of the operating budget less the Buddy Award, Sue D. Ross Scholarship Fund, VERP interest, and VERP drawdown for 2017-18 only (one year). Chad Sartini seconded this motion. Joan Zanders asked where this puts the excess reserves. No further discussion. All in favor, none opposed. Motion carries.
* Brad Scaggs made a third motion that if there is any additional revenue from 2016-17 after payment of Sue D. Ross Scholarship Fund backlog to be carried forward to 2017-18. Joan Zanders seconded the motion. Chad Sartini asked if we are limited ourselves by stating just Sue D. Ross Scholarship Fund and should we include all backlog. Vern Fairchilds indicated that there will be money to assist with additional funds, if needed. No further discussion. All in favor, no one opposed. Motion carries.

Biz Daniel mentioned the 50th anniversary year logo is being worked on by Michelle Etter and has already submitted two revisions to the logo design. Biz Daniel also mentioned that the current VASFAA logo (general one) may need some refreshing and an idea was presented to do a contest for schools to provide a new logo and then provide a scholarship for one student. Submissions would be due by December and the board would narrow down to approx. 3 logos and then vote on the new logo design and provide a scholarship for a student at the school that won the contest. Billy Ray Davis mentioned doing a scholarship contest and just post this publicly within the general scholarship criteria and students/schools can apply as they do with other scholarship programs. Vern Fairchilds mentioned that this would need to go before the Budget and Finance Committee and then that proposal would come before the board for a vote.

Biz Daniel asked that each board member and committee members to put together an organizational calendar throughout the year as certain items are completed. This will help those that transition on and off the board from year-to-year.

VASFAA membership drive will be important to increase membership count and possibly other thoughts for membership levels. Joan Zanders mentioned she had trouble with paying membership fees prior to July 1st and a lot of institutions pay at the end of the fiscal year since they have excess funds, but Wild Apricot is not set up to do this currently. Debra Johnson mentioned an idea was presented to include the coming year’s membership dues for the following year’s membership when they pay the conference fee for that year. Currently, when a new member signs up for the conference they are paying the entire $35 membership fee only for a couple of months and then would need to pay another $35 on July 1st to remain current.

Director’s Summit was a great event last year and VASFAA would like to provide this again this year as a one-day drive in. Comment was made about Director’s not needing to be a VASFAA member to attend and might want to consider either paying a membership fee or a charge of sorts. Discussion on could this be a vendor sponsorship opportunity where part of the day could be devoted to vendor sponsors to present their product, but there was some hesitation by some on vendors paying for any part of the cost. The vendor option would be first-come, first-served not for all vendors. Also, discussion from several members on treating the Director’s Summit as the Non-Conference events where we would require membership fee and then the cost of lunch. Discussed the timing of this events since there are a lot of fall events, but we want to have this prior to the SCHEV November 1st legislative session. Group collectively agreed that we need to move forward and do the Director’s Summit again and look at a bigger venue. VERP funds will be used to pay for the lunch and then the $35 membership fee would be required for attendees.

Committee goals and objectives breakout will happen this evening when we are networking together.

Biz Daniel went over the dinner plans for tonight and reminded the group that we need to be prepared to meet again at 9:00am tomorrow. Committee chairs will review their goals and objectives for the 2017-18 year.

Board meeting officially went into recess at 4:39pm.

**VASFAA Executive Board Meeting-Part II: 2017-18 Meeting**

Date: 6/13/2017

Attendees: Ashley Reich, Joan Zanders, Biz Daniel, Chad Sartini, Debra Johnson, Heidi Hunter-Goldsworthy, Anne Michie, Robin Gregory, Nanette White, Sherika Charity, Beth Armstrong, Brad Scaggs, Vern Fairchilds, Billy Ray Davis

Board meeting was back in session at 8:58am

**Committee Chair Goals and Objectives:**

***Secondary School Relations***

Anne Michie and Heidi Hunter-Goldsworthy will be co-chairing the Secondary School Relations committee.

1. Expand and standardize the secondary school counselor training throughout the state by providing training materials and opportunities for training
2. Reviewing the Guaranteed Admissions Agreements and promoting more of the 2 + 2 model and transfer grant opportunities within the training materials
3. NCAA Division I, II, and III criteria and regulations based on the type of school (this would not be anything related to recruiting) and would be very basic
4. Solidify partnerships with other state organizations (VA School Counselors Association, ECMC, VCAN, SCHEV, VACRAO, CICV) to work towards a common goal
5. Coordination of Financial Aid Nights-provide a list of options, locations, and schedule throughout the state. Participating in any college scholarship fairs as a resource.
6. Create an outreach package for the various fairs and events that they attend. We are lacking in marketing materials, banners, etc.
7. Recommended a budget line item increase from $500 to $1,000 to be able to get marketing materials

***Newsletter***

Nanette White is the committee chair.

1. Provide a timely and robust newsletter to the association
2. Solicit content from the board
3. Solicit content from membership and development partners (based on sponsorship level)
4. Review newsletters from other associations to get ideas of article content that might be of value to VASFAA
5. Consider a redesign for the 50th Anniversary
6. Coordinate with Michelle Etter and Billy Ray Davis, as needed
7. Create a high school corner for each edition of the newsletter

***Government Relations***

Beth Armstrong is the committee chair.

1. Government updates sent to the membership
2. Phone campaigns to pull a diverse committee
3. Working with state relations as Rep-at-Large to make sure we are representing all sectors at the SCHEV committee level

\*Suggestion to have a day throughout the year where VASFAA visits the General Assembly and get to know legislators and become the group that aides contact for an opinion on various issues.

***Funds Manager***

Vern Fairchilds is the committee chair.

1. Increase the value of the VASFAA membership by promoting opportunities throughout the year that are beneficial to individuals based on their sector and topics that are relevant

***Social Media/Public Relations***

Billy Ray Davis is the committee chair.

1. Develop and launch LinkedIn VASFAA presence and professional network
2. Establish in connection/coordination with membership team to leverage the benefits of membership within the social media arena-provide VALUE
3. Develop a VASFAA mobile app that mirrors some of the key components of the VASFAA website
4. Promote activities within VASFAA and the VASFAA membership across all media outlets

Joan Zanders asked about sector coordination and if there has ever been a sector representative (for each sector) on the board. Lots of discussion on the fact that the Reps should be the ones to provide the various voices throughout sectors. One of the sectors that is underrepresented is the for-profit sector and one that we should reach out to. Joan Zanders would like to pull data out of Wild Apricot to reach out to sectors on issues that are important to them and provide webinars, etc. to bring back to the board.

***Electronic Services***

Michelle Etter is the committee chair. Biz Daniel read Michelle Etter’s goals and objectives in her absence.

1. Update data on the website and forms by July 1st
2. Review and update executive board information and committee pages
3. Add a Contact Us page and consider standard email addresses
4. Provide member value by maintaining a site that is current
5. Review and update member database and application
6. Review and suggest modifications to auto renewal and cancellations within Wild Apricot
7. Maintain accurate information on renewals and registering for events
8. One new feature to the website, as approved by the board (webinars, training, blog/newsletter, etc.)
9. Access levels need to be reviewed and updates should be made through Michelle Etter

***Nominations and Elections***

Chad Sartini is the committee chair.

1. Will review the by-laws and specifically consider the idea of different membership levels
2. Have a slate available for the winter board meeting
3. Review the P & P section on elections and the process before the conference

***Budget and Finance-FY18 Budget Proposal Review***

Brad Scaggs/Vern Fairchilds reviewed several ideas to reduce the amount of VERP drawdown for this year and future years.

VERP drawdown amount of $21,210 in the proposed FY18 budget was discussed by the group as this will reduce the longevity of the VERP fund from approx. 10 years down to 8 years. Need to think outside-the-box with various options.

1. Can we reduce NASFAA CORE licenses?
2. Can we reduce the conference budget amount?
3. Can we review travel requirements for President/President-Elect
4. Charge a large amount of money for a specific event this year (i.e. FA 101)
5. Charge for the Director’s Summit
6. Pray that we have a large membership increase to drive up the amount of revenue coming in
7. Could we look at reinvesting money into a particular investment with higher yield, lower risk
8. Need to review how much vendor support is needed to support the conference
9. Need to consider a future goal of how to offer NASFAA CORE license. Consideration was mentioned to review of the cost of the NASFAA CORE license within the cost of the drive-in/one-day workshops

Biz Daniel mentioned that she will put together an ad-hoc committee to do a research project on moving the spring conference to a fall conference since this was a discussion among the group.   
Discussion on reducing travel expenses for President and President-Elect because of NASFAA registration fee not wanting to be paid for by VASFAA and also, the proximity of the two individuals to the various conferences and required events.

Beth Armstrong moved to approve the FY18 budget as-is. Joan Zanders seconded the motion. No further discussion. All in favor, no one opposed. Motion carries.   
  
Board meeting was officially adjourned at 11:23am.