

## VASFAA

### **BOARD - COMMISSIONER - COMMITTEE PLANS & REPORT FORM**

(Add additional objectives and status reports as needed)

**Committee:** Vendor/Sponsor

**Commissioner/Board Position:** Melissa Wyatt/Rep-at-Large Organizational Services

**Year (e.g., 2005-06):** 2005-06

**Committee Members:**

Biz Daniel (National Education) - Chair

**Standard Goal 1:** Work with all existing and potential Association sponsors to achieve a clear understanding of our sponsorship policies, procedures, and benefits. [Strategic Plan 4.6 A (1)]

**Objective 1** (*HOW the committee plans to achieve the stated goal*): This committee will contact all past contributors and sponsors of the VASFAA organization and invite each to support VASFAA once again this year. Each organization contacted will be able to choose from three levels of sponsorship. Each level has special standards and privileges that are associated with that level of sponsorship. Along with the standard items associated with the level of sponsorship there will be a listing of additional sponsorable items that each may choose from in a lottery process to support VASFAA and in return receive advertisement for sponsoring that particular event.

**Status Reports of Objective 1** (*Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan*):

**Date:** 8/15/2005

**Report:** This committee, with the assistance of the conference and membership committee chairs, has developed this year's Sponsorable Item List for the Vendors and Sponsors. (See Attachment A) This listing, once approved by the Board, will be sent out with a letter of solicitation (See Attachment B) to all past and any new prospective organizations who may wish to offer their support for VASFAA and its educational functions and projects. Once all responses have been received, the Vendor/Sponsor committee chair, President – Elect, and the SCHEV Liaison will meet to conduct the lottery by which the vendor/sponsors participate in for sponsorship of VASFAA functions and projects.

These are the items this committee has completed to date. As responses are received from Vendors and Sponsors the levels of commitment will be noted and sent to the President, President-Elect, the Budget & Finance Chair, and the SCHEV Liaison.

**Date:** 11/14/2006

**Report:**

September 19, 2005: The Vendor Sponsor received all sponsorship notifications and financial commitments from participating lenders for the 2005-06 year. The total sponsorship commitment totaled \$89,750. The levels of sponsorship and participants are as follows:

Platinum Level: Ed America, College Loan Corporation, ECMC, Suntrust

Gold Level: Bank of America, USA Funds, Nellie Mae

Silver Level: AMS, Wells Fargo, SallieMae, National Education, TG, NSLP, American Student Assistance, Wachovia, Citizens Bank, Chase Education Finance, CFS

Bronze Level: Ed Fund, Key Bank, TERI, PNC, Nelnet, SallieMae Education Trust, Citibank, Student Loan Express, Campus Door, AES

Sponsor Level: Next Student, College Board, EdFinancial, ELM, Great Lakes, Access Group, Independence Federal

October 5, 2005: The Vendor Sponsor Chair, President Elect and Commissioner met at GMU to conduct the annual lottery process. The process went fairly smoothly with the exception of an issue of unused points arising with one vendor/sponsor. The President Elect has since made suggestion to change the verbiage in the P&P to enable all points to be used in the lottery process.

October 7, 2005: A request was made to all vendors and sponsors to provide an updated version of their logo to be used for this year's webpage. If the current logo was to be used I asked for written verification to use that logo. This request was finally fulfilled by all lenders on October 28, 2005.

October 31, 2005: I contacted Daniel Hewitt with all of the vendor sponsor logo information that I had requesting he contact ATAC with the new information to develop the updated webpage for the Vendor Sponsors.

November 10, 2005: I followed up with Daniel to see where we were on the webpage and was informed that Daniel had spoken with ATAC and they were working to get it completed. Daniel is also working with ATAC to get the banner section of the webpage correct.

**Date:** 2/2/2006

**Report:** Daniel Hewitt successfully updated and completed the Vendor/Sponsor Webpage.

The two vendors who did not have proper signage at the Support Staff Workshops were Citigroup and Campus Door. These two vendors will be recognized in a listserv email that will be going out to all paid members on February 8th with a public thank you for the sponsorship of these functions and their logo will be included. This will also be done for all sponsored events including those at the conference in May.

A list of all sponsors, their level of sponsorship, and items sponsored was sent to Gary Spoales for the VASFAA Newsletter back in mid November.

At the conference in May I will be handing out "preliminary" sponsorship information for 2006-07 to all participating vendors/sponsors. This will be done to correct this year's problem of getting a late start on recruiting vendors/sponsors for the 2005-06 year. This will also promote some feed back from participating vendors as to what items they would like to see in the lottery choice list and hopefully get ideas on how to increase sponsorship.

Recommendations for consideration for next year: 1) the budget for the Vendor/Sponsor chair needs to be increased to cover the cost of printing signs and the postage to send them to sponsored events outside of the actual Conference, and 2) we should consider a Jr. Chair for Vendor/Sponsor for 2006-07. I would recommend that this person be a lender or agency person due to the extra time involved outside of the normal workday.

**BUDGET**

**Item** (*Broad general categories*)

**Cost**

_____	_____
_____	_____
_____	_____
_____	_____

**Board Approved Amount:** \$ 150.00  
**Date:** 06/08/2005

*(Use separate sheet if necessary.)*