

VASFAA

BOARD - COMMISSIONER - COMMITTEE PLANS & REPORT FORM

(Add additional objectives and status reports as needed)

Committee: Public Relations

Commissioner/Board Position: Angie Hawkins/Rep-at-Large Information Services

Year (e.g., 2005-06): 2006-07

Committee Members: Liza Bruce – Chair, ECMC

Jeanne Holmes, SunTrust

Hope Jackson, ECMC

Linda Mashack, ECMC

Margaret Murphy, Southern Virginia College

Beth Parker, ECMC

Paula Rafferty, Randolph-Macon College

Lynn Steed, Lord Fairfax Community College

Goal 1: Provide acknowledgement of VASFAA service and individual/committee accomplishments to supervisors and/or employers of VASFAA members.

Objective 1 (*HOW the committee plans to achieve the stated goal*):

The PR Committee will develop a letter of appreciation that will be mailed to the supervisors of all VASFAA volunteers and signed by VASFAA President Erik Melis.

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*):

A draft of the letter of appreciation has been written and the committee will make editing suggestions at our first committee meeting on October 3.

Date: _____

Report: _____

Date: _____

Report: _____

Objective 2 (*HOW the committee plans to achieve the stated goal*):

The PR Committee will solicit the names and addresses of the supervisors of volunteers via email in order to create a database for the mailing.

Status Reports of Objective 2 (*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*):

Nothing done as of yet.

Date: _____

Report: _____

Date: _____
Report: _____

Goal 2: Work with VASFAA Committee to ensure appropriate media coverage is given to their events and activities.

Objective 1 (HOW the committee plans to achieve the stated goal):
The PR Committee will write a short Business Briefs article about each VASFAA Executive Board member and send it to their local newspaper (with each Executive Board Member's prior consent and approval of the article).

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):
Nothing done as of yet.

Date: _____
Report: _____

Date: _____
Report: _____

Objective 2 (HOW the committee plans to achieve the stated goal):
The VASFAA PR Committee will send out an email to committee chairs offering to assist with media coverage for upcoming VASFAA events and for VASFAA accomplishments.

Status Reports of Objective 2 (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):
Nothing done as of yet.

Date: _____
Report: _____

Date: _____
Report: _____

Goal 3: Utilizing the results of the 2001-02 Task Force for Understanding our Organization survey results, select items that need to be addressed with the membership and work with committees to educate the membership on them throughout the year.

Objective 1 (HOW the committee plans to achieve the stated goal):

Obtain the 2001-02 Task Force for Understanding our Organization survey and distribute it to PR Committee members prior to our first meeting on October 3. At that meeting, decide which items we will focus on during the 2006-07 year.

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):*

Nothing done as of yet.

Date:

Report: _____

Date: _____

Report: _____

Goal 4 (Proposed): Promote VASFAA and VASFAA members within our association, our communities and our profession.

Objective 1 *(HOW the committee plans to achieve the stated goal):*

Solicit personal Financial Aid histories (VASFAA Vignettes or similar name) from VASFAA members and post to the VASFAA listserv and on the VASFAA website.

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):*

A draft of the email to VASFAA members soliciting their personal histories has been written and this will be distributed to committee members at our October 3 meeting for comments.

Date:

Report: _____

Date: _____

Report: _____

Objective 2 *(HOW the committee plans to achieve the stated goal):*

Create a traveling scrapbook that includes all VASFAA Vignettes (previously called Financial Aid Survivor stories) and photographs whenever possible that can be put on the registration table for viewing at all VASFAA events.

Status Reports of Objective 2 *(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):*

Nothing done as of yet.

Date:

Report: _____

Date: _____

Report: _____

Objective 3 (*HOW the committee plans to achieve the stated goal*):

Distribute VASFAA promotional and membership information to prospective and new members at VASFAA trainings and events and through mailings.

Status Reports of Objective 3 (*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*):

Nothing done as of yet.

Date:

Report: _____

Date: _____

Report: _____

BUDGET

Item (*Broad general categories*)

Cost

Board Approved Amount: _____

Date: _____

(Use separate sheet if necessary.)