

# **VASFAA**

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

**Committee:** Public Relations

**Commissioner/Board Position:** Daniel Hewitt, Rep-at-Large Informational Services

**Year (e.g., 2005-06):** 2009-10

**Committee Members:**

Bill Wendle, UVA Wise (Committee Chair)

John McCarroll, UVA Wise

**Standard Goal 1:** Work with VASFAA Board, committees, and membership to ensure appropriate media coverage is provided to VASFAA sponsored events and activities.

**Objective 1** (*HOW the committee plans to achieve the stated goal*): Work directly with VASFAA Board and committee chairs to promote special VASFAA sponsored events and activities in appropriate media outlets. Follow up with Board and committee chairs at least quarterly.

**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:** June 29, 2009

**Report:** N/A

**Objective 2** (*HOW the committee plans to achieve the stated goal*): Send quarterly emails to membership, soliciting requests to assist with promoting VASFAA sponsored activities relevant to the Organization's strategic plan and promote in appropriate media outlets.

**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:** June 29, 2009

**Report:** N/A

**Standard Goal 2:** Promote VASFAA, its goals, and membership within the association, profession and with its various constituencies.

**Objective 1** (*HOW the committee plans to achieve the stated goal*): Continue promoting VASFAA membership through VASFAA member profiles or vignettes in newsletter, website and list serve. Start with Executive Board and committee chairs.

**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:** June 29, 2009

**Report:** N/A

**Objective 2** (*HOW the committee plans to achieve the stated goal*): Distribute VASFAA promotional and membership information to college financial aid offices to assist with recruiting new members.

**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:** June 29, 2009

**Report:** N/A

**Objective 3** *(HOW the committee plans to achieve the stated goal):* Develop promotional materials about VASFAA, its goals, and the importance the organization places on awareness and distribute to students, families, and high school guidance counselors at F. A. events (i.e. Super Saturday, Guidance Counselor Workshops), working closely with Awareness and Secondary School Relations Committees.

**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:** June 29, 2009

**Report:** N/A

#### **BUDGET**

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

N/A

**Cost**

N/A

**Board Approved Amount:** \$300

**Date:** June 29, 2009