

# VASFAA

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

Committee: Public Relations

Commissioner/Board Position: Sheila Nelson-Hensley/Rep-at-Large Information Services

Year (e.g., 2005-06): 2007-2008

Committee Members: Joe Dobrota – Chair, Regent University

DATE: May 15, 2008

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:**

Letter needs to be drafted. Not Complete

**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. Not Complete

**Status Reports of Objective 2**

Not Complete – too late to acknowledge for 0607 Board/Committee Members.  
Can begin working on development for the 0708 Board Committee Members.

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:**

Nothing done as of yet. Not completed.  
Can begin to develop for 0708 Executive Board Members.

**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:**

Date: 1/25/08

Report: Have offered assistance to the Super Saturday coordinators. Sent e-mail to site contacts offering assistance. Sent faxed press releases to several of the major newspapers in the state. During course of inquiries, discovered a few issues with information on website, contacted appropriate committees to resolve the information issues.

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**Goal 3: Develop a database of media outlets to use for publicizing future VASF AA events.**

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

Committee will solicit input from VASF AA members for the key media outlets in their region.

**Status Reports of Objective 1:**

**Date:** 1/25/2008

**Report:** Initial data collection has begun by contacting Super Saturday site coordinators. Phase two will be to target universities in the various regions of the states and solicit their input. During the course of discussions with last year's PR Chair (Liza Bruce) – it was discussed as to whether the PR committee and/or VASF AA should purchase an annual subscription to PR Newswire. The cost is \$195/year. Purchasing the subscription would allow VASF AA to more quickly and professionally distribute news pieces related to organization events. Would like input from VASF AA board as to whether or not such a purchase is seen as prudent or necessary.

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**Date:** 5/15/2008

**Report:** The Virginia Press Association has a less expensive news release service than PR Newswire. \$175/release to over 210 daily/weekly papers in VA. \$75 to all the daily papers and \$100 for all the weekly papers. VASF AA would have perhaps 2 or 3 batch news releases a year. Total Maximum Cost: \$225/year to send to all daily papers only \$525 to send to all papers. Recommendation: Begin to utilize the daily paper news release service for future PR needs.

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

Committee will compile data into a database for future use (most likely Excel).

**Status Reports of Objective 1:**

**Date:** 1/25/2008

**Report:** Have some data collected, but it has not yet been compiled into an acceptable format.

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**Date:** 5/14/2008

**Report:** Data is collected and compiled into a word document. See attached document titled "VASF AA Media Outlets". Document contains information on VPA news releases and key contact information for media outlets submitted by VASF AA members.

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**Goal 4 (Proposed): Promote VASF AA and VASF AA 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 (VASF AA Vignettes or similar name) from VASF AA members and post to the VASF AA listserv and on the VASF AA website.**

**Status Reports of Objective 1:**

1/25/2008 A draft of the email to VASFAA members soliciting their personal histories has been obtained and needs to be reviewed for editing and then sent to the VASFAA listserv.  
5/15/2008: No action taken

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

**Continue to update the 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:**

Nothing done as of yet.

**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:**

Nothing done as of yet.

<u>Item</u> ( <i>Broad general categories</i> )	<u>BUDGET</u>	<u>Cost</u>
1/25/2008 No items to report	_____	_____
5/15/2008 No items to report	_____	_____
_____	_____	_____

**Board Approved Amount:** \_\_\_\_\_

**Date:** \_\_\_\_\_

(Use separate sheet if necessary.)