

VASF^{AA}

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 University

Paula Rafferty, Randolph-Macon College

Lynn Steed, Lord Fairfax Community College

Goal 1: Provide acknowledgement of VASF^{AA} service and individual/committee accomplishments to supervisors and/or employers of VASF^{AA} 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 VASF^{AA} volunteers and signed by VASF^{AA} 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: October 13, 2006 _____

Report: _____
The committee decided that two letters need to be written. The first is the letter to the supervisor/manager of each VASF^{AA} volunteer to express appreciation for the work of the volunteer as well as appreciation to the supervisor/manager for allowing their employee to volunteer. The second letter will be written directly to each VASF^{AA} volunteer to thank them for their time, effort and dedication to VASF^{AA}. One of our committee members has offered to write these letters with a fresh approach, and she will have drafts of these letters at our next committee meeting on November 29.

_____ **Date:** _____

January 29, 2007

Report: _____
Margaret Murphy has written a fresh, new letter of appreciation to supervisors of VASF^{AA} volunteers, and she sent this to Erik Melis for his approval. We need to determine if Erik is okay with using an electronic signature for these letters or if he prefers to sign each letter individually.

Our committee also considered the idea of sending out a letter to the President of each institution whose staff volunteer in VASF^{AA} to thank them for their support of VASF^{AA} by allowing staff members to volunteer to serve on committees and we will need to have this idea approved by Erik.

_____ **Date:** _____

May 17, 2007

Report:

Letters to supervisors of VASFAA volunteers have been mailed.

Our committee received Board approval to proceed with sending out letters to institution Presidents. However, we were unable to locate a database that included the names and addresses of all institutional Presidents. Because of this and because of the negative issues in our industry, we elected not to proceed with mailing this letter at this time.

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: October 13, 2006 _____

Report: _____
An email will be sent out to each committee chair to solicit the names and addresses of each VASFAA volunteer and their supervisor/manager in November.

Date:

January 29, 2007 _____

Report: _____
An email was sent to members of the VASFAA Board asking them to have their committee chairs contact their members and have them submit the names, titles and addresses of their supervisors. Numerous committees have returned this information prior to the January 31 deadline. Our committee will be calling committee chairs and board members who have not returned this information beginning February 1 in an effort to have every VASFAA volunteer recognized.

Date:

May 17, 2007

Report:

The PR Committee will have a table at the conference with a list of all VASFAA volunteers and the names and contact information of their supervisors. We will try to make certain that we have captured all volunteers and we will be asking VASFAA members who have volunteered in the past year to be sure their supervisor information is on the list. If it is not, they can give us their information and we will be sending out additional supervisor letters to those who did not receive a letter after the conference.

Goal 2: Work with VASFAA Committees 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: October 13, 2006 _____

Report: _____
The business briefs have been written and the proof will be sent to Board members in October. We will also ask Board members for the name of their local newspaper(s) and a press release will be sent to the appropriate newspapers in November.

Date:
January 29, 2007

Report: _____
Our committee asked Board members for the names of their local newspapers and we contacted these papers to get the email addresses for their business section editors. We sent press releases to the papers located in areas where our board members live and work. We do know that at least one newspaper (Daily News Record in Harrisonburg) printed the business briefs we sent them. We did get several emails from newspapers with questions about the business briefs.

Two newspapers informed us that they publish only newly elected positions. Consequently we will either notify the newspapers of next year's elected officers immediately after our May election or we will pass on to the new PR Chair information about submitting business briefs as soon after July 1 as possible.

Date:
May 17, 2007

Report:
Nothing to 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: October 13, 2006 _____

Report: _____
This email will be sent out by the end of October.

Date:
January 29, 2007

Report: _____
We emailed the Awareness co-chairs to find out the publicity needs for the upcoming Super Saturday events. We were asked to send out press releases to newspapers throughout the Commonwealth. We sent out the Super Saturday press release to all applicable newspapers in Virginia. We have also sent the Super Saturday press release to the NASFAA daily electronic newsletter.

We have been in contact with the Awareness committee about publicizing the proclamation by the Governor for February to be Financial Aid Awareness Month if and when it happens.

_____ We have been in touch with the Diversity Committee to get direction on publicity of the VASFAA Leadership Symposium and we will be sending out information to the listserv in mid-March, early April and early May.

One of our committee members will be working with the conference chair to determine anything related to the spring conference that would warrant outside publicity.

Date:

May 17, 2007

Report:

The PR Committee had the press release written by the VASFAA board sent to all daily and weekly newspapers in the Commonwealth of Virginia through PR Newswire. The press release was submitted on May 17 and it will hit the wire on May 18.

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: October 13, 2006

Report: _____

The PR Committee members have the survey and the survey results. At our first committee meeting on October 3, we began to review the survey results. We addressed one topic very thoroughly, and from our discussions we identified a number of issues that we can address in various ways. We will continue to review the survey and address other topics that could benefit VASFAA, and we will discuss the best way to utilize the results to better our association.

Date:

January 29, 2007

Report: _____

After reviewing the results of the survey, we found that two comments were frequently mentioned by VASFAA members. These were:

Not sure what direction the board is going

Discussion session on different aspects of VASFAA

In response to these comments, our committee wanted to find a way to address them in a public forum. We thought that the best way to address these would be in a session at VASFAA. Because we also wanted to work with the incoming President to stress volunteerism within our association and to ensure that VASFAA members know about the responsibilities of various committees, we have asked President-Elect Pat Kelly to conduct a session at VASFAA to address these comments, as well as to promote volunteerism within VASFAA and also in SASFAA, especially because VASFAA is hosting the 2008 SASFAA conference. We thought having a concurrent session would be a great idea for our members to know what they can expect from Pat and from the association and to hopefully address prior concerns of members and get people excited about volunteering.

Additionally, we would like Pat to consider sending out an email to the VASFAA listserv in the spring that would inform VASFAA members to the benefits of volunteerism which would include the following:

Benefits of Volunteering in VASFAA

Many veteran members of VASFAA have been to the meetings and trainings over the years, but have never volunteered to work on a committee. Listed below are benefits in having veteran members actively participate in VASFAA.

Benefits to VASFAA:

- Better understanding of how the organization works
- Bring years of experience and provide opportunities to use their skills
- Veteran volunteers not only bring their educational experiences, but their life experiences to the organization
- Bring diversity to the group
- Turning what they enjoy into a benefit for others

Benefits for the volunteer:

- Networking with colleagues
- Learn or develop new skills
- Renew self-esteem and self-confidence
- Feel needed and valued
- Make a difference in someone's life
- Give back to the organization
- Improve interpersonal skills such as motivation, and problem solving
- Improve communication skills such as public speaking, writing and conducting meetings
- Strengthen career and leadership skills
- Good place to meet likeminded individuals and make long lasting friendships
- Meet people from diverse backgrounds that you may not come across in your daily life
- Common solutions to issues that can be customized to fit the needs of your organization

Date:

May 17, 2007

Report:

We have asked President-Elect Pat Kelly to conduct a concurrent session at the conference about volunteering within our association. In her session, she will also address the two main items discovered in the Survey for Understanding our Association.

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: October 13, 2006

Report: _____
The committee will send out this email to the VASFAA listserv to begin soliciting VASFAA Vignettes.

Date:

January 29, 2007 _____

Report: _____
One of our committee members will email the solicitation for VASFAA Vignettes (and headshots if available) in early February, and we will begin to post these to the VASFAA listserv upon receipt.

Date:

May 17, 2007

Report:

We have received many VASFAA vignettes, including some from our retired members. We have published each vignette individually on the VASFAA listserv.

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: October 13, 2006

Report: _____
One of our members will spearhead the creating of the scrapbook and our goal is to find or design a template for the vignettes and photographs that will be used in the scrapbook.

Date:

January 29, 2007 _____

Report: _____
One of our committee members is creating a template for the vignettes and photographs that is uncomplicated so that future PR Committee members will be able to work with easily.

We have checked with Angela Long about the possibility of the PR Committee having space at the spring conference to have a table, and she informed us that she could make space for us. At our table, we would like to display the VASFAA Vignettes Scrapbook. We would also like to have information about each VASFAA committee and volunteer sign up sheets if this is okayed by Erik Melis and Pat Kelly.

Date:

May 17, 2007

Report:

We have created a scrapbook of all the VASFAA vignettes that have been sent in last year and this year. We are including photos of the authors of the vignettes. This scrapbook will be displayed on the PR table at the conference. We will also have volunteer forms so that

VASFAA members can sign up to volunteer for a 2007-08 VASFAA committee. A description of each committee is listed on the form. We will also have volunteer forms for VASFAA members who wish to work on the SASFAA 2008 Local Arrangements Committee.

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: October 13, 2006

Report: Our committee will review the VASFAA informational packet/brochure that was created under the leadership of JoAnn Carreras a few years ago and determine which sheets in the packet need to be updated and reprinted. We will have these pages reprinted if possible and mail the packets to prospective members.

Date: _____

January 29, 2007

Report: Our committee decided that it would be best to bring the VASFAA informational brochure that was previously created before the Board and ask the Board to determine if this is something that they want to continue publishing. There are numerous changes that need to be made to the brochure, so reproducing the brochure would not be inexpensive. Additionally, we would need to determine where the brochures would be used. In light of the fact that this information is now available on the VASFAA website, we did not feel that updating and reprinting the brochure was the best use of VASFAA funds.

However, because the VASFAA website is now the main source for sharing information about VASFAA to our members and to external sources, we are concerned about keeping the VASFAA website current and up to date. One of our PR Committee members contacted the website committee about updating the site to delete information about the 2006 conference and replace it with information about the 2007 conference, even if it was only to say stay tuned for more information.

Additionally, our committee discussed the fact that the VASFAA website is often not as easy to navigate as it might be, and we wanted to be certain that those searching for committee information could easily access it. Our committee would like to get the Board's approval that members of the PR Committee could work with appropriate people within VASFAA to suggest changes to the website that are more user friendly and also to assist in developing a navigational tool to help people maneuver more easily on the website. We want to be sure, however, that if there are costs involved, there is money to pay for making these changes. We would like to discuss with the website committee the possibility of adding a link to the VASFAA home page navigational on the left that would link to volunteer opportunities.

Date: _____

May 17, 2007

Report: _____

The PR Committee met via conference call with Daniel Hewitt to make suggestions for the VASFAA website to make it more user friendly. Daniel offered to discuss these suggestions with our website company to find out feasibility and pricing, and he will bring this information to the Board.

BUDGET

Item *(Broad general categories)*

Cost

Board Approved Amount: _____

Date: _____

(Use separate sheet if necessary.)