

VASF^{AA} – Virginia Association Student Financial Aid Administrators

Minutes of Conference Call – August 10, 2007

I. Call to Order

Meeting was called to order by President Pat Kelly.

II. Quorum

All members were accounted for except Melissa Barnes and Lee Andes.

III. Report:

- First order of discussion was Proposal on Vendors/Sponsorship Policy: President Pat Kelly opened the floor for discussion.
After much discussion: Erik asked if the board wanted to do away with various ads and newsletters as a benefit to vendor/sponsors, which brought additional revenue. His concern was that there would be no additional venue for donations.
- Keith recommended discontinuing Banner Ads and Newsletters as proposed by Erik until ramifications of tax issue has been resolved.
- Tom questioned the cost and asked if a cost benefit analysis would be feasible?
- Erik recommended that an analysis on the computed average be performed.
- President Pat Kelly stated Jane Moore had indicated that the tax rate is 12% for advertising revenue.
- Zita recommended we review SASFAA proposal, which allowed for extra contributions and more revenue.
- Keith suggested allowing a philanthropic feel using a tier structure.
- Zita noted that additional support could be realized through general conference support or by offering prime conference booth locations.
- At the conclusion of the discussion: It was proposed that we continue the revision of the SASFAA Vendor/Sponsorship Policy. Once revisions were made, Erik made a motion to adopt SASFAA Vendor/Sponsorship Policy as edited by VASF^{AA}. Zita seconded the motion. There were no additional discussion on the motion, the motion was accepted and carried.
- Zita concluded by recommending that the new policies be sent out to vendor/sponsors before implementation. She also recommended that VASF^{AA} policies emulate our sister/parent organizations.
- Erik recommended that VASF^{AA} include in the revised policy guidance regulations on social activities and give away items.
- Bill agreed with Zita's idea of increasing financial support through general conference support and special booth locations.
- Erik will task a subgroup to rewrite Vendor Sponsor policies to emulate SASFAA policies (1st and 2nd pages).
- Michael suggested that the general conference support plan be put in place now:
General Conference \$1,000 extra/\$3000 total
General Vendor \$2,000

Conference Attendee \$1,000

High Visibility Booth \$1,000 extra

- President Pat Kelly suggested that Dave, Frances, and Angela notify Vendor Sponsors prior to these updates.
- Zita noted that the general membership should be informed of vendors having to pay membership and conference registration fees this year.
- President Pat Kelly asked that a title be assigned the committee that will be reviewing the SASFAA Sponsorship Policy concerning Vendor Sponsor issues.
- Erik, Brenda, Michael, President Pat Kelly and Keith met and discussed the SASFAA Sponsorship Policy concerning Vendor Sponsor issues.
- Erik indicated that we may need to reformat the new policies for our P&P.
- A motion was made by Erik to accept as edited the SASFAA Vendor Sponsor Policy. Zita seconded the motion. The motion was accepted with no nays and carried.
- It was recommended by Zita to notify vendor sponsors via mail concerning the elimination of the comp payment option.
- Bill was asked as Commissioner of the vendor sponsors to prepare a draft letter concerning the elimination of the comp payment option, which in turn would be reviewed and approved by the President and mailed to vendor sponsors.

IV. Next order of business: New Federal training Initiative:

- (FSA has created training PowerPoint's. Registration can be done through Federal website, at little cost. The website is scheduled to be available Aug. 20, 2007.)
- FSA trainers will train all trainers. Training will be conducted via webinars.
- Keith asked if the training expense could be paid using the buddy award.
- Erik recommended participating and developing a bridge with FSA which in the future may replace High School Guidance Counselor Workshops.
- Brenda asked if Secondary School Relations budget was sufficient to support FSA participate.
- Keith noted that meals could be an issue.
- Keith made a motion that NT4C program would supplement our existing High School Guidance Counselor Workshop program and VASFAA should participate. The motion was seconded by Shelia. The motion was accepted and carried.
- President Pat Kelly will contact Carolyn Ward and Melissa to have them watch the webinar.
- There will be Experienced Aid Officer Training November 8 in Fredericksburg.
- There was a discussion concerning Experienced Aid Training and using the New Century Fund to offset this training.
- It was noted that BOD reimbursement for travel will be on a case by case basis.
- President Pat Kelly noted that Hope Jackson of ECMC is creating VASFAA note cards.

V. Adjourn

The next BOD meeting is November 7, 2007 at 10:00 a.m.