

VASFAA Transitional Board Meeting  
June 24, 2009  
Wintergreen Retreat

Welcome & Housekeeping – President BB

Attendance: Lee Andes (LA), Melissa Barnes (MB), Vera Riddick (VR), Kerri Roth (KR), Margaret Murphy (MM), Bill Wendle (BW), Keisha Pope (KP), Paula Rafferty (PR), Brenda Burke (BB), Sheila Nelson Hensley (SNH), Heather Hollandsworth (HH), Pat Kelley (PK) Bobby Clemmer (BC), Daniel Hewitt (DH), Donna Taylor (DT), and Mike Hawkes (MH).

Call to Order:

Call to order @ 12:34 p.m. by President BB.

Approval of Minutes from Annual Conference:

VR presented the minutes of the annual conference. It was moved by SNH and seconded by PK to accept the amended minutes.

Old Business:

The Board was called into Executive Session to discuss the Committee of the Year. The results of the Committee of the Year will be revealed during the 2010 Annual Spring Conference.

990 Report Update:

President BB indicated that the Association submitted the 990 Report to the IRS; however, we had to resubmit the report. We were late in resubmitting the report and the Association was assessed a penalty that was assessed by the IRS. A letter of appeal was submitted to the IRS; however, it was denied. We have paid the fine (which came out of the Audit Committee line item). It was indicated that the letter from the IRS was sent to Zita Barree.

MH suggested that we instruct our auditor to file an extension to avoid a similar occurrence.

Outstanding Fees Owed to VASFAA:

HH indicated that several conference registration and membership dues were not received. There were 6 individuals who did not pay membership, 10 not paid membership or conference, 4 fall workshop, and 5 conference registration @ \$210. VSU (2) conference registration; Roanoke College (1); and ECPI (1).

After much discussion, it was moved by PR and seconded by HH that we waive this year's conference and memberships and strongly enforce the policy next year (6 yes; 4 no).

One versus 2 Conference Poll Results/Discussion:

It was stated that this portion of the agenda will be moved until tomorrow's agenda.

#### Continuity Statement:

SNH presented the continuity statement. President BB explained.

President BB explained to new Board members that the purpose of the continuity statement. She indicated that the new Board officially take office July 1 and the continuity statement is a means for enabling the new Board to take action during the Board's retreat.

It was moved by SNH and seconded by KR that the VASFAA Board of Directors for 2009-10 approve all the business of the same body at the June 24-25, 2009 VASFAA Planning Retreat at Wintergreen Resort, VA as the official business of the corporation.

#### Parliamentary Procedure:

Past President BB indicated that at this point the old Board members cannot make motions or vote from this point; and the new Board members can now make motions and have voting privileges.

#### Approval of Agenda:

President SNH asked for acceptance of the retreat agenda. It was moved by BB and seconded by MM to accept the agenda with flexibility.

#### Proposed 2009-10 Budget:

BC presented the VASFAA Board (see attachment) as well as provided the Reserve Fund Policy in the P & P Manual. BC stated that we are currently meeting the Reserve Fund Policy which is outlined in the P & P. The proposed budget did not include any increase in member assessment or conference registration.

BC mentioned that Keith Wellings is no longer a part of VASFAA based upon his new position at another institution; and for years, KW has served as the Fund Manager. The Board may need to take a look at a replacement for the Fund Manager position. BC also indicated that he can possibly work on a description for the Fund Manager since this position is not mentioned in the P & P.

President SNH indicated that this is an action item for Board discussion.

#### Commissioner Responsibilities:

President SNH stated that she will have binders for all commissioners tomorrow which will include their committee members and budget. Today the committee chairs are meeting in another location to discuss committee goals, how to post on the listserv, reporting, etc.

KP voiced concerns on suggestions as to how to get committee chairs to submit reports and issues she faced with trying to get the committee chairs to do what they are supposed to do. There was considerable dialog regarding the roles of the commissioners, committee chairs, and reporting.

President SNH indicated that in the binder is a list of all volunteers with contact information. Please let her know if the committee chairs are not doing their job since she is responsible for assigning them.

President SHN indicated her theme is "Reach for the Stars". At this point, President SHN went over the Board notebook. Her 2009-10 Goals include two new items: # 3 and #10 (see attachment).

President SHN asked if there were any additional issues or concerns prior to adjourning the meeting. Hearing none, President SHN asked for a motion to adjourn the meeting. It was moved by MM and seconded by KP to adjourn the meeting at 3:58 p.m.

VASFAA Transitional Board Meeting  
June 25, 2009  
Wintergreen Retreat

Attendance: Heather Hollandsworth (HH), Sheila Nelson-Hensley (SNH), Renee Peterson (RP), Brenda Burke (BB), Delores Bright (DB), Biz Daniel BD, Margaret Murphy (MM), Bill Wendle (BW), Keisha Pope (KP), Melissa Barnes (MB), Kerrie Roth (KR), Lee Andes (LA), Tom Morehouse (TM), Linda Woodley (LW), Mike Hawkes (MH), Dawn Brown (DB), Jane Moore (JM), Donna Taylor (DT), Daniel Hewitt (DH), Zita Barree (ZB), Jeanne Holmes (JH), Bobby Clemmer (BC), and Pam Rambo (PR).

President SNH reconvened the Board meeting at 9:20 a.m. She thanked everyone for being here and welcomed committee chairs to the meeting. SNH presented an overview of the VASFAA Board of Directors notebook. She began with her theme for the 2009-10 year, "Reaching for the Stars". She also went through the 2009-10 VASFAA Board of Directors notebook and reiterated sections of the notebook. She stressed the importance of getting committee reports posted on the Web site. She explained that she takes these reports to the SASFAA Board meeting and information is used for the VASFAA newsletter. She asks that committee chairs put the names of committee members on the website. She indicated that she put the By-Laws in the notebooks; however, she did not put the P & P in there because BB will be working on them and the Board has to approve the Strategic Plan being presented by TM. These two items will be included once they have been finalized.

President SNH indicated JH will present development plans; and she would like to see any funds collected be used for the Yes You Can goal.

President's Theme/Vision/Goals: (See attachment)

2009-10 Organizational Chart: (See attachment)

Board Responsibilities/Goals/Objectives: (See attachment)

Committee Chair Expectations/Job Descriptions: (See attachment)

Committee Member Selection: (See attachment)

NOTE: These reports may be found on the VASFAA Website.

Development Committee Chair Guidelines (JH):

JH indicated in the changing dynamics of vendor/sponsors she did approach the Board to indicate not to include vendors/sponsors as a part of the 2009-10 budget. The goal of the committee is to try to seek

non-traditional sponsors to see if they will provide support for our association. She also asks members of the Board provide her and her committee with any contact information for potential vendors and sponsors who are not in the traditional realms for the Association. She will still filter the existing vendors for support as well. She is asking the Board to come up with a flat fee for vendors/sponsors; however, she talked with the Budget Committee to come up with a flat fee of \$2000 (and not do tiers or levels of contributions).

President SNH is asking the committee to ask potential sponsors for funds at the beginning of the year so the funds can be used throughout the year. BD indicated that JH needs to know what the committee needs are so that when letters go out to potential sponsors then we can indicate what the funds will be used for. She also indicated that last year's fee was \$1500. BD indicated that we need to be careful when assessing vendor or non-vendor fee especially if the vendors decide not to vend during conferences and a representative has registered for the conference. After much discussion, it was moved by MM and seconded by BB that we use the same rules that are in the P & P and charge a flat fee of \$1000 for vendors and sponsors.

Travel Expenditures/Reimbursements (KR): (see attachment)

KR presented copies of the guidelines that are on the web regarding travel/expenses. She provided the Board with copies of the Travel Expense Claim/Reimbursement Form and the Miscellaneous Expense Claim Form. The mileage rate is 31.5%; and she will update the forms once change in mileage comes out in July. She explained what each form is used for and what requires a receipt and what does not. Receipts are required for the Miscellaneous Expense Claim Form. She indicated that she tries to process reimbursements once a week. Pages 31-33 of the P & P provides more guidelines for travel reimbursements.

LW asked if the Association's letterhead can be put on the Web so the committee chairs can send out letters without going through the Secretary. President SNH indicated that she would provide committee chairs with a copy of the letterhead. It was finally decided that JM will put the Association's letterhead on the website with password protection for Board members and Committee Chairs.

President SNH indicated that Past President BB looked up information in the P & P on the letterhead and that the Secretary is responsible for maintaining and ordering of the letterhead; however, since we are not using this format this we should be ok.

Budget Overview (BC): (see attachment)

BC presented the proposed budget that was provided to the Board on yesterday. Hopefully we will be able to have a final budget by this afternoon. He asked that Commissioners and Chairs look at the amount allocated in the budget for their areas. He indicated that the Budget & Finance Committee met on June 9, 2009 at Ferrum College to review past budgets to come up with the proposed budgets.

New Business:

- Strategic Plan: (see attachment of draft and current version on website)
  - TM provided the Strategic Plan for 2009-2014. The plan is currently on the website under handout from the Conference. He indicated no quantitative

values in the Plan. He suggested that the Committee Chairs put in their goals a quantitative piece. TM pointed out sections of the Plan and indicated that he added a Partnerships portion to the Plan. PR asked if this Plan be referenced as Committee Chairs formulate their goals. JH indicated that there are Standard Goals in the P & P. It was stated that once the Strategic Plan has been approved then the P & P should be updated. BB referenced section 5.3 of the P & P Manual which is found on the Web. DB asked if there are things in the Plan that will have an impact the P & P manual. The response was yes.

- It was moved by BB and seconded by KP to approve the Strategic Plan for 2009-10 with on-going review by the Committee.
- Super Saturday
  - President SNH indicated that the Association has sponsored several years and they have been successful. LW indicated that based upon the results of the survey from several schools the date was too early last week. She indicated she would like to start promoting Super Saturday earlier. LW suggested for a possible dates are the last Saturday or Sunday in January or February 13. She also stated that funding is available from the Challenge Grant.
- Opportunities Booklet
  - President SNH indicated in the past we were able fund the Opportunities Booklet with ECMC; however, due to economic situation, ECMC has afforded us the opportunity to allow us to put our information in the booklet at no cost.
  - BB provided the Board with information on College Night. VASFAA and ECMC partner to promote financial aid. MH indicated that College Night compliments Super Saturday. He indicated that College Night is held in November. The advantage is having VASFAA to partner with ECMC.
  - It was moved by MM and seconded by KR that VASFAA with continue its partnership with ECMC on both the Opportunity Booklet and College Night.
- One versus two conferences/results
  - President SNH stated that the only other new business which was moved from yesterday's session is the results of the one versus two conferences results. She stated that during the conference she served as the Sector Coordinator. Each sector moderator was to ask their sector what for their preference. President SNH indicated she sent out a survey prior to conference and the results are:
    - 26 responses: 23 spring, 2 fall, and 1 said no conference at all
    - During the conference, the results are 50/50 for fall or spring.
 President SNH asked the Board for the additional discussion. She also thanked everyone for their input and the Board will take every one's point into consideration.

Fund Manager:

SNH stated that yesterday there was a discussion regarding the Fund Manager position that was held by KW. She asked KW to talk to us about what it is the Fund Manager does.

KW indicated that the Fund Manager looks at the two CDs with Smith-Barney and determine rates for the two rates. KW and TM suggested the Chair of the Budget and Finance Committee. BD indicated that it is not a position that would change every year or term.

VASFAA Listserv:

JM presented an overview of the sections of the VASFAA Web site. The specific areas she covered were: report submissions, posting of reports by Committee Chairs, the format for committee reports and information regarding committee meetings. JM stated that Committee Chairs will not be able to access this portion of the Web site until it has been updated; and this probably would not occur until around July 15<sup>th</sup>.

President SNH stated that at this point in the agenda the Commissioners will meet with their Committee Chairs to discuss the objectives and goals of their committee.

Additional Budgetary Discussion/Request:

DH indicated that Electronic Services and has no additional budgetary amount; however, there was an amount in 08-09 that was not used for upgrade. The current budget may be sufficient; however, he did not know what, if any, costs that will be associated with upgrades.

BB stated in reviewing the plaques, she noticed that plaques have not been updated. There is the possibility that there may be an additional cost. She will look at the plaque and obtain a quote for cost to add additional information. There may be a slight cost; however, BB indicated she would not know until she is able to determine an amount.

JH requested additional amount of \$100 for postage since they do not have a budget. It was moved MM by DH to move \$100 from contingency to Development for unforeseen costs.

It was moved by BB and seconded by KP to approve the budget as amended.

Approval of Committee Goals/Objectives:

RP (Non-Conference Training): See attachments.

DB (F.O.C.U.S.): There are no specific goals at this point. KP stated that one of the challenges from the Conference was with the name change. There was no clear direction of what it is that the F.O.C.U.S. committee is suppose to be doing.

BD (Conference): Check the VASFAA Website for report.

BW (Public Relations): Check the VASFAA Website for report.

LW (Awareness): The Awareness Committee hopes to Increase number of Super Saturday sites to 30. Using funds from the College Access Challenge Grant Program (CACGP), the Committee wants to begin a marketing campaign for Super Saturday in September. The Committee plans to Initiate an "Ask the

Advisor” web link or blog on the VASFAA website for students/parents/schools to obtain financial aid assistance throughout the year.

DB (Membership): Check the VASFAA Website for report.

JM (Electronic Services): To work with all committees and remind committees of deadlines and to enhance communication via the Web site as well as monitoring of the Web site content, to finish a draft of a policy and procedure for disposal old and obsolete equipment, and to Update procedures for navigating the Web site.

DH (Newsletter): Check the VASFAA Website for report.

JH (Development): The goals of the Development Committee is to work collaboratively with the Past President to revamp the P & P of VASFAA as they relate to this committee to recognize the current climate of the financial aid industry and address the processes accordingly. In addition to the traditional sponsors, the Committee wants to reach out to “non-traditional” vendor partners to help support our financial aid and professional association. The Committee will also communicate with development partners effectively and provide an ongoing forum for dialogue within the two entities and the institutional membership of the association.

BC (Budget & Finance): Check the VASFAA Website for report.

President SNH indicated that several committee chairs were unable to make it to this Retreat; and she does not have their goals as this point, except for Brad Barnett’s.

MB requested that Committee Chairs and Commissioners email her the goals and objectives for the minutes.

It was moved by BB and seconded by KP to accept the goals and objectives as presented during this Retreat subjected to review and adjustments by the Board.

President SNH spoke with KW and BC that because KW will maintain membership in VASFAA he is able to continue to serve as the Fund Manager. BC will create a description for bonding and the Fund Manager.

HH discussed the feasibility of returning to Wintergreen for next year’s Transitional Board Retreat.

President SNH thanked BD and ZB for putting together this year’s Retreat as well as thanking the entire Board for their participation.

The meeting was adjourned at 2:28 p.m.

Respectfully submitted,

Melissa Barnes  
Secretary