

VASF<sup>AA</sup> Fall Executive Board Meeting  
October 6 and 7, 2010  
Westin Hotel  
Wednesday 1:00 am – 5:00 pm  
Thursday 9:00 a.m.-12:00 p.m.

Call to Order

Establishment of a Quorum – members present: Heather Hollandsworth (HH), Sheila Nelson Hensley (SNH), Stephanie Clements (SC), Daniel Hewitt (DH), Margaret Murphy (MM), Donna Taylor (DT), Zita Barree (ZB), Kiesha Pope (KP), Vera Riddick (VR), Melissa Barnes (MB), John Brandt (JB)

President HH called the meeting to order at 1:13 pm. A quorum was established.

President's Report

Heather Hollandsworth

Sheila attended NASFAA in Denver for HH.

- Announced new CEO of NASFAA
- Lot of sessions about DL conversion
- SNH did a presentation for Barry to honor him as past National Chair

HH attended SASFAA Board Meeting in beginning of August

- Spent a lot of time on budget
- Site selection looking hard at venues, ATL, Charlotte, Jacksonville, etc – Lisanne Masterson is heading that up
- Next meeting will be a conference call
- SASFAA now has a policy of sharing rooms

President Elect's Report

Melissa Barnes

**Site Selection**

- Will be appointing Vera commissioner over conference during her tenure. Kerri Roth will be the conference chair for 2012 conference.
- Proposed sites (see handout)
  - Founder's Inn
  - Sheraton in Hampton
  - Renaissance in Portsmouth

**Sector Coordination**

- Has not done anything yet

**Strategic Planning**

- Tom Morehouse presented at Transitional Board Meeting
- Board should read the proposed strategic plan and we will take a look at next meeting

Past President's Report

Sheila Nelson Hensley

**Awards and Elections**

- Sent out one email with forms for awards and nominations. They are out there on website under "Forms Bank"
- Will be sending out another email and plans to do them more frequently.
- Form say they should be received no later than December 31.

**By-laws**

- Nothing to report

**P&P Manual Update**

- Odd P&P is still on the website
- Sheila will be getting with Brenda Burke to make sure that this gets updated
- Getting plaques updated and hopes to have it done by the next Board Meeting.
  - Questions about what to do with them
  - They should be brought to Board Meetings and Conference
- Sheila had a question about Past President – currently says they have to be an active practicing financial aid administrator in the state of VA.
  - Should we take a look at this? – she recommends that they only criteria should be that they are active in VASFAA and would not have to be in the state of VA
  - After some discussion, this was tabled and moved to New Business

Secretary's Report

Kiesha Pope

**Minutes**

- Transition Board Meeting – MB made a motion to accept the minutes with corrections. DT seconded. The Motion carried.

**Archives**

- Nothing to report

Treasurer's Report

Margaret Murphy

**Fund Manager**

- Vern Fairchild was appointed by HH as funds manager
- Checking account balance is \$27,041.47 as of 9/30/2010
- Money Market Accounts at Wachovia
  - \$22,384.61 as of 9/30/2010
  - \$40,962.63 as of 9/30/2010
- No Current statements for CDs
- No findings during audit
- No Adjustments needed
- Has \$300 to pay auditor
- Has 990 ready to sign and submit
- No taxes due

Treasurer Elect's Report

John Brandt

**Budget & Finance**

- 185 invoices as of 10/6/2010 – 128 paid \$4,480 balance due 57 member @\$1995
- Two vendors have paid \$750 – Great Lakes and PNC
- All payments collected from 2010 conference
- 4 membership unpaid for 2009-10
- SNH made recommendation that John send out reminders

### **New Century Fund**

- Brenda has drafted an article for VASFAA Voice regarding New Century Fund
- Put request in to update form

Representative At-Large (Information Services)

Daniel Hewitt

### **Electronic Services**

- Committee report is out there.
- Website updates being made.
- Jane asked that commissioners remind chairs that website updates need to go through Jane.
- Wild Apricot has some pages done. We will review tomorrow morning to see some examples. If we like pages, full site review will be ready in January.
- DT made a comment about Listserv emails only go to active members. This is an issue as we are sending out reminders to pay membership dues because they will not get these emails. We used to send out emails to non-active members. SHN asked can Jane check to see if this is an option.
- DH found a work around to problem with email. If you download membership table, you can sort by active and non-active members.
- DT also reminded us that we talked at Transitional Board Meeting about cleaning up the membership database so there will not be so many bounce backs.
- MB asked the question of who cleans up the bounce backs?
- MM asked if we could create a gmail account to send out these emails. The only drawback is that it does not feed into ATAC.
- SC wanted to know if this would be an issue with Wild Apricot.
- DT recommended that the membership database really needs to be cleaned up. Should not throw a lot of money into ATAC to fix issues with emails if it will be resolved if we go to Wild Apricot.
- ZB recommended we extend the active member date. DH pointed out that this would affect other reports like active members reports.
- DH says we could set the listserv emails to go to all members all the time.
- SC will let the Membership Services committee know that the Membership database needs to be cleaned up.

### **Newsletter**

- Eloise is still doing.
- Fall edition is out.
- Winter edition submission is 12/17 with emphasis on training.

- Calendar guide does not have NASFAA or SASFAA conference dates. Daniel will make sure that gets updated

### **Public Relations**

- Nothing to report.
- Just a reminder that she is out there to help publicize our events.
- Working on standard goals for this committee.

Representative At-Large (Professional Development)

Donna Taylor

### **Conference**

- Issued invitation to Greg Martin to come in as federal trainer
- Have not formally met as a committee
- Jenny and Kerri are here to look at hotel for conference logistics

### **Non-Conference Training**

- Tammy Garafono had to step down due to duties at TG
- Charles Brantley is now sole chair.
- One-day training in Lynchburg at Liberty University
  - Secured Greg Martin – Program Integrity
  - Secured Lee Andes and possibly Melissa Wyatt – Domicile and changes with state programs
  - Secured Brad Barnett – Professional Judgment
  - Agenda currently vague
  - There will be a Q&A session
  - Tarik Boyd is working to do registration through our website
    - \$10 fee for VASFAA members
    - \$45 for non-VASFAA members
  - Previously \$45 was a training fee which included VASFAA membership
  - DH asked if invoice could only state that it was a training fee and we do membership info on the back end
    - ZB was sure this had been done in the past
- Put out a call for what types of webinars are needed and call for volunteers.

Representative At-Large (Outreach Services)

Stephanie Clements

### **Membership-Mentor Program**

- Minutes on the website. Reminders have been sent out about membership dues.
- Began discussion about Mentor Program
- SC will bring to them the issues about cleaning up membership database

### **Awareness**

- Sent out information about Super Saturday and soliciting more sites.
- CACGP Grant
  - \$10,000 for 250 stipends for 40 sites
  - \$2000 to place ad promoting
  - \$2000 to print posters

- \$27000 for mailing list
- \$5000 to print VASFAA envelopes
- \$10000 for promotional display in a store like Walmart
- FOCUS
- Focus on veterans. Session will be represented at the conference. Secured a speaker from Army National Guard
- Information about Afghanistan grant
- Working on securing volunteers

### **Secondary Schools**

- Email sent asking for sites
- 9 sites secured currently

Representative At-Large (Organizational Services)

Vera Riddick

### **Development Partners**

- 29 companies have been sent letters asking for their support
- 4 confirmed for exhibitors
  - Great Lakes – check received
  - Suntrust
  - Wells Fargo
  - PNC – check received
- Follow up in November
- Working with these should read EASFAA and NCASFAA to exchange information
  - Government Relations
- Emails have been sent out

Took a break to tour the hotel.

Old Business

### **Budget Holdover**

Margaret Murphy

- Table for tomorrow

### **Scholarships for Students**

Heather Hollandsworth

- DH sent HH email about scholarship for student from the money received from development sponsors that was brought up at Transition Board Meeting
- Do this on an ongoing basis to put us more in touch with the students
- HH believes we do not need to start giving complimentary conference registration for attendance
- DH says we should not tie it to participation in a conference
- DH asked could we do something with Super Saturday sites. HH likes that idea. Could we put the participants name in a hat and draw two names and give them \$500 scholarship each.
- DT said to make it more meaningful to the student, we should not offer less than \$500

- SNH said we should not use development partners funds for scholarship
- DH will take a stab at writing how to handle the scholarship and bring back to next Board meeting
- MB suggested we do an essay as part of the scholarship requirements
- SNH pointed out that we need to vote to see if we even want to offer a scholarship and then move forward with the proposal.
- MM makes a motion that we develop a scholarship program geared directly toward students and DH would draft a proposal. VR seconded. The motion passed.
  - DH will bring to the next Board meeting

**Membership/Dues Focus Group**

Zita Barree

- Wants to clarify the focus of the group
  - Vera Riddick
  - Melissa Lacombe
  - Laurie Schavione
  - Tarik Boyd
  - Michael Poma
  - Bonnie Sutton
- Look at changing membership year and how to structure the dues

New Business

**SASF AA Conference Committee Update**

Heather Hollandsworth

- Student Success Spotlight Video
- Needs someone to take care of this for this year's SASFAA conference in Jacksonville. MM said she would talk to Teresa Keller at her school to see if she could do it.

**VCAN Success Story**

- Also asking for student success stories. Looking for people to speak. Deadline past. Was October 1. Ask Linda if she still needs volunteers.
- CACGP Grant - \$56,500 was received
- Philanthropy – HH has selected Partnership for the Future based out of Richmond as her charity this year. 5 year program. Starts in 8th grade. Sharleta Richardson is her contact.

HH recessed the meeting at 4:25 until 9:00 am tomorrow morning.

HH reconvened the meeting at 8:57 am on Thursday, October 7.

- DH showed a demo of Wild Apricot
  - The URL will remain the same
  - Login box is now in the top right corner
  - Current links on new site are the same

- Jane Moore is looking for feedback - Do you want to make design changes, are the colors ok, do you want a search page, etc.
- Member Directory information is currently public – do we want it to remain this way? We decided that we want it restricted
- Can create an event – if registration is needed for the event you can do this through Wild Apricot. Registration will be tied directly to each individual and you can pull the information in several different ways.
- Can pull several different financial reports. They export into an Excel spreadsheet
- Has a blogs feature – do we want this feature turned on?
- Security is given by individual item so you could give someone the ability to search but not edit and update
  - May be able to use it occasionally for things like a survey, etc.
  - Will turn off for now and turn on for a limited amount of time if needed
- Jane Moore will continue to move the files over. At the winter board meeting we will look at the entire site

#### VDOE Proposal (SCHEV, Department of Education for VA)

- HH only got three responses from Board members. She went ahead and worked on the proposal to create resources for secondary schools (financial literacy).
- They wanted her to write a letter of support as VASFAA president which she did and sent out to the Board to review.
- MB made a motion for HH to send a letter of support for the VDOE proposal. VR seconded. The motion carried

HH received an email from Sandy Neel. There is a training that NASFAA is offering and has asked all state presidents to attend. Training is free and materials will be online. HH will take a look at website for more information and forward to Non-conference training if necessary. We have not done in the past because of the cost.

HH received an email from SNH so that the membership chair would have access to the name badge program. We think this may be a mute point now.

#### **Conference Day Rate**

Donna Taylor

- Day rate last year was \$115. This year we have 1 whole day and 2 half days. Do we want to have one rate for the full day and another rate for the half days?
- DT moves that we continue the \$115 day rate for any day of the conference. JB seconded. The motion carried.

#### **Set Date for Next Meeting**

Heather Hollandsworth

- HH wants to do a conference call or online meeting. MM will research some options.

- We will look at second week in February for next meeting.

### **Online Bill Pay**

Margaret Murphy

- With Wachovia, we can do online bill pay. MM will begin using the feature again.
  - VR wanted to know if we could accept online payments for VASFAA activities. We could, but there is a charge.
  - SC asked if we could research the cost and bring the information back to the Board.
  - DH will get with Jane Moore to find out the cost.

### **Budget Holdover**

- What to do with any surplus from 2009-10? \$38000 in surplus. We are carrying forward \$24,000 in 2010-11. DH wanted to know if we could put some of the remainder aside for scholarships? He later retracted and suggested that we put it in reserves.
- SNH suggested that if we move forward with the scholarship idea it should be a budgeted line item.
- DH envisioned the scholarship being an endowed fund. ZB said that if we do it this way we could later look at the distribution of funds in reserves and possibly earmark some of it for scholarships.
- DH made a motion to put the excess funds from 09-10 into reserves (one of the money market accounts). SNH seconded. The motion carries.

We will table the issue of the past president having to be an active practicing financial aid administrator in VA to next board meeting.

HH read email from DH. Coordinate information about changes to send to Presidents and VPs. Coordinate information sharing among areas such as Admission and Records, Financial Aid, Business Office, etc. and their professional organizations. SNH suggested maybe we could do presentations at their conferences and they could present at ours. DH suggested that maybe we could co-sponsor conferences maybe 3-5 years down the road. VR suggested that maybe the Boards of these organizations needed to meet and start the conversation. MB suggested that maybe we develop some presentations at our conference related to some of these organizations and invite them to attend our conference. DT asks if she could charge Conference committee with researching these other organizations and maybe asking someone from one of these organizations to present on a hot topic. MB suggested that we send email invites to Directors of other departments within the college (admissions, business office, etc.) to join VASFAA.

DH also suggested that we have members designated as experts in certain areas that would be willing to answer questions and offer assistance. Could we add something to the membership information to ask if they would be willing to be contacted for questions? Could we publish this information for members to use?

DT suggested that we do a presentation at 2012 conference on the new website.



DH said that he will ask Jane Moore to do some instructions regarding various features of the website.

ATAC cannot/will not open listserv to all members. Can open the announcement function so you can send emails to everyone in the listserv from the past three years. This would be restricted to designated persons. Ask that we not use it excessively. One-time \$25 fee to set up for the announcement list.

DT makes a motion that we pay ATAC the \$25 fee so that we can have an announcement listserv function. VR seconded. The motion carries.

MM moved that we adjourn the meeting. MB seconded. Motion carried. Meeting was adjourned at 11:04 am