

**Fall VASFAA Board Meeting  
Blue Ridge Community College  
October 10, 2019**

Attendees: Marc Vernon, Brad Scaggs, Jackie Cottom, Ashley Reich, Elayne Peloquin, Shannon Turner, Joan Zanders, Scott Morrison, Chad Sartini, Tina Russell, Tawana French

Not Attended: Sherika Charity

Board meeting called to order at 10:20am by President Scaggs.

A quorum was established at this time.

**Approval of Agenda/Minutes**

- Motion made by Ashley Reich to approve the agenda for today's meeting. Motion was seconded by Marc Vernon. All in favor. No one opposed. Motion carried.
- Joan Zanders made a motion to approve the June Transition Board meeting minutes. Motion was seconded by Scott Morrison. All in favor. No one opposed. Motion carried.
- Joan Zanders made a motion to approve the September Ad Hoc electronic Board meeting. Motion was seconded by Jackie Cottom. All in favor. No one opposed. Motion carried.

**Old Business**

*2018-19 Budget Wrap Up -Tawana French*

- For 2018-19 we made \$20,299, primarily driven by higher than expected conference sponsorship. Overall, we overperformed on revenue and net income.
- Brad Scaggs commented that the hotel seemed difficult to work with and thanked Jackie Cottom for working with them to get everything resolved. Billing has been an issue for the last two years which has made it difficult to close out.

*Policy and Procedures Finalization – Group Discussion*

- Policy and Procedure Manual is on the Google drive which was shared with Tina Russell this morning. Tina will make sure the updated P&P gets added to the website.
- Joan Zanders brought up that the Appendices were not updated. We talked about removing some of the forms and moving current forms to the website.
- Brad Scaggs said we should farm some of the responsibilities of the sections of the P&P to the committee chairs to review and make suggestive edits to the Board.
- Joan Zanders suggested we look at them and assign them to someone to make sure it happens.
- Ashley Reich shared that she had already cleaned up most of the appendices and removed many of the old forms.
- Brad Scaggs suggested we make the Appendices clean-up project an agenda item for the next meeting. In the meantime, each of us should review. Ashley Reich suggested it should be a collaborative effort as committee chairs will not have the historical knowledge.
- Tina Russell will make sure the edited version is saved in addition to the clean version going out on the website so that there is a record of the changes that have been made.

### *Operational Calendar – Brad Scaggs*

- The updated schedule is on out on the website. Everything has been updated.
- Next thing after this meeting is the tax Webinar. Brad Scaggs is working with Joan Zanders to host the webinar on NOVA's platform. Webinar will be on 11/4. We will update the calendar to show that.
- Winter Board meeting has been finalized and will be on January 26-27. Will also be updated on the website. Tour of the site has been scheduled at Westin VA Beach Town Center. Sherika Charity will be in touch with us to coordinate.
- Annual Conference will be April 19-22. Board meeting will be on that Sunday, April 19<sup>th</sup>.
- Transition Board Meeting will be June 14-16 at Wintergreen Resort.

### *Update on Archives – Group Discussion*

- Tina Russell to reach out to Clint Young to follow up on the Archives process.
- Tawana French asked if we have a shared Google Drive and suggested we use it to save Treasurer records. Brad Scaggs to take the idea to Mayra to see if we can develop a better system for tracking the drive and documents. Chad Sartini shared the Google Drive with Tawana French and explained that it is attached to the VASFAA email address and gets handed down each year by the Electronic Services committee.
- Group suggested that the Secretary should have access to these same records. These records need to transition each year to the new Board members.
- Joan Zanders commented that SASFAA did an inventory of everything that couldn't be archived and suggested that we do the same. Examples would be conference inventory such as decorations.

### *Spirit of Norfolk Tickets – Brad Scaggs*

- Brad Scaggs asked how many tickets we have left over from last year's conference. Jackie Cottom said she thinks there are about 15 tickets.
- We would like to try and sell these to SASFAA since they will be in Norfolk for the conference.
- Jackie Cottom will contact Spirit of Norfolk to find out what the final number is and from there see if we can use them.
- The group discussed how much we should be charging SASFAA for each ticket. Original cost was \$40. They are good for a year from the date of the previous cruise.
- Scott Morrison made a motion to sell SASFAA the tickets if the value of the ticket is less than what it would cost SASFAA to purchase the ticket. Motion seconded by Elayne Peloquin. Jackie Cottom asked if we can consider the possibility of selling the tickets for less if it is not a value to SASFAA so that we get something rather than nothing. Group discussed this option.
- Scott Morrison withdrew his motion after further discussion about the unknown value of the tickets and contracted costs for SASFAA.
- Ashley Reich recommended we get the details before deciding and have an electronic Board meeting to vote, once we have all of the information.

### **Treasurer's Report – Tawanna French**

#### *Balance Sheet*

- Balance sheet and income statement update -- our expenses were higher in some categories than others but overall, we outperformed the budget.
- Expenses are currently low, including things like insurance and Wild Apricot.
- We have 273 paid members as of Monday.
- We had 34 paid members for the Director's Summit with one outstanding check.
- 57 paid members for the Non-conference Workshop, with 14 unpaid.
- We have 7 conference sponsorships, of which 3 have made payment.
- Brad Scaggs asked if we can refrain from calling them conference sponsorships and would rather use the term VASFAA Sponsorships.
- Tawana French indicated she updated the term in the Treasurer records.

#### *2018-19 Budget Update*

- Due to the conference bill being so late this year, the committee meeting had to be postponed to determine net income for the year. The conference bill has just been finalized this still needs to take place.
- Conference registration will be a little less this year since we over projected last year. Budgeting for \$77,950 from net income and expenses to come to a wash.
- Our reserve account is now up to \$20K and Sue Ross at \$75K. Committee will be meeting to make a recommendation on what to do with the \$20K earned from last year. Tawana French says we can invest the money right away. She wants to have a conversation with Vern Fairchilds, Funds Manager, as she would recommend that we limit the number of CD's. Vern recommends 100% of these funds to VERP.
- Joan Zanders presented a concern that as a nonprofit we aren't allowed to have profit. Tawana French indicated you can have profit but you must reinvest it. The group discussed, showing concern for whether that is a cap on revenue/assets and whether or not we are approaching that.
- Tawana French indicated that she will do some research and check with our auditor. She believes that as long as VASFAA reinvests the funds that there should not be an issue.
- Tawana French indicated that we are a 501c3 – that is a tax status. We are not tax exempt through the state. This application process has not been finalized.

#### *Audit Preparation*

- We are a little behind because of delayed conference bill. The information is about 95% ready to go to the tax preparer. Once Tawana gets that out, she will let us know. The goal is to have it ready by the next Board meeting.

#### *2019-20 Budget Update*

- Joe Dobrota has preliminary numbers but the committee needs to meet and discuss these again as they were assuming they made less than they actually did. At the June Board meeting, we made assumptions on our conference costs and found after the billing that these were different.
- Brad Scaggs questioned why would we need to adjust the budget after it has been approved. Joan Zanders shared that in the past, anytime there were adjustments the committee felt like they needed to show the adjustments to the line items and make the Board aware.

- Tawana French explained that a budget is a guideline – it is not our financial statement. It is a guide as to what we should be spending on each line item.
- Brad Scaggs requested that an updated budget can be ready and be presented at the next meeting.
- Our tax-exempt status application is incomplete. Tawana French and Ashley Reich will work together on this and have an update at the next meeting.

#### *PayPal/Wild Apricot*

- PayPal has only been used for invoices of more than 5-6 people. Fees have only been \$127.
- Wild Apricot is about \$280.
- Transition from PayPal to Wild Apricot has been pretty smooth.
- Information for the Virginia State Corporation Commission website has been updated. Some people were listed from multiple categories like Treasurer's from about 10 years ago. They were not able to submit a payment because the information had not been updated. It looked like new members were added but previous members were never deleted.
- To date, only Tawana French and Ashley Reich are authorized and Ashley is the primary. Working through this process with PayPal also.
- Need to work on Wild Apricot clean-up. Noticing that there are a lot of individuals who have not been members for years but are showing with an active member status. We need to make everyone inactive who has not paid for a couple of years. This will make the 'renewal' process work instead of it renewing a past year.
- Ashley Reich has received a request from ECMC to transfer membership and presented the request to the group. Joan Zanders pointed out that this is in the P&P that we will not allow this. Chad Sartini clarified that this is in our By-laws, not our P&P.
- Tawana French separately received a request for someone who has a credit balance for an overpayment for someone who is not longer there and they want to transfer that balance to apply it towards the membership of someone else. This was an error on VASFAA's part and she wants to know how we handle that.
- Joan Zanders made a motion that we apply the credit balance towards the cost of membership for another member for this year. Motion was seconded by Marc Vernon. All in favor. No one opposed. Motion carried.

#### **Funds Manager Report – Tawana French**

- Vern Fairchilds sent over his update to Tawana French. Before we got the final conference bill, we were working from projections, which is what his recommendation was based on. Essentially, Vern wants to invest the funds no later than November 1<sup>st</sup>. He has a VERP interest for this fiscal year of \$2,100. He wants to get the money invested as soon as possible to increase our base as the rates are declining and this could affect us in the future.
- Vern wants to make sure he is tiering all of the CD's for appropriate timing of future years.
- We have about 23 CD's which Tawana feels is a very large number of CD's to hold. This is a lot to administer and something we need to consider for the future Fund's Manager. Online banks are offering higher rates. Something we should start thinking about since we are moving forward and we are spread across the state.

- Brad Scaggs indicated that Vern is essentially asking the Board, what do we want to do with the excess income from last year?
- Joan Zanders made a motion to invest the entire excess revenue and invest it in VERP. Scott Morrison seconded this motion. Discussion – Joan asked if we are concerned about this year’s conference being down due to location and not being at the beach. Tawana French said the only time we are really going to need money to cover conference expenses going out. Vern has done a great job of maturing CD’s around that time so that we have the ability to pull money without penalty, if necessary. All in favor. No one opposed. Motion carries.
- Buddy Award budgeted for \$275 this year. We reduced it this year because we had trouble getting applications historically.
- Joan Zanders suggested we research the investment strategies NASFAA is using. Many concerns were discussed but it was agreed that we would collect information to review.
- Tawana French brought up that we have to start thinking about Joan’s Sue D. Ross award and where we want to spend it.

Scott Morrison made a motion to recess for lunch at 12:19pm. Motion was seconded by Jackie Cottom. Motion carried. All in favor. No one opposed. Motion carried.

Joan Zanders made a motion to resume meeting at 1:30pm. Marc Vernon seconded the motion. All in favor. No one opposed. Motion carried.

## **Committee Reports**

### *Newsletter – Jackie Cottom*

- Goals were to build on awareness and outreach. Action items: work with social media chair and electronic services to share information.

### *Site Selection – Jackie Cottom*

- No information available. Tarik Boyd has left the state and Brad has elected not to fill the chair since we have contracts for the next two years.

### *Government Relations – Elayne Peloquin*

#### *State Relations --*

- State relations activity has been busy.
- SCHEV convened a study group to evaluate the partnership model. Group was made up of Financial Aid Directors.
- SCHEV held a series of around 6 meetings to include SCHEV staff, Director’s and Legislative Staff.
- Directors served as Ad Hoc committee to make recommendations that were approved by the VASFAA Board. SCHEV will be taking the recommendations to the Legislatures.
- Update given at the Annual Directors Financial Aid Summit.
- Email about Foster Care Grants was set to the VASFAA ListServ.
- No motion or action items or policy and procedures recommendations or changes.

### *Federal Relations –*

- Committee agreed to focus on state-based opportunities at this time. Financial Aid regulation has been continuously extended.
- Title IX is an area of contention. Reauthorization of the Higher Education Act has stalled.
- Congress has already proposed a continuing resolution to keep the government open.
- No motion or action items or policy and procedures recommendations or changes.

### *Awards and Nominations – Joan Zanders*

- Marc Vernon and Elayne Peloquin both cycle off the Board as Rep's at Large next year.
- One person who has volunteered for Rep at Large and one person has volunteered for Treasurer Elect.
- We need a President Elect, Treasurer Elect and 3 Rep at Large positions for the coming year.
- Marc Vernon shared that he just hired a Deputy Director and once he has help, he would like to throw his hat in the ring for president elect. Not this go around, but maybe next.
- Elayne Peloquin offered to run as Rep-at-Large.
- Chad Sartini recommended asking Mayra Vazquez to run for Rep-at-Large.
- If there is anybody in the association that you feel deserves one of the esteemed VASFAA awards, we need to present this information in January.

### *Electronic Services – Scott Morrison*

- A feedback button has been added to the website to provide members the opportunity to share feedback with the organization.
- Committee provided Laurie Owens support by communicating membership information on the website.
- Committee assisted Megan Hartless with the new VASFAA Voice newsletter.
- Posted the new financial aid toolkit to the website.

### *Conference – Scott Morrison*

- The conference committee is made up of 23 members.
- The initial web ex conference call was held on Sept. 30 2019.
- During the call, subcommittees were assigned and reviewed.
- The next conference call is scheduled to be held on Oct. 30, 2019.
- The committee plans to have a tentative agenda available for distribution by December.
- The committee members feel like we are competing with the SASFAA conference this year because of the timing and the location.

### *Conference Continued - Chad Sartini*

- Financial Aid Offices have limited information for the budget
- Chad Sartini and Chester Priest did a site visit a couple of weeks ago. The venue is nice, but is a bit smaller than last years.

- The location is not ocean front but the room rate is very reasonable and there are no parking fees. There are cost savings that schools will realize with this location verses locations of the past.
- The committee is working on planning for places to dine around the area. The idea is to split up in groups, with the Development Partners taking the lead.
- The room rate is \$129.
- Still trying to come up with our entertainment – it is difficult to compete with the events from the last two years.
- Chad has asked us to think about if we have folks in our office who have presentation skills or things we haven't talked about in a while – example: making the switch from a 2 year to 4-year school. As you think of topics, send them to Chad Sartini, Biz Daniels or Scott Morrison. Share event ideas even if you don't know of people to present the topic.
- The committee is discussing a pre-conference on Sunday. Sunday is a challenge – attendance is disappointing. Many strict offices have to travel Monday through Friday and the level of the staff member may not be able to travel on a Sunday.
- Looking to offer some kind of workshop to draw people in on the Sunday. Potential NASFAA U Credential. Need to coordinator with SASFAA to make sure we aren't offering the credential.
- Elayne Peloquin made a recommendation to offer a session on state aid – what do we do with it, what is it, reporting, etc. This is information she would find helpful as she relocated from out-of-state.
- Have looked into topics to present to the group at large, like talking to difficult people.
- Brad Scaggs asked Scott Morrison to recommend sessions on behalf of the private sector as it is difficult to find topics to draw in that sector.
- Joan Zanders shared that SASFAA uses a giant database in the sky called PPS and that it would be a great way to reach out to every college in VA. Brad Scaggs confirmed that VASFAA has already utilized this resource to reach out to schools across the state.

#### *Secondary School/Awareness/Diversity – Marc Vernon*

- The committee continues to build the tool kit for high school counselors.
- Met with Mayra to talk about updating the website and content.
- Meetings will be held through the winter to continue to discuss the resources available through the VASFAA website.
- The committee will continue to advocate for learning outcomes that focus on college costs, financing and eligibility.
- SCHEV indicated in early Sept. that revisions to the economic and professional finance course have been requested by VDOE.
- Committee will continue to support local and community high schools with Financial Aid Workshops and events.
- Communications sent to ListServ are being facilitated to collect information on outreach nights to be posted as resources.
- The high school counselor webinar from Sept. was recorded and made available to view on the website.

- Motion/Action Items: Promote financial aid night and FAFSA workshops via the VASFAA website; Submit draft of financial aid night and high school counselor workshop; Continue to work with electronic services to share information.
- Joan Zanders shared that she was asked a year ago to serve on the executive round table. One issue was updating the curriculum for K-12. There is now work happening to support updates the curriculum.

#### *President's Report – Brad Scaggs*

- Brad is continuing to work on goals such as widening VASFAA's reach by spreading events across the state.
- The Director's Summit was increased from 30 cap to 35.
- Non-conference participation looks good. It looks like moving around the state has proven to support the goal of increased participation.
- As of Sept., we have 14 new members as a result of additional communications.
- Marc Vernon questions if the Directors of larger schools are encouraging all of their staff to enroll. Group discussion, continued as many from the group are encouraging membership but pointed out that not all schools are.
- Shannon Turner has been appointed as Ad Hoc Social Media Chair. Increased social media presence will hopefully promote increase in participation.
- Brad wants to work more closely with committee to make sure the tool kit is available.
- Lee Andes responded to the VASFAA recommendations with a list of questions for the government relations committee about VSFAP recommendations.
- The Director's Summit was a big success and we came in under budget. We were able to share the VSFAP recommendations with our community.
- Conference committee has been hard at work. Preparing various modes of member feedback. Mayra Vazquez has been working to explore a button to the webpage to respond or provide feedback. Messages will be directed to the VASFAA email.
- The following feedback was shared about the Director's Summit:

Good way to network; maybe more engagement next year; maybe a fall and spring conference; perhaps include a break out session for discussions in various sectors; mid-way locations for meeting; find a way to engage all participants; split group for private vs public; start and hour earlier; most information was for public institutions; break out session between public and private; great to meet with directors annually; SCHEV was not prepared; thank you for gluten free lunch; and time was good for those who need to make a day trip.

- Joan Zanders commented about the federal government finally getting involved in defining high school graduate and e-transcript issues with signature requirements.

#### **New Business**

##### *Social Media – Shannon Turner*

- In order to have more of a presence, we need to post to social media platforms more often.
- Suggest sending out a poll to determine which form of social media most members use – predict Facebook or Instagram.



- We need to determine what they want to see. Suggestions: Upcoming events, promote sponsors (spot light), promote involvement, post funny memes for interaction.
- The more interaction, the more it will show up on individual feeds.
- Would like to offer incentive for conference posts (most interaction, most likes).
- Figure out what our goal is – grow membership, promote the organization, improve retention rate, support financial aid advocacy.
- Will provide links to the newsletter, promote the charities we support, promote national, regional and local events, recognize financial aid day, get to know your committee board members/chairs.
- We need to respond to posts so that members feel like we are engaging with them.
- Follow the Rule of 3 – support organization, influencers, personal stories – research shows images and videos succeed most.
- Marc Vernon recommended posting new hires and promotions.
- Tina Russell recommended posting vacant positions.
- Brad Scaggs encourages regulating the information we are sharing. There is a closed social media group called Financial Aid Follies. They have been known to share information that is sensitive and/or inappropriate. We want to make sure people are engaging in an inappropriate manner.
- VCAP reached out to Brad to see if he would be willing to present at their conference. He told them it conflicts with the FSA Conference. Chad cautioned that some of the attendees can be very pushy about approving overrides, etc., and the presenter needs to be a strong individual.

#### *Strategic Plan Checklist*

- An updated strategic plan/to-do list was distributed to the group.

#### *Non-Conference Training Update*

- Brad Scaggs shared that he wants to make it apparent to the folks that support us that we are appreciative of them. He has added logos to the agenda to drive that message.
- We have 73 registrants.
- Juice and pastries will be provided in the morning and lunch will be provided in the afternoon.

#### *Funds Manager Discussion*

- Brad Scaggs commented that we really need to think about the Board's desire for the Funds Manager Position.
- Does the Board just want someone to oversee the funds or do we want someone to be more proactive?
- Do we want to find someone who provides strategy and recommendations? If that is what we want, what do we do if we can't find someone?
- Chad Sartini suggested we remove the responsibilities from the membership and look outside.
- Tawana French updated us on the status of the insurance. Vern Fairchild is not covered because he is not a member of the board. Insurance only covers 4 members.
- Brad Scaggs would like the Budget and Finance committee to bring recommendations to the next Board meeting.

- Areas to consider: Simplify it as much as possible, hire a brokerage firm, or move to Treasurer/Treasurer Elect

#### *Virginia Retired Aid Administrators Group (VRAG)*

- Group met and came up with \$1,200 in donations from 18 donors to support VASFAA that have been designated for VERP.

#### *Mentoring Program*

- Brad Scaggs asked for a motion on a mentoring program. Brad and Beth Armstrong have been talking about how to recruit and retain financial aid administrators. Beth is willing, if the Board approves, to put together a mentoring program.
- The program could be announced at the next conference.
- Directors would make nominations for participants.
- Sessions would be held throughout the year.
- Offer mentoring sessions that provide connections throughout the year.
- Goal is to groom participants for the profession.
- Florida has done this. Concerns expressed that the directors should be doing the mentoring, costs associated with the program, poaching staff, pairing, time commitments, talk with FL to share policies.
- Joan Zanders made a motion to allow Beth Armstrong explore and bring back a program recommendation to the Board. Scott Morrison seconded the motion. Further discussion on the questions we want to consider –
  - Should past President's take over the program each year?
  - Should participants only recommendation by Directors?
  - How are participants selected?
  - How many participants are we accepting?
  - How is the program going to be managed?
  - How are the mentors going to be selected?
  - Should the Buddy Award help fund the program?
  - How long is the mentorship?
  - What is the success rate – can FL share this information.
  - Should there be qualifications for participants and/or mentor?

All in favor. No one opposed. Motion carries.

Joan made a motion to adjourn meeting at 3:17pm. Motion was seconded by Marc Vernon. All in favor. No one opposed. Motion carries.