

**VASF AA Strategic Plan “To Do List”**  
**July 1, 2018 and Evolving**  
VASF AA...the light and voice of financial aid in Virginia

*The mission of the  
Virginia Association of Student Financial Aid Administrators (VASF AA)  
is to provide a safe and open environment  
for financial aid professionals from all sectors  
to interact, learn, and exchange ideas. With the highest level of integrity,  
VASF AA provides training and support and advocates for the profession  
so students and families seeking to afford post-secondary education  
in the Commonwealth are well-served.*

With the mission statement as our guide, the overarching goal of the strategic plan is to *modernize* VASF AA and bring more value to the members we serve and, thusly, to students, our institutions and the community at large. The plan is not a static document but rather a flexible and evolving one that will allow for continued innovation and growth. To this end, and through in-depth planning during the Transition Retreat June 3-5, 2018, the VASF AA Board and select Committee Chairs put forth the following key points and checklist items to guide us in the coming months and years:

**Goal #1: To reach and serve financial aid administrators from all sectors and associate members in supporting roles, VASF AA will:**

Reach out to current members and financial aid professionals not currently active to determine how we might better meet their needs

Provide training pertinent to schools from all sectors

Standard term, credit hour schools

Non-standard, clock hour schools

Schools using different SIS systems

Individuals in different roles

Provide opportunities for networking

To exchange ideas

To provide time for Q & A

To promote best practices

**Goal #2: To maintain open, transparent, continuous and meaningful communication among members and the community at large, VASF AA will:**

Create a newsletter template and annual calendar that will provide value for members in each issue

Develop a social media presence for VASF AA, including the creation of a blog where administrators and community partners can voice concerns and share ideas

Add and maintain an “Issues of Importance” area on the VASF AA website where members can access articles on current matters that impact financial aid and higher education

**Goal #3: To provide high quality, timely training that meets the needs of all sectors, VASFAA will:**

Host a Directors' Summit that allows for training and the sharing of ideas and concerns in an open and non-judgmental environment

Provide a Fall Training event that includes pertinent topics of importance to the membership and our institutions

Provide a high-quality annual conference by soliciting strong presenters for both procedural and professional-development topics of importance and interest to the membership and will include opportunities for:

networking

relaxation

fun

Hold training of importance via webinar during months when no in-person event is held; community "partners" who work with students will be offered the training, as appropriate

Record training events and make them available to all members

**Goal #4: To be a resource for high school counselors and the community on all issues financial aid, VASFAA will:**

Create and provide annual updates for a High School Counselor Toolkit to help our counselors help students, utilizing existing models where possible; Virginia-specific resources and data will be included (VGAP, Commonwealth Grant, VTAG, Virginia 529 plans, academic common market, fee waivers, valid financial aid-eligible high school diplomas, etc.)

Work with VCAN, Project Discovery, ECMC Learning Communities and other community "partners" to ensure consistent, accurate training that covers the entire Commonwealth

Work with SCHEV, DOE and the Virginia Council of Economic Education (vcee.org) to include information on paying for postsecondary education and financial aid in VA K-12 instruction. (Currently, all VA high school students must earn one credit each in economics and financial literacy; paying for higher education is not emphasized.)

[http://www.doe.virginia.gov/testing/sol/standards\\_docs/economics\\_personal\\_finance/economics\\_personal\\_finance\\_sol.pdf](http://www.doe.virginia.gov/testing/sol/standards_docs/economics_personal_finance/economics_personal_finance_sol.pdf)

Create step-by-step how-to and trouble-shooting guides and FAQ's for the new FAFSA App, as needed

Create a webinar for HS school counselors and VASFAA members in preparation for the new aid year

**Goal #5: To provide awareness for our members of federal and legislative issues impacting financial aid and opportunities to advocate for desired results, VASFAA will:**

Provide regular updates to the membership when legislation impacting the financial aid community is introduced or pending at either the Federal or Commonwealth level

Provide a forum for discussing legislation that could impact financial aid and the aid community (ongoing)

Provide training and opportunities for members to go to Richmond or D.C. to meet with legislators on key issues impacting financial aid and the community

**Goal #6: To modernize VASFAA through updated technology, VASFAA will:**

Develop a new VASFAA logo

Create a website that looks new and inviting and is easy to use

Develop the use of social media from our webpage

N/A Purchase and use a mobile app for conference, if affordable and utilized

Host a calendar for the year on the website

Develop a working calendar of required activities and reporting for VASFAA Board members and committee chairs

**Goal #7: To maintain current, clear and financially feasible directions for the VASFAA Board, Committee Chairs and Members, VASFAA will:**

Update, and continue to update, the P & P to reflect current practice and to clarify nebulous wording

Track operating expenses of the Board and each VASFAA event to inform decisions regarding cost-setting for events and membership fees

Review and revise policies and procedures on the use of debit cards to better ensure continuous reconciliation and budget monitoring

Align VASFAA budget terminology with terminology used by our financial records software (currently Quickbooks) to allow the Board to make decisions based on more easily reconciled and current financial information

Continually evaluate policies and procedures for the management of VERP funds and all VASFAA investments

Develop continuity of operations procedures for the management of VASFAA investments

Develop continuity of operations procedures and a plan for the collection, maintenance, protection and location of VASFAA archives