

CASFAA Executive Council Meeting Minutes

January 23 and 24, 2020
Hyatt Regency Long Beach
200 South Pine Avenue
Long Beach, California 90802

Thursday, January 23, 2020

Call to Order at 12:58pm

Anafe

- Welcome, Housekeeping, Announcements, Introductions

Introductions, The Executive Council did introductions

In attendance:

Thalassa, Bronwyn, Sun, Lori, Veronica, Jessie, Anafe, Barbara, Carl, Christina, Tom, Wendy, Daniel Reed, Nicole, Collette, and Kim

- Review of Minutes from October EC Meeting

Vanessa

Approval of minutes Barbara moved to approve the minutes. Jessie second, Motion carries

- Outstanding To-Do Items

Vanessa

- Electronic Votes made

Anafe

Nomination committee recommended Special election~ Jessie for President elect, Wendy Wang for Treasure Elect. Look at emails. First and second.

- Treasurer's Report

Carl

Investments are up. Wendy Wang is the new Treasure. Accounts receivable to be transferred to Wendy instead of Yuliana, Request will be sent to Wendy and Carl. They will work together and tackle the task. Discussion about getting mailbox close to Wendy's house. Worries about the address being changed and the mail not being forwarded. Suggestions for Wendy to get mailbox with forwarding, possible mail house with forwarding options or PO Box. Cost would be \$120.00 a year for a regular box additional cost for mail forwarding. Carl does not mind using his schools address.

Barbara recommends updating the permanent address for CASFAA.

TO DO: Follow up with Dewayne to update permanent address.

Motion to use Stanford University address for fiscal related mail for two years until a solution is found. Bronwyn Moved Barbara seconded. Motion Carries

- Fiscal Planning

Carl

2020 Budget- Anafe requested chairs to send in their budget requests so we can prioritize the budget. Daniel and Collete have sent in their request. Still needing requests from other committee members. Day at the Capital April

20th the next EC meeting to follow. We will be at the Westin in Sacramento. Discussion for July meeting and Conference CO Chairs to review the conference location.

Discussion about proposed budget.

Daniel Reed- Electronic Initiatives- \$3000.00, upgrades to websites. Currently using an older version of the site. Train a website person; have them attend a conference to learn the website. \$1000.00 conference plus travel cost. Carl recommend that CASFAA should have specific goals for the person that attends the conference.

Wendy recommends that we review what Cvent has to offer before we make any decisions since we are in a three-year contract. Wendy recommends that we get a webinar from web clicks.

To Do: Daniel will set up a webinar with Web Click for our next meeting.

Carl recommends updating the budget request to include Uber cost. Amended amount Total Cost would be \$3300.00

Motion by Jessie to approved Electronic Initiatives budget request. Second by Vanessa. Motion Carries

Access and Diversity committee submitted a budget request to have a summer training.

Collette is proposing to do one training in the South.

Barbara moved to approve the budget request Tom second. Motion carries.

To Do: Monthly Fiscal Planning meetings.

To Do: Carl and Wendy to be authorized to be signatures on the account.

- 1040'S Workshop's

Kim

Workshop numbers 552 people registered. CASFAA's second biggest revenue. Workshops start on Monday. Online option will be available soon. Changes to taxes might have an effect on the increase in attendance. Barbara recommends marketing the workshops through NASFAA. Spring semester for most schools start next week. Discussion about when the webinars should be offered. Early February and first week of March would be the recommended time. Call out for volunteers at each location to get more people involved. Additional changes to taxes, more workshops will benefit the financial aid community. Anafe requested to take pictures so we can use it in CASFAA Chronicle.

Conference Committee Update

Tom/Lori

- Review of the 2019 Conference

Tom is requesting feedback for the EC about the conference. Colete recommends the food to be better at this year's conference. Tom and Lori to meet at the new location and start working with Anafe to pick the theme and conference name. Lori found that after the conference it was hard to determine which vendor did what. Cvent might allow us to give a description of the vendor. Jessie says that he noticed an issue with the registration process.

- Update on 2020

Conference dates: October 23 through the 26th. Preconference and Conference

Sun would like the newcomers to have time to meet with vendors. Discussion about having the newcomer's session to be in the vendor's area.

Discussion about the cost of food at the conference and us needing to be mindful of the cost.

Christina mentioned some presenters did not show, and did not contact Ron that they were not coming. Recommended that we do a webinar for moderators and a check in area.

Veteran session maybe a one-day training specifically for their needs.

Discussion about what the segmental reps would like to do for the conference. The segmental groups need to start planning for the conference.

Recommended that FSA session be in more than one block. Barbara discussed sending the request to FSA as soon as possible and NASFAA.

To Do: Tom and Lori to contact FSA and CSAC also, and to meet with Anafe

To Do: Update the website to show future conference information

To Do: Save the Date Email to be sent

To Do: Get a report from Cvent to see who registered for the conference, Barb to send to EC

To Do: Anafe to reach out to Apri to see if she would like to do preconference or having a track for Directors.

- Program

Ron Lee will not be able to do the program. Discussion about who will do the program this year. Ron is willing to mentor the new person.

Possible theme name... Building Leaders.

Discussion about bringing student employees to the conference for training. Tom recommends that the segmental reps consider doing that training. Segmental reps will need to send in their budgets for the conference. Birds of a feather session, for the different school systems. Advanced... beginner and intermediate.

Anafe recommends that we have different tracks. Daniel recommends adding the track description to the program. Other recommendation is to have segmental updates on the website.

Discussion about having paper copies for people that request it. Discussion about asking the attendance if they want a paper print out. Make sure that presenters give the handout early so they are available to print early. Suggestion about having them available on the website.

- Segmental Representative Updates:

- University of California Nicole
 - Cohort based tuition is really on their radar and was to be voted on but was kicked back to February.
- California State University Tracy
- Independent Veronica
 - January 10 Gavin Newsome released the budget. Cal Grant award.
- Community College Christina

Began recruitment process of committee members using last year's members as a start and adding community college CASFAA volunteers from sign up list at 2019 conference. Members for 2020 include:

1. Vanessa Gibson, Antelope Valley College
2. Maureen Goldberg, Santa Barbara CC
3. James Griffin, Sierra College
4. Kathy Medina, Chabot College

Initial correspondence has been via email. Will host first meeting via conference call in late February to discuss committee goals, review of sessions offered at last year's conference, segmental breakfast and training opportunities for 2020.

- Proprietary Vacant
- Grad/Professional Jessica
- Associate Members Sun
 - \$42,000 raised, business solutions session really filled up fast.

- Ethnic Diversity
 - Spent \$1500 dollars less than her budget request.

Collette

Friday, January 24, 2020

Call to order 9:17 am.

- Strategic Planning

Barbara discussed the strategic plan. There will be a lot of preparation this year and next year will be implementation year.

She discussed the measure tracking too and explained why it is needed. It is needed to be able to determine how successful we are. Barbara reviewed CASFAA Mission statement. She explained why we have strategic plan and the need to measure our outcomes. She reviewed CASFAA's goals.

Anafe wants the segmental reps to align their goals with CASFAA's goals.

Swat analysis was completed four years ago. She reviewed the organizations strengths and discussed the need for our organization to be more vocal. She discussed the need for the organization to be financially sustainable. She reviewed the organizational challenges.

Daniel discussed the need for more advocacy and taking a grass root campaign. Day at the capital is one of the most important days for us to use our voice. Continue to grow our advocacy efforts. Promote our organization and be more visible. Segmental reps to provide information to Apri to add to the CASFAA Chronical.

Barbara discussed our assets reserve policy and the possible change to the membership. The goal is to increase membership.

Discussed the need to survey members and to analyze the data. We would like to see who has completed the survey also ask them how many staff members per office. There was discussion about cost. Other regions have a flat fee option. We will need to analyze the data to determine the cost.

Discussed the possibility of having a lower cost rate for new financial aid member. We need to improve getting our story out so prospective member understand why they want to join CASFAA and increase the information we are giving our members.

To Do: Work on measuring outcomes from the strategic plan

To Do: Anafe to Survey members about possible change to the membership structure. Get a copy of WASFAA survey from Dewayne.

To Do: Committees need to develop their SMART Goals for the upcoming year and tie each back to the organizational goal.

- Committee Reports:

- Training

Thalassa

Have had a range of 7 to 27 trainings a month. Training has now expanded to five additional region. She would like to have a backup. Four people were too able to be active trainer. Looking for additional trainers. NASFAA U training at a discounted rate. State leg training has been very successful. 59 attendees to the NASFAA U sessions. We got 30 new members.

She would like to do the same thing as last year. Possible spring and summer workshops. There is a need to get more trainers to be able to build a successful training team. She discussed her budget request that she will be submitting.

She would like to survey the people that have attended the workshop. We would like to be able to send notifications to non-members so they know that training is available. Discussion about possibly building a database for contact people. Anafe discussed that Community College have a contact list. We would like to reach out to each segment and have them reach out to their groups.

Discussed the need for Financial Aid 101 session. Tom discussed training for new employees. We would like to be able to have a section of the website that has resources for members. Lori has a lot of training that she already built; she will work with Thalassa to start building CASFAA branded trainings.

- High School Counselor Workshops Luanne
In the process of moving knowledge forward to Luanne, we have many new sites.
- Federal Relations Deb
 - Nasfaa Leadership Conference
- Membership Lindsay
 - Membership structure.
- State Issues Bronwyn
 - Day at the Capitol

Bronwyn discussed the session at the conference and the need for advocacy. Seven people of the committee. Has first meeting scheduled for her committee. Online webinars and spring training. Discussed the possibility of charging for the state issues training. Would like to get the information on the website and in the CASFAA Chronicle. Bronwyn sent CSAC information to Lori and Tom. Suggested having a session “ask a CSAC”. We will be working with CCCSFAA for day at the capital. State budget came out. March is when CSAC will be giving recommendation about the Cal Grant reform.

- Electronic Services Scott
 - Monthly news and electronic services - update
- Web ideas/plans Daniel

To Do: Update the website with new EC Members

Daniel reviewed the website and the CASFAA calendar. Discussion about the Sponsorship page and the need to have the sponsors on the site. Daniel informed segmental reps that they have a specific page and if they want the information updated to send him an email. Daniel demonstrated a possible new layout of the CASFAA website. Discussion about who can update the website. Daniel projects that the upgrades will take 6-8 weeks. Discussion about the cost of Member Clicks, annual cost is \$5700.

To Do: Ask Scott about what population is receiving the CASFAA Chronicle.

To Do: Anafe to send an announcement about the new EC members that have been elected.

- Cvent via WebEx Wendy

Cvent-Cliff Harbourt Account Manager and Rose Kearsey Client Success Advisor CASFAA Customer Success Review. They would like to know who else should be a point of contact from CASFAA. Training is available on their site. Talked about ways to improve the way CASFAA uses Cvent. Tom and Lori will be getting training on how to use Cvent. Cvent Connect is a conference for Cvent training. Need to utilize the services that CASFAA is paying for.

To Do: Wendy to send a list to Cliff and Rose of people that attended the WebEx.

- New Business Anafe
- Site Selection – future EC meeting dates and schedule

- Travel Reimbursement Process

Carl updated the travel reimbursement form. Travel reimbursements are to be sent to Carl and Wendy.

To Do: Vanessa to send email with the new travel reimbursement.

- Review of To Do's

Vanessa

Motion to Adjourn made by Anafe

Meeting Adjourn at 12:15 pm