

CASFAA/CCCSFAAA 2004 JOINT EXECUTIVE COUNCIL MEETING
Hyatt Regency Hotel, 1209 L Street, Sacramento, CA
March 22, 2004

Present: President Wayne Mahoney, President-Elect Joanne Brennan, Treasurer-Elect Mindy Bergeron, Vice-President Tami Sato, Treasurer Karen Sanders, Secretary Myra Rush, Past-President Ena Hull, GP Representative Brenda Johnson, CC Representative Judith Cohen, Proprietary Representative Gary Byers, UC Representative Louise Jones, ED Representative Merylyn Sweet, CSU Representative Karen Masey Neal, Association Services Liaison Linda Bisesi

Others Present: Conference Chair Addalou Davis, Webmaster Rita Fellows, Kathy Degn and Steve Caldwell – CSAC

Absent: Independent Representative David Levy, Training Liaison Ann Whitmer, Fund Development Chair Tracie Matthews, CSAC Liaison Sarah Tyson, Dept. of Ed Liaison, Marianna Deeken.

The meeting was called to order by President Wayne Mahoney at 8:24 a.m.

Linda Bisesi introduced the Day at the Capitol scholarship recipients: Katherine Sharifi, CSU Segmental Representative from CSU Fullerton; Rosa Elena Ornelas, Ethnic Diversity Representative from CSU Dominguez Hills; and Shyra Compton, General Scholarship winner from CSU Northridge. The Council members introduced themselves and welcomed the scholarship recipients

1. Review and Approve Minutes - February 2004 Meeting

MOTION:

A motion was made to approve the minutes as presented.

APPROVED:

Louise Jones moved, duly seconded by Tami Sato and approved by the Council.

2. Old Business

Conference Update – Addalou Davis

The Committee decided upon a theme – “Don’t Stop Believing.” Sub committees were formed, including new members. At the newcomer’s luncheon during the December conference, Addalou collected business cards from those interested in volunteering and used the names to recruit.

The next meeting of the Conference Committee will be April 30th. Forward any ideas, issues, or comments to Addalou.

Our hotel contract does not require a banquet at the hotel. However, the committee has experienced a problem negotiating with Disney. Knotts Berry Farm, Medieval Times, Disneyland and other hotel options are being considered.

The registration fee will be \$145 plus \$50 membership dues. EC will subsidize the cost in order to keep fees down. Ann Whitmer will publicize the subsidy to inform members.

Addalou shared that there are surprises to come, so watch the Listserv and website. The Committee will continue to work closely with CCCSFAAA to resolve and/or avoid any potential problems.

Staffing Position - Wayne Mahoney

Wayne commented that our CASFAA attorney recommended not to hire this position as a contract employee (1099). There are conflicting opinions on this topic. Wayne will speak with tax professionals at his institution. The job description seems to fit 1099 requirements. More research will be done. San Marcos website has a definition of an independent contractor. A two-year term is being considered since it takes one year to complete a cycle. If a decision is made to continue the position, the EC will need to consider how to fund it permanently.

A job description should be compiled and ready to present at the June EC meeting. The plan is to advertise the position on the JobsLink.

Wayne also shared a letter he received from James Hahn, Mayor of Los Angeles, thanking CASFAA for the service award and kind words.

3. Fiscal Planning Update/Project and Budget Requests – Mindy Bergeron

Mindy distributed a proposed conference budget to the Fiscal Planning Committee on Sunday, March 21st. The Conference Committee requests that CASFAA subsidize registration fees by \$43,780 due to an adequate fund reserve and reduced campus budgets. The Committee proposed a \$195 conference registration fee, which includes \$50 for membership. This is \$20 more than last year’s fee. On-site registration will be \$270. This conference budget is a place-holder budget. As planning proceeds, other costs may arise. EC appreciated the conference budget presented in a timely manner.

MOTION:
A motion was made to accept the Conference budget as presented .
APPROVED:
Ena Hull moved, duly seconded by Karen Sanders and approved by the Council.

Linda Bisesi presented a formal proposal for funding scholarships. This proposal increased the following scholarship awards from four or five to seven: CASFAA Management Institute, GP Do Talk Shop, EDC Workshops, WASFAA Summer Institute – Basic, WASFAA Summer Institute – Advanced, and Mini Conferences. The increase was proposed in order to have as many segments as possible represented, including GP and EDC. Award priority will be one per segment; however, if members apply from only two segments, the maximum number of scholarships will still be made from those applicants.

Four new scholarships were proposed: Day at the Capitol/March EC Meeting, June Executive Council Meeting, September Executive Council Meeting, and the June CASFAA Leadership Institute.

The new and increased number of scholarship offerings are a result of feedback from our survey which indicated members wanted more scholarships for training purposes.

EC expressed appreciation to Linda for a well-presented scholarship budget.

Brenda Johnson initiated discussion concerning why EC charges for DO Talk meetings when the organization has substantial reserves. She expressed concern that the registration fee might decrease participation. Ena felt even a \$5 fee commits the participant to the event. Addalou agreed and added that when WASFAA decided to offer free training, only two of the 35 registered showed up. Typically, when registration fees were charged, 75-100 people attended. Consistency and commitment are reasons for charging a nominal fee.

This year, we are attempting to standardize the fee for workshops. Linda explained that our executive plan is to cover our costs. In the event a tragedy happens, CASFAA would still have sufficient funds to operate and continue with events. This year we will subsidize conference registration and increase scholarships. Due to budget cuts on campuses, workshop fees were lowered to \$15 for members and \$25 for non-members. In the past, GP hasn't always been charged. Linda suggested emphasizing scholarship opportunities.

MOTION:

A motion was made to approve the Scholarship budget as presented by Linda Bisesi.

APPROVED:

Tami Sato moved, duly seconded by Joanne Brennan and approved by the Council.

Linda Bisesi also submitted budgets for Association Services, Volunteers, Scholarships, and the Welcome to CASFAA booklet.

MOTION:

A motion was made to approve the Association Services, Volunteers, Scholarships, and CASFAA booklet budgets as presented by Linda Bisesi.

APPROVED:

Ena Hull moved, duly seconded by Karen Sanders and approved by the Council.

4. Treasurer's Report – Karen Sanders

Karen distributed a formal treasurer's report, including a balance sheet, profit and loss statements, and a detailed transaction by account report. The balance sheet reflects funds transferred to America's Christian Credit Union. Ann Whitmer's books are not reflected in this report. She is working on closing out last year's accounts. Some additional revenue will be transferred. The profit and loss

statement reflects training expenses. Karen would like feedback on the detail sheet from EC. Review the document and let her know if it is something we want to see each meeting. Books may be accessed on-line for President, President-Elect, and Committee Chairs. The detailed account gives a breakdown for all components. One other issue from last EC meeting – research deposits made by committee chairs: Membership funds are being deposited using this process. Esteban Marquez (UCSD) deposits funds using a bank stamp and sends the deposit slip to Karen. Karen initiated this process because her college loses mail (checks totaling \$40,000 were lost for 5 days).

This process could be offered as an option to mailing checks to Karen. Vendors could go to the web site and pay by credit card on E-Commerce. The goal is to offer payment for everything on E-Store. There seems to be conflicting Policy & Procedures between printed material and on-line. The on-line version is not the most current. One version of the P&P document specifies the treasurer must deposit funds. Linda thinks it should be an option and she would be more comfortable depositing large amounts directly to the bank. Karen would send deposit slips and endorsement stamps. A CASFAA post office box was suggested.

TO DO: Wayne, will obtain policy and procedure data from Sarah to review and present a motion to Executive Council for an electronic vote. The by-laws should then be appropriately changed per voting results.

MOTION

Motion was made to accept the Treasurer’s Report as presented.

APPROVED

Moved by Myra Rush, duly seconded by Tami Sato, and approved by the Council.

5. Electronic Initiatives – Ena Hull

At the end of the February meeting, the Electronic Initiatives Committee met for a brainstorming session and came away with issues and items to consider. Ena created a laundry list in the form of a spreadsheet. During the session, some urgent items were identified.

Ena presented a written report of the 2003 Conference Survey, which was conducted through SurveyMonkey.com. The survey provided good feedback from the conference, and will hopefully be beneficial in planning this year’s conference. The survey gathered demographic information, ratings of general sessions and concurrent sessions, satisfaction levels of beginner, intermediate, and advanced training, evaluation of social functions, activities and meals, as well as interest in volunteering. The Council reviewed the document and the open-ended comments.

The Committee recommended selecting at least one topic a month for on-line discussion. EC discussed email messages entitled “CASFAA-M.” The “M” represents membership. All members will receive these messages.

Ena informed the Council that the ATAC contract expires at the end of the year. She has formed a contract sub-group to evaluate whether or not to stay with ATAC. Timing is a concern. ATAC handles some other financial aid associations as well as CASFAA. This may cause a delay in posting. EIC

would prefer that our webmaster have direct access to maintain updates. Material must be submitted for posting in plain text format to ATAC. It was recommended before renewing the contract, we evaluate the website.

E-commerce was discussed. The CASFAA Store will be launched in the future. On-line registration will be used for conference registration. The committees would like to allow summer registration on-line. There has also been interest expressed by those utilizing JobsLink to pay by credit card.

Target dates, evaluate flow of website, and key links on the home page are a few of the tasks the Electronic Initiatives Committee hopes to complete. They have made a long list of things to do and are hopeful they will get all things done. CASFAA E-Store would handle fund development, sale of conference items, and registration. Let Ena know of any urgent concerns.

6. Association Services Update – Linda Bisesi

For the benefit of our guest scholarship recipients, Linda provided a brief synopsis of her responsibilities as Association Services Chair, which includes oversight of volunteers, scholarships, policy & procedures, ambassadors, and Newsletter. This year, new scholarships were added, previous ones reinstated, and existing scholarships increased in number to seven -- one from each segment, one for GP and one for Ethnic Diversity. Mini conferences and EDC workshops will have seven; Do Talks -- one to north and one to south.

Linda informed our guests that the survey results are being used as a guide to set goals. Responses indicated the membership wants more information about what EC is doing, how decisions are made, what activities are planned, etc. Survey results also indicated members desire for an orientation guide. A booklet has been compiled describing the committees and how and how to get involved. The orientation packet will not replace the current tri-fold brochure.

Deena Lager is responsible for Volunteers, Sunshine Garcia is Ambassador Chair, Sarah Tyson is Policy & Procedures Chair, and Maureen McRae Levy is our newsletter Editor

7. “I’m Going to College” – Ena Hull

EC recommended at the February meeting that “I’m Going to College” be nominated for a NASFAA award. Ena reported that this project has not been evaluated, so it was necessary to pull the nomination. Several groups have inquired if they can use the materials from this project. No formal process is in place to allow its use. Ena suggested forming an “I’m Going to College” sub-group, including a Chela representative to develop a formal process.

TO DO: Ena will form an “I’m Going to College” sub-committee. Wayne, David Levy, Jerry Lopez (UC San Francisco), and Silvario Haro were recommended as committee members.

Addalou suggested creating a database with a cohort group, tracking them to determine if they eventually go to college. We would need parental consent from the cohort group. It was suggested to select a school that has been involved in the program for several years.

8. Fund Development – *Tracie Matthews*

Addalou reported in Tracie's absence. The Fund Development brochure is in final development stage. The next meeting of the Fund Development Committee will be in April. No progress with Tri-Cord. GES has submitted a bid for conference services. Addalou recommends CASFAA contracts with GES. Contract review will be sent to Wayne.

JOINT CCCSFAAA/CASFAA MEETING:

Present: Craig Yamamoto, Susan Jones, Joann Bernard, Adela Jacobson, Pat Maga, Gilda Maldonado, Karen Micalizio, John Muskavitch, Richard Quintana, Barbara Ralston, Richard Robertson, Andi Schreibman, Jill Schruz, Kristin Shear, Padilla (region VI sub)

Members of CCCSFAAA and CASFAA present were asked to introduce themselves.

9. Housekeeping Item. -- Following a joint lunch, the two groups will meet with their respective boards. We will meet for breakfast at 8:00 a.m. tomorrow morning before walking to the Capitol.

10. Site Selection Update – Wayne Mahoney & David Levy via Conference Call

David Levy, this year's Site Selection Chair who was unable to attend the meeting, was contacted via conference call. He provided an update on the 2005 and 2007 annual conferences. The contracts for both 2005 Sacramento hotel properties (Hyatt Regency Sacramento and Sacramento Sheraton) and the Sacramento Convention Center have been drafted by the International Meeting Network on behalf of CASFAA and CCCSFAAA. CASFAA has approved the drafts. We are waiting for CCCSFAAA's endorsement to the proposed contracts before they are submitted to the properties. This year's CASFAA Site Selection Committee will be going to San Francisco later this Spring to look at the site of the 2007 annual conference, the San Francisco Marriott.

David also advised the CASFAA Executive Council and the CCCSFAAA Board that a Request for Information (RFI) for Site Selection services was being sent out to approximately a dozen possible organizations who offer these services. The RFI will attempt to determine the types of services other organizations in addition to IMN possibly provide. Once the submissions are received (end of April), the Site Selection Committee will determine its next steps in terms of utilizing a meeting planner service.

Both CASFAA and CCCSFAAA decided that we should look at the following cities for our 2009 annual Conferences: San Jose, Monterey and San Francisco. Once the Site Selection Committee has completed its review of the RFI submissions and its tour of the San Francisco Marriott for 2007, it will begin to look at properties for 2009.

We expect to have executed Conference contracts for 2005 by mid-April and draft contracts for 2007 in late June.

11. Federal Issues Report – Tami Sato

Tami Sato presented a written report to the Council and gave a verbal recap of the contents.

The Committee Activities included:

- Posted messages on the CASFAA List Serve including Colleges New Tuition Crisis and the Republican Plan on Student Loans.
- Submitted articles for CASFAA News on the NASFAA Leadership Conference.
- Telephone conference call meeting with CASFAA and CCCSFAAA members making congressional visits.
- Attended the NASFAA Leadership Conference and provided summary of reauthorization recommendations, and collected school profiles.
- Pat Hurley developed document on H.R. 3613 and the IRS Match that was presented at congressional visits and sent to Congressman Houghton and Jeff Baker.
- Sent message to membership to write elected representatives regarding reauthorization including web sites, sample letter and topic issues.
- Participated in CCCSFAAA Federal Issues Conference Call Meeting.

The Committee's future plans include 1) Being ready to react to Representative McKeon's Reauthorization Bill on Title IV programs, expected in late March, and 2) Posting a message on CASFAA Listserv to support the Perkins Loan Program.

Under current Federal issues, Tami reported that the Advisory Committee on Student Financial Assistance has been charged by Congress to conduct an analysis including the following:

- Examining options to simplify forms and reduce data elements.
- Address the student work penalty
- Make recommendations on ways to measure the burden of state and local taxes on EFC.
- Discuss ways to provide students with an early notification of eligibility.

A hearing to gather information will take place at FIDM in Los Angeles April 15, 2004. Pat Hurley will provide testimony representing the AACC.

Both Republicans and Democrats have bills before Congress addressing their respective approaches to college affordability. The Republican bill H.R. 3311 provides a school index number that would help students and families understand tuition and fee increases. Democratic bill, H.R. 3519, would provide incentives in the form of additional Pell Grants.

The Senate Budget Committee submitted a resolution that reduces defense spending by \$7 billion and reduces overall domestic discretionary spending by \$2 billion.

Tami provided the following highlights of the NASFAA Leadership Conference:

- Dallas Martin thought that we could anticipate reauthorization bills by the first week in May.
- There is controversy concerning whether consolidation problems can be fixed by reinstating the variable interest rate.
- Elimination of the two definitions of a higher education institution is being discussed.
- Many people reported that education aides did not know about the IRS match issue.
- Reallocation of campus-based aid does not have interest on the Hill.

Eight representatives from CASFAA and CCCSFAAA made joint visits to Congressional leaders. The first visit was with Kathleen Smith, Professional Staff for the House Education and Workforce Committee and James Bergeron, Legislative Director for Representative Howard “Buck” McKeon. The second visit was with Donna Smith, legislative aide for Representative Susan Davis, a Democrat from the San Diego district. CASFAA members also met with Representative McKeon in the afternoon.

Joint CASFAA/CCCSFAAA Meeting Adjourned

12. CSAC Update – Kathy Degn

Just short of 47,000 entitlement Cal Grant awards have been made to date. This is an increase and CSAC is hoping to end above last year. GPAs received to date are about 3,900,000. This number is also an increase over last year. A lot of community colleges submitted fewer GPAs, but it was determined that the number was lower because they had refined their databases. FAFSAs and GPAs are being submitted earlier this year. Electronic submissions seem to be working well.

Competitive awards will be run on March 25th. Award letters are scheduled for April 9th. Kathy expressed thanks to schools for things running smoothly. On March 19th, a Special Alert will be released to notify FAA’s of the addition of the Chafee Need Analysis Report to Web Grants. The need analysis is one of four items required to complete the application process. Awaiting final funding for Chafee Grant. CSAC made test case awards with Napa Valley College. Their hope is to fund other awards this week. Kathy does not know the status of the awards for 04/05. It may be October until it is known for sure. CSAC is optimistic they will award the entire \$8 million. Schools are urged to encourage all foster youth to apply.

The number of Chaffee awards depends on the award amount students qualify for. The number of awards could potentially rise to 2,000 due to the awards being made late in the school year.

13. Website – Rita Fellows

Rita submitted a written Webmaster Update report, which included follow-ups to inquiries from the February EC meeting concerning website space and service. The CASFAA website is limited to 600 MB and we are currently using only about 150 MB. In most cases, one-day service for uploading files can be provided on weekdays at no additional cost. If more extensive work is required, there may be additional charges for the quick turn-around. Minimum cost is \$60/hour charged with a quarter-hour minimum.

Rita recapped the change made to the email message that members receive regarding the CASFAA Listserv. The message communicates why the member is receiving the email, how to post a message to the List, and how to unsubscribe.

A person’s membership is automatically updated to current status and a welcome message is automatically generated when the Membership Chair marks them as paid. Members are prompted to keep their member profiles current by logging onto the CASFAA site and selecting the Membership area. They also receive information about the benefits of subscribing to the CASFAA Listserv.

A statement is being added to emails sent to members clarifying that they are receiving such emails to keep them informed of important Association business. The subject line for such emails will be shortened to read CASFAA-M instead of CASFAA Membership.

Rita's report included site statistics for November '03 through February '04. The website received an average of 8,432 hits per day from November 1, 2003 to December 1, 2003. The report reflected "most requested" pages, number of days in the month, number of hits, and most active hours of the day and days of the week.

Rita presented several topics for consideration:

- 1) No events are posted on the Calendar; a Calendar Coordinator was suggested. The Training Chair has been responsible for this in the past.

TO DO: Wayne will review how to coordinate calendar postings. **TO DO:** Rita will remove old conference information and post this year's theme. **TO DO:** Addalou will email conference information for posting. Calendaring could be a responsibility of the new staff person.

- 2) Scholarship section is difficult to find – buried under Member Services and Online Forms. After a brief discussion on "pop ups" and "animated" images, it was decided on an animated image, "click here for scholarship" message. **TO DO: Rita will create the animated image.**

TO DO: Ann Whitmer will be responsible for sending upcoming training events to Rita for posting. EC members were reminded to use the on-line form to request removal of outdated website information.

- 3) Establishing a hierarchy of links is necessary for improved site navigation. It is a matter of listing all links and reorganizing them according to a hierarchy.

14. Segmental Reports

CCC – Judith Cohen -- No report. Judith was attending the CCCSFAAA meeting.

CSU – Karen Massey-Neal

CSU's that award SUG's (state university grants) discovered they could not use the state grant money for summer. One school saved back \$1.5 M, but now cannot use it. Funds must be expended by June 30th, so schools are scrambling to fund current students.

Many CSU campuses are now converting to Peoplesoft. San Marcos converted HR and Finance; the remaining departments have a reprieve until 2007.

San Francisco, Maritime and San Marcos are closed for 04/05 admissions.

A hacker was able to access San Diego State's system.

GP – Brenda Johnson

The Graduate/Professional Issues Committee held meetings on February 24th at LCCW and via conference call on March 16th. The main focus of discussion was the Northern and Southern Do Talk Workshops to be held June 10th and June 17th, respectively. The overall theme for the Do Talks is “Do You Believe in Magic” utilizing the heading of “Tricks of the Trade for GP Professionals,” complimenting the Conference theme of “Don’t Stop Believing.”

At both committee meetings, members expressed strong concerns about the \$15 registration fee for CASFAA training events. Several members felt that in light of budget constraints the fee would decrease participation. In addition, committee members were not clear on the reasoning behind charging fees with the overall belief that CASFAA is affluent enough to subsidize the training events.

Proprietary – Gary Byers

The Proprietary Issues Committee will hold the summer certification workshops in conjunction with CASFAA’s mini-conferences. The southern California workshop for Advanced financial aid administrators will be held at Soka University, Aliso Viejo. The northern California workshop for Beginning and Advanced financial aid administrators will be held at DeAnza College in Cupertino.

The December CASFAA certification training at the Conference will start on Saturday in conjunction with CCCSFAAA. Participants will again have a choice of sessions. On Sunday, training will be offered through CASFAA. Advanced training will be offered through Sunday afternoon.

Participants will register through CASFAA. CCCSFAAA will be reimbursed for Saturday sessions.

UC – Louise Jones

“Guarantee transfer option” – redirecting students otherwise eligible to community colleges and guaranteed transfer in their junior year. 3,200 students are scheduled to be redirected. These are the top 4-12% of high school graduates.

On-line notification packets are being sent and students are referred to the website to view information. Award letters are on-line. The web site was shut down for a couple of days due to a hacker.

The University of California Web site, “You Can, We Can Help,” posted stories of how current UC students finance their college educations. The student profiles demonstrate for prospective or current UC students the wide range of financial aid resources available and show how students at a variety of income levels meet the challenges of paying for a UC education.

With all the uncertainties surrounding fee increases, summer session will be challenging.

Ethnic Diversity – Merilyn Sweet

The Ethnic Diversity Committee will sponsor a professional writing workshop. Dates are set for October 9th and 10th. The Committee is looking for facilities that could lower their costs. EC suggested offering the workshops on a Friday and Saturday instead. Hastings or McGeorge could be possible sites in the north, and Hope International in Southern California. These professional development workshops would be offered in a half-day format beginning at 1:00 p.m. Information about the writing workshop will be forthcoming in the next Newsletter.

The next committee meeting will be held via conference call. They have a lot of work to be done before the workshops. The committee is also working with Addalou on the talent show for the conference.

New Business

Wayne shared information about a free conference call service called Freeconferencecall.com. It is a good service.

Wayne announced that we need a nominee for the Grant Advisory Committee. Noelia's term is expiring. This appointment has a two-year term, and should be someone with extensive knowledge of Cal Grants. One person has asked to serve (Chris Jennings). EC was asked to forward any recommendations to Wayne. GAC meets three to four times a year. This committee advises the Commission on grant policy. Due to budget, GAC may now meet in person only one time per year with other meetings conducted via teleconference. **TO DO:** Wayne will email EC to determine if anyone else is interested in serving.

The next meeting will be held in June at the Anaheim conference hotel. No fiscal planning meeting is scheduled at this time.

MOTION:

A motion was made to adjourn the meeting at 4:25 p.m.

APPROVED:

Brenda Johnson moved, duly seconded by Gary Byers and approved by the Council.