

CASFAA Executive Council Meeting

January 31, 2012

Reinventing, reorganizing, and refreshing this organization.

In attendance:

Angelina Arzate, Lily Marquez, Deb Barker-Garcia, Jack Millis, Kerri Helfrick, Dewayne Barnes, Sunshine Garcia, Melissa Moser, Rhonda Mohr, Beryl Schantz, Bryan Dickason, Callie Woods, Marcia Starcher, Denise Pena, Noelia Gonzalez, Robin Thompson, Daniel Reed, Lindsay Crowell, Mary Gill, Wayne Mahoney

Not in attendance:

Lynne Garcia, Lynn Fox, Laura Bouche, Addalou Davis

Summary of motions:

Dewayne made the motion to approve Rhonda's training budget as presented.

Noelia offered a 2nd.

All were in favor, none opposed, no Abstentions. Motion carries.

Melissa Moser made the motion to approve \$375 Conference Registration price, with membership, \$250 for a single day, \$1100 for a Vendor booth/table, with a registration and Business Solutions Presentation.

Lindsay offered a 2nd.

All were in favor, none opposed, no Abstentions. Motion carries.

Mary Gill made the motion to approve the budget as presented by the Fiscal Planning Committee.

(Tabled Budgets: Conference, President's, Proprietary)

Marcia Starcher offered a 2nd.

All were in favor, none opposed, no Abstentions. Motion carries.

Melissa Moser made the motion to draft a letter expressing CASFAA's support of the Cal Grant program.

Lindsay Crowell offered a 2nd.

After discussion and clarification, there are mixed positions on the Cal Grant cuts. The coming toolkit can have a general Cal Grant Support letter from CASFAA, and individual Segmental options with some more data.

All were in favor, none opposed, no Abstentions. Motion carries.

Summary of Action Items:

- Wayne to re-up the Web-Ex contract
- Rhonda to confirm with Laura the need for a proprietary Conference event
- Rhonda/Kat to research how to record/house webinars on our site
- Be direct with the vendors – what can we do for you? What would be ideal?
- Deb is working on redoing the Fund Development brochure
- Deb to write personal letters out to new Vendors
- Rhonda and the Program Committee will have a Conference Program schedule out in the next few months
- CCI Marketing team is working on the Conference logo
- Send Campus photos from events for the year to Jack
- Wayne/Kat to add in a “Questions for ED or CSAC” in Registration
- Rhonda will work with Bruce on our CASFAA Spring Training, they can provide a max of 50% of content
- Daniel/Kerri need to revise the newsletter schedule online
- Daniel/Kerri need to talk with Elm regarding the current ad placement (offer to upgrade to a half page or credit for the next newsletter)
- Denise to follow up with her intended speaker to see if he will speak for free
- Dewayne to talk to Laura about her committee meeting(s)
- A letter from CASFAA should go out regarding Cal Grant cuts – similar to AICCU sample
- Webinar on speaking to legislators – Mary to follow up with Lori
- Daniel will research a previous motion on meeting informally with CSAC
- March 13 – Day at the Capital, need commitments
- Segmental Reps will meet to make outreach to the System Offices... and perhaps Kristen Soares
- Melissa to send Maureen Mason-Muyco info to Mary Gill

Welcome, review of agenda, introductions (Deb)

Training Report – Rhonda Mohr

- Training needs to become a vital part of CASFAA again – part of the value of membership (Deb)
- Webinar use (with WASFAA) is \$350/year. This partnership already exists; shouldn't it be part of membership? (Deb)
 - Wayne to re-up the Web-Ex contract
- Should we scale pricing based on demand? Like groupon – the price could reduce based on interest, only works if enough sign up... (Bryan)
 - May be logistically difficult on billing and pre-set pricing structures
- Training efforts divided into 4 types
 - In person (historically, \$75 for members and \$150 for non, with membership)
 - ED in May/June – a Spring Federal Update
 - 1 or 2 north 1 or 2 south (same content each day)
 - As a CASFAA event, we can charge - \$25? No (UCs, at least, unlikely to cover)
 - Free for members, \$50 for non or \$75 for non with membership
 - Some morning Coffee and light snacks
 - Needs to be 50% ED lead at max
 - 1040 workshops, another “one more year” with Jim Briggs; 8 sites over 2 weeks, expecting lots of attendance due to significant VF training
 - Kim Thomas to chair these events
 - A planned \$12,000 surplus if we charge the \$75/\$150 split
 - Keep this price? It is a valued service
 - Segmental meetings
 - Independent, 1 north 1 south – College Board presenting and providing lunch
 - Free for members, \$75 for non
 - Will meet on Feb 8th to finalize the agenda
 - Nuts & Bolts of Institutional Methodology
 - (Proprietary having a Conference event – need to confirm)
 - Web-based (proposed free for members, \$25 for just this one, \$75 for membership)
 - Ethnic Diversity
 - Grad/Professional
 - 2 speakers, pending selection of topics
 - How to house on our website
 - Partnership with Vendors (lead by Thalassa Naylor)
 - Not endorsed by but in partnership with CASFAA
 - Some sales pitch, sure, but meaty training
 - No cost to all as a teaser to drum up interest?
 - How to house on our site
 - High School Counselor Workshops
 - Still no charge
- Would vendors be able to chip in on Sponsorships for trainings and break? Don't want this to be at the expense of Conference Sponsorship
 - Callie Woods thought that this would be possible
- Would it be possible to have trainings from CSAC with CASFAA?
 - Regarding DREAM, etc. can be advertised by CASFAA, no charge

For Vote:

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Noelia offered a 2nd.

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Conference Committee update – Lynne Garcia/Jack Millis/Deb Barker-Garcia

- We need to have the energy back in our conferences
- CASFAA has tried to run like it is still the heyday – we need to adjust and grow
- Many reasons conference attendance and quality has declined
- We need to have a reason for FAAs and Vendors to come!
- CCCSFAA conference combines into CASFAA Conference – good for both organizations, some settling of bad blood
 - Strong tracks for each segment (with program input from Segmental Reps)
 - Allows for more integration and community
 - Contract needed to be revised even before the combining of conferences
 - Proposed revised room rate up to \$179...hoping to still adjust
 - Pre-conference Sat session for CCC with the same rights/rules of the other Segmental meetings
 - More discussion with CCCSFAA to come (topics, offsite event(s), charges)
 - CCC Chancellor and Business Meeting on Saturday?
- Vendor Support! We need to give them a reason to be there
 - Back to \$1750 price for a table? – but you get a Business Solutions presentation. This has had favorable responses – some more packaged deals
 - We need to value the people who support the organization
 - This would be an appropriate venue for sales – not during and interest sessions
 - Would there be food and drink at these? Could, FAAs have their own policies on what they can accept
 - A lot of services now are with the schools not with the student directly
 - These would be available as a breakout session (in competition with the topical interest sessions)
 - This is welcomed news to Vendors! (Kim) An increased cost is reasonable for increased value. We need to validate conference attendance.
 - Be direct with the vendors – what can we do for you? What would be ideal? This is true collaboration (Bryan)
 - We've had presenters without a table and tables without a presentation... this shouldn't be the goal (Kim)
 - Keep the Vendor price the same as last year, but increase the value. Then we can earn an increased price in later years
 - Working on redoing the Fund Development brochure (last revised 2009) with packaged marketing
 - Conference Registration List
 - Opt out option? Could, but why?
 - Really, this offers a better contact – a vendor that goes right to the President is not what you want!
 - The emails that start may have “unsubscribe” options email
 - Need to have a privacy/disclosure policy posted on the website then
 - This isn't promoting sales, this is presenting services
 - There are many new products out there! So many don't know
- ED is planning on 15 sessions at the CASFAA Conference

- Operations specifics
- **Personal letters out to new Vendors**
- Goodwill in keeping the rate lower with increased value
- **A Program schedule out in the next few months**
 - Segmental Reps will have a voice on the Program Committee
 - State/Fed and CSAC Reps should also be involved
 - A great improvement from the timing of last year
 - **CCI working on the Conference logo**
- Can we have discounts for multiple registrations? Can't really support it
- We can still have a 1 day price - Monday
- Saturday
 - CCCSFAA, Grad/Prof, Proprietary events (with some actual food)
 - No more Proprietary certification required, is a Saturday training needed?
 - May need a Proprietary track due to specific needs – by someone who knows!
 - Newcomer's Reception redone
 - This was ineffective last year
 - Move to some actual sessions
 - Pick up your Disneyland Survival Kit! (with ticket) at the Ethnic Diversity event, in the vendor room
 - It is a bit hard logistically, but it is worth it
 - Transportation to Disneyland
 - Reduced price for Family (\$45 after 4:00)
- Sunday
 - We need to have excitement, presentation, engagement
 - Awards presented over lunch – no speaker
 - Photos of Campuses from events for the year (**send to Jack**)
 - A brief cocktail hour for the President's reception – before dinner – invites to recognize volunteers
- Monday
 - A general session in the morning – CSAC? We really need to reach out to CSAC and support them
 - Breakout sessions throughout the day
 - Evening event
- Tuesday
 - More of a Town Hall than a 2 hour lecture – still facilitated discussions
 - With a panel of ED people (better than one speaker being attacked!)
 - CSAC too? Would need to be controlled with pre-offered questions?
 - **Add in a "Questions for ED or CSAC" in Registration? Separate Email?**

For Vote:

Melissa Moser made the motion to approve \$375 Conference Registration price, with membership, \$250 for a single day, \$1100 for a Vendor booth/table, with a registration and Business Solutions Presentation.

Lindsay offered a 2nd.

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ED update – Bruce Honer

- ATB came out of nowhere (stated by Deb, but agreed upon by Bruce)
- Referring to Noelia's outline, should he touch on these?
- Some smaller details coming through... but he sees a lot of this in Noelia's outline
- DCL-1012-01 – changes to Student Loan Program as a result of the Appropriation and

Consolidation Act

- Elim of Sub for Grad – loan periods after July 1
- Not Budget Control Act
- There needs to be more guidance produced before July
- How will the 900% to 600% Pell work? Will COD limit us?
 - This is for all students – no grandfathering for older students
 - Not currently enforceable through COD... should use NSLDS if in doubt to calculate eligibility
- ED budget has been reduced DRAMATICALLY
 - EDExpress software may not even have new training
 - No in person training budget for Spring Workshops (travel cuts)
 - With our CASFAA Spring Training, they can provide a max of 50% of content, **will need to work out details with Rhonda**
 - Take what funds they have to improve webinar experience with sample software demonstrations
- We can help to get this word out on the DCLs and other announcements (Deb)
- R2T4 Modular Program training coming out in May
- In depth Verification training... in August. ☺
- Clock to Credit Hour training in Fall
- Redoing Fundamentals Training with COD, EDExpress and other software
- Some fun new developments in Webinars – video streaming
 - By the end of Feb, he'll have webcam options ☺
- He appreciates that we invited him to join us, wants to support us as much as he can

Budget Review – Dewayne Barnes

Newsletter

We need to send out our first issue to as many as possible

- Move from 6 to 4 issues
 - **Revised schedule**
- Increase quality, timeliness of topics
- Segmental updates (with photo)
- A letter from Deb
- Conference updates
- CSAC and ED updates
- Revised pricing structure?
 - \$1000 full page, \$750 ½ page, \$500 ¼ page

With these revisions, need to talk with Elm regarding the current ad placement (offer to upgrade to a half page or credit for the next newsletter)

Archives

- Storage fees

Ethnic Diversity Committee

- Webinar event – 1 hr presented, 1 hr interactive, from Dominican
 - How to work with different ethnic groups, age groups, or socio-economic groups for Students or in the workplace
 - **Can the speaker be for free?**

Graduate/Professional Committee

- Webinar event
 - Transitioning about no more Sub – provide sample communications
 - College Board involvement?

High School Relations

- One committee meeting
- Workshop expenses – no fee charged to High School Counselors

Independent Segment

- In Person Training on IM, food provided by College Board

Proprietary

- Tabled, will talk to Laura about her committee meeting(s)

State Issues

- Needs to be one Day at the Capital event budget (food and travel costs)

Electronic Initiatives

- Revenue! (Job Target and non-training membership)
- Website services
 - Cvent, MemberClicks, Survey Monkey, Kat, WebEx...

Training Budget

- See Committee report and Fiscal Planning

Conference Budget

- In Progress

President's

- Auditors, Admin (Addalou), Leadership Institute, Awards... in progress

President Elect

- Minimum budget of \$500 used

Secretary

- Business Card expenses only

For Vote:

Mary Gill made the motion to approve the budget as presented by the Fiscal Planning Committee.

(Tabled Budgets: Conference, President's, Proprietary)

Marcia Starcher offered a 2nd.

All were in favor, none opposed, no Abstentions. Motion carries.

CSAC Update – Bryan Dickason (see report)

- A Dream Act file layout to come! A CSAC Application with a CAL-ISIR similar to the Federal ISIR (likely in the next week or so)
 - Test files could be made/downloaded
 - Possible test environment to come
- www.caldreamact.org with info and application
- All programming energy towards creating the application by April 1
 - Initial questions should filter out students who are actually Federally eligible
 - E-sign preferred
 - Not specifically admitting undocumented status, just filling out the application
 - There will be a 9 digit # assigned by the application, using 9 digit numbers that do not overlap with valid SSNs (likely 000-xx-xxxx)
 - Phase 1 – basically, testing the application
 - Follow-up will be in Comment Codes, like ISIR, where campuses address any issues
 - Strongly discouraging the Paper App
 - Student Identification without SSN is difficult. Will do their best to collect other identifiable information
- Commended by Mary Gill for their (CSAC's) efforts
- GPA files can be submitted without SSNs
- Webinars from CSAC in Fall, info for High School Counselor's Workshop

- Recommends canvassing legislators regarding Cal Grant changes
 - Do some research on how best to approach state legislature
 - Go in pairs, with an experienced and a newbie

State Issues – Mary Gill (see reports)

- We need to take some positions
 - This is an historic cut to Cal Grant specific
 - We need to come together on this
 - Raising the required GPA? Could we all agree on this?
 - New and Renewal students highly reduced
 - Reverting to narrowing Transfer Entitlement – need notice at least
 - APLE/SNAPLE to leave... feels like it is removing promised funds from students
- It is important to address these issues... we need to be able to empower schools to speak out – but we are not lobbyists (Deb)
- We need to have a toolkit for schools/students – positions, talking points with a sample letter, in a productive tone, informing your community
 - We certainly need to watch the tone – we are in support of Cal Grant, in support of students. While we are certainly opposed to the cuts, but we need to not lead with conflict-inducing language (Deb, Melissa)
 - Alternate budget proposals - not our role
- Has had conversations with legislators, wanting a position
- **A letter from CASFAA should go out** – similar to AICCU sample
 - Cal Grants are for students, not schools... one segment should not be sacrificed for the sake of the others (Deb)
- Perhaps pieces to the newspapers?
- Hearings... coming with research
- Alliance with AICCU and Student organizations?
- We cannot take a position on an issue that will injure one of the segments (non-consensus)
- **Webinar on speaking to legislators** – Mary to follow up with Lori

For Vote:

Melissa Moser made the motion to draft a letter expressing CASFAA's support of the Cal Grant program.

Lindsay Crowell offered a 2nd.

After discussion and clarification, there are mixed positions on the Cal Grant cuts. The coming toolkit can have a general Cal Grant Support letter from CASFAA, and individual Segmental options with some more data.

All were in favor, none opposed, no Abstentions. Motion carries.

- Looking to replace GAC with something that will not cost the State so much
 - Segmental Representative involvement
 - Initiated by/filtered through Deb Barker-Garcia
 - Informal discussions
 - Minutes taken
 - Issue-based, not a regular meeting
 - With a built-in evaluation
 - Concerns... should our CSAC communication all go through Bryan? We would like to have a voice in development, but... is the conference call process the way to go? Bryan could be our champion. (Deb)
 - The whole design is to have inter-segmental conversations that can act quickly, initiated by any of the partners/segmental reps

- See who can be involved, contacting a staff member
 - We would like to move forward with this new form of communication
- We will need to research a previous motion and send this out to the EC before making a new formal motion
- March 13 – Day at the Capital, need commitments
 - Panel discussion
 - Brief with Lori describing the process and explaining how to talk to legislative staff
 - Meeting with Budget Committee staff
 - Segmental Reps will meet to make outreach to the System Offices... and perhaps Kristen Soares
 - Melissa to send Maureen Mason-Muyco info to Mary Gill
- Deb Barker-Garcia to testify in Distance Ed hearing with CSAC
 - Need some feedback from other big schools... Apollo, Univ of Phoenix, Devry...
 - Federal regulations about State certification, Federal regulations about fraud, State questions about outside Distance Ed programs syphoning off Cal Grant funding
 - We've thanked the Commission for raising the issue proactively
 - Move this to Federal Issues?
 - Apollo Group has a nice handout on best practices
 - CA schools also farm out students to other states – this inquiry may have unintended consequences
 - May need to be redirected into Accreditation
 - Does CSAC want to be the authorizing agency for Distance Ed certification? (Melissa Moser) – maybe ☺ (Bryan)

Independent Segment update – Robin Thompson (see report)

- AICCU Campus Toolkits
- AICCU Day at the Capital (vs. CCCSFAA vs. UC...)
- Matthew Biergans, Pomona College, as co-chair for events

Community College update – Angelina Arzate

- Regional Reps report in and Chancellor gives an update
- State and Fed issues are being discussed
- Student reporting
- Training coming (New Directors, etc.)
 - Need to coordinate with these Trainings so that CASFAA's don't overlap
- Waiting for the notes to be finalized from the CCCSFA meeting

UC update – Lindsay Crowell

- May 16th and 17th Day at the Capital
 - Spotighting effects of cuts system-wide
 - Goals to inspire investment in Education
 - Some background and response to Obama's latest proposals
- UCs have been out of CASFAA for a while, how to get them back?
 - Increased trainings and no FSA Conference will help!

Graduate/Professional update – Lily Marquez (see report)

- New members!
- Goals together

CSU update - Marcia Starcher (see report)

- New members!
- Has reached out to system offices

Ethnic Diversity update – Denise Pena

- Many 2011 Committee members are rolling through from 2011, offered an opt-out ☺
- 9 new volunteers
- Will have bi-monthly conference calls
- Finalizing training topics
- Identifying liaisons for other Committees (State, Federal, Conference)
- What is the role in the organization?
 - More than just *Ethnic Diversity*: socio-economic, sexuality, genders, regional, foster youth, veteran, etc.
- We need to clarify Committee and job descriptions overall

Federal Issues update – Noelia Gonzalez

- Budget issues, ATB, interest rates
- Max Pell – administratively difficult to monitor, would like a Pell comment code
- How to identify ATB students
- Interest subsidies going away for Grace
 - Does this mean we need new MPNs? We don't think so...
- Obama's college affordability
 - Shared Responsibility – tying Fed funding to School initiatives
 - Working with the States programs
 - Empowering students to be better consumers (college scorecard)
- Improving Award Letters
- CFMB, more to come...
- NPRMs in progress on Loans (Yvonne Gutierrez-Sandoval) and TEACH (Pat Hurley)

CLFE update – Callie Woods (see report)

- Looking to be innovative with these free resources – this can serve as a model for other organizations
- Looking for the Gold Star award from NASFAA
- Looking to put together an effective CA based inclusive lender list – could be on the CASFAA website

Revised Calendaring for EC meetings to come.