CASFAA Executive Council Marriott San Francisco (Conference Hotel)

September 12-13, 2013

Attendees:

Wayne Mahoney, Brian Heinemann, Louise Jones, Kay Solstice, Brian Dickason, Lyn Garcia, Deb Barker-Garcia, Robin Darcangelo, Daniel Waite, Tom Le, Daniel Reid, Daniel Roddick, Melissa Moser, Natasha Kobrinsky, Sunshine Garcia, Lindsay, Denise Pena, Robin Darcangelo, Jon Poter, Kerri Helfrick

Non-Voting Members: Jon Poter, Kerri Helfrick

Absent: Anafe Robinson, Rhonda Mohr

12:11: Melissa called meeting to order

* Introductions
* Kay review Strategic Plan as Living document; discussed the document
* Review current plan and determine how we need to move forward

**Goal**: to review and update. Kay recommends we do a Membership and update survey. Revise original survey before we send out. Need a document that measures and tracks so we have data for representation.

1. Have you accomplished what you set out to do? Are things in the original document that have changed; take them out? Looking at reprioritizing the goals.

**Setting Times lines and Measures tracking tool; Goals Matrix**

* . Important to establish deadline to accomplish our goals
* Begin making membership aware of projects
* Consistent Communication to ensure everyone is looking at minutes, etc.

Kay: Mission & Vision statement should be tweaked a bit; looking at the third word of the Mission

Brian Heinemann: suggested we provide members with financial aid training

Kay: Be proud and own document:

* #1 Training is Key
* DOE: Need to be provided better resources
* Alaska has remote areas and do most things through electronic submission
* Are the current goals being established for 3 or 5 years?
* Our goal is to establish a 3`year plan: 2014 - 2016 and we will update the plan
* Membership Survey: Melissa & Lynn develop a separate subcommittee & review document
* Lynn can send out survey to New EC at beginning of the year
* Louise suggested incentive for those that complete the survey; possibly a conference registration, etc…

7 Goals that need to be reviewed:

1. Look to determine if we want to change or prioritize
2. Pg. 16 & 17; review goals
3. Each report that is provided by EC Board, must reflect our strategic goals
4. All EC Board minutes and reports need to be communicated and placed on website
5. Need to be more strategic as an EC Board
6. As Institutional Representatives, we need to have training and participation measured
7. What we represent our institutions. I represent my school, employer, and EC…we want CASFAA as the source for information

EC Board members have a responsibility: Reading the Strategic Plan & Being accountable to commitments:

* Brian Heinemann-Wants to move membership down, and primary goal should be training:

1. Training
2. Membership Services Survey-Incentive
3. Prioritize Goals
4. Incorporate Investment & Asset Reserve Policy into SP
5. Measures Tracking Tool
6. Look at Investments Policy and see if it was adopted
7. Asset Reserve Policy

Kay: Making suggestions for membership and mentoring…

* Encourage members to get involved
* Encourage members to stretch and grow

**CASFAA SP REVIEW**

**Review 2007 – 2011 SP**

1. Measures/Tracking
2. Did you accomplish what you set out to do?
3. Strengthen access & diversity and look at being more inclusive

**To Do List**

1. Training
2. Membership services survey incentive
3. Prioritize goals
4. Incorporate investment & asset reserve policy into SP
5. Measures tracking tool
6. Investment policy adopted by EC
7. Asses reserve policy accepted/approved by EC
8. Take results from exercise, print ups & provide to SP committee to revise goals/strategies
9. New EC responsibilities to accomplish goals
10. Communication who is responsible, identify a person/position responsible – KAT

**GOAL #1 – Provide consistently high quality training and professional development opportunities that meet the needs of our diverse membership base**

* Measures still accurate, we just need to execute
* Provide scholarships to WASFAA Summer institute and NASFAA leadership
* Partner with NASFAA to offer certificate training here in California
* Continue to offer current/relevant functional training “tracks” at conference
* Explore other partnerships (services etc.)
* Partner at other state association and develop strategies

**GOAL #2 – Play a leadership role in public policy at the state and federal levels**

* Measure #3 - attendance at meeting and hearings at the State and Federal level
* We haven’t done what we’ve previously strategized consistently. If we can execute what’s there now, we would be in a better position to add strategies. Need to strengthen both State/Federal positions, ensure consistency.
* Send at least three people to NASFAA leadership and coordinate with WASFAA

**GOAL #3 – Increase membership and encourage balance representation and support for all segments by CASFAA**

Measures

* Quarterly membership reports and yearly annual conference report.

Strategies

* Surveys to determine lack of participation
* Video/PR campaign Vendor partnership
* Communicate with executive leadership

**GOAL #4 – Maintain and strengthen the fiscal stability of the Association**

* More visibility
* Member survey questions about how to spend money

**GOAL #5 – Provide opportunities for all interested members to participate actively in CASFAA activities, and to serve in a leadership capacity within the Association**

Measures

* Contact within one month

Strategies

* Engage younger population
* Follow up with scholarship
* Bring back to associate???

**GOAL #6 – Provide members and other constituents with relevant, timely information about Association activities and other financial aid issues**

* Regular e-mails (at least monthly) emails to membership with links to updates
* Number of newsletters published annually/ number of hits on newsletter link
* Improved ratings on communication items on membership services survey
* President communication
* Updates on SP
* Administrative coordinator
* Quality of Newsletter
* CASFAA website
* Discuss communication with EC
* Convey finances
* New EC discusses/understands expectations
* New communication channels
* Social media
* Promote FB/LinkedIn
* Quantitative expectations
* More structured communication
* Expectations more clear
* Timeliness
* Clear expectations

**GOAL #7 – Enhance and institutionalize effective governance and planning system**

* Up-to-date job descriptions - provide up-to-date job description to EC
* Goals are developed and documented annually – via letter of commitment.
* Improved ratings/responses to CASFAA survey
* Evaluate EC structure/effectiveness
* Require goals for officers/committees linked to SP
* Require committee/segment reports to be tied to goals
* Align budget with committee structure
* Standardized forms
* Training to EC: Budget, governance & planning
* Obtain feedback on service, needs, and opportunities for improvement
* President’s letter to volunteer supervisors
* Thank you from president at the end of the year

**Group updates: Timeline**

* Sept. 30- all groups provide additional info on goals to Melissa
* Oct 5- Melissa will send out to all EC Council
* Oct 15…Deb, Lyn, & Melissa will produce for Nov 4th transition meeting

ATTACK: Tracking tool that can be used to identify problems and send emails to computer. Sends message: Are you having trouble can we assist you?

Timelines; to do list:

Melissa: Take results from today’s exercise and place on web: Training, Membership Services Survey, Prioritize goals, Incorporate Investment and Asset policy, Measures tracking tool

Lynn: new EC responsibility to accomplish goals

Communication- who’s responsible? Three presidents need to communicate to Melissa; Need to have a decision by transition meeting

Set timeline:

* For EC Counsel: adoption of Strategic Plan (looking at Measures to reflect what has happened) Measures Tracking Tool, Goals Matric, Investment Policy-needs to be updated and reviewed, strategic Planning Committee, Communication Process, and Strategic Plan needs to be presented to last EC council meeting (Transition Meeting)
* To continue to enhance and move forward in CASFAA. Looking at making association go forward and continue to provide to membership

Melissa: Adjourn- 4:42

September 13, 2014

Melissa: 8:33 called meeting to order

Absent: Natasha & Keri

Robin sends out emails to everyone with timelines

New Business:

May 3, 2013 minutes: Daniel Roddick approve, Daniel Reed 2nd

**Deb-Conference update:**

* Space given for conference on two separate floors. Difficult year; Hotel did not block space to provide for sufficient room
* General Session begins @ 1:00 on Sunday. Food Costs have significantly increased compared to last year
* Room rates were reduced but these rates are only good to the end of Sept. $159.00 special rate
* Send out communications to all segments. All functions on one floor instead of two. Trying to get vendors on same floor with us
* Space for pre-conference is looking good and all on the same floor
* Pre-conference set-up: All groups in one area with afternoon break
* Saturday evening moving wine & cheese reception for evening
* Sunday pre-conference and Community College breakfast
* Registration is across from exhibit hall. General Session: Dr. IKing Jordan: ECMC Board member; His remarks will center on access and diversity, Motivational speaker
* Need help with opening session with Color Guard. Daniel Roddick will check with High School
* Deb wanting to reach out to death school to incorporate National Anthem or singing, etc…
* Melissa will do the opening remarks; Deb will be doing announcements along with Justin Dreager
* Sunday evening: Reception and opening for vendors
* Handouts will be Adventures Survival Kit, and includes round-trip cable-car ticket
* Vendors extremely supportive. IGrad area will help with the handouts
* Really want to move to Mobil Apps. Includes QR code for access. Going to keep paper but want to eliminate for future years
* Programs in conference bags; Lanyards are colored to match conference theme
* This year our charity gives money for at- risk kids

**Deb: will do a vendor appreciation reception in her room**

**Monday: CSAC Town hall, full sit-down breakfast**

* Graduate and Professional town hall
* Separate event for grad-professional.
* Break-out sessions with lunch on Monday with Melissa’s awards. Reserve tables up front for award winners. Dinner with cocktails before
* Lots of color; Tie-die lanyards. Conference shirts will be tie-die. Tie-die conference shirts; will be ordering extra. May tweet different ideas for shirt give-always and throw out on dance floor
* Monday 5-6 Melissa can have a reception. Robin will help with some Costco runs. Handout Party -favors during the dance

**Tuesday: federal breakfast**

* Program update: Federal trainers, CSAC, VA, Emphasis on Grad Professional topics. Deb still reviewing sessions and options
* Still deciding on speakers and topics. Deb trying to finalize by end of next week
* Still researching ideas and options for the travel pouches; Looking at tours
* Postcards going out to all schools. Deb will be sending out email Blasts to communicate early registration dates and better prices on hotel.
* Daniel Roddick will be researching for additional coupons, and suggestions for restaurants, events, etc..

**Daniel Roddick**: a few issues with registration

**Deb**: Need pictures from individual schools to be sent to Keri. More communication will be going out from Deb to EC for specific jobs and duties and help needed for conference prep

**Sunshine**: all good with registration and ribbons

**Daniel Waite**: asking Kat for a list of all attendance from all segments from last year

**Brian Dickason**: Update: CASFAA significant; making a showing at commission meetings. A significant number of students have been offered competitive grant but not using. CSAC doing a lot of research and discussing competitive program. Take Rate being changed to Utilization Rate. Trying to determine how to get students paid. Consider making more awards to be disbursed later in the year. CSAC made calls to campuses to find out why schools are not disbursing to students but found that many of the schools had limited services to reach out to students. Still working with those campuses to assist with getting their files completed so they can disburse funds. Looking at making changes to the way CSAC awards. This focuses specifically on community colleges because they have most of the competitive awards.

**Middle Class Scholarship**: Students not being served by Need-based grants or institutional grants

* Targets families making at least $150,000.00 or less. CSAC will be gathering data from campuses and ensuring they are not getting these other assisted programs. Undergrad students only
* Actual amount of award is limited to 40% of fees charged. Rolling out program over several years. Limited amount of funding but will wait until they have all data from all campuses. Once there is a minimum of $100,000 and 1 household, the amounts may decrease. 14-15 will be the first year.
* FAFSA or DREAM ACT app and March 2nd deadline. No GPA and attend a UC or CSU. Working with UC and CSU offices to coordinate efforts. Apply by March 2nd.
* Other pieces of legislation on governor’s desk: Bill SB 284 & 285; provision in tax law that allows public good, and others that allows us to increase and access award. Spending power has decreased incredibly. If fund gets filled it could bring Cal B up to $5,000.00 eventually. AB 1287; takes renewal Cal Grant students that have gone over the renewal; max students can stay in program but next year income too high, but 4th year so it creates an unserved reserve. It allows them to keep their award for a few years. New legislation and CSAC will be tracking students over several years.

**Segmental Reports:**

**Brian Heinemann**: Community Colleges: Loan Default Study. Sending all info to a company and looking for ways to cut the default rates. Looking to keep our loan default rates low. Suggested deadline to submit info to Chancellor’s Office. Also working with CSAC to review take-rate.

**Denise Pena:** Working with Jody Miller for Social Media webinar. 55 registrants. Working with Sun from Great Lakes. Looking at scheduling outreach events or set up a CASFAA scholarship account. Looking at different options; possibly doing the outreach events with High School Relations. Goal of Access & Diversity is to do outreach. News articles in NASFAA.

**Louise update:** No update till later

**Thomas Le**: Lyn Garcia speaker at webinar. 280 registrants and 34 new memberships out of it. Kat and Thom working on it. Committee is working on pre-conference; Waiting on DOE on three sessions.

**Daniel Waite:** Independent Segment; SB1285 may impact students. Outreach going on. Trying to connect with independent population. See additional update on report.

**Daniel Reed**: Update; Discussing Gainful Employment with Rhonda Mohr and ideas to put forward to financial aid administrators. Putting together advocacy session for conference.

**Daniel Roddick:** Updated UC Segment Resources Page. UCOP-getting involved with congressional changes. Colleges making some changes to update schools for loans processed prior to legislative change which includes rate changes. Send email blast for UC Segmental breakfast. He will be giving an update on Advocacy. Will provide contact information. Added a box for UC Segmental breakfast.

**Wayne Mahoney:**

**Treasury Report:**

* Set up processes in Quick Books which will provide a balance sheet and Profit and Loss. Should reflect Month-in totals
* Bank of America changes; now have check reading machine
* Engagement Letter; requesting us to do an audit for 2013. Would like to make a motion to accept the engagement. Wayne made a motion, Brian Heinemann 2nd the motion. Further discussion. All in favor; Motion passed
* Wayne said the president should be looking at the Franklin funds and our investments; approximately 1.2 million. There are things in document that Wayne cannot explain and it appears to be journal entries but he has been working with auditors. He will continue to work with them to get accounts straitened
* Wayne Working diligently to have some order for this accounting prior to Lindsay taking office. Making money and our assets are increasing. Lynn, Sunshine, Melissa, Wayne, and Lindsay will get together prior to Transition meeting to discuss.

**Melissa**: Wants to know if we want to increase scholarships? Sunshine said we planned to award 6 awards. Clife not planning to donate scholarships. Wayne moves to do 14 scholarships, Louise 2nd motion, all approved. This is a one-time approved motion for this year. It will be reassessed for next year.

**Melissa**: Please let her know if you have anyone special for an award. Kat will open to online memberships.

Daniel Reed sent everyone a list of current membership.

11:25- Melissa asked for a motion to adjourn. Louis Motioned to adjourn and Wayne Mahoney 2nd.