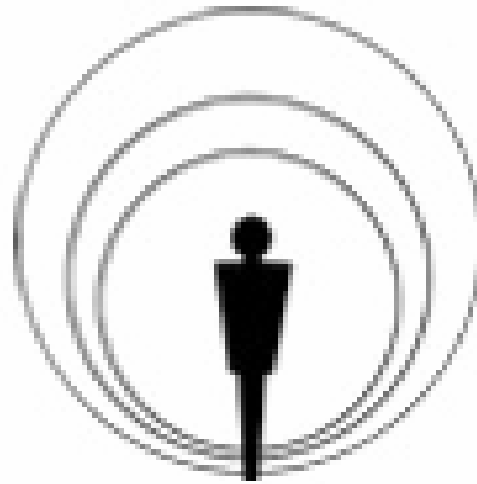


NYSFAAA's Long-Range Plan

Where are we going?



October 16, 2007

Committee Members

- Nicole Adner
- Ursula Bisconti
- Charles Boland
- Curt Gaume
- Wayne Harewood
- Fran Hunter,
E.C. HUNTER
ASSOCIATES, INC.,
consultant
- Patty Herbst
- Andrea Mason
- Judi Miladin
- Gina Soliz
- Irv Bodofsky, Chair

Why a Long-Range Plan?

- Shared vision of what we want to achieve
 - Members discuss goals and objectives
 - Provides a template for future leaders
- Identify and overcome obstacles
- Efficient use of resources
 - Volunteers and finances

The process we are following

- Copyright, 10-step plan provided by E.C. HUNTER ASSOCIATES, INC.
- The plan examines mission, challenges/opportunities, current environment, strengths, goals, audiences, objectives, strategies, tactics/tools, communication strategies, evaluation methods, implementation plans, feedback and adjustment.
- This plan was used to design NYSFAAA's last five-year plan.

Problems identified

- Manage and affect change – legislative, expectations, technology, ethics
- Changing sources of financial support
- To increase trust, group cohesiveness, and inclusion

Problems identified

- Communication problems
- Not enough member participation
- Need more and better professional development opportunities

Opportunities Identified

- To advocate for our students, profession, and our association
- To serve as a resource by providing services, knowledge, and information
- Identify new sources of financial support
- Demonstrate NYSFAAA as a valuable networking opportunity
- Increased training

Goals

1. Manage and affect change
2. Communicate effectively in informing and advocating
3. Unify our constituent groups -
active & assoc members, students/families
4. Develop strong effective leaders who focus, guide and direct

Goals

5. Use resources well and, if possible, expand pool of resources, i.e. money and member participation
5. Increase membership and their participation, provide targeted mentoring
6. Emphasize our ethical foundations
7. Offer quality professional development opportunities

Audiences

- Members of NYSFAAA
- Legislators and their aides
- Students and families
- NYSFAAA Exec Council/Comm Chairs
- Elected Officials
- Our employers – schools, administrations, supervisors

Audiences

- Lending institutions, guarantors, servicers
- Regulatory agencies
- Financial aid counselors who are potential members
- Sister organizations (NASFAA, EASFAA)
- Anyone interested in financial aid (Bursars. Guidance counselors, etc)

Audiences

- Elementary/secondary schools
- Media
- Contributors and Foundations
- Public in general
- Community service organizations
- Auditors

Objectives

Members of NYSFAAA

- Respond to our requests and our calls for action
- Join and pay dues
- Attend meetings
- Mentor
- Promote membership
- Be inclusive
- Participate in training to become leaders
- “Pass the torch”

Objectives

Legislators and their aides

- Support higher education
- Support students
- Use our expertise and confer with us

Objectives

Students and Families

- Know that college is an option
- Be aware of financial aid opportunities
- Become financially literate and responsible
- Join us in legislative advocacy
- Understand the process and their importance in it
- Be informed and active consumers of financial aid information

Are we on target?

