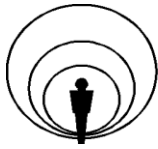


NYSFAAA

New York State Financial Aid Administrators Association, Inc.

2019-2020 Annual Report



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President's Remarks

NYSFAAA President

2019-20 Annual Report

I had a plan for the 2018-19 that went quickly off track when I received an email from ATAC, NYSFAAA's website host, that they were going out of business at the end of October 2019 and would no longer be able to host our website. I/we made it through that – no problems. Who could have predicted what 19-20 turned into? A pandemic? Really?

In the early part of 19-20 I remained focused on our strategic plan, enhancing the website and advocacy. I think we did a great job with every aspect of what was important for NYSFAAA and our members. We were even able to start a new committee, referenced below, and complete a good percentage of the strategic plan.

My most important 19-20 goal, in my opinion, was to launch NASFAA Credential Training in NYS. We were all set to go, with Kerri Cooper at the helm, when February and March of 2020 brought mayhem to NYSFAAA, the country, to the world.

With everyone, now forced to work from home, students forced to go online and with a plethora of new statutes and guidance (changing regularly) I made it my mission to keep the membership informed and feeling supported. Having the new tools of our website, everything significant to COVID-19 was placed on the site making guidance easy to find. A one stop shop for everything FA COVID-19. Then Statewide Training, and our second VP, came up with the concept of open to the community COVID-19 support webinars. I did not jump on that at first but then realized the importance of that service, not only for NYS but also to the over 20 other states we provided important guidance and survival content to. I have never been more proud of being a member of NYSFAAA, offering seven, free to the community, webinars in a three-month period.

The other important thing I realized was it was my job to keep the community together. This included negotiating free additional GOTOMEETING licenses enabling me to provide virtual access to the regional and committee chairs. No one knew how long this pandemic would last – we still do not know. What I quickly recognized was the importance of continued regional meetings and committee activities. The unexpected benefit is that I have been able to attend regional meetings throughout this, from Florida, in this new virtual environment.

Finally, I started hosting virtual happy hours every Friday. These started out being well attended. After a while, I believe people became tired of it – so we stopped except for one last one celebrating the one-year anniversary of our new website. We held a nice party.

There will be another One Last Virtual Happy Hour on Friday October 30. That will be the final closure to our first ever Virtual Conference. Virtual Conference? Did I really have to be the first president to cancel novice training and our conference? I am told that I was where I was and when I was because it was fated to be. The most important thing, for me, is that we made it this far and we will continue to do that because we are



NYSFAAA STRONG

In closing, I want to wish Adrienne King, our incoming President, nothing but the best. I will be here to support her and NYSFAAA in any way I can. Next year and in any way I can after that.

2019-2020 Executive Council

Howard Leslie – President – Berkeley College
Adrienne King – President Elect – Bank Street College of Education
Debra Evans – First Vice President- Adelphi University
Brian Smith – Second Vice President – SUNY Agriculture & Technology at Cobleskill
Susan Godreau – Treasurer – SUNY Potsdam
Shalena Clary – Treasurer Elect– Corning Community College
Anne Sullivan-Polino– Secretary – Bryant and Stratton College
Lea Nuwer – Region I – SUNY, Buffalo State
B.J. Revill – Region 2 - University of Rochester - School of Medicine
Patti Donahue – Region III – Binghamton University
Rochelle Filler– Region IV – Rensselaer
Polytechnic Institute
Joseph Weglarz – Region V –Marist College
Michelle Bolton – Region VI – Kingsborough Community College
Clair Jacobi - Region VII – New York Institute of Technology College of Osteopathic Medicine
Stacey M Hawkins - Region VIII – Clarkson University
Lisa Simpson – HESC Liaison

A President cannot function without an excellent Executive Council. I want to thank each one of them for supporting me as well as keeping me on the correct path. A big shout out for Susan and Anne. I know that the Treasurer and Secretary hold the two most difficult positions on Council. These two ladies have done a spectacular job.

I want to give another special recognition to Lisa Simpson – a longtime colleague and friend. Behind the scenes, she has been a true compass north for me.

Last year I provided details on all the committees' efforts. That made this report longer than necessary, as each committee chair will be doing that reporting below.

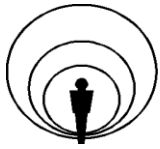
This year I just want to recognize our new committee. **Financial Literacy.** Under the watch of Maximo Flint-Morgan, I expect NYSFAAA to offer more services, education, and awareness about this crucial portion of our field. I expect this will result in higher quality important services and information to our students as well as increase in NYSFAAA membership by attracting people who are not currently part of the team. I think Max will be working at supporting NYSFAAA at very high levels in the future. Thank you Max.

Goals and Objectives

- ☐ We have successfully completed a good portion of our strategic plan.
- ☐ We are NYSFAAA STRONG and we must remain so.

Upcoming Meetings and Events

- ☐ Executive Council Meeting Monday October 26th Virtual
- ☐ NYSFAAA's 51st Conference October 28th – Virtual
- ☐ TBD by incoming President

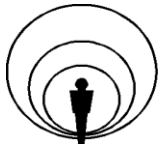


*New York State Financial Aid
Administrators Association*

Conclusion

As I said last year, a President is only as good/strong as his two teams – Executive Council and his Committee and Regional Chairs. I have been blessed for two years with great Council people and Chairs. I step down from my presidency wanting to accomplish more but satisfied with the work we have done together. I thank you all from the top and bottom of my heart.

Respectfully submitted,
Howard Leslie



NYSFAAA 2019-2020 Goals and Objectives

Awards Committee

Our goal for the 2020-2021 year is to increase nominations from the membership for the state-wide awards.

Our long term objective is to promote the major points of the NYSFAAA long range plan by highlighting the aims of the plan through our award ceremony at the annual conference. Ideally each year we will be recognizing awardees that are strong examples of advocacy, outreach, mentoring, & fostering a strong financial aid community.

Development (Fundraising) Committee

Identify other options for re-opening the NYSFAAA Novelties Store.

Mentor Committee

Request volunteers to serve on the committee from the Regions that do not have a member on the committee.

Periodically send requests to the membership to serve as Mentors and expand our Mentor list.

Encourage members to invite newer members to attend Regional meetings and State Wide training events.

Elections Committee

There shall be an Election of the next President & Treasurer. The Elections & Nominating Committee should be instituted by March 1st. The slate should be fixed before the end of April. The election must be completed by June 1st .

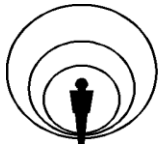
Treasurer; Budget Committee; Investment Committee

The primary short-term goal is the smooth transition from Treasurer-Elect to Treasurer and Treasurer to Past Treasurer. This process requires the transfer of accounts, administrative accesses as well as banking and credit card authority.

A medium-term goal is to explore alternative payment options for certain member schools that uses methods other than credit card and checks. The current pandemic created payment challenges for some of our members and electronic payment (ACH or direct deposit) was requested by a number of schools. A consistent secure payment and communication process will be explored.

Governance & Ethics Committee

There shall be an evaluation of the Best Practices from this committee. There is a concern that some items listed we might not be doing and that we haven't added some items yet that should have been there long ago.



Government Relations Committee

With HESC leadership to establish an appropriate schedule for resuming NYSFAAA and HESC Quarterly Meetings.

Network with and directly collaborate with EASFAA and NASFAA in their Government Relations outreach efforts. Utilize NASFAA's State Advocacy Toolkit resources.

Explore networking and collaboration opportunities with other NY State higher education professional associations, such as the NY State Association of College Admission Counseling.

Continue working to raise NYSFAAA's profile amongst members of the NYS Senate & Assembly who serve on their respective Higher Education Committees – with the goal of presenting & positioning NYSFAAA as an expert resource and sounding board for proposed student aid legislation.

Continue to actively monitor proposed and passed NYS and Federal financial aid and higher education legislation (including Reauthorization proposals), with the goal of preparing comments, feedback, and where appropriate letters of support/endorsement of such legislation for approval and dissemination by the Executive Council and NYSFAAA President respectively.

Organize and lead NYSFAAA's participation in the 2021 Student Aid Alliance Advocacy Program, which will likely consist of virtual advocacy efforts. Review NYSFAAA's State Aid proposals and make appropriate changes and/or updates.

Encourage & support members from each Region of NYSFAAA as well as members of the Government Relations Committee to participate in advocacy with their local elected officials – continuing to raise awareness of NYSFAAA online resources, the Association's community outreach efforts (i.e. FAFSA & TAP Webinar), and to promote support for NYSFAAA's State Aid Proposals.

Continue to strengthen the function and activity of the Government Relations Committee, working to recruit additional members and to further solidify regular meetings and committee members roles.

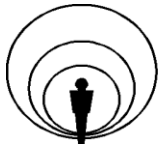
Membership Committee

Reach out to the Directors to find out why their Members and Novices do not attend meetings.

Brainstorm and hold virtual Networking Sessions for members.

Novice Training

The primary goal of Novice is to provide financial aid training and networking for those who are new to the profession, as well as other personnel that work with financial aid. Novice typically consists of five days of intense training with alternating sessions between Large Group Lectures and Small Group breakout sessions. Group interaction is encouraged within small and large group as well as the Novice Olympics.



As the world continues to grapple with the “new normal”, and schools are facing challenging economic climates with limited professional development budgets, the primary goal for 2020-2021 is to offer Novice Training, even if it means the program is offered in a reimagined format.

George Chin Memorial Scholarship Committee

Crystal Krudis and Janice Hilbrink are to fully transition as co-chairs of the committee. The committee will continue to investigate any additional sources of funding for the scholarship fund and seek scholarship donations throughout the year- a bit more limited during COVID-19. Fundraising will take place virtually this year. The website was updated to allow for the online purchase of raffle and 50/50 tickets. Regions will donate a physical or electronic gift card, which we will be raffle off during the virtual conference in October 2020.

School Outreach and Early Awareness Committee

Develop and continue to offer college aid workshops and events to students and their families as well as school counselors

Work on additional ways to better communicate with students/families during Pandemic

Network with communities and their officials to promote FAFSA filing opportunities and look to re-brand our events

Investigate better uses for technology to further our mission

Push out more communication to recruit more NYSFAAA members to be involved...(i.e. reach out to campus directors)

Statewide Training Committee

FALL 2020

DATE TBD – Verification Training

Presenter: Joellen Soucier

September 24 – Having Fun with Taxes-part 1

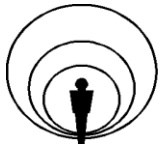
Presenter: Robert Weinerman

October 2 – 2021/2022 FAFSA and TAP Application Training Annual Community Webinar

Presenter: LaSonya Griggs & Michael Tuner

October 8 – Having Fun with Taxes-part 2

Presenter: Robert Weinerman



October 1 – Clock Hour Training-part 1

Presenter: Gregory Rinderle

October 14 – Clock Hour Training-part 1

Presenter: Gregory Rinderle

October 15 – Clock Hour Training-part 2

Presenter: Gregory Rinderle

October 28 – NYSFAAA Virtual Conference

November 13 – Mindfulness in the Workplace

Presenter: Lucinda Snyder

Technology, Innovation, and Communication Committee

Continue updates and improvements on the NYSFAAA website

Encourage posting of minutes

Determine needs of the membership

Provide website training where needs are identified

Continue support of the Statewide Training Committee with surveys

Identify new technologies that benefit NYSFAAA and its members

Maintain social media presence

Continuous updates to BOT knowledge



Awards Committee

Committee Members:

| | |
|----------------|-------------|
| Dan Robinson | Co-Chair |
| Robert Zasso | Co-Chair |
| Mary Koehneke | Region I |
| Susan Romano | Region II |
| Dawn Langdon | Region III |
| Brian Smith | Region IV |
| Scott Khare | Region V |
| Wayne Harewood | Region VI |
| Debra Evans | Region VII |
| Kerrie Cooper | Region VIII |

Summary of Activities for 2019-2020:

The NYSFAAA Awards Committee continues to enjoy its work. The Committee is currently in the process of collecting nominations, printing plaques and programs for the 2020 awards. At the 2019 conference our members received one Achievement Award, two General Service Awards, two Citations of Appreciation, the Mr. Thomas Monahan Service Award, NYSFAAA Founders Service Award, Sister Bernadine Hayes and Rusty Hopkins Service Award, two Special Lifetime Achievement Recognition Awards.

At the beginning of the 2019-2020-year Troy Martin stepped down as Co-Chair and Dan Robinson agreed to step in as Co-Chair. We also completed the changeover that started in 2018-2019 from all plaques to a variety shaped glass and wooden plaque awards for the different types of recognition bestowed upon our members.

Goals and Objectives for 2019-2020:

Our goal for the 2020-2021 year is to increase nominations from the membership for the state-wide awards.

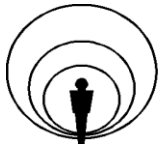
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Future Meetings and Events:

Our next meeting will be at the 2020 NYSFAAA Conference and then the next planned conference call will be in Summer 2021.

Submitted By: Dan Robinson & Robert Zasso, Awards Committee Co-Chairs

Date: 09/18/2020



New York State Financial Aid
Administrators Association

2019 Conference Committee

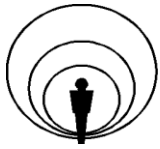
NYSFAAA 51st Annual Conference Report



“Celebrating our biggest Capital
investment”

Hosted by Region 5 at the Albany Marriott

October 29- 31, 2019
Albany, NY



Co-Chair Report:

Lisa Simpson and Joe Weglarz

The 51st Annual NYSFAAA Conference was held at the Albany Marriott, Wolf Rd. Albany, NY from Tuesday, October 29, 2019 – Thursday, October 31, 2019. A preconference training was held on Monday, October 28, 2019. It was the first time the conference was held in this location. The conference was sponsored by Region 5 but after a search of hotels in that region, the group decided that the Albany area (region 4) would serve as a better location with more reasonable hotel options and more centrally located.

Requests for information to six hotels in the Albany area provided the conference committee with some options in selecting the hotel location. Proposals from hotels in Lake George, Saratoga, and Albany were received and the Albany Marriott was chosen based on cost and dates available. Selecting dates in October 2019 was difficult as there was a holiday every week in October except for the last week. To accommodate as many in NYSFAAA as possible October 28-31, 2019 was set as the conference dates.

The final conference registration included 235 participants and 31 vendor booths. The attendance was slightly less than our targeted enrollment of 250. We projected 26 vendors so were happy that the actual number exceeded this. This is in part is due to the good work of the vendor committee.

The goal of the conference was to provide strong informative sessions as well as to allow time for colleagues to network. The enthusiasm and dedication of the Region 5 Conference Committee definitely accomplished these objectives. The conference provided federal and state updates, strong keynote-speakers who are leaders in our industry, current, in-demand training topics, and professional networking opportunities. We felt the conference was a great success with 116 participants completing a satisfaction survey. 84% of the respondents rated the overall conference very good to excellent. Over 74% rated the Albany Marriott facilities from very good to excellent and over 92% rated their overall experience in Albany good to excellent.

To encourage early registration, the conference committee provided an early bird special for those who completed a full registration by September 15, 2019. A total of 138 people took advantage of the \$35 discount. We had hoped this would allow for more people to be able to attend the conference but this did not increase our overall registration.



Conference Committees

| | |
|------------------------------|---|
| Conference Co-Chairs: | Lisa Simpson, HESC Joe Weglarz, Marist College |
| Entertainment Chair: | Mary Lou Kutchma, Marist |
| Facilities Chairs: | Tom Dalton, Edamerica Lisa Simpson, HESC |
| Program Chairs: | Cindy Garvey, St. Thomas Aquinas College Joe Weglarz, Marist College |
| Publicity Chair: | Stephanie Stock, Sallie Mae |
| Technology Chair: | Rob Zasso, Dutchess Community College |
| Vendor Chairs: | Keith Babich, CommonBond Jen Trauman, College Ave Student Loans |

Challenges:

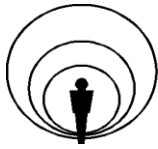
The largest challenge was getting volunteers for committees and finding time to meet. Since the conference venue was about a two-hour drive for some in the region the majority of the meetings for planning were held in the region. This allowed for those who were interested participating in a committee to come to the meetings held closer to their schools. We did have three onsite meetings to tour the facility and work on logistics.

In addition, the timing of the new NYSFAAA website created a few issues and a learning curve for both the conference committee and registrants. The move to the new website occurred at the time when the registration for the conference was being built and we needed to rely on those who were building the site. We worked through the issues, but we feel the process would have run smoother if the timing were different.

General Recommendations:

Secure speakers as early as possible, particularly the key note speakers and general session speakers. We were lucky to have a strong program committee and they got their speaker commitments early.

Preconference events- there was some confusion on who was responsible for any preconference training. The conference committee was under the impression that the statewide training committee would handle it, but it turned out the conference committee needed to set up the training. We suggest that you determine who will handle it and what the topic is early to allow time to find a presenter.



We had numerous registrants with dietary restrictions, so it is important to ask the question about dietary needs on the registration form and work with the hotel to accommodate all.

There was a last minute request for a memorial of those NYSFAAA members we lost during the year. The committee worked with the executive council to provide the appropriate remembrance. This should be incorporated as part of the facilities function if it is to be done on a yearly basis.

Conference Budget



| | Est. Registration | 2019 Budget | # Registered | Registration Income |
|---|----------------------|--------------------|-----------------|------------------------|
| Income | | | | |
| Full Registration Fee \$375/ person | 85 | \$ 31,875.00 | 52 | \$ 19,500.00 |
| Retiree Registration \$ 250/person | 2 | \$ 500.00 | 3 | \$ 750.00 |
| 2 Day Registration \$ 300 for 2 days | 38 | \$ 11,400.00 | 23 | \$ 6,900.00 |
| 1 Day Registration \$175/per day | 40 | \$ 7,000.00 | 18 | \$ 3,150.00 |
| Early Bird registration \$340 until 9/15/19 | 85 | \$ 28,900.00 | 138 | \$ 46,920.00 |
| Preconference registration | 21 | | 21 | \$ 1,050.00 |
| Museum Trip | | | 32 | \$ 640.00 |
| Total Registration # and Income | 271 | \$ 79,675.00 | | |
| Vendor Fees (\$700 /per vendor) | 26 | \$ 18,200.00 | 31 | \$ 21,700.00 |
| Total Registration & Vendor Income | | \$97,875.00 | | \$ 100,610.00 |
| Total Expenses | | Budgeted | | Actual |
| | | \$97875.00 | | \$64,266.65 |
| Total Profit | | | | \$36,343.35 |

Breakdown of expenses:

| | |
|---|-------------|
| Conference Committee (vests, memorial table, thank you items) | \$ 1,165.78 |
| Facilities (food, beverage, meeting space rental) | \$45,709.28 |
| Technology (audio/visual) | \$ 6,195.04 |
| Program (speakers, preconference, bags) | \$ 4,923.96 |
| Registration (lanyards, program, ribbons) | \$ 283.50 |
| Publicity | No costs |
| Entertainment (trivia, drink tickets, music, bingo, museum) | \$5,449.93 |



Vendor (table, gifts, raffle)

\$ 539.16

Program Committee

Program Committee Final Report

Chair: Cindy Garvey and Joe Weglarz

Items to Review - Pre-Conference, Keynote Speaker, Federal and State Updates, NASFAA and EASFAA presentations, Presidents' welcome and Concurrent Sessions

Composition of Long Program:

- Pre-Conference- Committee decided to offer a NASFAA training Module.
- Keynote- The keynote speaker opened the conference on October 29 at 10AM and was outstanding. Erin Gruwell (was AMAZING!) a BIG thanks to Janice Hilbrink from Pace for all her hard work on setting this up.
- President's welcome/NASFAA update took place on Tuesday.
- Federal update was during breakfast on October 30 and awards were presented at lunch on Wednesday. Federal updates were given by Zachary Goodwin, Mary Lou and Lisa made contact.
- NASFAA update by Karen McCarthy, contacted by Lisa. EASFAA update by Marie Johnson.
- HESC update by Christopher Fernando
- Request/Call for Presentations and Presenters - we sent out an email with a form for members to complete if they had an idea for a presentation. We collected 59 forms. 35 sessions were offered, 4 concurrent sessions per time slot.
- The committee met and reviewed all submittals. We also added a leadership and mentor track.
- Monday's evening's receptionist at the NYS museum was a fun and education event. Attendance was 20.
- Confirmation emails were sent to all presenters. We requested a final PowerPoint presentation to be sent to us by September for final approval. Rob and I sent presentation template.
- Emails were sent to membership for volunteers to moderate sessions.
- Agenda was finalized and added to the mini site.

Pocket Program:

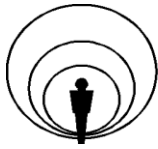
- Program was condensed to create mini folded programs. Thanks to Lisa and Diane for creating the pocket program. 300 pocket programs were printed.
- Pouches/bags were created and filled with Albany map, vendor activity and pocket program.

Presenter Gifts:

- Presenter and moderator gifts were completed by the entertainment committee.

Summary:

As a committee we collected as many presentations as we could. We sent several emails to the list-serv to presentations. The agenda for the conference was well received and survey comments indicated that topics covered were good. We covered the basics



with our usual presentations, i.e. FAFSA, Taxes, and Verification. Based on evaluation comments we see that members enjoyed the leadership/mentor track. The program was very well thought out and there was a good flow of the sessions. A session on the Excelsior program was suggested. The agenda committee made sure that we had presenters representing Private, Public, 4 year and 2 year schools. The conference concluded on October 31 with the NYSFAA Business meeting and a HESC update at 10. Several comments about the conference ending on Halloween were received. The conference committee felt Halloween did not have a factor in attendance.

Facilities Committie

Tom Dalton and Lisa Simpson

As co-chairs of the facilities committee, we made approximately four trips to the hotel to negotiate and settle details. We met with them to discuss a possible discount in sleeping room pricing, review room scheduling, and find the best places for the vendor area and registration. On our first visit in the late winter, we received a copy of the menus, but didn't select the food items until late spring/early summer.

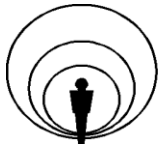
When it was time for the final food counts, we adjusted down from the total conference count for the breaks and meals as we know that some folks will not attend all food events and will choose to eat on their own (particularly for the receptions). The vendor area was in the main hallway between the general session room and the breakout rooms to provide maximum traffic. The breaks and NYSFAAA raffles were in the vendor area as well as we felt it would help create more traffic for the vendors.

The conference committee decided to provide a few new and different ideas for the conference which included a visit from three therapy dogs. The therapy dogs were a big hit and they arrived for a two hour visit on Wednesday afternoon. Although we had a table set up for them, they walked around the vendor area and were available for pictures. Most everyone enjoyed the dog visits and taking selfies with them. We asked for a donation (not required) for the pictures and sent \$140.00 to the Mohawk Hudson Humane Society.

We created menus with the hotel to meet all dietary needs as well as have variety at all meals. It was important to review the restrictions of some attendees to ensure there was ample food for all. We found that buffets at breakfast and lunch work best because of the time constraints. In addition, there are more choices to choose from.

Facilities also needed to work closely with registration, technology, entertainment, and program to make sure the agenda flowed smoothly, and all needs were accommodated. The conference committee determined that four concurrent sessions would work best for our size group.

This committee was responsible for the preconference setup and training. The training began at 10:30am and ended at 3:00pm. The training topic was the NASFAA Verification module and we provided lunch. There were 18 registrants for the training and the cost was \$50.00 which included materials and lunch.



2019 NYSFAAA Conference Registration Report (as of December 16, 2019)

TOTALS: A total of 235 people registered for the conference:

- Full Conference - 191
- Two-day attendees – 23
- One-day attendees – 18
- Retirees – 3
- First-time attendees – 40
- NASFAA pre-conference attendees – 17
- Pre-conference Museum attendees – 28

Currently, there 6 unpaid registrations – multiple attempts have been made for payment:

- Full conference – 3
 - 1 was a no-show
- One-day – 2
 - 1 was a no-show
- President – 1 I think we need to find a way on the new website to have this fee waived or reflected as paid at time of registration

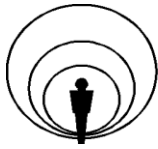
For the most part, Registration went well. A few more volunteers would have helped, but the Chair did not do additional outreach beyond Region 5. Recommendations are listed below.

We would like to thank the following people for assisting at the registration table during this year's conference:

Cindy Garvey – STAC, Perry Brown – College of Westchester, Janice Hilbrink – Pace University, Tami Gilbeaux – Inceptia, Roberta Daskin – Sarah Lawrence, Diane Donohue and Linda Embleton – SUNY New Paltz, Rob Zasso – Dutchess CC

Suggestions for future conferences:

- Have Registration chair and other conference members trained on Memberclicks website
- Set early-bird special pricing early in the planning process
- Keep Vendor registration separate
- Have payments sent directly to NYSFAAA Treasurer
- If possible, have registration table close to designated conference office space
- Make sure you have an Internet connection at the hotel for the registration desk to handle issues as they arise, record payments and late registrations
 - A wired connection to a printer in case a name tag needs to be printed
- Opening registration on Monday afternoon prevented a huge rush on Tuesday morning. We staffed the tables Monday 3-5; Tuesday 8-5 and Wednesday 8-4. On Tuesday, the



Registration should remain open throughout lunch – about 20 people checked-in during that time

- Try to have name tags/lanyards ready to go at least 2 hours before Registration Table opens
- Have members staffing table know the 'lay of the land' – restroom locations, session times and locations, etc.

Entertainment Committee

In addition to the Conference being very successful, the Entertainment for the conference proved to be extremely well received, enjoyable and also very successful.

The planning began as soon as the first planning meeting was held, and the committee was formed. We started out with a few more committee members, but there were 3 of us that basically handled all things related to entertainment, except for Lisa Simpson providing contact information, and input and direction as needed. Our first item was to secure a guest speaker, and we were fortunate enough to get Erin Gruwell, who was an exceptional, idealistic speaker that touched the entire room with her touching and very powerful stories.

After considering several Halloween/Fall thematic events, the following was part of the Entertainment Agenda:

10/28: A trip to the NY State Museum the night before the Conference officially began, which included free bus transportation (Marist College picking up the cost of the bus), and food at the museum, costing the attendees \$20.

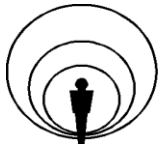
10/29: 5:00-6:15pm- We provided a free drink coupon for the President's Reception and offered a "Taste of Albany" with fresh baked cider donuts and apple cider purchased from a local shop, Krause chocolates (local chocolate shop) and apples from a local apple orchard during the reception.

10/29: 8:00-9:00pm -In the evening we hosted "NYSFAAA" bingo and had a very good turnout, with prizes and giveaways.

10/29: 9:00-11:00pm- We provided music (by Joe Gorman) in the hotel bar area and advertised "NYSFAAA's signature drink"

10/30: We provided another free drink coupon, purchased fall themed centerpieces from Christmas Tree Shop for the reception centerpieces and made up questions for the table to "interact" and win the centerpiece (who has the most years in financial aid, who traveled the furthest, etc.).

10/30: We held "Trivia", again at the bar/open area, and hired a local person, Stephen Murray. There were more people than we expected, and they all created teams to compete against each other for prizes! This was very interactive, engaging and enjoyable. Free popcorn was provided, which was such a nice treat.



I believe that the Entertainment Committee was able to provide some innovative and interactive events for the conference, and managed to stay within budget.

Although it was planned with the entire committee, having Therapy Dogs come to the conference was truly a highlight, and the dogs were so very “entertaining” 😊

Respectfully submitted,

Mary Lou Kutchma

Publicity Committee Final Report

Chair: Stephanie Stock

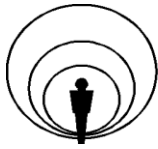
Summary of Activities:

Theme: “NYSFAAA: Celebrating Our Biggest Capital Investment” was selected as the conference theme.

Teaser Gift: At the 2018 conference in Syracuse, attendees were given an “egg-timer” with the conference logo at the breakfast to represent the famous building in downtown Albany which is referred to as “The Egg”.

Publicity Blasts: A poster was displayed on an easel at the 2018 Conference registration table promoting the conference location and dates for the 2019 conference. Reminder postcards were also created and on display at the registration table. The very first promotion was a “save the date” sent in early February. The conference mini site was set up in mid- February (note that due to the migration from ATAC to MemberClicks this had to be redone in July). The mini-site was updated with access to all the required links. Call for session proposals, hotel information (name, address, conference room rate), registration (i.e., rates – highlight an early-bird registration discount if applicable), travel logistics (airport, train, & car directions), exhibitor information (vending fee & what that includes as well as booth set up and break down times) and a general mention of the NYSFAAA app and what to bring to the conference go up on the mini-site right away (See Appendix). As more conference details are added such as entertainment, charity, things to do, and general sessions and/or keynote presenter information becomes available, it is to be added to the conference mini-site. The program committee will loan PowerPoint presentation handouts to the NYSFAAA app and the conference mini-site as they become available. The links were updated as the information became available. Emails were sent to the listserv as information became available and/or links were updated/added.

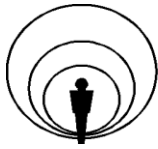
The committee filmed two videos. The first promoted the pre-conference event at the NYS Museum and the second promoted the charity walk/run. Due to the multitude of emails that had been going across the listserv, it was deemed unnecessary to make any additional videos for fear of overwhelming the membership. Due to limitations of MemberClicks, any videos need to be emailed to Lea Nuwer who will put them on



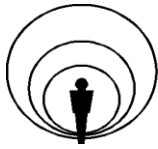
YouTube and send you the link which can be attached in the outbound emails. Videos were posted to the NYSFAAA YouTube, Facebook, and Twitter accounts.

NYSFAAA 2019 Conference Publicity Calendar

| Completed | Time until conference | Action Date | Action Items * |
|-------------------------------------|-----------------------|---------------|---|
| <input checked="" type="checkbox"/> | 7 months | Mar 14, 2019 | <ul style="list-style-type: none"> • Save the date email • Reminder that session proposals are due by Apr 12, 2019 – attached a copy of the session proposal form which was provided by the program committee chair. |
| <input checked="" type="checkbox"/> | 6 months | Apr 12, 2019 | <ul style="list-style-type: none"> • Announced Opening Keynote Speaker |
| <input checked="" type="checkbox"/> | 3 months | July 16, 2019 | <ul style="list-style-type: none"> • Registration and hotel reservation are open • Highlight the early-bird discount for conference registration submitted by Sept 15th • Those who register early were told they would be entered into a drawing for a free night's stay at the Albany Marriott on some future date. • Remind of the hotel room rate and no fee for parking |
| <input checked="" type="checkbox"/> | 2 months | Aug 2, 2019 | <ul style="list-style-type: none"> • Conference registration and pre-conference workshop reminder |
| <input checked="" type="checkbox"/> | 2 months | Aug 27, 2019 | <ul style="list-style-type: none"> • Early-bird registration cutoff of 9/15 reminder • Added guided meditation link to |



| | | | |
|-------------------------------------|-------------|---------------|--|
| | | | support members during school opening |
| <input checked="" type="checkbox"/> | 1.75 months | Sept 5, 2019 | <ul style="list-style-type: none"> 10 days left to lock in the conference registration discount |
| | 1.75 months | Sept 5, 2019 | <ul style="list-style-type: none"> Email president of SUNYFAP to request that the conference be promoted on the SUNYFAP listserv |
| <input checked="" type="checkbox"/> | 1.75 months | Sept 5, 2019 | <ul style="list-style-type: none"> Email NYSFAAA region chairs to request that they promote the conference at their first fall meetings. Requested that they promote the location and dates and especially that the conference ends at 11 am on the 31st since there were concerns about it ending on Halloween. Also requested that they highlight the conference registration cost and that Zack Goodwin would be presenting multiple sessions. |
| <input checked="" type="checkbox"/> | 1 month | Sept 27, 2019 | <ul style="list-style-type: none"> Email listserv regarding a New Department of Ed Session added on Fraud, Waste, and Abuse. |
| <input checked="" type="checkbox"/> | 1 month | Sept 30, 2019 | <ul style="list-style-type: none"> Emailed listserv that the last day to reserve a hotel room at the conference discounted rate is October 10, 2019 |
| <input checked="" type="checkbox"/> | 3 weeks | Oct 4, 2019 | <ul style="list-style-type: none"> Last call reminder for the hotel room |



| | | | |
|-------------------------------------|-----------|--------------|---|
| | | | reservation deadline and final push for conference registration |
| <input checked="" type="checkbox"/> | 3 weeks | Oct 9, 2019 | <ul style="list-style-type: none"> • Another last push email to listserv to promote conference registration |
| <input checked="" type="checkbox"/> | 2 weeks | Oct 11, 2019 | <ul style="list-style-type: none"> • Emailed listserv to promote conference charity opportunity – a coat drive to support the homeless through the Capital City Rescue Mission |
| <input checked="" type="checkbox"/> | 2 weeks | Oct 14, 2019 | <ul style="list-style-type: none"> • Emailed first video to highlight the NYS Museum event on the Monday before the conference. |
| <input type="checkbox"/> | Post Conf | Nov 2, 2019 | <ul style="list-style-type: none"> • Thank you email & notice of presentations being available on website. |

NYSFAAA YouTube, Facebook, and Twitter Contact: Lea Nuwer - nicholla@buffalostate.edu

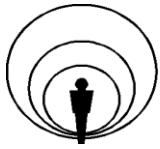
Conference Minisite Contact: Ideta Daniel - ild1@cumc.columbia.edu

Budget: \$50

Recommendations:

- Engage social media
- Create a NYSFAAA Instagram account
- Create videos to promote key sessions and pre-conference workshops
- As the conference is approaching, send at least one email per week.
- Access should be given to the Publicity chair to allow him/her to be able to format the emails in MemberClicks such that it is possible to change font size, color, and general formatting (e.g. bullet points, anchor text for links, etc.)
- Coordinate any email messaging that is going out to the general listserv with the various subcommittee chairs so that timing of messages makes sense and there isn't a deluge of emails with competing messages.

(Additional information can be found in the Exhibit Section of this report.)



Technology Committee

Committee Members:

Robert Zasso, Dutchess Community College -Chair
Anthony Gabriel, Culinary Institute of America
Mark Schaeffer, Dutchess Community College
Christopher Earnshaw, Sallie Mae

Goals and Objectives:

Ensure all sessions were prepared with technology (microphones, projectors, computers - general A/V needs)

Summary of Activities:

- Lisa Simpson worked with hotel staff to order technology needed for all sessions (general, breakout, gala event). This included all microphones, projectors and computer hookups.
- During conference, ran all sound and A/V for general sessions. Ensured all breakout sessions were connected with A/V needs.
- Marist & Dutchess Community College provided 5 projectors and laptops to be used for presentations during the conference.

Recommendations:

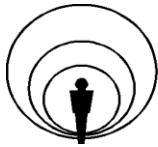
- Have as many of the presentations before the conference so they can be printed or downloaded by the attendees prior to the start of the conference.

Vendor Committee

Vendor Chairs: Jenn Trauman, College Ave Student Loans & Keith Babich, CommonBond

The Vendor Committee compiled a list of prospective vendors in April and composed a letter with high-level conference details at the same time. This email was sent to prospective vendors on May 1st but could have been sent a few weeks sooner. (See sample email below). We thought it was important to address early on the efforts that would be made improve traffic and attendee interaction with vendors.

We also initiated a new feature this year called “Beyond the Booth.” Vendors were asked to submit a few paragraphs about themselves personally and about the company they represent, along with a few pictures. Each week after Labor Day and leading up to the conference, the vendor chairs circulated a few vendor profiles to the NYSFAAA listserv in order to encourage registration and interaction with the vendor partners. This initiative was warmly welcomed by vendors and NYSFAAA membership and positive feedback was shared by both.



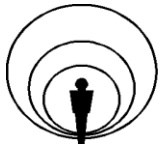
There were 31 registered vendors.

| | |
|-----------------------------|-----------------------|
| Ascent | iGrad |
| Campus Logic | Inceptia |
| Citizens | KHEAA |
| Cognition | McClintock Associates |
| College Ave | MEFA |
| CommonBond | Ocolot |
| Credible | PNC |
| Credit Union Student Choice | Sallie Mae |
| Discover | Scholarnet |
| Earnest | Sofi |
| ECMC | Thrivent |
| EdAmerica | Tuition Options |
| ELM | Ufi |
| Global Financial Solutions | VSAC |
| Highpoint Solutions | Wells Fargo |

In addition to Beyond the Booth, there was a vendor game provided to all attendees. This year the game focused on the city of Albany. Each vendor was given the answer to a trivia question about the Albany skyline. While much effort was put into the game, there was a bit of confusion, as we had late vendor registrants. While a vendor game/activity is a good way to promote engagement, we would recommend keeping it very simple in the future.

The vendor fee included a 6-foot skirted table, 2 chairs and a waste basket (provided by CommonBond as the hotel did not provide). We did not allow vendors to choose their tables based on order of registration. That might be a consideration for future conference. Overall, most vendors were happy with the level of traffic, placement of the vendor area, and promotion of their collective sponsorship at the conference.

Additional Information is located in the Exhibit Section of this Report.



Development (Fundraising) Committee

Committee Name: Development Committee

Committee Members: Tami Gilbeaux, Dave Garelick & NYSFAAA President - Howard Leslie

Summary of Activities for 2019-2020: The NYSFAAA Novelties Store continued operations for a short time during 19-20. However, the Store received minimal orders and is now in a suspended status. The Store activity is attached.

Reviewed a proposal from Edunion, LLC. This proposal is to seek services from a consultant to identify new revenue streams and enhance current revenue channels. The proposal consideration, attached, is delayed due to the onset of COVID related activities.

Goals and Objectives for 2020-2021:

Identify other options for re-opening the NYSFAAA Novelties Store.

Future Meetings and Events:

To meet with Howard to discuss “NPR/PBS” model for NYSFAAA Novelties.

Submitted By: Tami Gilbeaux

Date: September 9, 2020



Mentor Committee

Committee Name: MENTORING COMMITTEE

Committee Members:

Co-Chairs: KERRY LUBOLD, SUNY PLATTSBURGH

NANCY TEODECKI, Retiree- SUNY UPSTATE MEDICAL UNIVERSITY

REGION 2: TAYLER KREUTTER, ROBERTS WESLEYAN COLLEGE

REGION 3: KEVIN SHULTS, SYRACUSE UNIVERSITY

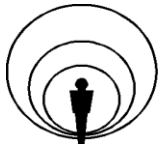
REGION 6: WAYNE HAREWOOD, CUNY KINGSBOURGH COMMUNITY COLLEGE

REGION 7: AMY THOMPSON, ST. JOSEPH'S COLLEGE

REGION 8: KERRIE COOPER, SUNY COLLEGE OF TECHNOLOGY AT CANTON

Summary of Activities for 2019-2020:

- Mentor Check-in - The previous year we launched the mentor List on the NYSFAAA website. We completed a check-in with those mentors to see if any contacts had been made. We were pleased to hear back from several mentors that connections with mentees existed and positive interactions were occurring.
- 2019 Annual Conference- The Mentoring Committee worked in conjunction with the Conference and State Wide Training Committees to share our ideas for several 'Professional Career Development' sessions that would support new members and encourage mentoring activities. We helped publicize the conference by advertising the recommended sessions via the NYSFAAA list-serve.
- 1st Time Attendee Meet/Greet – Nancy Teodecki and several committee members reached out to new members at the conference attending as 1st time participants. After the conference we requested the 'First Time Attendees' list from a Conference Chair. A 'Welcome' message was sent to the attendees as an introduction to their committee representative, encouragement to attend meetings, become active in their region, and utilize the Mentor list as a resource.
- Committee Continuation – The Co-chairs reached out to the committee members asking their interest in remaining on the committee. All committee members agreed to continue to serve a second year and were actively supportive during the year.
- Mentoring in Regions – NYSFAAA's regional chairs were contacted to encourage support of new members. The "Bring a New member/Colleague" to the SWT event outreach was well-received and several members took advantage of the suggested and encouraged regional participation.



- Mentorship - Mentorship was spotlighted in a podcast during the fall with Howard Leslie and Kerry Lubold. The discussion focused on helping each other, the wonders of our profession and how to be involved.
- New Members/Novice - The Mentoring Committee usually welcomes new members as part of the event materials at Novice and provides a gift. Given the cancellation of the 2020 Novice Training Workshop, the committee developed a "Welcome to NYSFAAA" e-mail which was sent to 32 members who joined NYSFAAA in 2020. A copy of the list of members and message was also sent to Regional Chairs in order to notify them of new members in their region and that they may wish to extend their personal welcome/invitation to attend a regional meeting.
- Mentoring Reminder - We reminded the membership of mentoring opportunities by sending a list-serve announcement in May encouraging members to support each other and take advantage of the mentor search on the NYSFAAA website.

Goals and Objectives for 2020-2021:

- Request volunteers to serve on the committee from the Regions that do not have a member on the committee.
- Periodically send requests to the membership to serve as Mentors and expand our Mentor list.
- Encourage members to invite newer members to attend Regional meetings and State Wide training events.

Future Meetings and Events:

- Continue the 'Welcome' letter/gift for the graduates at the 2021 Novice Training Workshop.

Kerry and Nancy will be stepping down as Co-Chairs in October. Tayler Kreutter, who has served on the committee for several years, will be stepping up as Chair.

Submitted By:
Kerry Lubold, Co-Chair
Nancy Teodecki, Co-Chair

Date: September 9, 2020



Elections Committee

Committee Name: Elections & Nominations Committee

Committee Members:

Region 1 - Nicole Griffio, Hilbert College

Region 2 - B.J. Revill, U of R School of Medicine

Region 3 - Kevin Shults, Syracuse Univ.

Region 4 - Brian Smith, SUNY Cobleskill

Region 5 - Dan Robinson, Pace University

Region 6 - Michelle Bolton, CUNY School of Medicine

Region 7 - Gene Rogers, Molloy College

Region 8 - Carolyn Corcoran, SUNY Potsdam

Summary of Activities for 2019-2020:

The committee met via email to discuss the slate & sent out communication to the membership. There were 3 positions available: 1st Vice President, 2nd Vice President & Secretary. On May 26, 2020 the winners were announced:

Ms. Renee Swift-1st Vice President

Mr. Brian Smith-2nd Vice President

Ms. Anne Sullivan Polino-Secretary

Goals and Objectives for 2020-2021:

There shall be an Election of the next President & Treasurer. The Elections & Nominating Committee should be instituted by March 1st. The slate should be fixed before the end of April. The election must be completed by June 1st.

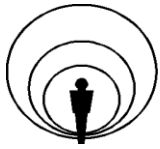
Future Meetings and Events:

They should be before the end of the year to see if any region wishes to change whom is representing them on the committee. Secondly, conversations regarding whom in their region is interested in the positions up for election should begin in all regions.

Submitted By: Adrienne R. King

Date: 9/28/2020

NYSFAAA Report Template 2018



Treasurer; Budget Committee; Investment Committee

Committee Members:

N/A

Summary of Activities for 2019-2020:

Thank you for a successful but unusual year. NYSFAAA continues to respond to both financial and situational challenges and opportunities. The budget was developed with care and deliberation to balance the organization's mission and the current economic circumstances. Our accounts continue to be in good health. The Treasurer coordinated with the Treasurer-Elect and others as appropriate to develop and report on the 2020-2021 Budget, to provide current information on the overall financial condition and cash flow status of the organization and to review current NYSFAAA investments through virtual meetings. Robert Bell from Morgan Stanley has handled our investment accounts for a very long time and we are grateful for the guidance he provides.

Our committee activities this year continued to support the goals and objectives of NYSFAAA and our long-range plan.

The SFS Vendor portal was updated with the Treasurer's information as Primary Contact. This will need to be updated during the Treasurer's transition in the fall of 2020.

The Treasurer and Past Treasurer provided documentation for the 2018-2019 and 2019-2020 audit reviews. The 2018-2019 draft will be available in the next few weeks; progress on the 2019-2020 will be monitored for a timely conclusion. Since the transition to MemberClicks, all payments are processed directly by the Treasurer; previously payments for membership and scholarship donations were sent to and processed by committee chairs. Troubleshooting any payment issues is now also usually managed or referred by the Treasurer.

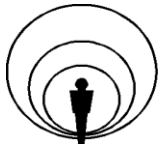
Goals and Objectives for 2020-2021:

The primary short-term goal is the smooth transition from Treasurer-Elect to Treasurer and Treasurer to Past Treasurer. This process requires the transfer of accounts, administrative accesses as well as banking and credit card authority.

A medium-term goal is to explore alternative payment options for certain member schools that uses methods other than credit card and checks. The current pandemic created payment challenges for some of our members and electronic payment (ACH or direct deposit) was requested by a number of schools. A consistent secure payment and communication process will be explored.

Future Meetings and Events:

Treasurer-Elect Shalena Clary and I have met remotely to facilitate the transition of the Treasurer position. We will continue to meet and work together during this time of change. Thank you, Shalena!



*New York State Financial Aid
Administrators Association*

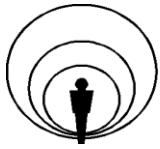
Submitted By:

Susan Godreau, NYSFAAA Treasurer

Date:

September 23, 2020

NYSFAAA Report Template 2020



Governance & Ethics Committee

Committee Name: Governance & Ethics Committee

Committee Members:

Scott Atkinson - Emeritus, SUNY Brockport
Kerrie Cooper - SUNY College of Technology at Canton
Thomas Dalton - EdFinancial Services
LaSonya Griggs - Tompkins Cortland Community College
Heather McDonnell - Sarah Lawrence College
Darrin Rooker - New York Chiropractic College

Summary of Activities for 2019-2020:

The committee met via email to discuss the changes and the suggestion of changes to the 2017-2020 Strategic Plan & the Best Practices/Ongoing Activities and Strategic Plan.

Goals and Objectives for 2020-2021:

There shall be an evaluation of the Best Practices from this committee. There is a concern that some items listed we might not be doing and that we haven't added some items yet that should have been there long ago.

Future Meetings and Events:

They should be determined by the Past President and Committee after the Virtual Conference.

Submitted By: Adrienne R. King

Date: 9/28/2020



Government Relations Committee

2019-2020 Committee Report

Committee Name: Government Relations

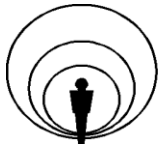
Committee Members:

Christopher E. Barto, LIM College, Chair
Clemente (Clem) LaPietra, Monroe College
Donna Gurnett, Association of Proprietary Colleges (APC)
Elaine Pimentel, CUNY Central Administration
Eileen Flood, J.D., St. John's University
Frank Arce, Columbia University
Maria DeInnocentiis, Marymount Manhattan College
Susan Nesbitt Perez, Commission on Independent Colleges & Universities (CICU)
Thomas Kokis, Baruch College

Summary of Activities for 2019-2020:

Participated in an American Enterprise Institute (AEI) Meeting, co-presenting with Elsa Magee, Vice President of HESC, to their prestigious Future of American Higher Education group on "Free College Programs in New York" in November 2019. Also conducted an AEI Podcast for their program "The Report Card" on the same topic, which was selected as one of their top 5 podcasts of 2019 on this widely-listened to Washington, DC based education policy program. Was able to highlight some of the NYSFAAA 2018 State Aid Survey data & feedback from NYSFAAA members during these presentations.

- Conducted a December 2019 State Aid Advocacy Survey to NYSFAAA Membership requesting feedback & recommendations about how best to streamline the application process as well as administer TAP and other State Aid programs – received 159 responses with many detailed replies.
- Prepared FAFSA Act advocacy letter in support of proposed legislation (H.R. 2486) which would provide permanent funding for minority-serving institutions and allow direct data-sharing between the Department of Education and the IRS to streamline the FAFSA application process.
- Based on the results of the 2018 & 2019 State Aid Advocacy Surveys, prepared NYSFAAA's 2020 State Aid Proposal recommendations:
 1. Increase Maximum TAP Award & Expand Income Eligibility
 2. Restore & Enhance Funding for Opportunity Programs
 3. Eliminate the Inequality in Dependent & Independent Student TAP Awards
 4. Align FAAs Use of Professional Judgment (PJ) for State Aid Programs to PJ for Federal Aid Programs
- Organized NYSFAAA's participation in the February 11, 2020 Student Aid Alliance Advocacy Day, arranging visits by members of the Executive Council and the Government Relations Committee with key legislators and/or their staff members.
- Worked with NYSFAAA President to also organize a February 11, 2020 meeting with HESC VP Elsa Magee to present the results of the NYSFAAA State Aid Surveys from 2018 & 2019. This first meeting between NYSFAAA & HESC led to an agreement to



have Quarterly touch base meetings to assist with communication & collaborations. These meetings have been on hiatus because of the pandemic.

- Participated in NYSFAAA Podcasts on the Federal Borrower Defense to Repayment (BDR) rules and the CARES Act HEERF program.
- Added Legislative Update links to the NYSFAAA homepage, with NASFAA's federal legislative tracker and a NY State higher education legislation scanner.

Goals and Objectives for 2020-2021:

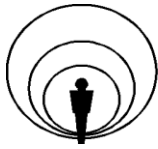
- With HESC leadership to establish an appropriate schedule for resuming NYSFAAA and HESC Quarterly Meetings.
- Network with and directly collaborate with EASFAA and NASFAA in their Government Relations outreach efforts. Utilize NASFAA's State Advocacy Toolkit resources.
- Explore networking and collaboration opportunities with other NY State higher education professional associations, such as the NY State Association of College Admission Counseling.
- Continue working to raise NYSFAAA's profile amongst members of the NYS Senate & Assembly who serve on their respective Higher Education Committees – with the goal of presenting & positioning NYSFAAA as an expert resource and sounding board for proposed student aid legislation.
- Continue to actively monitor proposed and passed NYS and Federal financial aid and higher education legislation (including Reauthorization proposals), with the goal of preparing comments, feedback, and where appropriate letters of support/endorsement of such legislation for approval and dissemination by the Executive Council and NYSFAAA President respectively.
- Organize and lead NYSFAAA's participation in the 2021 Student Aid Alliance Advocacy Program, which will likely consist of virtual advocacy efforts. Review NYSFAAA's State Aid proposals and make appropriate changes and/or updates.
- Encourage & support members from each Region of NYSFAAA as well as members of the Government Relations Committee to participate in advocacy with their local elected officials – continuing to raise awareness of NYSFAAA online resources, the Association's community outreach efforts (i.e. FAFSA & TAP Webinar), and to promote support for NYSFAAA's State Aid Proposals.
- Continue to strengthen the function and activity of the Government Relations Committee, working to recruit additional members and to further solidify regular meetings and committee members roles.

Future Meetings and Events:

- Schedule monthly meetings for October & November 2020 and bi-weekly meetings in December 2020 & January 2021. Resume monthly meetings in February 2021.
- Participate in NYSFAAA's virtual 52nd Annual Conference on October 28, 2020.
- 2021 Student Aid Alliance Annual Advocacy Program – tentatively in February 2021.

Submitted By: Christopher E. Barto

Date: September 27, 2020



Membership Committee

NYSFAAA Membership Chair Lucila Villaquiran

NYSFAAA Regional Representative s:

| | |
|----------|--|
| Region 1 | Marianne Loper, marianne.loper@houghton.edu |
| Region 2 | Katelyn Typhair, ktyphair@brockport.edu |
| Region 3 | Kevin Shults, k.j.shults@sunyocc.edu |
| Region 4 | |
| Region 5 | Joe Weglarz, Joe.Weglarz@marist.edu |
| Region 6 | |
| Region 7 | Patricia Noren, patricia.noren@ncc.edu |
| Region 8 | Patricia Farmer, pfarmer@stlawu.edu |

Summary of Activities for 2019-2020:

- Added new organizations, colleges etc. to the database.
- Added new members to the database.
- Supported other NYSFAAA Committees as needed

Goals and Objectives for 2020-2021

- Reach out to the Directors to find out why their Members and Novices do not attend meetings.
- Brainstorm and hold virtual Networking Sessions for members.

Future Meetings and Events:

- Schedule 4 committee virtual meetings or conference calls in 2020-2021 to discuss membership issues, outstanding dues, engagement activities, etc. These meetings/conference calls should be held prior to EC meetings. Target dates include October, February, June, and September. Chair to be prepared to report at E.C. meetings or provide information for 1st VP to deliver at E.C.
- Arrange regular virtual meetings to discuss regional membership needs
- Communicate with membership more regularly
- Send renewal dues reminders and invoice reminders
- Engage the membership by announcing upcoming events
- Develop calendar for information to be sent to membership to encourage participation and available opportunities for leadership positions

Submitted By: Debra A. Evans, 1st Vice President

Date: 10/26/2020



Novice Training

Committee Members:

Scott Atkinson, emeritus – SUNY Brockport
Michelle Bolton, CUNY School of Medicine
Perry Brown, College of Westchester
Julia DeCecco, Manhattanville College – Reid Castle
LaSonya Griggs, Tompkins Cortland Community College
Scott Khare, Marist College
Adrienne King, Bank Street College of Education
Howard Leslie, Berkeley College
Kerry Lubold, SUNY Plattsburgh
Renee Nunziato, Suffolk County Community College
Dan Robinson, Pace University
Courtney Rust, SUNY Canton
Sean Sherwood, SUNY Binghamton
Lisa Simpson, New York State Higher Education Services Corporation
Brian Smith, SUNY Cobleskill
Earl Tretheway, SUNY Albany
Lucy Villaquiran, Monroe College
Rob Zasso, Dutchess Community College

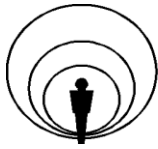
Summary of Activities for 2019-2020:

The Novice Training Committee worked diligently to update the *Novice Training Manual*, through the late fall and winter months. Unfortunately, as the planning activities were about to enter full swing, the difficult decision was made to cancel the 50th annual Novice Training due to the COVID-19 pandemic. While there were early discussions about possibly offering a remote version, there were too many unknowns throughout the spring, ultimately resulting in postponement until 2021.

Goals and Objectives for 2020-2021:

The primary goal of Novice is to provide financial aid training and networking for those who are new to the profession, as well as other personnel that work with financial aid. Novice typically consists of five days of intense training with alternating sessions between Large Group Lectures and Small Group breakout sessions. Group interaction is encouraged within small and large group as well as the Novice Olympics.

As the world continues to grapple with the “new normal”, and schools are facing challenging economic climates with limited professional development budgets, the primary goal for 2020-2021 is to offer Novice Training, even if it means the program is offered in a reimagined format.

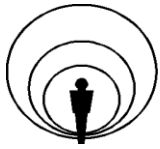


Future Meetings and Events:

A preliminary discussion, between the NYSFAA President and the Novice Training Committee Chair, has resulted in brainstorming ideas for how Novice Training could be delivered in a virtual format without losing the cohesiveness of the in-person format. Research into the Member Clicks Learning Management System is underway. In the coming weeks a virtual meeting will be held with the entire Novice Committee to discuss ideas and come to a decision as to whether this direction is feasible. Mercy College, Dobbs Ferry, NY is holding the deposit from 2020 for 2021 until a final decision is made.

Submitted By: Renee Nunziato, Chair

Date: 9/17/2020



George Chin Memorial Scholarship Committee

Committee Members 2019-2020:

Co-Chairs: Crystal Krudis - Region VII & Janice Hilbrink- Region V
Jeanne Mossis – Region I
Heather Allen & Scott Atkinson – Region II
Kimberly Radcliff-Loor – Region III
Roberta Daskin & Mary Lou Kutchma – Region V
Antiqua Middleton & Ajana Wilkinson – Region VI
Theresa Donnell, Erica Follick, Debra Evans – Region VII
Mary Ellen Chamberlain & Stacey Hawkins – Region VIII

Summary of Activities for 2019-2020:

Debra Evans continued to assist Crystal Krudis and Janice Hilbrink in their transition as co-chairs. Prior to our annual conference in October 2019, the scholarship committee selected five scholarship recipients out of 34 applications submitted (\$1,500 each). The five recipients were announced during the conference (booklet of recipients/short bio was handed out). We were unable to have any of the recipients attend the conference, as they did not live/study near the Albany region.

During the conference, we raised over \$2,300 between donations, raffle baskets, the 50/50 and the sale of NYSFAAA cookbooks.

The 2020 scholarship process began over the summer of 2020. We confirmed the committee members and the 2020-2021 scholarship application became available to the NYSFAAA community.

Goals and Objectives for 2020-2021:

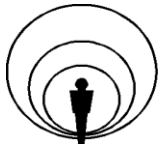
Crystal Krudis and Janice Hilbrink are to fully transition as co-chairs of the committee. The committee will continue to investigate any additional sources of funding for the scholarship fund and seek scholarship donations throughout the year- a bit more limited during COVID-19. Fundraising will take place virtually this year. The website was updated to allow for the online purchase of raffle and 50/50 tickets. Regions will donate a physical or electronic gift card, which we will be raffling off during the virtual conference in October 2020.

Future Meetings and Events:

The annual committee conference call will take place in October 2020. The 2020 scholarship recipients will be selected (five recipients @ \$1,500 each). We will continue conversations on possible fundraising ideas and remind the NYFSAAA community throughout the year that donations can happen at any point in time. Continue conversations with the committee members of possible fundraising ideas. Email reminders will be sent requesting donations throughout the year.

Submitted By: Crystal Krudis and Janice Hilbrink (Scholarship Co-Chairs)

Date: 9/17/20



School Outreach and Early Awareness Committee

Committee Membership:

Gene Rogers
Amy Thompson
Patrick Ziegler
Lisa Simpson

Goals and Objectives (Long Range Plan):

Develop and continue to offer college aid workshops and events to students and their families as well as school counselors

Work on additional ways to better communicate with students/families during Pandemic

Network with communities and their officials to promote FAFSA filing opportunities and look to re-brand our events

Investigate better uses for technology to further our mission

Push out more communication to recruit more NYSFAAA members to be involved...(i.e. reach out to campus directors)

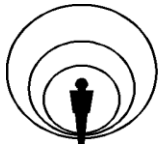
Summary of Activities:

College Goal New York

College goal NY for 19/20 had events at different locations across the state. We have decided to do away with the brand CGNY and re-name our events a more generic "NYSFAAA/HESC FAFSA completion events" as it proved to be a bit confusing to students/families. As the Dept. of Education released the mobile APP in Fall 2018, this has certainly impacted how students/families complete the FAFSA, we continue to keep an eye on the changes to the app. Due to the current pandemic, all FAFSA completion events, if hosted, will be done virtually. Committee members are working towards creating "how to" videos to share with high schools to assist students in the process of completing FAFSA, we have not finalized any at the moment. We also have some plans to do a Live Virtual FAFSA completion event sometime in the Fall, but are still working towards that as well. HESC will be hosting all videos and information via their www.startheregetthere.org website.

Guidance Counselor Workshops

We currently have nothing scheduled, but will investigate virtual opportunities to offer guidance counselors assistance on aid topics. Many of our committee members have scheduled many virtual traditional high school FA 101 presentations and they have started for the 21/22 award year.



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NYGEARUP

NYSFAAA continues to partner with HESC and the NYGEARUP schools. We have attended a number of their conference calls over the past year and continue to be a resource for them.

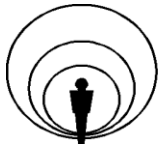
Upcoming Meetings and Events:

As a committee, we have monthly phone meetings (every 2nd Friday of the month)

Recommendations:

Submitted by Gene Rogers

Date: 9/18/2020



Statewide Training Committee

Committee Members:

Brian Smith (2nd VP), Linda Athearn-Forster (Co-Chair), Kelly (Co-Chair), Abby DeCastro, Brain (Calvin) Ghanoo, Lynn Sabulski, Perry Brown, Robert Weinerman.

The committee members were confirmed in August 2020. We lost a few members due to changes in work roles and not having enough time assist with trainings (during COVID).

Summary of Activities for 2019-2020:

Fall 2019

September 18 – Having Fun with Taxes-part 1

Presenter: Robert Weinerman

Attended: 190

September 23 – Having Fun with Taxes-part 2

Presenter: Robert Weinerman

Attended: 180

October 4 – 2020/2021 FAFSA and TAP Application Training

Presenter: LaSonya Griggs & Michael Tuner

Attended: 512

November 15 – Compliance Training

Presenter: Danielle Di Lucia, Amy Glynn, Howard Leslie

Attended: x-regional meeting

SPRING 2020

January 16 – Verification Training

Presenter: JoEllen Saucier

Attended: 161

February 14 – Professional Judgement - Exercising Professional Judgement can be Challenging

Presenter: Renee Nunziato & Sarah O'Neal

Attended: 90

March 13 (SWTCTYR) – Loans: The Federal, The Private, The Regs. And The New.

cancelled in person SWTCTYR due to COVID-19

Attended: 194

April 21 – CARES Act Review

*Open to PUBLIC-special training COVID-19

Presenter: Aaron Lacey & Scott Goldschmidt

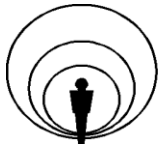
Attended: 568

April 24 – Mental Health

*Open to PUBLIC-special training COVID-19

Presenter: Dr. Jennifer Knack

Attended: 166



*New York State Financial Aid
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May 5 – Protecting Student Privacy in a Remote Environment

*Open to PUBLIC-special training COVID-19

Presenter: LaSonya Griggs

Attended: 122

May 8 – Loan Servicing during the COVID-19 Emergency

*Open to PUBLIC-special training COVID-19

Presenter: Tom Dalton

Attended: 98

May 14 – Adjusting to Our New Normal: A How-To on Staying Sane, Healthy, and Productive When Working from Home

*Open to PUBLIC-special training COVID-19

Presenter: Taylor Kruetter

Attended: 91

May 22 – Higher Education Relief Funds-CARES Act Panel Discussion

Presenter: Kerry Lubold, Daniel Sharon, Maria DelInnocentiis, Robert Gilmore

Attended: 147

May 28 – 2019 and 2020 Tax Issues for Financial Aid Officers

Presenter: Robert Weinerman

Attended: 255

SUMMER 2020

June 23 – CARE Act Reporting Training

*OPEN to PUBLIC-special training COVID-19

Presenter: Lester McKenzie

Attended: 207

June 25 – System Issues when Modifying your FAMS when Modifying your Terms

*OPEN to the PUBLIC-special training COVID-19

Presenter: Kelly Sinacola

Attended: 48

July 7 – Basics of Determining Academic Calendars (Standard, Non-Standard, and Non-Term)

*OPEN to the PUBLIC-special training COVID-19

Presenter: Nautochia Webb (Federal Trainer, Department of Ed)

Attended: 121

August 18 – Planning On Re-Opening?

*OPEN to PUBLIC-special training COVID-19

Presenter: Carlo Salerno & Mark McGinnis (CampusLogic)

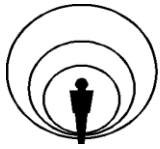
Attended: 162

Goals and Objectives for 2020-2021:

FALL 2020

DATE TBD – Verification Training

Presenter: Joellen Soucier



September 24 – Having Fun with Taxes-part 1

Presenter: Robert Weinerman

October 2 – 2021/2022 FAFSA and TAP Application Training Annual Community Webinar

Presenter: LaSonya Griggs & Michael Tuner

October 8 – Having Fun with Taxes-part 2

Presenter: Robert Weinerman

October 1 – Clock Hour Training-part 1

Presenter: Gregory Rinderle

October 14 – Clock Hour Training-part 1

Presenter: Gregory Rinderle

October 15 – Clock Hour Training-part 2

Presenter: Gregory Rinderle

October 28 – NYSFAAA Virtual Conference

November 13 – Mindfulness in the Workplace

Presenter: Lucinda Snyder

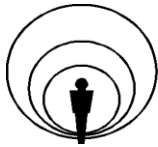
Future Meetings and Events:

SWT is still working to plan future meetings with the committees. The goal is to recruit new member to the committee for the 20/21 year.

We also purchased 10 NASFAAA Credential Modules. SWT will be working with Kerrie Copper to set up the trainings.

Submitted By: Brian Smith/Linda Athearn-Forster/Kelly

Date: 9/17/2020



Technology, Innovation, and Communication Committee

Technology, Innovation, and Communication Committee (TICC)

Committee Members:

Heather Adner, Ideta Daniel, Jannatul Ferdous-Hypolite, Kathy Flaherty, Howard Leslie, Sarah O'Neal (Macri), Lea Nuwer, Tanya Patterson-Stanley, Sean Sherwood, Sonya Stein, and Ajana Wilkinson

Summary of Activities for 2019-2020:

- Launched web app for 2019 Annual Conference
- Launched Ocelot Chatbot in time to be demoed at the 2019 Annual Conference
- Maintained COVID-19 resources
- Placed calendar meeting announcements for Executive Council, Regions, and Committees, when provided
- Created mini-site for Novice (later disabled)
- Created website instruction repository for admins
- Continue updates and improvements on the NYSFAAA website
- Maintain social media presence
- Supported the Statewide Training Committee with webinar surveys
- Created Scholarship Donation Form

Goals and Objectives for 2020-2021:

- Continue updates and improvements on the NYSFAAA website
- Encourage posting of minutes
- Determine needs of the membership
- Provide website training where needs are identified
- Continue support of the Statewide Training Committee with surveys
- Identify new technologies that benefit NYSFAAA and its members
- Maintain social media presence
- Continuous updates to BOT knowledge

Future Meetings and Events:

Monday, November 2, 2020

Monday, February 1, 2021

Monday, May 3, 2021

Monday, August 2, 2021

Submitted By: Lea Nuwer & Sarah O'Neal (Macri)

Date: September 18, 2020



*New York State Financial Aid
Administrators Association*

Regional Reports



Region 1 Report

2019-2020

1. Meetings held this year

Date and Location:

April 30, 2020 online: 23 participants

March 13, 2020 Statewide Training and meeting - moved to webinar only due to COVID-19

January 16, 2020 Webinar Watch and Meeting – cancelled due to low registration

December 13, 2019 The Foundry Suites, Buffalo: 23 attendees

November 15, 2019 Statewide Training Webinar, Bryant & Stratton College: 15 attendees

September 13, 2019 Joint Region 1 and Region 2 Meeting, Genesee Community College: 34 total attendees (10 from region 1 schools and 3 lenders)

Topics and Training details:

Discussed conference 2019 and the Support Staff Workshop which was planned for spring 2020. Statewide Training Webinar and discussion. Discussed effects of COVID-19 on students and financial aid. Open forum on HEERF Funds, Change of Income requests/appeals, Back to campus timing, etc. Discussed the issues with State aid brought on if there is not a federal bailout to the State aid processing. Tips for Working at Home discussion. Professional Judgment presentation. Had several visits from President Leslie to update the Region on State, Federal, and NYSFAAA happenings.

2. Other training events that Region was involved in:

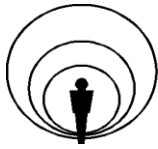
FAFSA Completion Nights – Depew High School and Niagara Falls High School

3. Treasury update: As of 4/30/2020, balance stands at \$3,477.

4. Committee reports:

Support Staff workshop cancelled due to COVID-19

Developing a Mentor Committee for the Region.



5. Conference news: n/a

6. Upcoming meetings and events:

An online meeting was held September 17, 2020.

Next meeting tentatively scheduled for November 12, 2020, and quarterly thereafter.

Additional meetings will be called as needed.

7. Regional comments/recommendations: n/a

SUBMITTED BY: Lea Nuwer

DATE: September 18, 2020



Region 2 Report

2019-2020

1. Meetings held this year

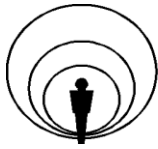
Date and Location:

- September 21, 2019 – Joint Regional Meeting With Region 1 at Genesee Community College
 - Guest – Howard Leslie, NYSFAAA President
 - Attendees = 34
 - Topic and Training Details - NYSFAAA Update and PJ Training
- November 15, 2019 – Rochester Institute of Technology
 - Attendees = 31
 - Topics and Training details: Fall Statewide Training comes to your Region presentation – Compliance
- April 16, 2020 – Virtual Happy Hour
 - No formal attendance/training. Just wanted to touch base and see how everyone was doing under the circumstances.
- May 29, 2020 – Virtual Meeting
 - Attendee – 25
 - Topics and Training Details: NYSFAAA President, Howard Leslie – Welcome and brief update, HEERF Discussion, logistics, timing, etc.

2. Other training events that Region was involved in:

- Support Staff Workshop – 09/27/20
 - 29 attendees. 6 were members. Gandhi Institute presented in morning. UR counselor presented on mindfulness in workplace. Great feedback overall. Participants encouraged. Letters to directors sent to encourage participation. Not great turnout based on number of local colleges. \$1000 budget used, \$230 recouped from non-members. We will keep doing it and allowing non-members to participate.
- FAFSA Fest – (Comments as of 11/15/20)
 - Thus far we have had four fall FAFSA Fests serving about 150 students. Numbers seem to be slightly down compared to prior years. Technology challenges have existed at most events: TAP link broken, pop-up blockers, printers, TAP student ID numbers and signatures, eligible non-citizen number entry (needed to use mobile app).

3. Treasury update: *Waiting on response from our regional treasurer at the time of submission.*



4. Committee reports: N/A

5. Conference news: N/A

6. Upcoming meetings and events:

Tentative 1st Regional Meeting – October 9, 2020 (Virtual)

7. Regional comments/recommendations

- Regional Thoughts – Due to the fact that we no longer have “Go To Webinar” for free any longer, has NYSFAAA/Exec Council decided on another platform for Regions to use? Zoom? Or are we at the regional level on our own?
- It was emphasized that as 2020-20-21 is shaping up to be another challenging year, we need to make sure we stay connected at the Regional level.
- More questions regarding Institutional Membership. Rationale being that with limited/reduced funds for professional development, some schools may opt to pass on NYSFAAA for 2020-2021

SUBMITTED BY: BJ Revill, Region 2

DATE: 09/21/2020



Region 3 Report

2019-2020

1. Meetings held this year

Date and Location: 11/15/19 – SWT, LeMoyne College, Syracuse, NY & meeting led by Maximo Flint- Morgan, new Region 3 Chair

Attendees: 16

Topics and Training details: Compliance Training webinar, then had a business meeting. Discussed College Goal high school FAFSA filing events, NYSFAAA conference takeaways from October 2019, EC update.

Date and Location: 12/11/19 – Christmas Lunch meeting, Sherwood Inn, Skaneateles, NY

Attendees: 38

Topics and Training details: No training. EC update provided, which included plans to attend Advocacy Day in Albany, February 10-11. Discussed NYS aid position paper that will be used for Hill visits. Members discussed summary/takeaways from the FSA Conference in Reno, NV. Notably, the move to a more streamlined website - Studentaid.gov announced - along with other highlights.

Date and Location: 9/19/20 – Virtual Training/meeting

Attendees: 32

Topics and Training details: FSA OIG Presentation by 3 Special Agents with the OIG office, and covered topics around detecting and preventing fraud and abuse related to federal aid. Howard Leslie, NYSFAAA President, provided an EC update (in Patti's absence).

2. Other training events that Region was involved in: Will be updated at a later date.

3. Treasury update: Balance is currently at \$6,441.63

4. Committee reports: N/A

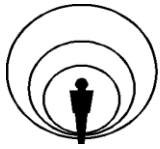
5. Conference news: N/A

6. Upcoming meetings and events: Will be updated at a later date.

7. Regional comments/recommendations: N/A

SUBMITTED BY: Patti Donahue

DATE: 9/23/20



Region 4 Report

2019-2020

1. Meetings held this year

Date and Location: Those that were part of State wide training held at Empire State College (unsure of dates)

Attendees: 20-25 at each

Topics and Training details: State Wide Training Topics

Date and Location: Virtual Meeting held May 27th via Go-to-Meeting

Attendees: 12

Topics and Training details: Updates on what is happening with NYSFAAA during COVID

2. Other training events that Region was involved in: None

3. Treasury update: We have \$6,671.81 in our account for Region IV

4. Committee reports: None

5. Conference news N/A

6. Upcoming meetings and events: None

7. Regional comments/recommendations: Nothing

SUBMITTED BY: Rochelle Filler

DATE: September 21, 2020



Region 5 Report

2019-2020

1. Meetings held this year

Date and Location: Several regional meetings were held late summer and September 2019. Focus of meetings were conference planning. A meeting was scheduled in March and had to be postponed due to current environment. A remote meeting occurred August 7. Topics discussed included developing a plan for increased school participation, scholarship donations, and a 2020 conference update by Howard. There were 8 attendees.

2. Other training events that Region was involved in:

2019 Conference was managed by the region. A separate conference report was prepared. Overall, a very successful conference and a profit was generated.

3. Treasury update: \$8648 as of October 14, 2020.

4. Committee reports:

5. Conference news

6. Upcoming meetings and events:

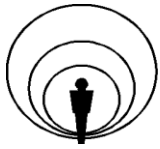
A regional meeting is scheduled for October 14, 2020.

7. Regional comments/recommendations:

I am pleased to announce that the both Jenn Trauman (College Avenue Student Loan) and Emma Ritter (Vassar College) will be co- chairs for the region. position.

SUBMITTED BY: Joe Weglarz

DATE: 10/1/20



Region 6 Report

2019-2020

1. Meetings held this year

Date and Location: 11/15/2019 - American University of Antigua College of Medicine

Attendees = # 27

Topics and Training details: NYSFAAA Update, Federal Update, HESC Update

Date and Location: 2/20/2020 – Monroe College

Attendees = # 49

Topics and Training details: Tax Training

Date and Location: 06/18/2020 – Virtual

Attendees = # 11

Topics and Training details: How Has COVID-19 Impact Your Department? How are you Facing The Challenges?

2. Other training events that Region was involved in: N/A

3. Treasury update: \$5749

4. Committee reports: N/A

5. Conference news: N/A

6. Upcoming meetings and events: Holiday Meeting December 2020

7. Regional comments/recommendations: N/A

SUBMITTED BY: Michelle Bolton

DATE: September 17, 2020



Region 7 Report

2019-2020

1. Meetings held this year

Date and Location:

November 15, 2019 State wide training was held at Adelphi Hauppauge

January 24, 2020 Region 7 meeting Five Towns College – FSA takeaways and SAP

May 4, 2020 Region 7 virtual meeting – CARES ACT and Covid-19.

2. Other training events that Region was involved in: N/A

3. Treasury update: The current balance is the region VII account is \$ 3705.26

4. Committee reports: N/A

5. Conference news:

Region VII is hosting the 2020 virtual conference and 2021 conference at the Huntington Hilton.

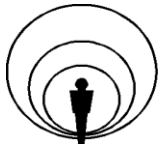
6. Upcoming meetings and events:

September 30th – Virtual meeting – Impact of COVID on reporting R2T4 and academic calendars.

7. Regional comments/recommendations:

SUBMITTED BY: Clair Jacobi

DATE: September 28, 2020



Region 8 Report

2019-2020

1. Meetings held this year

Date and Location: November 15, 2019- Paul Smith's College

Attendees-13

Topics and Training details: 2021 Conference Discussion

Date and Location: May 14, 2020- Virtual meeting

Attendees-14

Topics and Training details: 2021 Conference Discussion moving to 2022 with the dates of 10/23-10/27/2022. Discussion on each Institutions current set up and impacts.

2. Other training events that Region was involved in: Numerous outreach and Aid nights at local High Schools during the fall of 2019 and early spring 2020.

3. Treasury update: As of 9/17/20 the current Regional account is \$3,854.02.

4. Committee reports: N/A

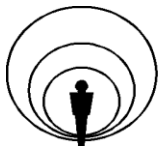
5. Conference news (if your Region is involved in Conference planning) - Region 8 was excited to be preparing for the 2021 conference however due to COVID-19 plans changed. We now are lucky enough to have an additional year to plan and will hold the Conference in October of 2022.

6. Upcoming meetings and events: October 2, 2020- Virtual Meeting.

7. Regional comments/recommendations (if your Region has pressing issues that needs to be brought to the attention of Executive Council):

SUBMITTED BY: Stacey M. Hawkins

DATE: 9/17/2020



New York State Financial Aid
Administrators Association

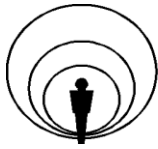
Exhibits

2019 Conference Exhibits



Appendix: see below for information needed to launch the Conference mini-site in February/March.





New York State Financial Aid
Administrators Association

October 29- 31, 2019 Albany Marriott Albany, NY

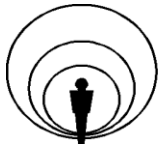
★ **Registration Coming July/August 2019**

As a NYSFAAA member, take advantage of this annual opportunity for professional development and networking with colleagues from campuses across the state.

[Click here to visit the conference mini-site](#)



NYSFAAA 51st Annual Conference



“Celebrating our biggest Capital investment”

Hosted by Region 5 at the Albany
Marriott

October 29- 31, 2019
Albany, NY

Call for Sessions

The program committee is working hard to provide you with a robust agenda of sessions for everyone -- whether you are new to financial aid, a seasoned veteran or somewhere in between.

Have an idea for a great session you'd like to attend or present? Let us know! Email Joe Weglarz at joe.weglarz@marist.edu or Cindy Garvey at cgarvey@stac.edu

Session descriptions will be posted on the NYSFAAA website prior to the conference.

Keynote Speaker

Renowned teacher and author **Erin Gruwell** will open our conference on Tuesday, October 29th at 10 am. Erin will share her motivational story as portrayed in the book, ***The Freedom Writers Diary: How a Teacher and 150 Teens Used Writing to Change Themselves and the World Around Them***. Learn more about this powerful presenter at freedomwritersfoundation.org.

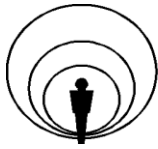
Registration and Fees – Online Registration Available July/August 2019

- Early bird registration: \$340 (available through September 15, 2019)
- Full registration: \$375
- Retiree registration: \$250
- One-day registration: \$175/day
- Two-day registration: \$300

Vendor Information

- Vendor registration: \$700 – **Fee includes one full conference registration, a table, and two chairs**
- Vendor area set up: Monday, October 28, 1-5 p.m.
- Vendor area opens: Tuesday, October 29, 9 a.m.
- Booth breakdown: Wednesday, October 30, 5 p.m.
- More information to follow

Pre-Conference Workshop



NYSFAAA will offer a pre-conference workshop Monday, October 28, 2019. Details will follow shortly.

Hotel

The **Albany Marriott** is located **189 Wolf Road, Albany, NY**, is easily accessible from Albany International Airport (ALB), the NYS Thruway and the Albany/Rensselaer Amtrak Station.

The conference hotel rate is \$115/night. Parking is free.

Check out the photos of this newly remodeled hotel...

<https://www.marriott.com/hotels/travel/albny-albany-marriott/>

An Evening at the New York State Museum

The conference committee also has some fun networking opportunities planned. Take advantage of a pre-conference tour Monday afternoon/evening at the New York State Museum (<http://www.nysm.nysed.gov/>). Transportation will be provided from and to the hotel. What a great way to start the conference with your colleagues and explore our NYS history! More events will be announced; so stay tuned!

Transportation

By Car:

- From NYS Thruway (I-87) north, take Exit 4 Wolf Road/Colonie
- Turn right at end of ramp onto Wolf Road
- Continue .5 mile; the entrance to the Albany Marriott will be on your left
 - The Marriott is across the street from the Olive Garden and set back off the road. Look for the Marriott sign for the turn off Wolf Road onto Beltrone Drive.
- For GPS: 189 Wolf Road, Albany, NY

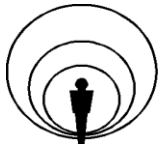
By Train:

- Take Amtrak to the Albany/Rensselaer Station
- Meet your UBER or LYFT ride or hail a taxi out through the glass doors on the main floor
- Enterprise Rent-a-Car is located on the lower level. Elevators are located to the left of the glass exit doors
- Visit www.amtrak.com for tickets, schedules, arrival, and departure as well as additional information

By Plane:

- Fly to Albany International Airport (ALB), just two miles from the Albany Marriott
- Marriott offers a FREE shuttle service between the airport and the hotel
- UBER and LYFT and taxis are also available, if needed. There is an airport surcharge of \$2 for rides to and from the airport.
- Map of the airport- https://protect2.fireeye.com/url?k=644658db-3862aeba-6444a1ee-0cc47a6d17e06c3ec92ef09f6721&u=http://flyalbany.com/uploads/files/AA2018ConcoursMap_10.2.pdf

Maximizing Your Conference Experience



- Review session descriptions which will be posted on the NYSFAAA website prior to the conference. Come prepared with questions and/or insights from your campus.
- Download the NYSFAAA Conference app, if you haven't already. Remember to submit your session evaluations on the app after each session you attend.

What to Bring

- Cash for the Scholarship Raffle baskets
- Sneakers for the walk/run at The Crossings Park which is within walking distance of the Marriott
- A sweater or jacket as conference rooms may be a bit cool
- An umbrella...just in case
- A Tax-Exempt form, if needed

2019 NYSFAAA Conference Full Evaluation

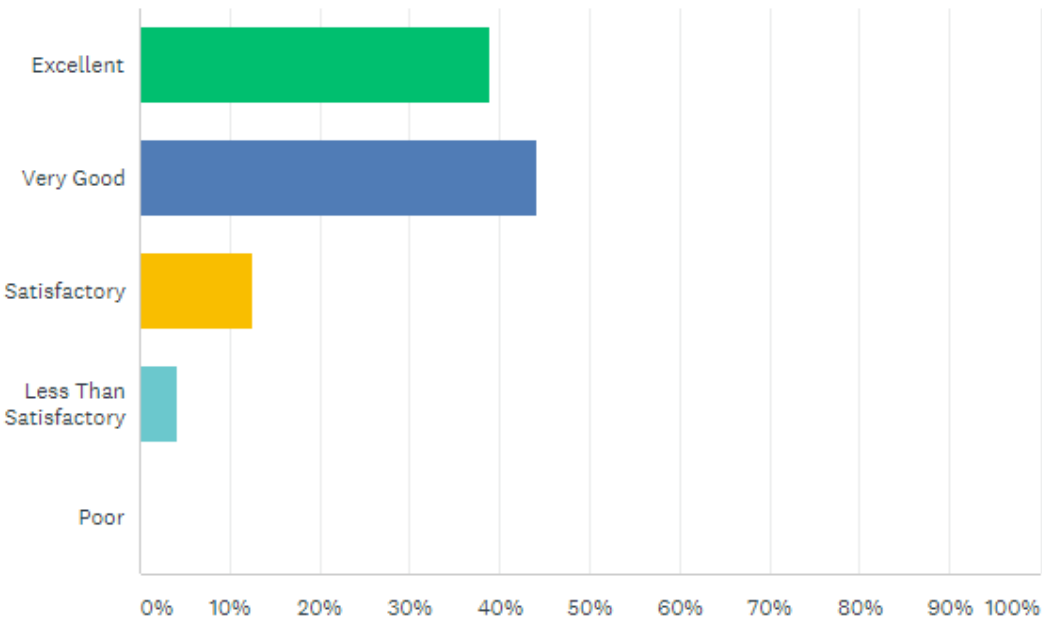
Link to the conference survey: <https://www.surveymonkey.com/results/SM-SBM2CDJW7/>

Q6



How would you rate your accommodations?

Answered: 95 Skipped: 21



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|----|
| Excellent | 38.95% | 37 |
| Very Good | 44.21% | 42 |
| Satisfactory | 12.63% | 12 |
| Less Than Satisfactory | 4.21% | 4 |
| Poor | 0.00% | 0 |
| TOTAL | | 95 |

[Comments \(11\)](#)

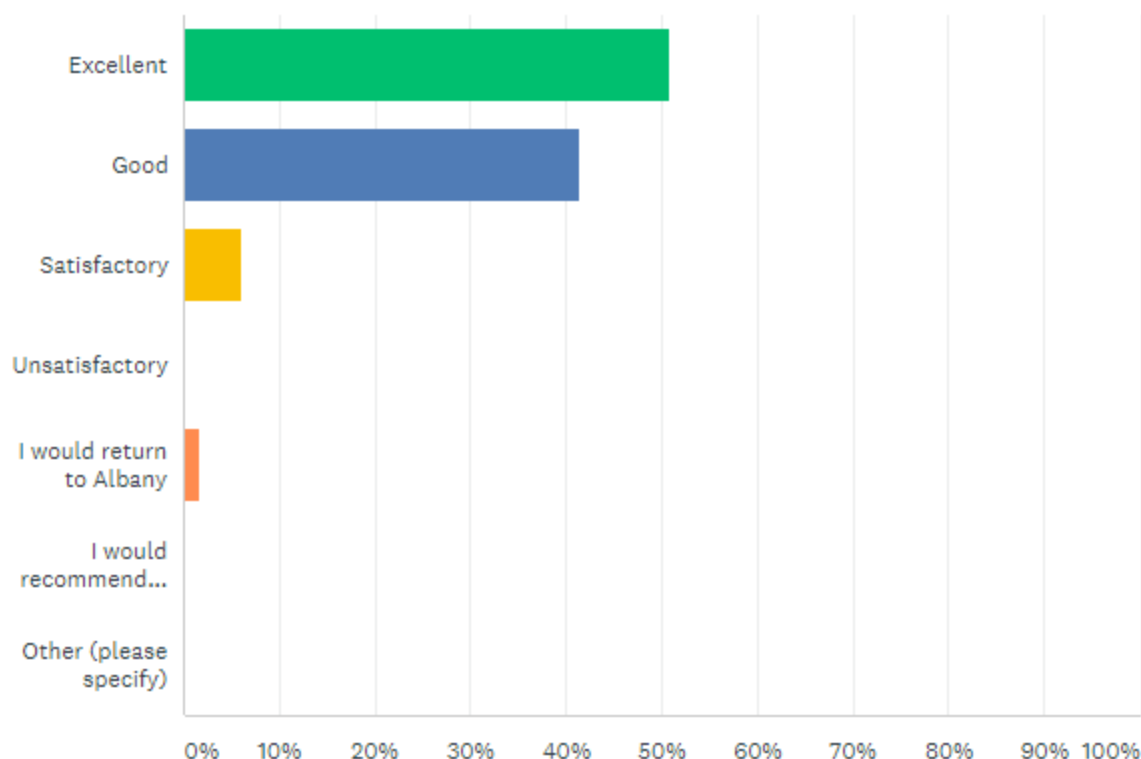


Q7

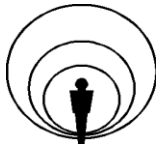


How was your overall experience in Albany?

Answered: 116 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|------------------------------------|-----------------|----|
| Excellent | 50.86% | 59 |
| Good | 41.38% | 48 |
| Satisfactory | 6.03% | 7 |
| Unsatisfactory | 0.00% | 0 |
| I would return to Albany | 1.72% | 2 |
| I would recommend Albany to others | 0.00% | 0 |
| Other (please specify) | Responses 0.00% | 0 |
| Total Respondents: 116 | | |

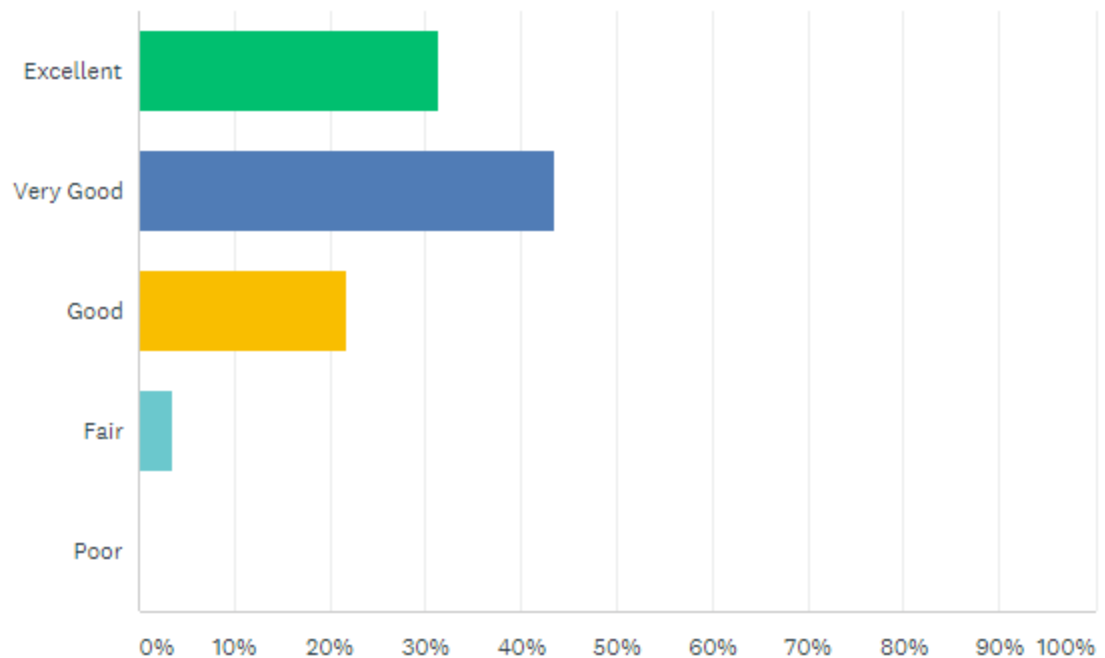


Q8



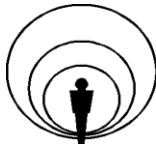
Rate the Albany Marriott facilities.

Answered: 115 Skipped: 1



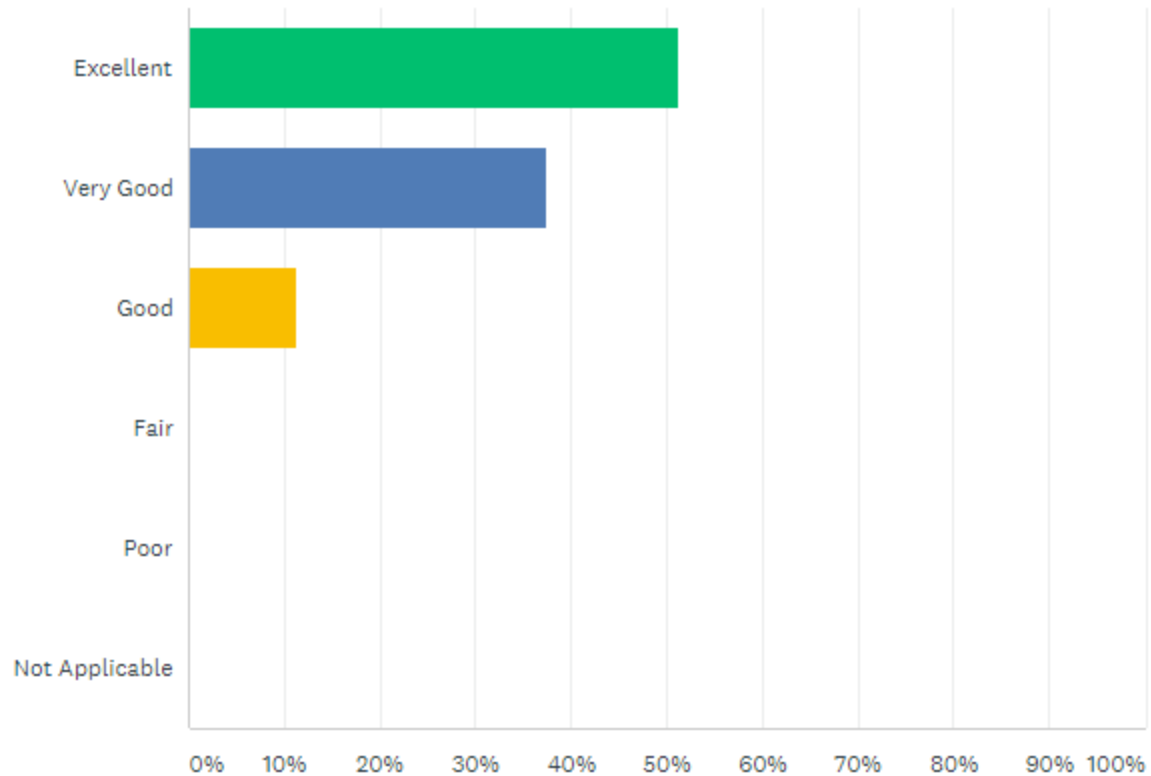
| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 31.30% | 36 |
| Very Good | 43.48% | 50 |
| Good | 21.74% | 25 |
| Fair | 3.48% | 4 |
| Poor | 0.00% | 0 |
| TOTAL | | 115 |

[Comments \(7\)](#)

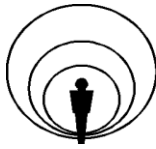


Rate the ease of getting to the Conference?

Answered: 115 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Excellent | 51.30% | 59 |
| Very Good | 37.39% | 43 |
| Good | 11.30% | 13 |
| Fair | 0.00% | 0 |
| Poor | 0.00% | 0 |
| Not Applicable | 0.00% | 0 |
| TOTAL | | 115 |

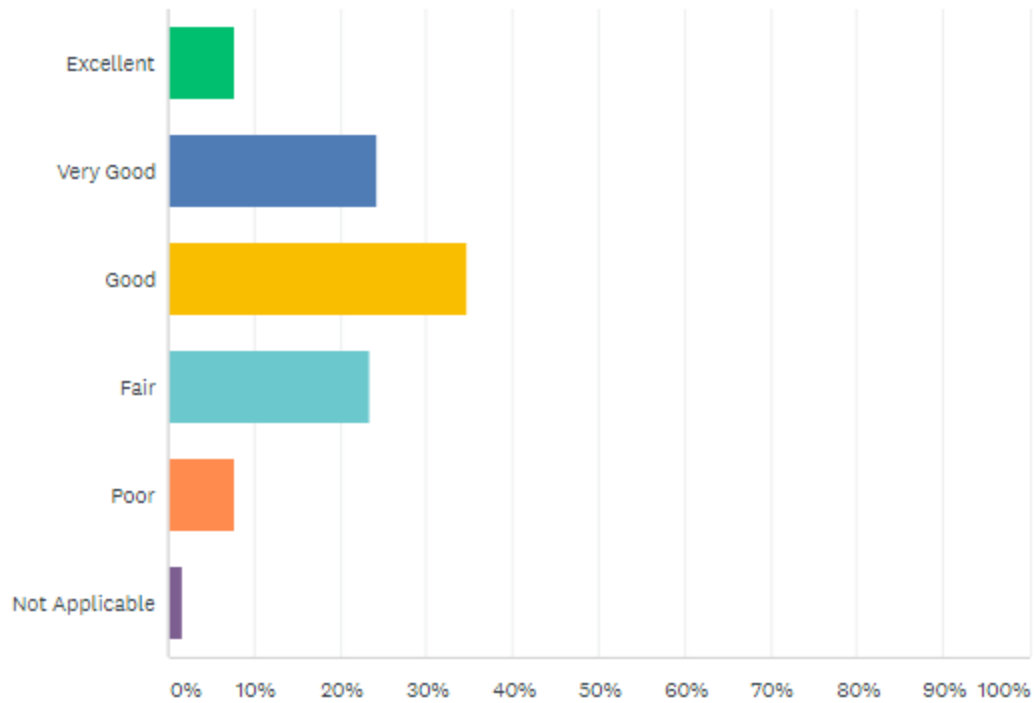


Q10



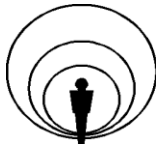
Rate the food at the Albany Marriott?

Answered: 115 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 7.83% | 9 |
| Very Good | 24.35% | 28 |
| Good | 34.78% | 40 |
| Fair | 23.48% | 27 |
| Poor | 7.83% | 9 |
| Not Applicable | 1.74% | 2 |
| TOTAL | | 115 |

[Comments \(14\)](#)

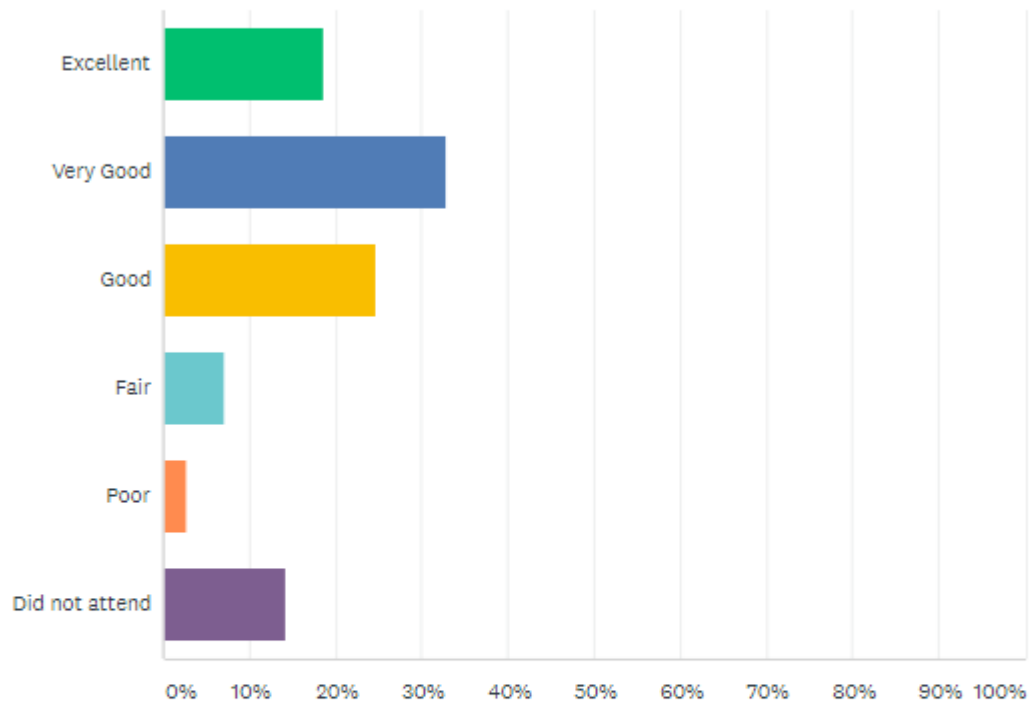


Q11



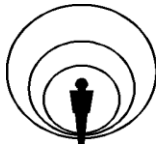
Rate Tuesday's Lunch, President's Welcome, and NASFAA Update.

Answered: 113 Skipped: 3



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Excellent | 18.58% | 21 |
| Very Good | 32.74% | 37 |
| Good | 24.78% | 28 |
| Fair | 7.08% | 8 |
| Poor | 2.65% | 3 |
| Did not attend | 14.16% | 16 |
| TOTAL | | 113 |

[Comments \(6\)](#)

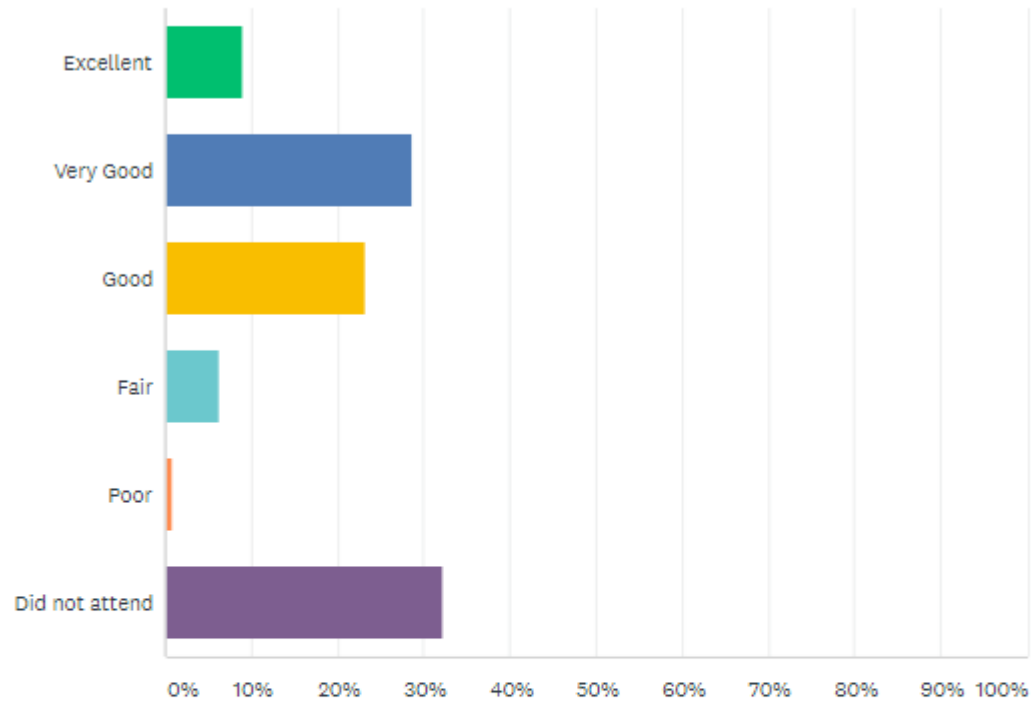


Q12



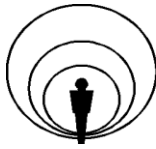
Rate the "President's Reception"

Answered: 112 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 8.93% | 10 |
| Very Good | 28.57% | 32 |
| Good | 23.21% | 26 |
| Fair | 6.25% | 7 |
| Poor | 0.89% | 1 |
| Did not attend | 32.14% | 36 |
| TOTAL | | 112 |

[Comments \(2\)](#)

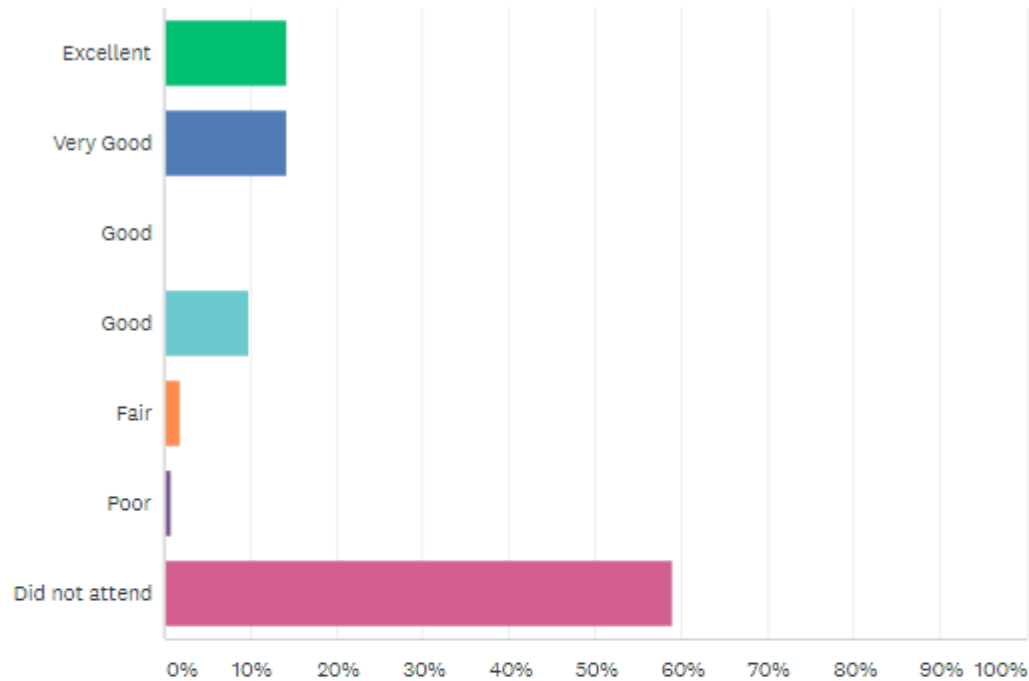


Q13



Rate the Tuesday evening entertainment?

Answered: 112 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Excellent | 14.29% | 16 |
| Very Good | 14.29% | 16 |
| Good | 0.00% | 0 |
| Good | 9.82% | 11 |
| Fair | 1.79% | 2 |
| Poor | 0.89% | 1 |
| Did not attend | 58.93% | 66 |
| TOTAL | | 112 |

[Comments \(6\)](#)

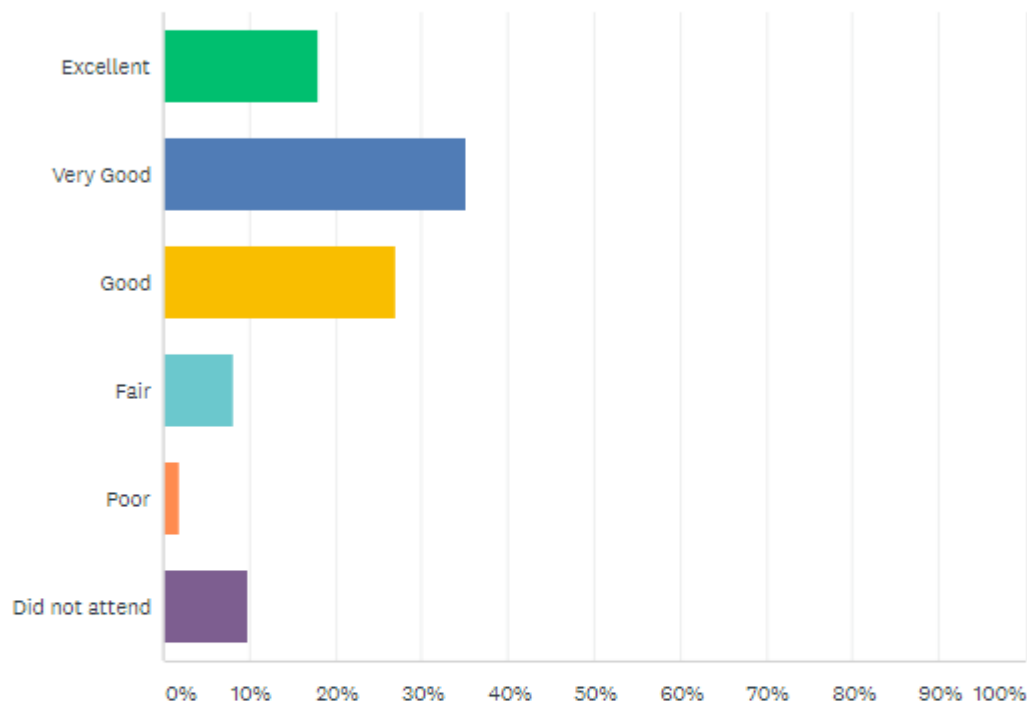


Q14



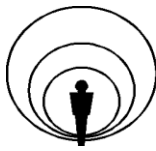
How would you rate the Lunch, Regional Awards, and EASFAA Remarks?

Answered: 111 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 18.02% | 20 |
| Very Good | 35.14% | 39 |
| Good | 27.03% | 30 |
| Fair | 8.11% | 9 |
| Poor | 1.80% | 2 |
| Did not attend | 9.91% | 11 |
| TOTAL | | 111 |

[Comments \(3\)](#)

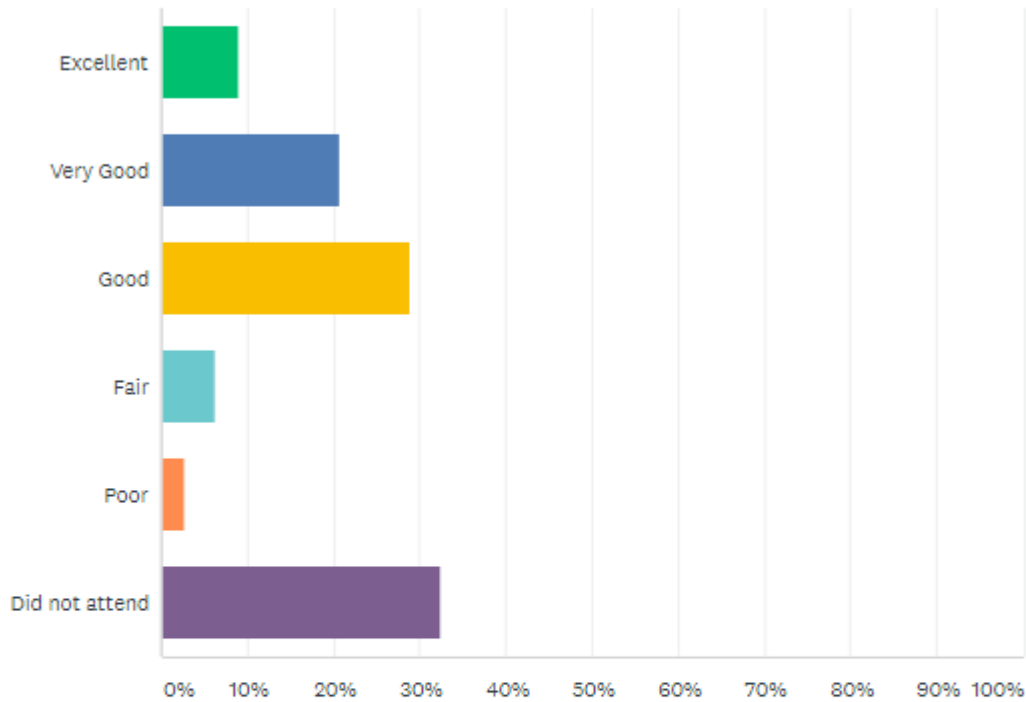


Q15



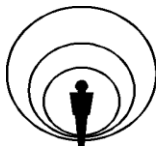
Rate the "Cocktail Reception".

Answered: 111 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 9.01% | 10 |
| Very Good | 20.72% | 23 |
| Good | 28.83% | 32 |
| Fair | 6.31% | 7 |
| Poor | 2.70% | 3 |
| Did not attend | 32.43% | 36 |
| TOTAL | | 111 |

[Comments \(7\)](#)

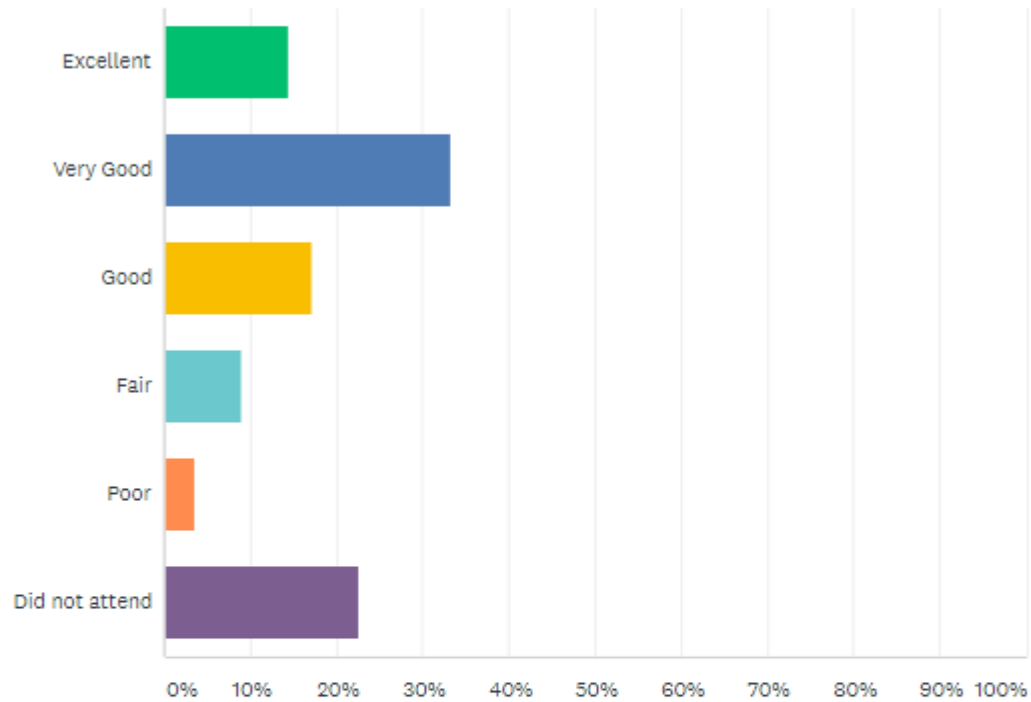


Q16



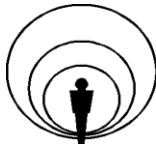
Please rate the Awards Banquet.

Answered: 111 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 14.41% | 16 |
| Very Good | 33.33% | 37 |
| Good | 17.12% | 19 |
| Fair | 9.01% | 10 |
| Poor | 3.60% | 4 |
| Did not attend | 22.52% | 25 |
| TOTAL | | 111 |

[Comments \(14\)](#)

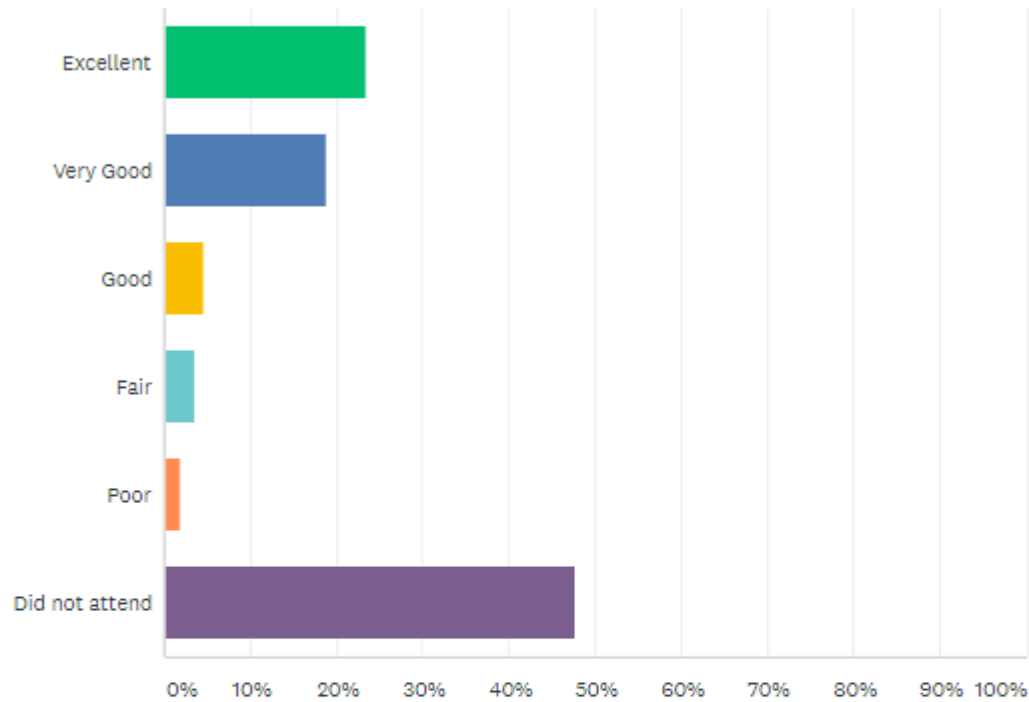


Q17



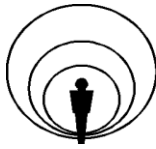
Wednesday evening: Please rate the Entertainment.

Answered: 111 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Excellent | 23.42% | 26 |
| Very Good | 18.92% | 21 |
| Good | 4.50% | 5 |
| Fair | 3.60% | 4 |
| Poor | 1.80% | 2 |
| Did not attend | 47.75% | 53 |
| TOTAL | | 111 |

[Comments \(10\)](#)

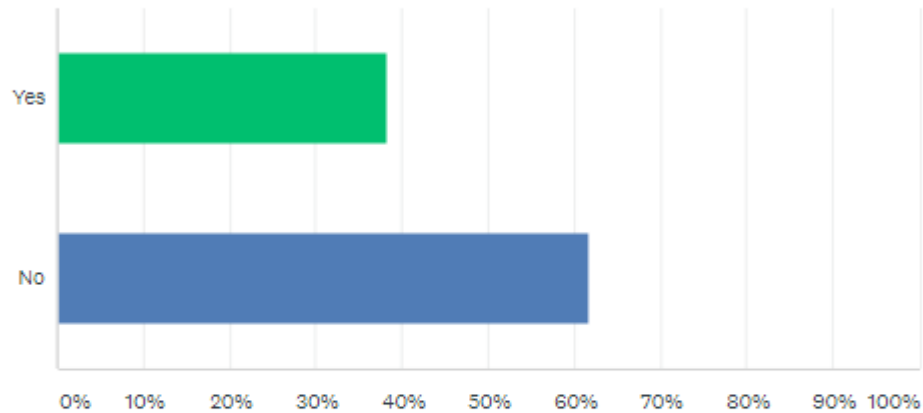


Q18



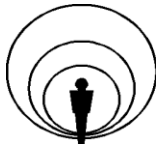
Did you attend the NYSFAAA Business Meeting?

Answered: 107 Skipped: 9



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 38.32% | 41 |
| No | 61.68% | 66 |
| TOTAL | | 107 |

[Comments](#) (1)

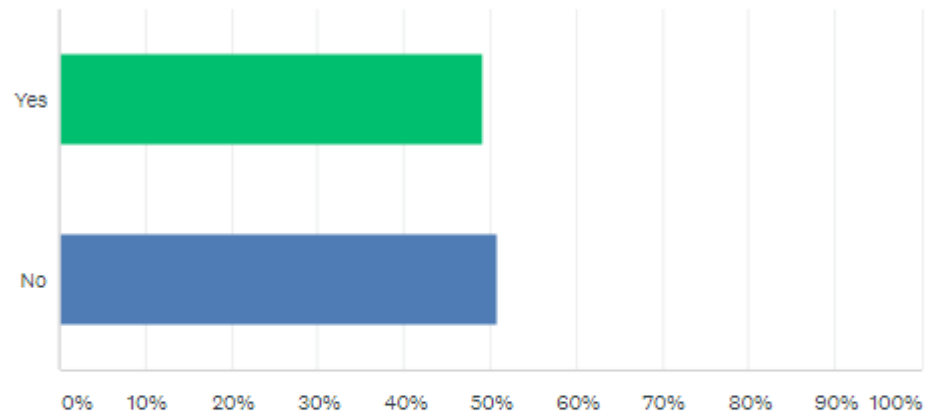


Q19



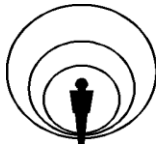
Did you enjoy the BOT demo?

Answered: 108 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 49.07% | 53 |
| No | 50.93% | 55 |
| TOTAL | | 108 |

[Comments \(20\)](#)

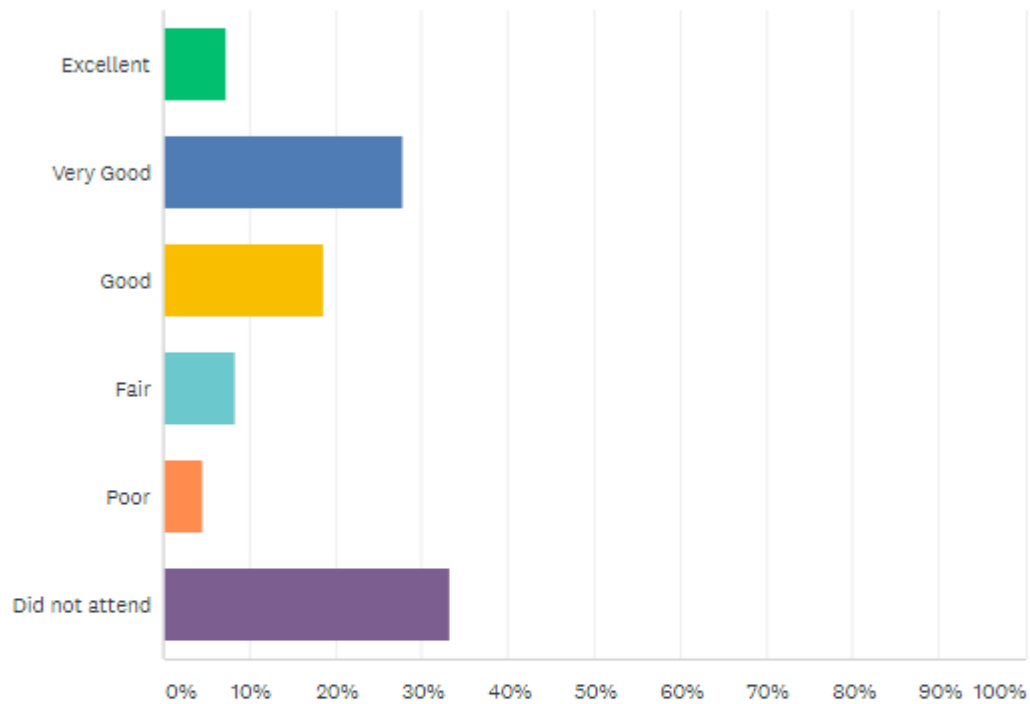


Q20



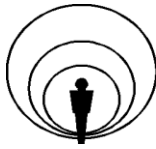
Please rate HESC and State Education Department Updates

Answered: 108 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 7.41% | 8 |
| Very Good | 27.78% | 30 |
| Good | 18.52% | 20 |
| Fair | 8.33% | 9 |
| Poor | 4.63% | 5 |
| Did not attend | 33.33% | 36 |
| TOTAL | | 108 |

[Comments \(11\)](#)

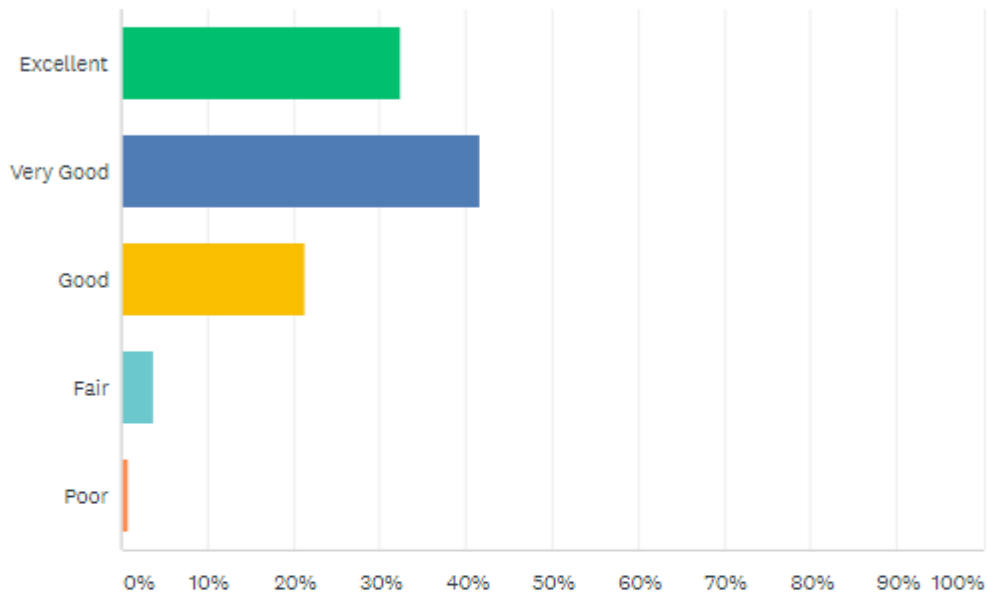


Q21



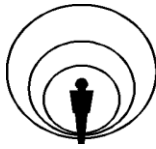
Overall how do you rate this conference?

Answered: 108 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 32.41% | 35 |
| Very Good | 41.67% | 45 |
| Good | 21.30% | 23 |
| Fair | 3.70% | 4 |
| Poor | 0.93% | 1 |
| TOTAL | | 108 |

[Comments \(8\)](#)

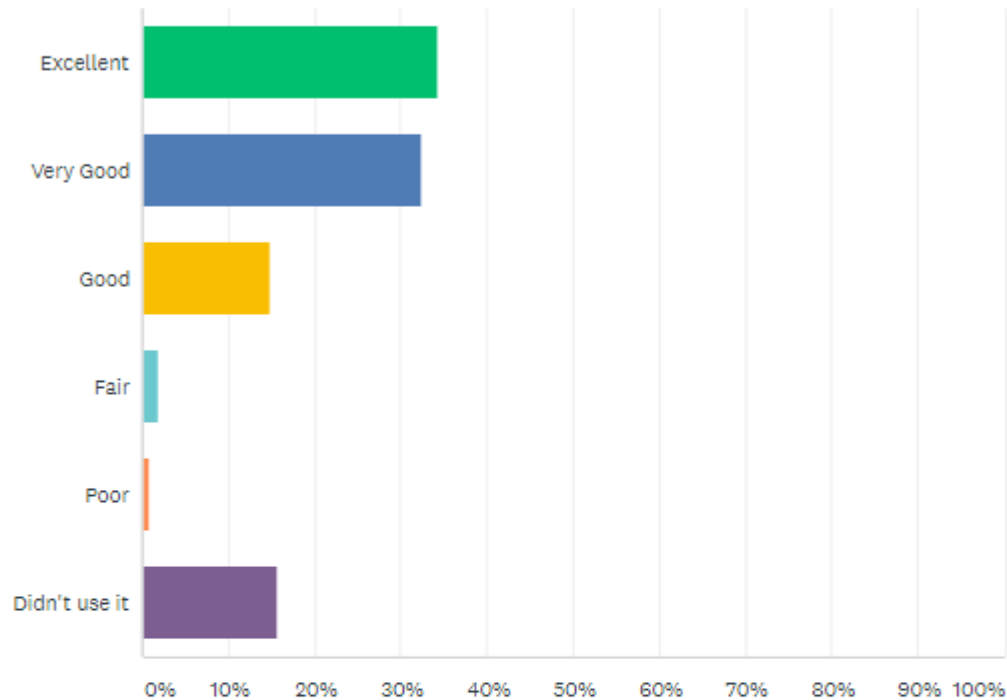


Q24



How do you rate the NYSFAAA Events app?

Answered: 108 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Excellent | 34.26% | 37 |
| Very Good | 32.41% | 35 |
| Good | 14.81% | 16 |
| Fair | 1.85% | 2 |
| Poor | 0.93% | 1 |
| Didn't use it | 15.74% | 17 |
| TOTAL | | 108 |

[Comments \(7\)](#)



Q25



What topics would you like presented at future conferences?

Answered: 28 Skipped: 88

Excelsior, TAP, DREAM

11/12/2019 12:20 PM

As this is a NY specific conference, I would like another session on TAP. Perhaps how best to assist students with resolving common errors (such as residency review questionnaires and missing signatures) or a session regarding Jose Peralta or the Excelsior Scholarship.

11/12/2019 11:20 AM

More HESC sessions to address IVP process.

11/11/2019 3:34 PM

Verification

11/11/2019 10:21 AM

Session on How to get Involved with State & Federal advocacy efforts

11/8/2019 5:28 PM

TAP (all areas from application, appeals, reports, certification)

11/8/2019 4:55 PM

Continue with the professional 'career development topics. Attended 2 of these sessions on Wed. and both very well attended with great interaction.

11/7/2019 12:26 PM

Customer Service, Verification and Tax Code should be an overall training not just a workshop

11/5/2019 12:14 PM

20-21 verification

11/4/2019 3:34 PM

more on athletic compliance; one stop and customer service models

11/4/2019 2:26 PM

More on State awards. More on taxes and Verification.

11/4/2019 2:03 PM

tap/excelsior q and a

11/4/2019 1:17 PM

Breaking down the Financial Aid Administrator information section on the ISIR

11/4/2019 9:39 AM

State Aid

11/1/2019 3:45 PM

Professional development, Team building

11/1/2019 3:00 PM

clock hour, financial aid for adult education programs at a BOCES

11/1/2019 12:56 PM

Not sure right now - will think about it.

11/1/2019 12:35 PM

The verification and tax return sessions should be mandatory for everyone. Maybe a session about the CSS Profile.

11/1/2019 11:38 AM

Additional compliance how-to's

11/1/2019 11:19 AM

I would love to model NASFAA's idea of working groups where we could come back to our school with actual products that we've created or improved.

11/1/2019 11:17 AM

Veteran Benefits- I wasn't able to get there early enough Tuesday to attend but would have liked to.



**New York State Financial Aid
Administrators Association**

11/1/2019 9:59 AM

More statewide issues like Excelsior/ETA

11/1/2019 9:50 AM

SAP with examples of how to calculate SAP; what do "other" institutions do

11/1/2019 9:48 AM

Specifics on loan/Pell monthly reconciliation: how do other schools do it so I know I'm doing it efficiently (or not). What tools do they use? Specifics on how other schools handle SAP appeals; what do you consider, what don't you consider, makeup of committee (if there is one), etc. How do schools handle exit counseling?

11/1/2019 9:11 AM

Open Forum about different topics.

11/1/2019 7:32 AM

More NYS updates Opportunity to meet with other private schools that is during the conference (not before the conference) Counseling students/retention

10/31/2019 6:02 PM

Perhaps a more hands on event with HESC, utilizing their website, how to certify a student for TAP, what can go wrong with a student's award so we as an institution can help the student successfully receive their TAP award.

10/31/2019 12:44 PM

Customer Service Diversity

10/30/2019 9:51 PM



Q26



What are your overall general comments about the conference?

Answered: 30 Skipped: 86

Overall a good facility and decent agenda.

11/12/2019 12:20 PM

I sincerely enjoyed the conference. The venue was easily accessible and well organized, and the sessions were helpful.

11/12/2019 11:20 AM

Good Conference with great selection of break out selections

11/12/2019 9:09 AM

Overall, it was a very good conference. The hotel and food were very good.

11/11/2019 3:34 PM

Excellent Keynote Speaker! Great tributes to NYSFAAA folks we lost! Loved the therapy dogs, the vendor setup, and the seamless execution of the conference.

11/8/2019 5:28 PM

Very Good.

11/8/2019 4:55 PM

Easy to negotiate the venue with meeting rooms, vendors, and meals all in ONE area of the hotel.

11/7/2019 12:26 PM

It was informative depending on the topic.

11/5/2019 12:14 PM

The conference was very informative and the speakers were good.

11/5/2019 9:13 AM

It was truly excellent. I was so proud to attend.

11/4/2019 2:03 PM

Was much more informative than I thought it would be

11/4/2019 1:17 PM

The committee did a nice job!

11/4/2019 9:57 AM

Overall, I thought the conference went well and there was a good variety of presenters.

11/1/2019 4:03 PM

I would like to see hear more about State Aid

11/1/2019 3:45 PM

Always a very well organized event. Thank you for the time and energy put in.

11/1/2019 3:00 PM

Entertainment committee did a great job!

11/1/2019 2:24 PM

The added interjections from Howard really need to be addressed. It's disruptive and unnecessary in most instances. He is the president of our organization yet feels the need to speak out of turn just because. It is uncomfortable for the speaker(s) and for the audience.

11/1/2019 2:02 PM

Well done - excellent!

11/1/2019 12:35 PM

Loved the vendors being in the open area. Allowed for members to interact more.

11/1/2019 11:58 AM



**New York State Financial Aid
Administrators Association**

Great Conference - well organized.

11/1/2019 10:41 AM

fair

11/1/2019 9:59 AM

The conference was ok. I had a hard time choosing what to attend. Not because I wanted to attend multiple but more because none of the topics really jumped out at me.

11/1/2019 9:59 AM

As a vendor I was disappointed in the vendor area as there was a very large difference between being in the front of the hall prior to the hall or in the back of the hall after the entrance. Also, there was very little participation in the conference game.

11/1/2019 9:52 AM

I thought that the Conference was very well organized, and the topics were great.

11/1/2019 9:50 AM

It was a very good conference and I commend the conference committee. I know how much work it is and for volunteers it is nothing short of amazing!

11/1/2019 9:50 AM

Very Good

11/1/2019 9:48 AM

Although I gain new information each year I attend, I feel as though conference sessions are too broad, too much geared toward the beginner. I would like to see more specific topics covered regarding what schools do to meet federal requirements, how do they track/monitor/record keep etc.

11/1/2019 9:11 AM

excellent

11/1/2019 7:32 AM

Very good!!! Great innovative ideas for the fundraiser for the scholarship! Lots of fun freebies from the vendors too.

10/31/2019 12:44 PM

Many of the trainings are for administrators with limited experience or with schools that may have smaller populations. Coming from a large NY school some of the sessions included topics that we have already explored.

10/30/2019 9:51 PM



Q27



What did you like the best/least about this year's conference?

Answered: 26 Skipped: 90

Best--networking opportunities, especially after sessions over. The two nights' entertainment managed to get a lot more people than usual to hang around. Least--toss-up between the temperature in the conference areas, or some of the extended breaks between sessions. Unless something special is going on like a snack/coffee break, 15 minutes is plenty of time between sessions.

11/12/2019 12:20 PM

I enjoyed the NYSFAAA application.

11/12/2019 11:20 AM

Very organized and welcoming.

11/12/2019 9:09 AM

It's better when the vendors are in a room rather than a cramped hallway. The meals were somewhat non-traditional and were very good

11/8/2019 4:55 PM

Excellent variety of sessions. Heather's presentation (Emotional Intelligence) was excellent and should be presented regularly.

11/7/2019 12:26 PM

Best: New Tax Code and SAP presentation Least: Keynote speaker

11/5/2019 12:14 PM

The food was not my favorite but the overall conference was great

11/5/2019 9:13 AM

Best - The People, the hotel, the events Least - The food

11/4/2019 2:03 PM

Trivia was best! Zach's sessions were most informative Least, some rooms were too small, not enough seats

11/4/2019 1:17 PM

least: the food

11/4/2019 12:24 PM

Best= networking / vendor space Least = ?

11/1/2019 3:00 PM

the bar area set up - seemed like a big lunch room, banquet meal was not great.

11/1/2019 12:35 PM

Best - All meetings, meals, vendors, etc. were in one location. No need to move all over the hotel to find a room. Least- food - the choices were fine, but the quality was not the best. The staff at the hotel, however were excellent.

11/1/2019 11:58 AM

The trivia was amazing - I recommend bringing that back the first night instead of bingo and having a band for after the formal dinner.

11/1/2019 11:17 AM

Entertainment was very engaging and seemed like those that attended enjoyed it very much.

11/1/2019 10:41 AM

Loved the therapy dogs - need at every conference. Just the right amount of food.

11/1/2019 10:41 AM

Friends from other schools

11/1/2019 9:59 AM

The Marriott was a nice hotel. The topics covered weren't great.

11/1/2019 9:59 AM



**New York State Financial Aid
Administrators Association**

I liked everything about the conference.

11/1/2019 9:50 AM

It was hard to find the first break on Tuesday because it was up against the wall and people just looked down the hall and didn't see it so assumed it wasn't there.

11/1/2019 9:50 AM

Erin Gruwell's presentation; food; topics and presenters all very good! least-don't want to feel compelled to speak to the lenders but I realize they help support the event

11/1/2019 9:48 AM

my favorite was the living in a multimedia world- discussing what works best for gen Z.

11/1/2019 9:43 AM

Very good location but banquet dinners were terrible. Only one person at our table ate their meal. Also, maybe I'm getting too old, but Tuesday entertainment started late.

11/1/2019 9:11 AM

food

11/1/2019 7:32 AM

Best - Zack Goodwin's talks Least - Food

10/31/2019 6:02 PM

Least Freedom Writer session Best Higher Ed Committee of 50 and both fed update sessions.

10/30/2019 9:51 PM



Q28



How can we improve the conference next year?

Answered: 21 Skipped: 95

Tighten up the gaps between sessions unless it's a coffee break.

11/12/2019 12:20 PM

I think this year's conference was great! One idea would be to set time aside for brainstorming sessions where schools can discuss issues that they are facing and obtain ideas/input from other institutions.

11/12/2019 11:20 AM

Include smaller specific round table topics vs lecture style training.

11/12/2019 9:09 AM

1. Please schedule more vendor specific break time. 2. On attendee lanyards please print attendee name and school much larger.

11/11/2019 9:47 AM

Have another pre-conference NASFAA credentials training so each year members can add a new credential to their resume

11/8/2019 4:55 PM

Finding out what some colleges/universities find challenging to incorporate this into the conference and gearing workshops towards those concerns.

11/5/2019 12:14 PM

The conference can be more interactive than just it being a presentation.

11/5/2019 9:13 AM

Larger session rooms. Bag lunch on Thursday. Pitchers of water on the tables at meals.

11/4/2019 1:17 PM

Consider options for non-dairy or non-gluten attendees.

11/4/2019 9:57 AM

With these new changes in State Aid, would have like additional information on what other school are doing. How other school helping to assist undocumented/Daca students

11/1/2019 3:45 PM

Nothing - this conference was well planned, a lot of great ideas and it showed. the sessions were great and the feedback I heard was positive. next year should try to be as great!

11/1/2019 12:35 PM

Hart to say. Recommend they review all the surveys and do their best to work on any negative comments

11/1/2019 11:58 AM

shorter speeches

11/1/2019 9:59 AM

More variety for topics covered.

11/1/2019 9:59 AM

During the registration process please separate the registration for any excursion (like the museum trip) from the regular conference registration. Some schools will not cover it but it couldn't be done separately. It was difficult to deal with the school on this. Other than that, the process was very smooth!

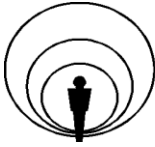
11/1/2019 9:50 AM

Have more specific examples/issues rather than general overviews regarding financial aid processes/regulations.

11/1/2019 9:44 AM

Too much time allotted for breaks. Lunch ended 1.5 hours early on Wednesday. Schedule could have been streamlined.

11/1/2019 9:42 AM



***New York State Financial Aid
Administrators Association***

Please don't have the conference end or take place on Halloween in the future. It's difficult for those with small children. Please also consider having coffee during all breaks. It seemed like it was only available in the morning.

11/1/2019 8:58 AM

I likely won't attend, since Long Island is so far from Upstate New York.

10/31/2019 6:02 PM

serve breakfast on the first day

10/31/2019 1:22 PM

For the sessions indicate who the session is geared toward. Administrators with limited experience etc. Diversity session. For the limited number of administrators of Color, it would be nice to have a session or cocktail for people to meet. A session on how to become an OFA director; what to know about fisap, budgeting etc for those that have been in the industry over 15 years looking to explore next steps. Mentoring for those in these situations.

10/30/2019 9:51 PM

Development Committee Exhibits

Edunion LLC Proposal to NYSFAAA

April 4, 2020

To: Howard Leslie, President
Tami Gilbeaux, Development



Presented by: Philip I. Waitzman MBA, MPH, MA, CEO and Principal Consultant

Dear Howard and Tami,

Thank you for the opportunity to present the following proposal to NYSFAAA. From our conversations, I understand that NYSFAAA is aiming to identify and enhance revenue to support the organization's mission to serve its members. The information presented within this proposal will identify examples of new revenue streams and will discuss opportunities to enhance current revenue channels. The proposal will suggest generating revenue from existing relationships, partners, members, and stakeholders while also setting financial goals that utilize a strategic, proactive process that aims to achieve those goals through new pathways.

From our discussions, I understand your goals for new revenue to include: Year 1 - \$50,000, Year 2 - \$75,000, Year 3 - \$100,000. Currently NYSFAAA's revenue comes from membership dues, and vendors that participate at NYSFAAA's annual conference and other service fees. This past year, 25 vendors paid \$700 to exhibit or \$17,500. From review of previous 990s, NYSFAAA has historically managed a budget of roughly \$250,000 annually. Infusing an additional \$50,000-100,000 in annual revenue would provide a significant lift for the organization.

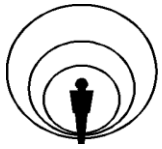
As a member organization, NYSFAAA provides member benefits including but not limited to: access to continuing education, training and development at an annual event, regional trainings and webinars, a job site, internal volunteer opportunities through committee membership. Information is also available to the general public on financial planning for college.

Upon review of the website and after discussions with Tami and Howard, the following opportunities exist to expand NYSFAAA offerings and partnerships; thus generating additional or new revenues. To further understand member, vendor and supporter interests and to develop these opportunities, it is recommended that NYSFAAA survey its current and past membership, vendors and supporters on the topics of interests, needs and several other categories that could tie to future offerings and benefits. This data will help to prioritize development of future programs, services and offerings.

Revenue Opportunities:

Membership Categories: widen membership categories to include individuals and organizations (i.e. Individuals - Financial aid officers, guidance counselors, general public, other university staff, etc.; Universities – University Enterprise System or individual departments)

Job Site: partner with a wider reaching and robust job platform(s) that offers jobs across departmental functions (i.e. HigherEdJobs.com, InsideHigherEd.com, etc.). While NYSFAAA intends to serve the financial aid officers at universities, NYSFAAA could position itself as a centralized point for members to access to all types of jobs available within university settings.



Corporate Partnerships: in lieu of offering membership to industry partners, create an industry corporate partnership program with offerings that correlate to contribution tiers. For example, annual giving of \$5,000, \$10,000, \$25,000, and \$50,000.

Annual Event Vendors: This may be tied to the Corporate Partnerships offerings. In addition to the \$700 for exhibiting at the annual event, layer in additional marketing offerings and costs for greater benefits offerings.

Consulting: Create a centralized consulting program whereby members and non-members who are individuals, organizations, or the general public can hire members for consulting. NYSFAAA would build in a revenue share structure for providing this matching service.

Licensure/Training and Development: partner with the national association or develop a uniquely branded licensure that then provides education, training and benefits to practicing as a financial aid officer. Tie the licensure and training to ongoing college credit towards achieving certificates or advanced degrees to a partner university.

Edunion's role in helping NYSFAAA to further these opportunities starts with member and stakeholder engagement. Once data is collected, a more in depth recommendation to the Board can be made. The Board can then select recommended programs, services and offerings that would be created for its membership, vendors and supporters. Edunion would drive this process forward while working with appropriate Board members, committee members, members and vendors to develop content and structure for future programs, services and offerings.

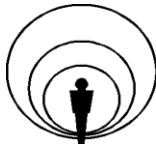
Phase 1 –

\$5,000 plus any travel related expenses

- Survey (May, 2020): current and past members on member benefits and offerings current and past vendors and industry partners on current and ideal offerings for an expanded relationship with NYSFAAA *Should the volume of data gathered prove to be insufficient, Edunion will conduct focus groups.
- Written report to the Board (late May, early June, 2020) offering detailed recommendations for future revenue opportunities through membership, partners and other industry relationships. In addition to the written report, Edunion offers an optional virtual presentation to the Board.

Phase 2 – Cost TBD

- Board to select the programs, services and offerings from the list of recommendations to be developed.
- Edunion to work with the Board and Committees to utilize data gathered to develop programs, services and offerings
- Incorporate Affiliates if needed for development of functional areas
- Testing and measure member and vendor satisfaction
- Ongoing reporting to the Board of Directors regarding progress and other key updates



About Edunion

Edunion LLC is a boutique consulting firm aiming to help purposefully focused organizations to maximize their mission's potential strategically, operationally, financially and programmatically. With an emphasis on solving the business and organizational challenges, Edunion collaborates with our clients and their closely related parties to identify challenges and solutions ranging from small problems to large organizational challenges. Edunion is a sole proprietorship that acts as the key partner for both understanding our client's challenge while developing the plan aimed at solutions. When focused on functional areas, Edunion leverages its affiliates to lead in core areas such as fundraising, legal, HR, finances and beyond.

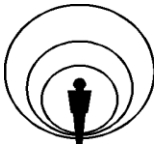
Led by Philip I. Waitzman MBA, MPH, MA, LSW, Edunion LLC focuses in the areas of professional associations, nonprofits, higher education and professional services. Our modernized approach breaks the traditional mold and moves to a strategic proactive business minded way of driving mission centered organizations. Edunion's most recent engagements have included nonprofit organizations, schools and associations across industry segments with needs ranging from strategic growth, Board development, management, marketing, enrollment and fundraising to program development. Prior to Waitzman's consulting work, he served as President and CEO of Vision Share, a mid to large sized transaction oriented global healthcare Members Association. His work in Associations has also included leading the Development and Fundraising department at American Orthopedic Association. With roots in Corporate America, Waitzman has since served in several key roles in Professional Services, Start Up, Healthcare and Higher Education.

Proposal accepted by:
4/4/2020

NYSFAAA Authorized Signor and date

Edunion LLC Authorized Signor and date

| NYSFAAA Commission 2019 | | | | | | | | | | | | | | |
|-------------------------|-----------|----------|----------------|--------------|-----------|------------|---------------|---------------------|------------------------------|------------|--------------|------------------|-------------------------|-----------------|
| Job: | Invoice # | Item QTY | Invoice Amount | Invoice Date | Item Cost | Print Cost | Shipping Cost | Credit Card Fees 3% | Website cost 19.00 per month | Profit | Commission % | Commision Amount | Donation(s) | PAID BY Check # |
| E8425: July Batch | multi | 13 | \$ 314.60 | 8/14/2019 | \$ 99.94 | \$ 57.99 | \$ 115.96 | \$ 9.44 | \$ 38.00 | \$ (6.73) | 30% | \$ (2.02) | | |
| E8735: October Batch | multi | 20 | \$ 512.65 | 9/18/2019 | \$ 229.46 | \$ 63.00 | \$ 193.09 | \$ 15.38 | \$ 38.00 | \$ (26.28) | 30% | \$ (7.88) | \$ 20.00 | 1094 |
| | | | | | | | | | | | | | Lea Neuer -\$10.00 | |
| | | | | | | | | | | | | | Crystal Krudis -\$10.00 | |
| | | Total | \$ 827.25 | | | | | | | | | | | |



New York State Financial Aid
Administrators Association

TRONCONI SEGARRA
& ASSOCIATES^{LLP}
Certified Public Accountants
Business Consultants

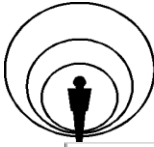


REPORT TO THE EXECUTIVE COUNCIL

**New York State Financial Aid
Administrators Association, Inc.**

September 23, 2020

SOLUTIONS BEYOND
THE OBVIOUS



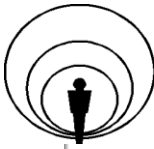
Overview

2018 Audit

We have audited the financial statements of New York State Financial Aid Administrators Association, Inc. (the "Association") as of and for the year ended June 30, 2018, and have prepared our report thereon.

Our professional standards require that we communicate with you certain matters that may be of interest to you in fulfilling your responsibility to oversee the financial reporting and disclosure process. These matters include, but are not limited to, the following:

- Our responsibility under auditing standards generally accepted in the United States of America ("GAAS");
- Planned scope and timing of the audit;
- Report on June 30, 2018 financial statements;
- Quality of accounting principles;
- Significant accounting policies of the Organization;
- Management's judgments and accounting estimates;
- Significant audit adjustments;
- Disagreements with management;
- Difficulties encountered in performing the audit;
- Management representations;
- Consultation with other accountants;
- Errors, fraud and illegal acts;
- Firm Independence;



Overview (continued)

- Other information in documents containing audited financial statements;
- Major issues discussed with management bearing upon consideration of our retention for 2019;
- Financial highlights;
- Internal control environment; and
- Accounting and auditing developments.

Audit Approach

Our Responsibility

As defined by auditing standards generally accepted in the United States of America ("GAAS"), and as stated in our engagement letter dated November 13, 2019, our audit is designed to express an opinion about whether the financial statements, prepared by management with your oversight, are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America ("GAAP"). We believe that our audit provides a reasonable basis for our opinion.

Our audit does not relieve you or management of your responsibilities.

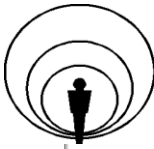
Planned Scope and Timing of the Audit

An audit involves examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. Our audit involves judgments about the number of transactions to be examined and the areas to be tested. An audit also includes evaluating the appropriateness of accounting principles used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



Audit Approach (continued)

| | |
|---|--|
| | <p>We performed the audit according to the planned scope and timing previously communicated to management during our discussions about planning matters starting in October 2018. There were no restrictions on our audit scope.</p> |
| Report on 2018 Financial Statements | <p>We have issued an unmodified report on the Association's June 30, 2018 financial statements.</p> |
| Quality of Accounting Principles | <p>The Association uses accounting principles that are in accordance with GAAP. These accounting principles determine matters such as the measurements of assets and liabilities, the timing of revenue recognition and the accrual of expenses.</p> |
| Significant Accounting Policies | <p>Significant accounting policies of the Association include, but are not limited to, revenue recognition of contributions and grants, and expense allocation; which are described in Note 1 to the financial statements.</p> |
| Management's Judgments and Accounting Estimates | <p>Accounting estimates are an integral part of the financial statements and are based upon management's current judgments. Those judgments are based on knowledge and experience about past and current events, and assumptions about future events. Actual results could differ from management's estimates.</p> |
| Significant Audit Adjustments | <p>During our audit, certain audit adjustments were proposed and reviewed with management. There were material adjustments proposed to post investment activity for the year, and to reclassify net assets. All proposed adjustments were approved by management.</p> |
| Disagreements with Management | <p>We had no disagreements with management over the application of accounting principles, the basis for accounting estimates, audit scope, disclosures in the financial statements, or the content of our report.</p> |



Audit Approach (continued)

| | |
|--|---|
| Difficulties Encountered in Performing the Audit | We received full cooperation from management and employees of the Association and were given complete access to accounting records, supporting documents and all other information we requested. We believe all significant matters and issues are communicated to us by management on a timely basis. |
| Management Representations | We will request certain representations from management prior to our release of the financial statements. |
| Consultation with Other Accountants | We are not aware of any consultations management has had with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. |
| Errors, Fraud and Illegal Acts | During the course of our audit, we did not become aware of any significant errors or any known instances of fraud or illegal acts. |
| Firm Independence | We confirm that we are independent of the Association in accordance with auditing standards promulgated by the American Institute of Certified Public Accountants ("AICPA"). |

Other Relevant Matters

| | |
|--|---|
| Other Information in Financial Statement Documents | We have prepared the Association's Federal Form 990 and NYS CHAR500 and ensure that the information in such documents is consistent with the information presented in the financial statements. Management has the final responsibility for the tax returns and, therefore, should review the returns carefully before signing. |
| Issues Bearing Upon 2019 Audit Appointment | No major issues were discussed with management bearing upon consideration of our appointment as independent auditors for the 2019 audit. |



Statements of Financial Position Highlights (Rounded)

| | 2018 | 2017 | Increase/(Decrease) | |
|-------------------------------------|-------------------|-------------------|---------------------|-----------|
| Assets | | | | |
| Cash and cash equivalents | \$ 208,613 | \$ 221,139 | \$ (12,526) | -6% |
| Accounts receivable | 0 | 11,070 | (11,070) | -100% |
| Prepaid expenses | 882 | 7,102 | (6,220) | -88% |
| Long-term investments | 601,552 | 571,597 | 29,955 | 5% |
| | <u>\$ 811,047</u> | <u>\$ 810,908</u> | <u>\$ 139</u> | <u>0%</u> |
| Liabilities | | | | |
| Accounts payable and accrued expens | \$ 18,559 | \$ 19,755 | \$ (1,196) | -6% |
| Deferred dues revenue | 6,090 | 8,515 | (2,425) | -28% |
| | 24,649 | 28,270 | (3,621) | -13% |
| Net Assets | | | | |
| Unrestricted | 681,637 | 675,225 | 6,412 | 1% |
| Temporarily restricted | 104,761 | 107,413 | (2,652) | -2% |
| | <u>786,398</u> | <u>782,638</u> | <u>3,760</u> | <u>0%</u> |
| | <u>\$ 811,047</u> | <u>\$ 810,908</u> | <u>\$ 139</u> | <u>0%</u> |



Statements of Activities (Rounded)

| | Unrestricted | Temporarily Restricted | 2018 Total | 2017 Total | Increase/(Decrease) | |
|---------------------------------------|-------------------|---------------------------|-------------------|-------------------|---------------------|-------------|
| Support and Revenue | | | | | | |
| Conferences and workshops | \$ 147,675 | \$ 0 | \$ 147,675 | \$ 143,810 | \$ 3,865 | 3% |
| Membership dues | 82,342 | 0 | 82,342 | 79,360 | 2,982 | 4% |
| Regional activities | 2,619 | 0 | 2,619 | 4,991 | (2,372) | -48% |
| Scholarship | 0 | 3,348 | 3,348 | 16,448 | (13,100) | -80% |
| Investment income (loss), net of fees | 29,968 | 0 | 29,968 | 50,022 | (20,054) | 40% |
| Net assets released from restrictions | 6,000 | (6,000) | 0 | 0 | 0 | 0% |
| Total support and revenue | \$ 268,604 | \$ (2,652) | \$ 265,952 | \$ 294,631 | \$ (28,679) | -10% |
| Expenses | | | | | | |
| College Goal Sunday | \$ 0 | \$ 0 | \$ 0 | \$ 13,738 | \$ (13,738) | -100% |
| Conferences and workshops | 181,132 | 0 | 181,132 | 148,281 | 32,851 | 22% |
| Executive Council | 42,434 | 0 | 42,434 | 44,226 | (1,792) | -4% |
| Homepage | 10,236 | 0 | 10,236 | 12,486 | (2,250) | -18% |
| Regional activities | 14,461 | 0 | 14,461 | 17,706 | (3,245) | -18% |
| Scholarship expenses | 6,000 | 0 | 6,000 | 7,500 | (1,500) | -20% |
| Special meetings | 3,794 | 0 | 3,794 | 7,497 | (3,703) | -49% |
| Special projects, training and other | 4,135 | 0 | 4,135 | 4,394 | (259) | -6% |
| Total expenses | 262,192 | 0 | 262,192 | 255,828 | 6,364 | 2% |
| Change in net assets | 6,412 | (2,652) | 3,760 | 38,803 | (35,043) | 90% |
| Net Assets, beginning of year | 675,225 | 107,413 | 782,638 | 743,835 | 38,803 | 5% |
| Net Assets, end of year | \$ 681,637 | \$ 104,761 | \$ 786,398 | \$ 782,638 | \$ 3,760 | 0% |



Five-Year Summary of Operations (Rounded)

| | 2018 | 2017 | 2016 | 2015 | 2014 | 5 Yr Total |
|---------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Revenue | | | | | | |
| Conferences and workshops | \$ 147,675 | \$ 143,810 | \$ 138,529 | \$ 137,107 | \$ 170,096 | \$ 737,217 |
| Membership dues | 82,342 | 79,360 | 88,791 | 76,755 | 77,595 | 404,843 |
| College Goal Sunday | 0 | 0 | 14,000 | 8,200 | 22,000 | 44,200 |
| Regional activities | 2,619 | 4,991 | 5,706 | 5,930 | 18,105 | 37,351 |
| Scholarship | 3,348 | 16,448 | 4,890 | 2,665 | 3,240 | 30,591 |
| Investment income (loss), net of fees | 29,968 | 50,022 | (21,688) | (1,110) | 63,110 | 120,302 |
| Total revenue | 265,952 | 294,631 | 230,228 | 229,547 | 354,146 | 1,374,504 |
| Expenses | | | | | | |
| College Goal Sunday | 0 | 13,738 | 11,106 | 7,099 | 11,915 | 43,858 |
| Conferences and workshops | 181,132 | 148,281 | 137,083 | 113,532 | 172,525 | 752,553 |
| Executive Council | 42,434 | 44,226 | 38,111 | 40,007 | 51,162 | 215,940 |
| Homepage | 10,236 | 12,486 | 7,449 | 8,270 | 8,120 | 46,561 |
| Regional activities | 14,461 | 17,706 | 26,873 | 27,828 | 20,707 | 107,575 |
| Scholarship expenses | 6,000 | 7,500 | 9,190 | 7,500 | 7,500 | 37,690 |
| Special meetings | 3,794 | 7,497 | 9,853 | 4,121 | 10,952 | 36,217 |
| Special projects, training and other | 4,135 | 4,394 | 7,654 | 7,933 | 6,186 | 30,302 |
| Total expenses | 262,192 | 255,828 | 247,319 | 216,290 | 289,067 | 1,270,696 |
| Change in net assets | 3,760 | 38,803 | (17,091) | 13,257 | 65,079 | 103,808 |
| Net Assets, beginning of year | 782,638 | 743,835 | 760,926 | 747,669 | 682,590 | 682,590 |
| Net Assets, end of year | \$ 786,398 | \$ 782,638 | \$ 743,835 | \$ 760,926 | \$ 747,669 | \$ 786,398 |



Statements of Financial Position **Highlights (Rounded) (continued)**

Highlights of more significant changes in assets are as follows:

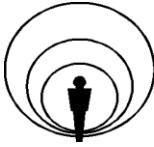
- Accounts receivable decreased approximately \$11,000. This decrease is due to 2018 Novice payments being received by June 30, 2018, while in year ended June 30, 2017, approximately \$11,000 was still owed.
- Long-term investments increased by approximately \$30,000 as a result of net investment gains of approximately \$23,700 and dividend income of approximately \$6,300.

Total revenue decreased approximately \$29,000 from the prior year. Highlights of more significant changes include:

- Donations received that were restricted for scholarships were approximately \$3,000 in 2018, and \$16,000 in 2017. In 2017, there were a number of donations received in March 2017, totaling approximately \$12,500, that did not occur in 2018.
- Investment income decreased approximately \$20,000 in 2018. This is due to lower net investment returns in 2018 as compared to 2017.

Total expenses decreased approximately \$6,400 from the prior year. More significant highlights include the following:

- There were no College Goal Sunday expenses in 2018, as the program essentially ended in 2017. Expenses in 2017 totaled \$13,738.
- Conferences and workshop expenditures were \$181,132, an increase of approximately \$33,000 from the prior year. This is primarily due to increased annual conference costs due to the location being in Westchester.



Statements of Financial Position Highlights (Rounded) (continued)

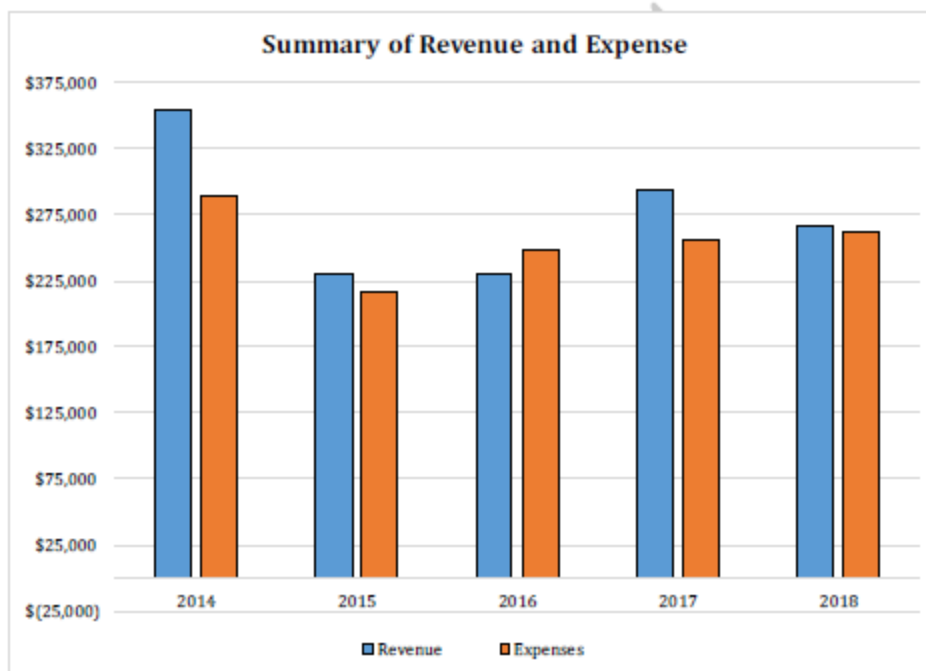
Overall, there was an increase in net assets of \$3,760 for the year ended June 30, 2018. If investment gain is removed from this total, it would result in a decrease of \$26,208.

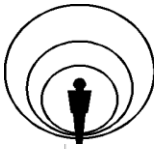
Review of the Five-Year Summary of Operations reflects the following:

- Net assets (assets less liabilities) of the Association grew from \$682,590 at July 1, 2014 to \$786,398 as of June 30, 2018, an increase of \$103,808. This increase consists of \$120,302 from net investment income offset by \$14,494 of losses from operations.
- Income from operations (change in net assets, excluding net investment income/loss) was positive for the three preceding years 2014 through 2016, while 2017 and 2018 saw net losses from operations totaling \$37,427. See graphical representation on a following page.
- Components of unrestricted and temporarily restricted net assets are represented in a graph on the following page for review. Note that investment income/loss is board designated for scholarship net assets, and that represents the increase in such net assets.

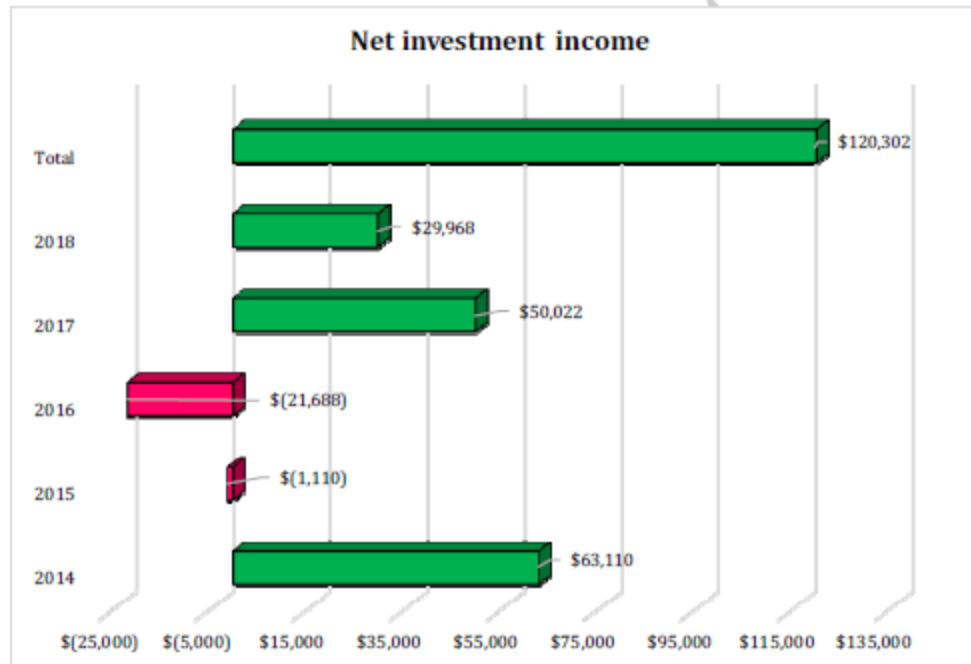


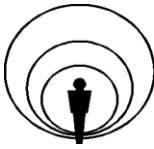
Statement of Activities Highlights (Rounded)



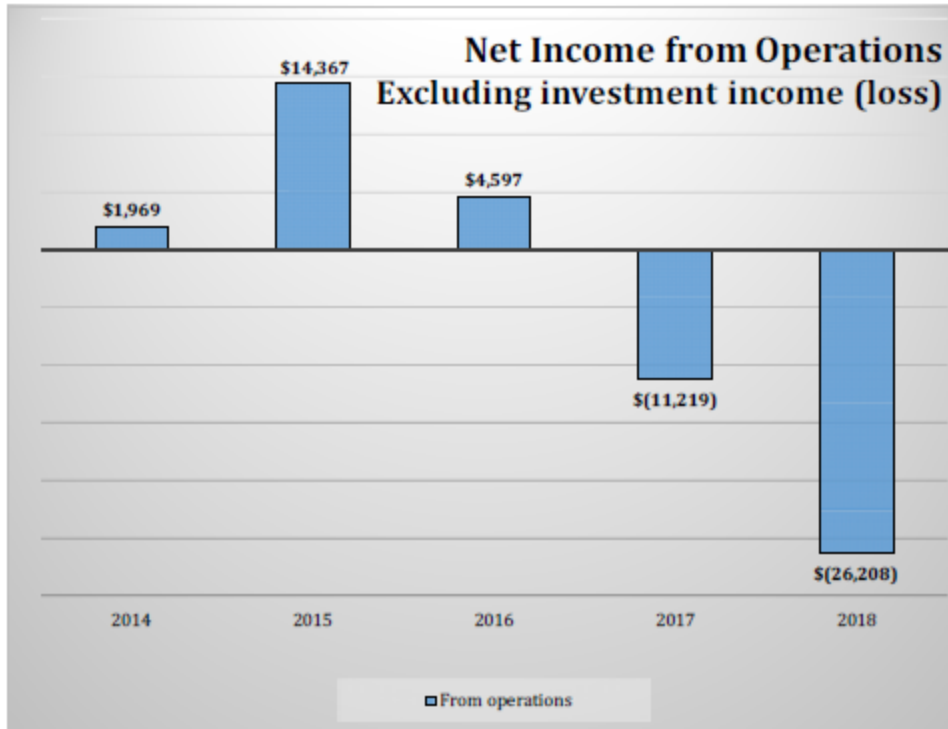


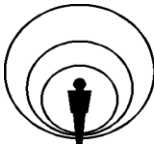
Revenue and Expense Highlights (Rounded) (continued)



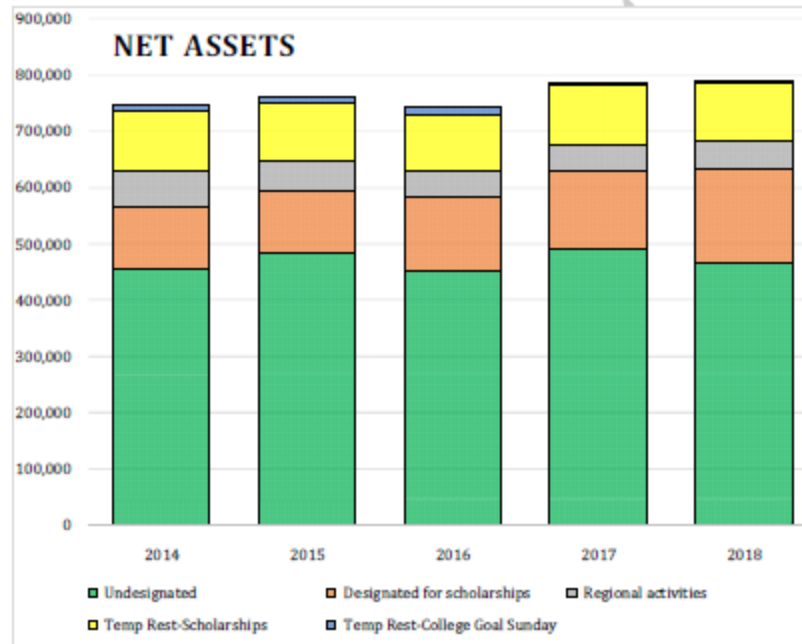


Revenue and Expense Highlights (Rounded) (continued)





Revenue and Expense Highlights (Rounded) (continued)





Internal Control Environment

As part of our audit, we obtained an understanding of the Association and its environment and considered the Association's internal control over financial reporting in order to design the nature, timing, and extent of our further audit procedures, sufficient to assess the risks of potential material misstatement of the financial statements. Our consideration of the internal control was not focused on expressing an opinion on the effectiveness of the Association's internal control. Statement on Auditing Standards and Related Auditing Interpretations ("AU-C") 265, *Communicating Internal Control Related Matters Identified in an Audit*, states that a deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis.

A material weakness is a deficiency or combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Association's financial statements will not be prevented or detected and corrected on a timely basis. Auditing standards require management to be responsible for the fair presentation of the financial position, activities, cash flows and disclosures in the financial statements in conformity with GAAP. The Association does not prepare financial statements in accordance with GAAP. In order to mitigate noncompliance with this requirement, management has engaged our firm to assist in preparing a draft of the financial statements including related footnote disclosures.

A significant deficiency is a deficiency, or combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiency in the Association's internal control to be a significant deficiency:

As the Association's accounting responsibilities fall primarily with one person, its processes preclude certain internal controls that would be preferred to provide optimum segregation of duties. This situation dictates that the Executive Council remain involved in the financial affairs of the Association to provide oversight and independent review of functions.



Accounting & Auditing Developments

Revenue Recognition Accounting Standards Update No. 2014-09

In May 2014, the Financial Accounting Standards Board ("FASB") issued ASU No. 2014-09, Revenue from Contracts with Customers (Topic 606) ("ASU 2014-09"), which amends the existing accounting standards for revenue recognition. ASU 2014-09 is based on principles that govern the recognition of revenue at an amount an entity expects to be entitled when products are transferred to customers.

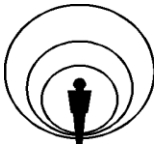
Subsequently, the FASB has issued the following standards related to ASU 2014-09: ASU No. 2016-08, Revenue from Contracts with Customers (Topic 606): Principal versus Agent Considerations ("ASU 2016-08"); ASU No. 2016-10, Revenue from Contracts with Customers (Topic 606): Identifying Performance Obligations and Licensing ("ASU 2016-10"); and ASU No. 2016-12, Revenue from Contracts with Customers (Topic 606): Narrow-Scope Improvements and Practical Expedients ("ASU 2016-12"). The Organization must adopt ASU 2016-08, ASU 2016-10 and ASU 2016-12 with ASU 2014-09 (collectively, the "new revenue standards"). The new revenue standards may be applied retrospectively to each prior period presented or retrospectively with the cumulative effect recognized as of the date of adoption. Contributions are excluded from the Standard because a donor is not considered a customer as defined in the ASU.

ASU 2014-09 will be effective for the Organization for fiscal years beginning after December 15, 2019 (fiscal year ended June 30, 2020), with early adoption permitted.

Revenue Recognition Accounting Standards Update No. 2017-14

FASB Standards Setting Project - Financial Statements of Not-for-Profit Entities - The objective of this project is to reexamine existing standards for financial statement presentation by not-for-profit entities, focusing on improving net asset classification requirements and information provided in financial statements and notes about liquidity, financial performance, and cash flows.

On August 18, 2017 the FASB issued Accounting Standards Update ("ASU") No. 2017-14, *Not-for-Profit Entities (Topic 958): Presentation of Financial Statements of Not-for-Profit Entities*.



Accounting & Auditing Developments (continued)

The main provisions of this Update are:

- Presentation in the financial statements of two classes on net assets; "net assets with donor restrictions" and "net assets without donor restrictions;"
- Presentation of the cash flow statement using either the direct or indirect method;
- Presentation of enhanced disclosures, including:
 - Amounts and purposes of board designations;
 - Composition of net assets with donor restrictions and how the restrictions affect the use of resources;
 - Amounts of expenses by both their natural and functional classifications;
 - Quantitative and qualitative information regarding the management of liquid resources available to meet cash needs for general expenditures within one year of the balance sheet date;
 - Methods used to allocate costs among program and support functions; and
 - Other communications regarding the Organization's performance and condition.

The amendments would be effective for fiscal years beginning after December 15, 2017 (fiscal year ended June 30, 2019); with early application permitted.



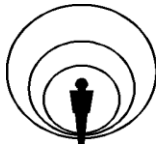
*New York State Financial Aid
Administrators Association*

**New York State Financial Aid
Administrators Association, Inc.**

**Financial Statements and
Supplemental Information**

June 30, 2018 and 2017

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**New York State Financial Aid
Administrators Association, Inc.**
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Report of Independent Auditors

To the Executive Council of
New York State Financial Aid
Administrators Association, Inc.

Report on Financial Statements

We have audited the accompanying financial statements of New York State Financial Aid Administrators Association, Inc. (the "Association"), which comprise the statement of financial position as of June 30, 2018, and the related statements of activities and of cash flows for the year then ended, and the related notes to the financial statements.

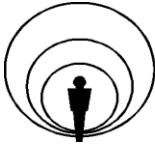
Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.



We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Association as of June 30, 2018, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

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**New York State Financial Aid
Administrators Association, Inc.**

*Statement of Financial Position
As of June 30, 2018
(with Comparative Totals as of June 30, 2017)*

| | 2018 | 2017 |
|---------------------------------------|------------|------------|
| Assets | | |
| <i>Current Assets</i> | | |
| Cash and cash equivalents | \$ 208,613 | \$ 221,139 |
| Accounts receivable | 0 | 11,070 |
| Prepaid expenses | 882 | 7,102 |
| Total current assets | 209,495 | 239,311 |
| <i>Investments</i> | 601,552 | 571,597 |
| Total assets | \$ 811,047 | \$ 810,908 |
| Liabilities and Net Assets | | |
| <i>Current Liabilities</i> | | |
| Accounts payable and accrued expenses | \$ 18,559 | \$ 19,755 |
| Deferred dues revenue | 6,090 | 8,515 |
| Total current liabilities | 24,649 | 28,270 |
| <i>Net Assets</i> | | |
| Unrestricted | | |
| Undesignated | 466,562 | 490,244 |
| Designated for scholarships | 167,580 | 138,458 |
| Regional activities | 47,495 | 46,523 |
| Total unrestricted | 681,637 | 675,225 |
| Temporarily restricted | 104,761 | 107,413 |
| Total net assets | 786,398 | 782,638 |
| Total liabilities and net assets | \$ 811,047 | \$ 810,908 |

See report of independent auditors and notes to financial statements.



**New York State Financial Aid
Administrators Association, Inc.**

Statement of Activities

For the year ended June 30, 2018

(with Comparative Totals for the year ended June 30, 2017)

| | Unrestricted | Temporarily Restricted | 2018 Total | 2017 Total |
|--|-------------------|---------------------------|----------------|-------------------|
| Support and Revenue | | | | |
| Conferences and workshops | \$ 147,675 | \$ 0 | \$ 147,675 | \$ 143,810 |
| Membership dues | 82,342 | 0 | 82,342 | 79,360 |
| Regional activities | 2,619 | 0 | 2,619 | 4,991 |
| Scholarship | 0 | 3,348 | 3,348 | 16,448 |
| Dividends, net of \$4,873 investment fees | 6,285 | 0 | 6,285 | 5,816 |
| Realized and unrealized gains on investments, including capital gain distributions | 23,683 | 0 | 23,683 | 44,206 |
| Net assets released from restrictions | 6,000 | (6,000) | 0 | 0 |
| Total support and revenue | 268,604 | (2,652) | 265,952 | 294,631 |
| Expenses | | | | |
| College Goal Sunday | 0 | 0 | 0 | 13,738 |
| Conferences and workshops | 181,132 | 0 | 181,132 | 148,281 |
| Executive Council | 42,434 | 0 | 42,434 | 44,226 |
| Homepage | 10,236 | 0 | 10,236 | 12,486 |
| Regional activities | 14,461 | 0 | 14,461 | 17,706 |
| Scholarship expenses | 6,000 | 0 | 6,000 | 7,500 |
| Special meetings | 3,794 | 0 | 3,794 | 7,497 |
| Special projects, training and other expenses | 4,135 | 0 | 4,135 | 4,394 |
| Total expenses | 262,192 | 0 | 262,192 | 255,828 |
| Change in net assets | 6,412 | (2,652) | 3,760 | 38,803 |
| Net Assets, beginning of year | 675,225 | 107,413 | 782,638 | 743,835 |
| Net Assets, end of year | \$ 681,637 | 104,761 | 786,398 | \$ 782,638 |

See report of independent auditors and notes to financial statements.



**New York State Financial Aid
Administrators Association, Inc.**
Statement of Cash Flows
For the year ended June 30, 2018
(with Comparative Totals for the year ended June 30, 2017)

| | 2018 | 2017 |
|--|-------------------|-------------------|
| <i>Cash Flows from Operating Activities</i> | | |
| Change in net assets | \$ 3,760 | \$ 38,803 |
| Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities: | | |
| Realized and unrealized (gains) losses on investments | (23,683) | (44,206) |
| (Increase) Decrease in assets: | | |
| Accounts Receivable | 11,070 | (2,270) |
| Prepaid Expenses | 6,220 | (3,726) |
| Increase (Decrease) in liabilities: | | |
| Accounts payable and accrued expenses | (1,196) | 13,177 |
| Deferred dues revenue | (2,425) | 6,930 |
| Net cash provided by (used in) operating activities | (6,254) | 8,708 |
| <i>Cash Flows from Investing Activities</i> | | |
| Proceeds from Sale of Investments | 97,583 | 22,717 |
| Purchase of Investments | (103,855) | (78,526) |
| Net cash used in investing activities | (6,272) | (55,809) |
| Net increase (decrease) in cash and cash equivalents | (12,526) | (47,101) |
| <i>Cash and Cash Equivalents, beginning of year</i> | 221,139 | 268,240 |
| <i>Cash and Cash Equivalents, end of year</i> | <u>\$ 208,613</u> | <u>\$ 221,139</u> |

See report of independent auditors and notes to financial statements.



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements

1. Nature of Organization and Summary of Significant Accounting Policies

Nature of Organization – The New York State Financial Aid Administrators Association, Inc. (the “Association”) is a not-for-profit organization incorporated under the laws of the State of New York. The Association is a volunteer association of financial aid professionals advocating for and promoting equal access to post-secondary education for all students. The Association offers education, professional development, and networking opportunities for its members and for colleagues in related education, business, and governmental professions.

Basis of Accounting – The financial statements are prepared on the accrual basis of accounting in accordance with accounting standards generally accepted in the United States of America and includes all material accounts receivable and payable and material prepaid and deferred items. Consequently, revenues are recognized when earned, rather than when received, and expenses are recognized when the obligation is incurred, rather than when cash is disbursed.

Cash and Cash Equivalents – The Association considers all highly liquid investments purchased with an original maturity of three months or less to be cash equivalents. At June 30, 2018, the Association held no cash equivalents.

Accounts Receivable – Accounts receivable are recorded at net realizable value. Receivables are for its Novice program and are recorded at the amount that the Association expects to receive based on participation in the program and subsequent receipts.

Prepaid Expenses – Prepaid expenses represent certain cash payments made in the current year to benefit future activities and operations, and consist primarily of conference and insurance expenses paid in advance.

Investment Valuation and Income Recognition – Investments, all of which are in marketable securities, are stated at fair value. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between participants at the measurement date.

Purchases and sales of securities are recorded on a trade-date basis. Dividend income is recorded on an ex-dividend date. Net appreciation (depreciation) includes the gains and losses on investments bought and sold as well as held during the year.

Net Assets – Net assets are classified as unrestricted, temporarily, or permanently restricted based upon the presence or absence of donor-imposed restrictions. Unrestricted net assets represent resources whose use is not restricted by donor-imposed stipulations and are available for general support of the Association. Temporarily restricted net assets, created



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

**1. Nature of Organization and Summary of Significant Accounting Policies
(continued)**

by donor-imposed restrictions, are released from those restrictions when they are utilized for their intended purpose or by the passage of time. When a restriction expires, these assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Permanently restricted net assets are those assets resulting from contributions whose use is limited by donor-imposed restrictions that neither expire by passage of time, nor can be fulfilled or otherwise removed by actions of the Association.

Revenue Recognition – Income from gifts made for the support of the Association is recorded as revenue when received. Pledges made but not yet received, or received but designated for future years, are also recorded as revenue and as receivables in the appropriate class of assets.

Membership Dues – Association membership provides members with various training and professional development opportunities. The membership period coincides with the Association's fiscal year and dues revenue is recognized over the membership period. Dues payments received in the year ended June 30, 2018 applicable to the June 30, 2019 membership period is reflected as deferred dues revenue.

Contributions and Gifts – Contributions that are restricted by the donor are reported as increases in unrestricted net assets if the restrictions expire in the year in which the contributions are recognized. All other donor-restricted contributions are reported as increases in temporarily or permanently restricted net assets depending on the nature of the restrictions. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets. In the absence of donor specifications that income and gains on donated funds are restricted, such income and gains are reported as income of unrestricted net assets. It is the Association's policy to record contributions when it is determined that they are unconditional.

Unconditional promises to give and pledges are recognized as revenues or gains in the period received and as assets, decreases of liabilities, or expenses depending on the form of the benefits received. Conditional promises to give are recognized only when the conditions on which they depend are substantially met and the promises become unconditional. At June 30, 2018, the Association held no conditional promise to give.

Functional Expense Allocation – The costs of providing program and supporting services have been summarized on a functional basis. Accordingly, certain costs have been allocated among the programs and supporting services that benefited. Fundraising costs are not considered significant and are included in management and general expenses. For the year ended June 30, 2018, program service expenses totaled \$201,149 and management and general expenses (including investment fees of \$5,417) totaled \$66,460.



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

**1. Nature of Organization and Summary of Significant Accounting Policies
(continued)**

Income Taxes – The Association is an exempt organization as defined under Section 501(c)(3) of the Internal Revenue Code (“IRC”), and as such, is exempt from income taxes. Accordingly, no provision for income taxes has been reflected in the accompanying financial statements.

Accounting for Uncertainty in Income Taxes – Generally accepted accounting principles in the United States of America require Association management to evaluate tax positions taken by the organization and recognize a tax liability if the Association has taken an uncertain position that more likely than not would not be sustained upon examination by the Internal Revenue Service. Management has analyzed the tax positions taken by the Association, and has concluded that as of June 30, 2018 there are no uncertain positions taken or expected to be taken that would require recognition of a liability or disclosure in the financial statements. The Association is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax period in progress.

Management Estimates – The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements, and revenues and expenses during the reporting period. Accordingly, actual results could differ from those estimates.

Subsequent Events – Management of the Association has evaluated subsequent events, for recognition or disclosure, through , 2020, the date these financial statements were available to be issued, and determined that no additional recognition or disclosure was required. Beginning in the first quarter of 2020, the United States’ economy was negatively impacted as a result of the spread of COVID-19 (Coronavirus). The Association is currently assessing any potential adverse impacts to its operations.

2. Prior-Year Comparative Information

The financial statements include certain prior-year summarized comparative information in total, but not by either net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the Association’s financial statements for the year ended June 30, 2017, from which the information was derived.



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

3. Concentrations of Credit Risk

Cash deposited at financial institutions potentially subjects the Association to concentrations of credit risk, as cash may exceed federally insured limits at various times throughout the year.

4. Investments

Long-term investments represent investments of funds not required for current operations. These funds can be accessed only with approval of the Executive Council. Earnings on these investments are automatically reinvested. Fair value of investments at June 30, 2018 are summarized by category as follows:

| | Fair Value | Percent of total investments |
|------------------------------------|------------|------------------------------------|
| Cash, interest bearing | \$ 51,313 | \$ 8.53% |
| Money Market Fund | | |
| Liquid asset fund | 4,618 | 0.77% |
| Exchange Traded Funds | | |
| Foreign emerging markets | 10,486 | 1.74% |
| Foreign large cap | 35,695 | 5.93% |
| Large cap | 72,717 | 12.09% |
| Mid cap | 22,593 | 3.76% |
| Small cap | 23,869 | 3.97% |
| | 165,360 | 27.49% |
| Mutual Funds | | |
| Fixed income – inflation protected | 22,267 | 3.70% |
| Fixed income – intermediate term | 65,377 | 10.87% |
| Fixed income – short term | 128,547 | 21.37% |
| Foreign emerging markets | 25,346 | 4.21% |
| Foreign large cap | 99,550 | 16.55% |
| Large cap | 39,174 | 6.51% |
| | 380,261 | 63.21% |
| Total investments | \$ 601,552 | \$ 100.00% |



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

4. Investments (continued)

In the year ended June 30, 2018, the Association's investments (including capital gain distributions received, gains and losses on investments bought and sold, as well as held during the year) appreciated (depreciated) in value by \$23,683.

Investment Risks and Uncertainties – The Association invests in various investment securities, which are exposed to various risks such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect amounts reported in the statement of financial position.

5. Fair Value Measurements

The framework for measuring fair value provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1) and the lowest priority to unobservable inputs (Level 3). The three levels of fair value hierarchy under FASB ASC 820 are described as follows:

- *Level 1* – Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Association has the ability to access.
- *Level 2* – Inputs to the valuation methodology include:
 - Quoted prices for similar assets or liabilities in active markets;
 - Quoted prices for identical or similar assets or liabilities in inactive markets;
 - Inputs other than quoted prices that are observable for the asset or liability; and
 - Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

- *Level 3* – Inputs to the valuation methodology are unobservable and significant to the fair value measurement.



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

5. Fair Value Measurements (continued)

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques maximize the use of relevant observable inputs and minimize the use of unobservable inputs.

The following is a description of the valuation methodologies used for assets measured at fair value. There have been no changes in the methodologies used as of June 30, 2018.

Money Market Funds: Valued at amortized costs, which approximates fair value. Under the amortized cost valuation method, discount or premium is accreted or amortized on a constant basis to the maturity of the security.

Exchange-Traded Funds and Mutual Funds: Valued at the daily closing price as reported by the fund. Mutual funds held by the Association are open-ended mutual funds that are registered with the Securities and Exchange Commission. These funds are required to publish their daily net asset value ("NAV") and to transact at that price. The exchange-traded funds and mutual funds held by the Association are deemed to be actively traded.

The following table sets forth by level, within the fair value hierarchy, the Association's investment assets at fair value as of June 30, 2018:

| | |
|------------------------|-------------------|
| Level 1 | |
| Cash, interest bearing | \$ 51,313 |
| Money market funds | 4,618 |
| Exchange-traded funds | 165,360 |
| Mutual funds | <u>380,261</u> |
| Total investments | <u>\$ 601,552</u> |

Transfers in Fair Value Levels: The availability of observable market data is monitored to assess the appropriate classification of financial instruments within the fair value hierarchy. Changes in economic conditions or model-based valuation techniques may require the transfer of financial instruments from one fair value level to another. In such instances, the transfer is reported at the beginning of the reporting period.

Association management has evaluated the significance of transfers between levels based upon the nature of the financial instrument and the size of the transfer relative to total net assets available for benefits. For the year ended June 30, 2018, money market funds are classified as Level 1 investments. Previously they were classified as Level 2 investments. There were no other transfers in or out of Levels 1, 2, or 3.



**New York State Financial Aid
Administrators Association, Inc.**
Notes to Financial Statements (continued)

6. Temporarily Restricted Net Assets

At June 30, 2018, \$104,761 of net assets were restricted as follows:

| | |
|---|-------------------|
| Scholarships | \$ 104,419 |
| College Goal Sunday | <u>342</u> |
| Total temporarily restricted net assets | <u>\$ 104,761</u> |

7. Net Assets Released from Restrictions

Net Assets were released from donor restrictions by incurring expenses satisfying the restricted purposes or by occurrence of other events specified by the donor as follows:

| | |
|--------------|-----------------|
| Scholarships | <u>\$ 6,000</u> |
|--------------|-----------------|



Supplemental Information

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Report of Independent Auditors on Supplemental Information

To the Executive Council of
New York State Financial Aid
Administrators Association, Inc.

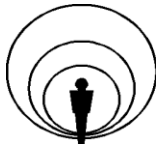
Report on Financial Statements

We have audited the accompanying financial statements of New York State Financial Aid Administrators Association, Inc. (the "Association") as of and for the year ended June 30, 2018, and have issued our report thereon dated [REDACTED], 2020, which contained an unmodified opinion on those financial statements. Our audit was performed for the purpose of forming an opinion on the financial statements as a whole.

The Five-Year Summary of Operations is presented for the purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

The supplemental information for the years ended June 30, 2017, 2016, 2015 and 2014 was audited by other auditors whose reports dated November 5, 2019, September 28, 2017, February 22, 2016, and October 26, 2015, indicated the information was stated fairly in all material respects when considered in conjunction with the financial statements as a whole.

[REDACTED], 2020



**New York State Financial Aid
Administrators Association, Inc.**

*Five-Year Summary of Operations
For the years ended June 30, 2018*

| | 2018 | 2017 | 2016 | 2015 | 2014 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|
| Revenue | | | | | |
| Conferences and workshops | \$ 147,675 | \$ 143,810 | \$ 138,529 | \$ 137,107 | \$ 170,096 |
| Membership dues | 82,342 | 79,360 | 88,791 | 76,755 | 77,595 |
| College Goal Sunday | 0 | 0 | 14,000 | 8,200 | 22,000 |
| Regional activities | 2,619 | 4,991 | 5,706 | 5,930 | 18,105 |
| Scholarship | 3,348 | 16,448 | 4,890 | 2,665 | 3,240 |
| Investment income (loss), net of fees | 29,968 | 50,022 | (21,688) | (1,110) | 63,110 |
| Total Revenue | 265,952 | 294,631 | 230,228 | 229,547 | 354,146 |
| Expenses | | | | | |
| College Goal Sunday | 0 | 13,738 | 11,106 | 7,099 | 11,915 |
| Conferences and workshops | 181,132 | 148,281 | 137,083 | 113,532 | 172,525 |
| Executive Council | 42,434 | 44,226 | 38,111 | 40,007 | 51,162 |
| Homepage | 10,236 | 12,486 | 7,449 | 8,270 | 8,120 |
| Regional activities | 14,461 | 17,706 | 26,873 | 27,828 | 20,707 |
| Scholarship expenses | 6,000 | 7,500 | 9,190 | 7,500 | 7,500 |
| Special meetings | 3,794 | 7,497 | 9,853 | 4,121 | 10,952 |
| Special projects, training and other expenses | 4,135 | 4,394 | 7,654 | 7,933 | 6,186 |
| Total Expenses | 262,192 | 255,828 | 247,319 | 216,290 | 289,067 |
| Change in Net Assets | 3,760 | 38,803 | (17,091) | 13,257 | 65,079 |
| Net Assets, beginning of year | 782,638 | 743,835 | 760,926 | 747,669 | 682,590 |
| Net Assets, end of year | \$ 786,398 | \$ 782,638 | \$ 743,835 | \$ 760,926 | \$ 747,669 |