

NYSFAAA Executive Council
Meeting in Albany
February 8, 2010
(minutes recorded by Maria DeInnocentiis)
Approved by Executive Council on 8/5/10

Meeting called to order at 8:40

Present:

- ✓ Curt Gaume
- ✓ Dan Tramuta
- ✓ Wayne Harewood
- ✓ Steve Dwire
- ✓ Clair Jacobi
- ✓ Howard Leslie
- ✓ Rachel Barker
- ✓ Rick Cole
- ✓ Jackie Darquea
- ✓ Maria DeInnocentiis
- ✓ Bryan Kelly Austin
- ✓ Dan Robinson
- ✓ Lisa Simpson
- ✓ Shelena Duprey

Call to Order & Welcome: Curt Gaume

Curt thanked HESC for giving us the space to meet. He asked us to go around the table to introduce ourselves.

Curt said that Laura Anglin, CICU President will speak about the advocacy done by CICU and the state budget. She will present and take questions. Curt reminded all that our Association is sector neutral as we represent students. CICU is one sector but Laura has good information to share with us that crosses sectors.

Curt discussed Higher Ed Lobby Day on February 9th. The Coalition that puts lobby day together doesn't really exist anymore. Jim Vallee worked with the Coalition to make our appointment but this year we were at a loss. A NYSFAAA member helped with this for us as a courtesy. Curt distributed the information to members planning to participate.

Reading of the Minutes

MOTION to waive the reading of the 12/21/09 and 1/11/10 conference call minutes was made by Howard Leslie

SECOND: Rachel Barker

The motion was unanimously approved.

MOTION to accept the 12/21/09 and 1/11/10 minutes was made by Jackie Darquea.

SECOND: Claire Jacobi

The motion was unanimously approved.

Curt advised us that Kerrie Lubold was asked to continue the work she did last year on the Budget Committee. She will conference in with us later to discuss how to build a budget. We plan our budget at the June meeting. Also, officer elections are coming up 1st VP, 2nd VP and Treasurer are open positions. Dan Tramuta will run elections and solicit for those positions.

College Goal Sunday: Wayne Harwood

Yonkers, Manhattan and SI cancelled their Saturday event due to pending snow. They will reschedule.

Rochester was the first to run their event. A great turnout 232 came in. Poughkeepsie, a new site had a poor response. Curt questioned how the budget stands for College Goal Sunday. Wayne said the "Y" gave us funds this year and we are doing fine. The Challenge grant also helped. What about next year? Wayne feels we will be fine as we move through the budget process.

Innovation and Technology Committee: Howard Leslie

The Tech and Innovation Committee is charged to get us to do things better and faster. Ed Gilbert is here to represent the Committee. Curt thanked him for visiting today.

Treasurers Report: Wayne Harwood

We are up to date as of Friday 2/5/10. There is \$137,753 in our accounts. Our TRAK is up \$35000 and the scholarship account also increased. He needs to work with the auditors to clean up liquid and equity.

Claire asked if scholarship funds from Conference were paid to the recipients' schools. Wayne said this was requested through the Chairs and checks were made co-payable to student and their school.

Profit/Loss \$236,365. There was a small problem with dues and the conference. About \$10,000 sitting in the conference account belongs to dues. He needs to go to the bank for copies of deposits so he can clean up the split but the totals are correct. \$143,144.89. Of the \$93,000 \$25,000 belongs to CGS and the \$10,000 to Gear Up. College Fair, Training, College Goal Sunday, etc came from the Access Grant. Curt reminded that all \$49,000 in CAG funds must be accounted for by June 30th. We will ask Peggy when she calls in. Some of the cash in is not here.

Howard stated that the last entry is to Columbia for the Statewide Training he felt we should not have had to pay \$500. He suggested we investigate where we can get this service for free.

Revenue Sharing: Wayne Harwood

Region 2 has an outstanding check from 2007 for \$875 which will be sent to the Treasurer again. They have not submitted bank statements from 2007-08 and this needs to be done.

Region 4 April-June 08 bank statements are missing and need to be provided.

We will be billed for 07/08 audit and 08/09 audit this year. Approximate cost \$20,000.

Curt reminded the council that our treasury is healthy due to the conference. We have a \$45,000 profit when all we hoped for was to break even. We thank the region for their phenomenal job. We had 60 more participants because we had a robust program. We are faced with travel budget

cuts. We will continue to be challenged. He extended thanks to Exec Council. We have kept costs down and he wants to thank us for that.

He brought up the spending associated with the CAG grant.

College Access Grant awards:

\$14,000 CGS

\$6,000 Novice

\$7,400 State Fair

\$21,600 Regions

\$24,000 of the \$49,000 is already posted as cash in. We need to check if the balance of \$25,000 is still due. Curt thinks something came in last year but Wayne thinks not. We also have the expense of this council meeting but the June meeting starts us off for next year.

Wayne said that the auditor wants to see our past minutes where we changed revenue sharing and when we lowered it to \$5 per person.

Curt says we have only paid revenue sharing 2 times a year so Wayne needs to check why she wants the information. We think we changed the per person rate at the December 2008 meeting. Gina will be asked to look at it. It was the same time we moved money out of the TRAK account. It looks like we will not have to pull money from the account this year due to the positive conference.

NYSFAAA Budget Planning: Conference Call with Kerry Lubold

Timeline from last year:

March/April requests went out to Regional Chairs for funding

April/May Committee reviewed requests and contacted Chairs

June put together information for the budget meeting.

Curt feels it went fine and it went so smoothly that we would like the same thing done this year. The Committee should speak with the Chairs to see how we can find funding for those items that are important to them. The Technology and Innovation committee can help research ways to find cheaper solutions. A committee member will join with the Budget Committee on some conference calls. Kerry will email Howard the information. Kerry feels that the budget is better than expected. Kerry, Regional Treasurers, Wayne, and Curt are the usual committee members. Organizationally Steve is the Treasurer elect and it is his job to be the overseer of the process. Kerry didn't know about membership. Are we expecting any growth. Claire said we are down about 100 members. Jackie stated our budget is about a plus \$24000 which is a great position to be in at this time of year.

Curt thanked her for volunteering to serve again as Budget Committee Chair.

Conference Report: Dan Tramuta

1. Reaching out to Governance Committee about our idea for getting one main treasury account. We need to draft language for presentation by next conference call about the changing of the bylaws about this.
2. Conference 2009 – Rob Zasso reported. Conference met goals of reducing costs with a shorter agenda. Costs were \$70,000. There were about 300 attendees so we made about \$44,000 profit. The survey showed 3 days were good. Negatives: people preferred ending on Friday. Federal Update was at the end and some complained that it needed to end at noon for travel and it closed at 2:30. It was a bigger issue than expected. If we decide to move up the Fed Update then we may need to start earlier on the first day. This will cause people to come in the night before and it may have an impact on school budgets. There are pdf's of the program available email Rob if you want anything. The pdf replacing paper worked well as it allowed speakers to make changes up to the last moment. Registration needs to be open early.

A discussion took place regarding posting PowerPoints to website, offering pre-conference sessions so people are encouraged to come in the night before, keeping a NYSFAAA conference planning manual, etc.

2010 planning: Rachel Barker

The group met 3 times in January. The program as outlined is for 3 days and will begin at 10AM on Tuesday and ends at Noon on Thursday. The Federal update will be done in the middle not last day. The Committee is meeting with the hotel today. Mike Williams is trying to see about defraying AV costs. They hope to get 350 attendees 290 full and 60 day trips. They are looking for local speakers so travel expenses are kept low. There is no keynote yet. Badges are being recycled. Laura from EASFAAA may have generic signs which may be usable. They are trying to get FA professionals to pull into presentations to defray costs of outsiders.

MOTION: Claire Jacobi made a motion “to approve the preliminary budget for conference 2010”

SECOND: Howard Leslie

Friendly Amendment : Jackie Darquea

“set fee for conference at \$350 for full and \$125 daily rate”.

Both maker of the motion and 2nd agreed to change.

Re-read motion: “To approve the preliminary budget for Conference 2010 with full conference fee of \$350 and per day fee of \$125.”

Motion unanimously approved.

Dan brought up the point that to have a 2 day registration you need to do special tech things. Wayne said this is a problem and Ideta handles people who want to do 2 days.

MOTION: Jackie Darquea “to allow registration for one day only or the full conference.

SECOND: Howard Leslie

Discussion: The cost of the daily versus full was discussed by several members. Because of the shorter conference a 2 day leaves us short funds if we allow a member to do 2 one days. A suggestion is made to raise the per day fee to prevent this from happening.

Maria called the question.

WITHDRAW MOTION: Howard Leslie asked that we withdraw the motion

Unanimously withdrawn

MOTION: Howard Leslie “raise the per day conference fee rate to \$150 per day”.

SECOND: Wayne Harwood

Open for discussion. With no discussion. The vote was approved unanimously.

Rachel clarified that members will not be able to register for 2 days on line. ATEC will contact someone on the Committee if someone wishes to do that. Ideta will then manually adjust the invoice for proper billing.

CICU Presentation: Laura Anglin, President of CICU

Curt introduced Susan Perez-Nesbitt as a member of NYSFAA and a representative of CICU for Advocacy. CICU does outreach and Susan does a wonderful job of that. Getting the word out and the challenge of targeting the latino population. They are the fastest growing group in the country. Laura Anglin President of CICU is addressing us on Solutions for NY’s Future.

She is presenting and merging her past and current positions. As former Budget Director she is presenting on Fed/State budget and advocacy. She presented using powerpoint.

Dan Tramuta – His college received an academic grant for a brand new Walmart SEMILLAS grant for Latino students for outreach to the Latino population. The grant will be used to get the word out on Admission to college, an FA guide and literacy to Latino parents.

Conference 2011: Rick Cole

Rick reported that Region 2 will be doing the Turning Stone conference. It will be a great opportunity to work across the regions. Planning will bring involvement to a new level. Resources are great from NYSFAAA. There will be plenty to do. The committee is meeting on February 18th. Committee is being formed so there are no Chairs selected yet.

Rachel invited Region 2 to their next planning meeting for the 2010 conference.

Dan – wanted all to know that Curt did a wonderful job of encouraging the new members of Region 2 to commit to the challenge when he met with the Region.

Secretary's Committees

Government Relations: 2 co-Chairs Christina Horner and Holly Zaglaniczny both are active and excellent advocates and very energetic. No discussion was made on how to structure the committee. Dan has given input and the committee will move forward. To be able to have people in districts have relationships and who can pick up the phone to call their legislators is the goal.

To support Laura's informative report on budget, Curt looked at the Governor's budget recommendations. He did not realize that it is changing again. "On Page 2 half down. Bullets up to the last bullet has something to do with direct financial aid to students. Our NYSFAAA advocacy is for students in the state not in any particular region. Read through it for info on Governor's plan." Another final piece is NYSFAAA's position for our legislators and members on our position as NYSFAAA. He asked us to compare the 2 pieces we received and see if we agree or disagree or wish to change the NYSFAAA position.

*Get Copies from Curt

NYSFAAA Legislative Letter Draft:

Council reviewed the draft for changes and additions to the text of the legislative letter. We finalized the draft submitted by Curt. The draft was printed and reviewed for content.

Early Awareness

Laura has stepped down and no one was appointed to update the brochure. Laura and Cathy asked for someone to create something to put on our website to Chair the Committee.

HS Outreach

Kathy McCowski has resigned and Pat Johnson of Hobart and Smith College will chair the committee.

Jackie – now that HESC does it all what is this person supposed to do?

Curt – we partnered with State on the guidance expo and they paid for some of our more traditional workshops. The chair would work with HESC to make sure we can move forward and determine what we can do.

Communications –

Laura Worley is putting together the electronic newsletter. Ideta Daniels said we need to work on the website. It is very outdated. We need to talk about it with Ideta. Many of our most recent documents are not up on the web. Gina has the documents but we need to get them on the web. Dan will be looking at the current structure for changes/ improvements.

A discussion took place about the website. Some thoughts were that we have really fallen behind on communications, especially social networking. We need to move into the technology age. Howard volunteered to ask his son to look at our web and social networking for ways we can improve ourselves at no cost to us. Wayne reminded the Council that we are not sticking to our 5 year plan and working with it. Social networking is on the plan. Most agreed that we need to focus on social networking and keep the website fresh and new. It will take some time and work!

1:35 CAG- Conference Call with Peggy Stearns

We have reports from Regions. She spoke to Adrian Day. They want more detail. She needs to contact them and the state fair group to get the interim report up to date. She has activity reports from Regions 2,3,4,6.

Wayne said he has not received money requests from the regions. Peggy said that it must be encumbered by June 30th. We have to have it spent before August 15th. The ones who haven't come in yet haven't been reached yet. She will give Curt an update and he will send it to the Regional people. Jackie suggested that if regions can't figure out a way to spend the money then maybe we can print our early awareness piece with it. Curt said he will give the info to the Regional folks.

The draft of the legislative letter was ready for review so the Exec Council reviewed the revised draft of the letter and made final changes.

MOTION: Shelena Duprey “to accept the Legislative Letter as drafted by Exec Council”

SECOND: Rachel Barker

Open for discussion. No discussion the vote was taken and passed unanimously.

*Curt will give an electronic copy of the letter to Gina

1st Vice President Report: Claire Jacobi

Claire Jacobi – apologized that she did not reach out for reports from some of her committees(mentoring/awards) .

Membership - we have 1089 members, down 464 from the prior year. Of the 464 there are 73 pending payment which can't be counted as members until they pay. 320 were contacted directly and are not paying. She wants everyone to send membership checks to her not Wayne. She needs to log them in first and then she will give checks to Wayne. People are signing up for membership more than once and the invoice get created again. Her handout includes membership data, volunteer list and current membership count.

Curt is concerned about institutions not paying for their staff to be members of NYSFAAA. Should we do a survey? How willing are members to pay their own dues. We need to do this for planning purposes.

2nd Vice President Report: Howard Leslie

Statewide Training – Vera is in a holding pattern. She is upset about the issues involved. She asked Beth Post to be her co-chair. Vera is reorganizing the committee and she will do something with SUNYFAP/EASF AAA in statewide training.

Technology and Innovation Committee – the committee will soon be taking off. Contact them through your committees to get their help. It was suggested that we invite the TIC to our regional meetings to talk about what they do.

Novice – Lisa will report when she arrives.

Registration will be live 4/1. Costs will be kept the same. It will be SUNY Brockport for \$580. June 5-11. Notice that we will be charged for classroom space which they have never done before. Mini-novice will be at Berkley on 2/26 and 2/27. This will help NYSF AAA’s budget.

Experiment #2 will begin in 2 weeks at Berkley. Novice Training will be done at Berkley. 25 people at \$250/person plus expenses. NYSF AAA will make a good profit from this. When will we be publicizing this further?

Wayne asked where are we with copywriting our training manual. We’ll wait for Lisa’s report.

EASF AAA Training

Curt – was at their Exec Council on Thursday and Friday. Wayne is chair of Community Colleges. Heather is Chair of Training committee. Cathy Patella is Treasurer and Curt is the NY Rep.

“Managing Through Tough Times” is an EASF AAA training event. It is currently being offered in only 3 states: Maryland, Massachusetts and New Hampshire. Howard suggested we should have it in NY. It is a development workshop and the training materials are excellent. Curt will look for a NY site.

Curt was asked if we want to have it in NY. It is free for members of EASF AAA. Non-EASF AAA members are being charged \$50 that is the cost to join EASF AAA only. People around the table felt the advertising made it look like it was inviting Directors/Assoc Directors but it is not. It is geared to FA and Stud Accts and EM professionals. The topic is services and strategies available to schools without increasing resources. EASF AAA is also working on workshops on Direct Lending for later this year. John View felt year-round Pell is a training issue. Question on table is are we interested in a site in NYC? The event is planned for the end of February.

HESC REPORT: John Austin

FA Awareness- thanks to all who volunteered and interesting contacts have come up.

College Access Challenge Grant - Charter Schools – 2 large ones are signed up. HESC would like to leverage this more next year.

Start Here-Get there website is very effective – check it out

NYHELPS - 50 Colleges participating. We need a big effort on awareness. It is a good product and going forward there are new ideas. They want to change the annual limit, etc. It is fledgling and continued support is needed.

FA Literacy in NYHELPS- The literacy module in NYHELPS has aided HESC to gather data. It was not a stopping point for borrowers. The length was not a problem for them. They are passing the test.

FA101 – working to make it available to students who are not borrowing loans. HESC wants to track to see if it helps in default, in retention? Do correlations exist? How can you prove it?

There was a discussion of Intermediate FA training. Curt asked Regional Chairs to get feedback from the Regions and then we can decide how we want to address it.

Wayne –College Bowl Sunday for next year, NYSFAAA would like to partner with HESC. Is that possible? Sure

John was asked about the 1% fee for NY Helps, wondering if it is up for discussion. John said that it could be up for discussion in the future and that schools need to be active and to respond and let their needs and thoughts be heard.

Questions arose about SWASFA and SASFAA intermediate training program. It is touted as excellent training. Rick Cole stated he had participated in that training years ago and that it was excellent. Lisa said the agenda is very meaty.

Regional Reports:

Region 1: Bad feedback on the Statewide Training webinar. They thought it wasn't as meaty as it should have been. The quality of the presentation was disappointing to some regions. They want a support staff workshop. The conference committee just began but bad weather has limited them. College Goal Sunday is in Buffalo this Saturday. They piggy backed with the Buffalo school district. Another one is in Niagara Falls on 2/19 and it is expected to go well. CAG – Michele Rizzo is offering guidance counselor training in Buffalo.

Region 2: holiday meeting and they discussed the 2011 Conference. College Goal Sunday. Next meeting 2/18 – agenda includes Regulation Z

Region 3: They are meeting this Friday.

Region 4: Jim Vallee's retirement was celebrated at the Holiday Party. They did toys for tots. College Goal Saturday last week and 55 families turned out. Everyone excited about session for Soup Kitchens

Region 5: Toy Drive was successful. 4 College Goal Sunday events only 1 was cancelled due to snow possibility. Lobby Day and CAG.

Region 6: No written report. Our holiday meeting was at FIT and we had a panel discussion of the 4 loan servicers selected for PUT loans and Direct Loans.

Region 7: no report.

Region 8: 3 people showed up for statewide training. They cancelled the December meeting but they are meeting next week. The region held 2 Guidance workshops that were well attended. They were interested in Challenge Grant funds. Support staff workshop is due next month.

PRESIDENTS REPORT: Curt Guame

Government Relations Committee: Dan Sistarenik/ Sue Mead

Federal Relations – Holly Z. is on the committee. We put out a paper on direct lending to share our frustration with DL. Curt and Dan get requests from lenders to write more letters. Holly said stop writing. They know what we want to say. Should we continue our advocacy? What do we tell our schools? Curt put his thoughts in the newsletter. A discussion took place.

EASFAAA Report:

Elections will be held this year with 3 candidates for President, VP is running unopposed, Treasurer is running unopposed, Secretary has 2 candidates

Jackie is representing NYSFAAA at the leadership conference and Dan will represent us at the NASFAAA leadership workshop.

The Regional Conference is being held at the MGM Grand in Foxwoods, CT. There will be a competitive state table at the Conference with items that represent us. Curt needs volunteers for the table. Regional Chairs should ask for volunteers of people who plan to be there. Curt needs ideas and items. Clair volunteered to help.

There were over 500 people at their state conference in Puerto Rico. 2 state locations are being considered, Newport, RI or Philadelphia, PA. The down side of Newport is cost. They want \$30,000 for meals. The room rate is good. Philadelphia is willing to work with EASFAAA on costs.

EASFAA is looking at moving to institutional membership rather than individual membership. If you have an institutional membership then everyone can participate in training events. They have scheduled it to begin one year from this spring if it is approved by membership this spring. They believe they will gain membership by doing this.

Community Service Day – each state would volunteer at a soup kitchen. They recommend 3/17. Brian is researching. Curt wants Regional Reps to go back to region and find a soup kitchen to join up with. Take pictures of your participation for that event. Get that information to Curt asap.

Currently there are 518 members of EASFAAA. They are working on their database to pull it out.

Scholarship Committee – no report

Old Business

Conference Committee Chair - Claire has not received the \$2100 from the silent auction. Wayne will look into it and follow through.

New Business:

Conference 2012 - Curt received info from Don Taylor on locations. We probably don't have to make the decision now as we have downsized our conference. We can take some time to think about it though. If we stay with rotation it would be in Region 4. We need to know how we want to handle it as far as the regional theme.

Of the Conference attendees 17% of them (61) were vendor attendees. Rachel was asked to look at the vendors to see how many attendees were FFELP lenders. Roberta Daskin from Sarah Lawrence chaired the vendor committee.

A discussion took place about a special Presidential citation for NYSFAAA. It seems that EASF AAA and NASFAAA have a citation for Committee of the Year. He feels we should follow suit and he would like to see us do this type of citation for the Committee of the Year. Howard thinks it should be a special Presidential Citation. It would follow the same process as was used for the SLATE committee. Curt will discuss this with Heather for our next conference call.

Lobby Day:

Jackie asked how members should handle meetings with legislators? A discussion took place on how Lobby Day works.

Motion to adjourn by Rachel and seconded by Sharlena. Meeting adjourned at 5pm