

**NYSFAAA Executive Council Meeting
August 5 & 6, 2010
Craftsman Inn, Fayetteville, NY
(official/approved minutes)
Thursday, August 5, 2010**

Present:

- ✓ Curt Gaume
- ✓ Dan Tramuta
- ✓ Wayne Harewood
- ✓ Steve Dwire
- ✓ Clair Jacobi
- ✓ Gina Soliz
- ✓ Rick Cole
- ✓ Maria DeInnocentiis
- ✓ Bryan Kelly Austin
- ✓ Dan Robinson
- ✓ Troy Martin
- ✓ Kathy Flaherty
- ✓ John Austin
- ✓ Peg Stearns
- ✓ Theresa Gieseke
- ✓ Leah Bove

1:05 Call to Order & Welcome – Gaume

1:10 Reading of the Minutes – Soliz

MOTION to waive the reading of the 2/8/10 minutes and 3/17/10 & 3/24/10 conference call minutes was made by Wayne Harewood.

SECOND: Maria DeInnocentiis.

The motion was unanimously approved.

MOTION to accept the minutes 2/8/10 minutes and 3/17/10 & 3/24/10 conference call minutes was made by Steve Dwire.

SECOND: Troy Martin.

The motion was unanimously approved.

Treasurer's Report – Harewood

Audit Reports

Wayne provided us with the *Arcara & Borczynski LLP* Independent Audit Report. Included was a 2004-2008 comparison. A discussion took place about how risky our investments are, the fact that our source of revenue has dried up, and that we need to contact Smith Barney to arrange for a conference call or face-to-face meeting to discuss our current situation and what direction we are going in to ensure preservation of our organization and charitable status.

Treasurer's Report

Our year end income for 09-10 (balance as of 6/30/10) is \$64,967.10 of which \$29,836.07 is College Goal Sunday, \$8000 Gear Up, and \$5200 (?) College Access Challenge Grant.

MOTION to accept the Treasurer's Report was made by Clair Jacobi.

SECOND: Gina Soliz

The motion was unanimously approved.

College Goal Sunday

In 2009-10, 1320 students were served, 349 volunteers, 23 sites. 10-11 additional sites will be added. \$25,000 was received last year (09-10), \$15,000 received this year (10-11), and \$10,000 3rd year (11-12). EASF AA expressed concern that CGS is not under the umbrella of NASFAA. The NASFAA Board said it fell under Lumina Foundation.

2/5/11 is a Saturday – the date may change according to location.

We revisited the idea that CGS should have a separate bank account.

MOTION made by Wayne Harewood to establish a separate checking account for College Goal Sunday.

SECOND: Clair Jacobi.

The motion was approved unanimously.

1st Vice President's Committees – Jacobi

Membership

09-10 1129 members total.

10-11 165 members have registered so far.

The committee discussed institutional membership vs. individual membership. 333 Institutions existed in 09-10 (every type, including lenders). So far there are 184 institutions this year. If we charged by institution, we may have more revenue by charging \$300/institution for 1-6 members; 7-12 \$650; 13+ \$1200. There are approximately 75 schools with one member only.

Kerry re-phrased the concept to a “group discount” rather than eliminate the idea of individual membership. If we considered offering a group discount for larger institutions, we would need to evaluate whether that requires an amendment to by-laws.

A discussion took place about how to encourage membership. If we did a membership drive, we may need to have a complete listing of training opportunities, show what a good value it is (the conference and training), and send a call for membership to financial aid directors, college presidents. We recalled this conversation happens regularly at Executive Council meetings. If we continue to develop our technology, we could get more members who would log onto webinars for training. There are groups (ex. Graduate students in Higher Education Administration/Student Personnel Administration programs, guidance counselors) that have been untapped. Think creatively about a new kind of membership drive.

Curt charged the Membership Committee to look into other membership types but also to look into how we can market ourselves to fellow financial aid administrators who are not currently members. We need to evaluate how and are we are serving our membership. Are we meeting their needs? Are members getting a good return on their membership fee investment?

Mentoring – Hunter

Cards were filled out by Novice attendees.

Awards - Flaherty

Committee has put out a call for nominations. The committee will entertain how the conference committee will present the awards (ex. Regional awards may continue to be given at the luncheon).

President Elect

Governance – Tramuta

The NYSFAAA Governance Committee had one major task during the year relative to drafting language to be included in the NYSFAAA “Policies and Procedures” manual relating to **Account Opening and Signature Requirements** that was presented to Executive Council for their consideration at their July 2010 meeting. This policy and procedures change is tied to moving NYSFAAA away from individual regional accounts at different lending institutions and instead having (1) major account with corresponding regional sub accounts all held at the same bank. This change would serve the organization very well in reconciling records at both the regional and NYSFAAA Treasurer level. The language drafted for the NYSFAAA Policies & Procedures manual is listed below:

Account Openings and Signing Authority

POLICY: NYSFAAA, under our Tax ID Number (TIN#), will have all non-investment assets available in a checking account with a sub-account for each of the eight (8) regions.

Signature authorization on the bank account shall consist of any one (1) of the following: NYSFAAA President, Treasurer or Treasurer-Elect. Signature authorization on each of the sub-accounts shall consist of any one (1) of the following: NYSFAAA Treasurer, Region Treasurer or Region Chair.

PROCEDURES:

1. It is the responsibility of the NYSFAAA Treasurer or Treasurer-Elect to ensure the account's corporate resolutions and signature cards remain current with statewide and regional position holders.
2. It is the responsibility of the region treasurers and/or region chairs to notify the NYSFAAA Treasurer or Treasurer-Elect of position changes.
3. The NYSFAAA Treasurer may make deposits into the sub-accounts without express permission from region treasurers or chairs.
4. The NYSFAAA Treasurer may make withdrawals, transfer funds, write checks or sign checks from the sub-accounts only with express permission from region treasurers or chairs.

MOTION: Made by Steve Dwire "to approve the Policy to open Eight Sub-Accounts that was put forward by the Governance Committee."

SECOND: Rick Cole

A discussion took place. It was recommended that we add language to the motion, 'to follow the procedures outlined by the Governance Committee.' We recognize that it is a lot of work for the Treasurer, Treasurer-Elect, or Past Treasurer, but, to be in compliance (according to auditors) it is highly recommended. We should put in a phrase, 'to begin the transition process.'

A FRIENDLY AMENDMENT TO MOTION was made by Maria D., "To establish the attached policy for account openings and signing authority as proposed by the GC and the procedures suggested."

Steve Dwire accepted the friendly amendment.

The motion passed unanimously.

Elections: Clair Jacobi – 1st VP, Howard Leslie, 2nd VP, and Gina Soliz, Secretary were re-elected. 21% of our membership voted.

MOTION: A motion to destroy the 2010 election ballots was made by Wayne Harewood.

SECOND: Troy Martin

Motion passed unanimously.

Conference 2010 – Bove/Ryan

This year's conference will be held at the Adams Mark in Buffalo from 10/19 through 10/21/10. The conference fee is \$350. Day trip fee is \$150/day. Since the conference has been reduced by one day, should the day trip fee be reduced? Room charge is \$125. There is a parking fee. Question was raised about reduced conference registration fee for retirees (ex. Offer a special rate for retirees to pay for meals only).

There was a question about how we define retired members. See article VI Membership definition. There may be some members who retired who should be associate members (if they are employed as a consultant, for example). Governance Committee will need to review this issue.

"Celebrating Commitment to Student Success" The luncheon will have a student speaker, former FA recipient, etc. They are looking for a student act to entertain at the banquet. Program/Agenda has been tentatively arranged. 8/13/10 registration will go live.

Scholarship baskets – will do a raffle instead of a silent auction. They plan to do a survey monkey evaluation (they'll contact Howard Leslie). The conference committee will post PDFs of sessions on website.

Vendors – a discussion took place about looking at why we charge vendors only the cost of a table and drayage rather than an exhibitor fee. There is value for both the vendors & the attendees to get information from each other. Should exhibitors pay a larger fee (ex. \$250) and also pay a registration fee for the each person who represents the vendor?

MOTION: Clair Jacobi made a motion that every representative of each vendor must be a paid member of NYSFAAA and pay the conference registration fee.

SECOND: Maria D.

Motion passed unanimously.

NYS GEAR UP Program – Patella, Barton

Cathy Patella lead a discussion about the options of how to proceed with an additional GEAR UP grant request.

If we choose to submit a proposal in spring 2011, we'll need a commitment from each region in NYSFAAA to have a coordinator. Each region would have a college and a 7-12 school that is involved in GEAR Up. HESC would be the lead agency in the project, so NYSFAAA would submit the proposal to HESC. HESC would have the master grant.

There is an administrative burden that goes along with this. There is a lot of documentation that goes along with it and it is a long commitment (7 years). Curt needs the regional representatives to go back to their regions in September, fully understanding the commitment, and making a decision at the October 2010 Executive Council meeting (that precedes the annual conference) as to whether we'll submit a proposal.

Friday, August 6, 2010

Budget Presentation – Lubold/Harewood/Dwire

- Should we base our budget on having a membership of 1128?
- How should we address the regional requests?
- We won't grant regional requests for Support Staff Workshop at this time, however, if there is a profit from the annual conference, our first priority would be to financially accommodate regional requests for SSWS.
- It was recommended that revenue sharing would cover regional meeting expenses (for example, for light refreshments).
- We should allow autonomy to the regions (if they want to charge for SSWS, if they want to charge a regional fee, if they want to collect donations for coffee at meetings, etc.)
- Novice Workshop – is typically a break even event \$48,000 income & \$48,000 expenses.
- Scholarship - \$7500 income, therefore \$7500 awarded in scholarships. The scholarship account has a healthy balance – would we need to use the account if the raffle baskets didn't cover the awards?

MOTION: Maria D. made a motion to use the money in the scholarship account to fund our NYSFAAA scholarships in 2010.

SECOND: Steve Dwire

Friendly Amendment: To utilize the NYSFAAA scholarship TRAK account to cover any shortfall from the donations and raffle to fund our NYSFAAA scholarships as budgeted in 2010. Steve: accepted the friendly amendment.

A discussion took place about the history of the scholarship fund – it was intended to be an endowed account in which the income earned is what is available to award in annual scholarships.

Vote on the motion took place. 8 in favor, 4 opposed. Motion was approved.

- No other income is listed on the current budget.
- We discussed offering the “Monroe Experience” at other colleges. We haven't explored this in detail. In the past the Novice Committee coordinated it. We will ask the Professional Development Committee to join in the effort (note that the Novice training manual has been updated now and we're trying to get it copyrighted) which could create opportunities for novice and intermediate training throughout the state at individual campuses.
- The Mentoring Committee requested a fee waiver for new Novice members for the annual conference.

MOTION: Maria made a motion to move the issue of offering Novice discounts to the 2011 Conference Committee.

SECOND: Rick Cole.

After a discussion, the Motion was withdrawn.

Budget Presentation – Lubold/Harewood/Dwire (continued)

- A discussion took place about how to support new members through the mentoring committee and whether we should grant the committee's budget request for approximately \$3000.
- Govt. Relations Committee requested funding to go to Washington DC.
- Awards Committee \$1500 requested
- Development Committee \$500
- Statewide Training – they hope to offer video conferencing again in 10-11.

MOTION: Steve Dwire made a motion to update the revenue sharing amount to \$10 per member for 2010-2011 year (\$5 per member in January 2011 and \$5 per member June 2011).

SECOND: Wayne Harewood.

Motion passed unanimously.

MOTION: Maria made a motion to update the P&P manual to reflect that revenue sharing be set by Executive Council on an annual basis.

SECOND: Steve Dwire

Motion passed unanimously.

- 501B Professional Services – accommodates the annual audit fees & insurance costs.

MOTION: Wayne made a motion to accept the 2010-11 budget as proposed.

SECOND: Dan Robinson

Motion passed unanimously.

HESC Update – Austin

Q&A about TAP was emailed yesterday. HESC can't go out with TAP award information any earlier than 8/20/10 because of coding issues in the computer system.

CACG

GEAR-Up

NYHelps – 75 schools are participating. The program has \$3 million to be disbursed, many new applicants daily. The website has 1300 hits per day. There is a mix of what people are selecting and what FICO scores they have. The average loan is \$10,900.

They have a long term plan to modernize the TAP process and would like to hear from schools (contact Norene Gross, Tom Palmeri). A survey will be sent to schools.

A question was raised about how to stop graduate students from going through the application process, now that there is no more grad tap.

Secretary's Committee's (Soliz)

Communication – Daniels/Worley

Find out what ATAC is charging us to post the webletter. There should not be a charge for any typesetting.

Can we find out how many hits we get on the webletter?

Can we attach it as a PDF to a listserv email?

Anne Barton will be looking into other website competitors.

Should statewide committees be charged with what is happening in each of their areas? We could include a summary of what Exec Council is doing. There should be more schools and NYSFAAA members contributing to the articles. Each region could provide a summary of what is happening in their areas across the state, too.

High School Outreach - Johnson

Will be setting up conference call or in-person meeting to coordinate Expo's and other additional workshop sites.

NYSFAAA will again be incorporating many of their high school counselor workshops into the Guidance Expos sponsored by HESC across the state. The following dates and locations have been set for this year's workshops:

| | |
|---------|--|
| 10/18 | Westchester County Civic Center (Region 5) |
| 11/16 | Syracuse OnCenter (Region 3) |
| 11/17 | Rochester Radisson Hotel (Region 2) |
| 11/18 | Buffalo Convention Center (Region 1) |
| 11/22 | Albany Crown Plaza (Region 4) |
| 1/27/11 | Long Island Hyatt Wind Watch (Region 7) |

NYSFAAA workshops will also be held in the following locations:

| | | |
|----------|--|---------------------|
| Region 3 | Binghamton Regency | 11/5 tentative date |
| Region 6 | No location or date yet, committee will be meeting shortly to plan | |
| Region 8 | Paul Smith's College | 11/3 |

The agenda for the 2010 Expo is not currently available but will be similar to last year.

Expense of mailings will be passed onto regions – each regional committee may try to break up that expense amongst members to get as many invitations out to schools so that turnout is good.

15,000 Wall Charts will be printed. NYSFAAA will be responsible for mailing it (we can get the bulk postage rate).

2nd Vice President's Committees (Leslie)

Professional Development – Senese/Post-Lundquist

Statewide training dates – Fall 11/9/10 or 11/10/10; spring 4/12, 4/13, or 4/14/11.

The teleconferencing format will continue. The results of Survey Monkey are available.

Novice Training – Simpson/Papke

71 or 72 people attended (which is a higher number over last year). New England colleges were invited (someone from Vermont attended). It was a great group!

New Innovations Committee – Leslie/Gaume

The committee has nothing to report at this time.

Treasurer's Committees (Harewood)

Grant Writing – Stearns

College Access Challenge Grant (CACG) roughly \$49,000 in a grant ending June 30th. It was a learning curve to try and administer the grant (a lot of paperwork was involved).

We received the first half of the grant, but declined the second half. We've spent \$23,250 of the first \$24,500. Peg is still trying to collect documentation and has to backtrack (asking for additional paperwork that wasn't originally requested on the Event Form). We can use the remainder of the money to purchase supplies for Novice (ex. new binders for novice training need to be purchased).

A discussion took place about the administrative burden. It almost requires a part-time paid person to administer. The P&P manual may need to be reviewed to update the language – it currently defines who can receive speaker fees for training and who cannot (NYSFAAA members cannot be paid). This may be targeted to training, not about grant administration. When we write a grant, we must be very specific about what we need (establishing categories – technical equipment like projectors, part-time paid administrator) the approved funds can be moved from category to category.

The CACG grant proposal may come due in spring 2011.

Old Business (none)

New Business: Gina asked officers: Please remind your committee chairs that the Annual Report needs to be emailed to Gina.

Exec Council meeting dates will be established well in advance for the 10-11. We'll need to discuss if we should meet in Albany in February on a Tuesday – email your ideas to Dan Tramuta.

MOTION to Adjourn was made by Dan. Second: Rick.

Treasurer's Report

NYSFAAA, Inc.
 Balance Sheet
 As of June 30, 2010

| | Total |
|---------------------------------|--------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 004 HSBC Checking | 95,678.78 |
| Gear Up (deleted) | 0.00 |
| Total 004 HSBC Checking | 95,678.78 |
| 005 HSBC Ready-Set-Go (deleted) | 0.00 |
| 006 HSBC Scholarship | 13,821.61 |
| 007 KEY-CHECKING (deleted) | 0.00 |
| 008 KEY-MONEY MKT (deleted) | 0.00 |
| 009 KEY-SCHLRSHIP (deleted) | 0.00 |
| 997 CLNB R-S-G (deleted) | 0.00 |
| 998 CLNB-SCHLRSHIP (deleted) | 0.00 |
| 999 CLNB-CHECKING (deleted) | 0.00 |
| Total Bank Accounts | \$109,500.39 |
| Accounts Receivable | |
| 042 Grant Receivable | 10,000.00 |
| Total Accounts Receivable | \$10,000.00 |
| Other Current Assets | |
| 023 TRAK | 188,569.32 |
| 024 TRAK SCHOLARSHIP | 142,679.11 |
| 050 Prepaid Expenses | 5,358.87 |
| 100R Regional Cash | 47,709.72 |
| Total Other Current Assets | \$384,317.02 |
| Total Current Assets | \$503,817.41 |
| Other Assets | |
| 021 MUTUAL SERIES (deleted) | 0.00 |
| 022 T.ROWE PRICE (deleted) | 0.00 |
| 025 VANGUARD (deleted) | 0.00 |
| 040 Accounts Receivable | 6,025.11 |
| 045 Prepaid Expense (deleted) | 0.00 |

| | |
|-------------------------------------|---------------------|
| 20TH CENTURY (deleted) | 0.00 |
| Total Other Assets | \$6,025.11 |
| TOTAL ASSETS | \$509,842.52 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 060 Accounts Payable | 93,486.22 |
| Total Accounts Payable | \$93,486.22 |
| Credit Cards | |
| 065 MASTERCARD | 4,502.05 |
| Total Credit Cards | \$4,502.05 |
| Other Current Liabilities | |
| 060 Accounts Payable (deleted) | 0.00 |
| 070 Sales Tax Payable (deleted) | 0.00 |
| 075 Deferred Revenue | 3,870.00 |
| 075 Deferred Revenue (deleted) | 0.00 |
| 077 Deferred Grant Revenue | 21,838.51 |
| 302 Temporarily Restricted | 136,426.38 |
| Total Other Current Liabilities | \$162,134.89 |
| Total Current Liabilities | \$260,123.16 |
| Total Liabilities | \$260,123.16 |
| Equity | |
| 300 Fund Balance | 28,437.35 |
| 3000 Opening Bal Equity | 5,753.26 |
| 301 Unrestricted | -224,070.84 |
| 303 Unrestricted Regional Programs | 43,521.25 |
| 3900 Retained Earnings | 331,111.24 |
| Net Income | 64,967.10 |
| Total Equity | \$249,719.36 |
| TOTAL LIABILITIES AND EQUITY | \$509,842.52 |

Wednesday, Aug 04, 2010 09:51:03 AM GMT-4 - Accrual Basis

This report was created using QuickBooks Online.

NYSFAAA- Region 2 Update for August 5&6 2010 meeting

August 4, 2010

Dear Colleagues,

Well the big news out of NYSFAAA- Region 2 is our decision to plan and host the NYSFAAA Annual Conference at The Turning Stone Conference Center and Casino! We are extremely excited to have booked a venue that promises to deliver NYSFAAA members a conference to remember. The facilities are top notch for our daily business and trainings, and after the work is done each day Turning Stone offers great entertainment so that everyone has a chance to socialize and form wonderful new relationships. The 2011 NYSFAAA Conference will be held from October 17-20th. The Co-Chairpersons for the conference are Mark Schwartz from Monroe CC, and Jan Scheutzow from Nazareth. They are already hard at work getting their team in place.

Like most of you, our region has many schools making the switch to Direct Lending. Our last monthly meeting involved training to help reinforce the steps needed with this change, and I believe most everyone involved was doing a good job. The next couple of months involve Novice Training at SUNY Brockport, and continued conference planning for the committee members planning the big event. We have closed meetings during the summer rush, and plan to meet again later in September after getting the students settled.

Region 2 has gone through many changes over the last few months, and we have been a stronger group as a result. We have had to say goodbye to close friends Cindy Kohlman and John Smith, both going to SUNY Buffalo and Region 1. Jan Scheutzow of Nazareth has taken over the Chairman's duties and Rick Cole from SUNY Geneseo is the new Executive Council Representative for Region 2. There are many new faces coming to the front, and we expect the 2011 Conference to help create a new vibrancy and energy that will continue positive change and growth for Region 2. All of us in Region 2 are looking forward and embracing the changes together.

Sincerely,

Rick Cole- SUNY Geneseo
Executive Council Representative
NYSFAAA- Region 2

Region IV
Executive Council Update
Bryan Kelly-Austin

Thursday, August 5th 2010

Regional Co- Chairperson Welcome
- Introductions of Region Members

Our Region IV meeting was held on Friday, May 14th, at Maria College. We had a terrific turnout with 23 Region IV members in attendance.

Region IV Updates:

For this Region IV meeting we decided to hold a topic discussion on year-round pell and direct lending. We encouraged Region IV members to bring any questions they may have. This was in preparation for the June 3rd Statewide training at Hudson Valley. We brought quite a few questions to their panel.

As you can imagine Direct lending questions and concerns, including the implementation, consumed most of our May 14th meeting.

Anticipating Michael Iris's presentation on Social Media and communication; we discussed the future of interactive roles within the financial aid office. Linking technology and direct information for parents and students, via social networking.

For the Hesc Update,

- Discussion continued on NYSHELP Loan and Regulation Z. This included changes to alternative loans.

2010 FSA Conference

- Those who were unable to attend the 2010 FSA Conference received session handouts. We then discussed question and answers about the conference and individual sessions.

Soup Kitchen Volunteers

- We discussed NYSFAAA's soup kitchen idea and it was well received. At our next region meeting a potential date will be finalized with volunteers.

Future Meetings:

We have yet to set a future meeting date.

NYSFAAA Region V Report

August 5, 2010

- Little activity in the region – we attempted a Support Staff workshop, but interest was low so it was cancelled
- 8 people attended the Statewide Spring Training session on Year Round Pell and Social Networking
- Concern from region chair on low turnouts and interest in region
 - Requesting a list of membership so an outreach can be performed
- Request for regional and state awards has been sent to the regions members

Region VI Report
Maria DeInnocentiis, Regional Chair
August 5-6, 2010

March Meeting at Columbia University – 3/25/10

This was held on 3/25 and the training topic was "Doing More With Less". The panel included Daniel Barkowitz from Columbia, William Berrios from SVA, Barry Fischer from FIT and Jim Newel from SUNY Downstate Medical. The meeting was very successful with 46 attendees.

Tri-Regional Conference – 5/14/10

Was a great success for the Committee who worked tirelessly to ensure a frugal but informative Conference. It was held at Monroe College on Friday May 14th and the Agenda included:

1. Federal Update – Fred Sellers, USDE
2. Direct Loan Servicer Panel – Nautochia Web, USDE; Leigh Bove, Great Lakes; Anne DelPlato, Nelnet; and Delaina Naugle, Sallie Mae
3. Redress Your Stress – Darron Grussendor, TG
4. HESC Update

There were over 100 registered members and thanks to the generosity of Monroe College the cost of the conference was minimal.

Region VI plans to hold at least 3 meetings this year. In September, November and December.