

**NYSFAAA Executive Council Meeting  
February 7, 2011  
HESC Offices, 13<sup>th</sup> Floor**

Present:

- ✓ Dan Tramuta
- ✓ Curt Gaume
- ✓ Howard Leslie
- ✓ Steve Dwire
- ✓ Gina Soliz
- ✓ Rick Cole
- ✓ Jackie Darquea
- ✓ Bryan Kelly Austin
- ✓ Dan Robinson

- ✓ Maria DeInnocentiis
- ✓ Shalena Duprey
- ✓ Lisa Simpson

Absent:

- Clair Jacobi
- Wayne Harewood
- Rachel Barker
- Ray Villalona

**Call to Order – Tramuta**

Dan reviewed the agenda for the day. Tomorrow's Lobby Day was discussed.

**Reading/Approval of the January 5<sup>th</sup> Conference Call Minutes – Soliz**

**MOTION:** A motion to waive the reading of the minutes was made by Howard Leslie.

Second: Maria DeInnocentiis.

Motion approved.

**MOTION:** A motion to approve the minutes was made by Rick Cole.

Second: Maria DeInnocentiis.

1/5/11 Minutes approved unanimously.

**8:45 Treasurer's Report – Dwire**

- Treasurer's Transition

Wayne and Steve met in January. Steve has checking account access. Wayne will reconcile the last half of 2010 and in February will give that to Steve. We'll have a large audit expense this year, but we've made a profit from the last two conferences.

- 2009 & 2010 Audit Update/Outstanding items, e.g. Revenue Sharing email, etc.

Steve spoke with our auditor, Alicia. Focus is on the 08-09 audit. Steve has a list of what is needed from each of the regions. He should have everything to pass onto the auditor. Once complete, the 09-10 audit will take place. Region 2 is the main focus (one region each year is selected to provide all receipts and documents).

Once we get caught up in the treasurer transition and the two audits, Steve will have a quarterly conference call with regional treasurers. In doing so, he will be able to keep up with collecting quarterly statements. The sooner we give auditors the information, the less expensive the audit will be. Goal is to always have audit complete by the time we conduct the business meeting at the annual conference.

The auditors filed an IRS Form 8868 to request a filing extension. The Form 990 is the tax form required to file for charitable organizations. The letter to file an extension on form 990 will give NYSFAAA an extension from 2/15/11 to 5/15/11. Our audit should be done by that time, so the IRS form will be filed before the new deadline.

- Update on Regional Sub Accounts

Steve will be working with Vivian from HSBC to set up the accounts, hopefully by March 1, 2011. The old accounts must be closed by 6/30/11. Revenue sharing will go into these new sub-accounts. We need to decide if we need to go back to 08-09 to send revenue sharing to the regions. Paid December 2008 but not June 2009?? Did we vote to pay the

regions that hadn't gotten paid? Gina should check minutes and motions to see if we made the past payment. The auditor didn't have record of this payment (but she is only looking at 08-09, it might be in the 09-10 revenue sharing).

- **College Goal Sunday – Harewood/Dwire**

Linda Bridgewater retired, can't volunteer for 2 years. HESC's Adrienne Day will now be compiling the spreadsheets. Steve and Adrienne will work together to reconcile and make payments. Cathy Patella will need the list of volunteers and the number of students who attended. The numbers will be used as the "in kind" match for the last grant.

- **College Access & Challenge Grant (CACG)**

Neither the mid-year nor end of year report has been filed. There is a lot of work to do to resolve reporting and auditing issues. Peg has asked to step down. Curt has volunteered to take over.

For the next cohort of grant funds, what is the timeline to make an RFP commitment? We'll need to submit an RFP within the next 2 months. We need to get a team together to administer the grant. It will require a very organized, task oriented person to manage the grant. The next CACG grant could either be a statewide endeavor, or a specific (regional) targeted area. Curt thinks it may be more difficult to burden just one region with the administrative task of completing the reports and keeping the detailed records necessary to administer the grant.

### **9:30 HESC Update – John Austin & George Kazanjian**

John's HESC update: last Tuesday the NY state budget was unveiled. It did not merge HESC with another agency. A workforce savings initiative was included in the budget, but HESC was not targeted. NYHELPS had a \$6 million savings, the program will continue 2 more years. And, if the budget stays as it is, the 1% college fee will continue. HESC is continuing to explore relationships with guarantee agencies, to provide services to colleges. ED is looking to guarantors for collecting, financial literacy efforts. HESC and ED – voluntary flexible agreement – co-mingle services that can go across state borders?

Financial Aid Awareness Month is right now. Regions 6 and 7 have been heavily involved.

HESC and NYPIRG have been given conditional awards (no contract has been made yet). HESC could build a website and live operator call center, focusing on financial literacy and coaching students to seek all the free money first, before borrowing for college. The award will run for 4 years, the grant paying for one year and HESC taking over the other three years. The Public Service Announcements is a one year agreement (granted to NYPIRG). HESC may ask for some advisory committees (could ask NYSFAAA members for opinions on what should be included on the website).

CACG, Gear-Up under George's leadership. Gear-Up is nearing the end of the 6 year cohort. Adrienne is working on College Goal NY. George thanked us for the fall Guidance Workshops and hopes to continue that effort in the future. New CACG website will be rolled out in the next 6 months (more user-friendly for the kids).

TAP : 11-12 Governor's budget – no across the board cuts to TAP, no 2% reduction on the scholarships. Last year's budget was just an appropriation, so it will expire. Many of the things from last year's budget would become permanent law: grad TAP would be permanently eliminated, default parity becomes permanent, include pension, independent w/spouse and no children would be reduced, loan forgiveness programs have been extended, recommended maximum TAP for 2 year degree programs \$4,000.

SAP – remedial standards – 2006 was too low, 2010 too high so the new proposal is a compromised 2011 chart. How is "remedial" defined? EOP, 9 hours of remedial coursework – they will stay on 2006 chart (even those who first received TAP in fall 2010 will be on the 2006 chart, as long as they are defined as "remedial").

2010 standards would go away. 2011 standards would apply to Non-remedial, new TAP recipients (fall 2010/spring 2011 and forward). 2006 standards would apply to students who received TAP prior to fall 2010.

John reminded us that we are right in the beginning of the budget process.

**10:00 1st Vice President's Committees (Call Clair at 516-686-1085)**

- Membership

1131 is our current membership. Clair will send an email to each region to break it down. There are 52 people who have not paid, so Clair wants to make them inactive. We are above our budgeted membership amount (our membership numbers are higher than last year). There are 80 members who are not affiliated with any one region. Note that the unaffiliated members do not get revenue sharing directed to a region.

- Mentoring

Jim Vallee has spoken with Clair, but Janet McGrath has not.

- Awards – (Joe Frey resignation)

In 2008 Joe received our special 40<sup>th</sup> anniversary award. Kathy Flaherty could bring this to the awards committee, thinking about recommending a Lifetime Achievement Award.

**10:30 Secretary's Committees**

Communications – Web Redesign Update – Conference call with Patrick O'Toole from Kishmish

**MOTION:** A motion was made by Howard Leslie to initiate the process of contracting with Wild Apricot to build and host the NYSFAAA website.

Second: Curt Gaume.

A discussion took place to ensure we have the funds to cover the costs in our current budget. Before a contract is signed we would ensure we have the funds to cover a redesign of the website.

Friendly Amendment: To initiate negotiations with Wild Apricot to build and host the NSYFAAA website.

Curt approved friendly amendment.

**Motion passed unanimously.**

A committee will be appointed by Dan Tramuta. Howard Leslie and Gina Soliz will co-chair the committee. Gina will investigate if there is a contract with ATAC (Curt will also ask Heather).

- Gear-Up Update – what's next?

Cathy Patella spoke with Dan recently. Per HESC, there is no merger that will happen with State Ed and HESC. The in-kind match with Gear Up is the volunteerism from College Goal Sunday. Mike Williams wrote a proposal, he'll work with Cathy. A Gear-up Foundation will be set up within NYSFAAA, to coordinate events with the new 7<sup>th</sup> Grader cohort. Purchasing a Financial Literacy program was recommended. The Foundation can meet two or three times a year and the travel and meeting expenses can be used as the match. A proposal needs to be finalized and submitted by March to HESC. Mike can be a committee member (part of the Foundation) but he cannot be the leader.

**MOTION:** Maria made a motion to move forward with the grant proposal for the next cohort of Gear Up.

Second: Dan Robinson.

**Motion passed unanimously.**

- High School Outreach – Soliz

Planning for the Counselor outreach got off to a slow and bumpy start this year. Due to a number of retirements and staff changes at HESC the Guidance EXPOs were postponed until spring. Our high school counselors rely on NYSFAAA to provide them with financial aid updates and information in the fall to share with their graduating seniors and parents so the spring venue was not workable for us. As we had little money allocated in our state budget to support workshops sponsored solely by NYSFAAA and the regions did not have sufficient funds in their treasuries many discussions took place with HESC to determine if funding from the Challenge Grant could be used to fund individual workshops in each region.

To utilize Challenge Grant funding HESC was required to oversee the planning of the workshops in each region to insure the targeted districts were reached, those serving high need students. NYSFAAA member committees organized the sessions and provided all presenters with the exception of the State updates for NYS programs. Half day workshops were held in 7 of the 8 regions with Region 5 participating in the only EXPO to be held as scheduled in the fall. Regions 1 and 3 held 2 workshops. HESC selected the majority of sites with recommendations by each region, paid for any facility charges, refreshment fees and equipment fees. Emails were sent to all counselors HESC had in their database however some regions found the emails did not reach all of the counselors and separate mailings were done by regions 2 and 4. Region 8 sent their own emails as they have collected emails in the past and their list is quite extensive and current. They also reached out via phone and fax.

An estimated 600 counselors attended and the evaluations were very positive. HESC has collected the evaluations and final reports. A request has been made to receive copies of each region's report.

HESC will be hosting the day long Guidance EXPOs in March and April with a one-hour concurrent session allocated to financial aid. The EXPOs will be held in Long Island (date TBD); Buffalo, 3/24; Rochester, 3/30; Syracuse, 3/31; and Albany, 4/1. NYSFAAA volunteers will be presenting during these sessions.

Should the venue go back to the day long Guidance EXPOs in the fall we, the high school counselor committees, would like to have more time than one hour and would like additional space/ session for a novice training. Should we continue with our own separate workshops earlier planning would enhance the turnout.

Considering the lateness of the EXPO cancellation the workshops went extremely well and many, many thanks to the region committee members, presenters and to HESC for financing and assisting with the coordination of this important service.

### **11:30 2<sup>nd</sup> Vice President's Committees**

- Recap prior "Statewide Training" events

### **NYSFAAA Statewide Training Committee Report – February 2011**

#### **Training Committee Members:**

Vera Senese and Beth Post-Lundquist Co-Chairs

|          |                 |          |                  |
|----------|-----------------|----------|------------------|
| Region 1 | Kevin Ryan      | Region 5 | Amanda Manuel    |
| Region 2 | Sylvia Gonzalez | Region 6 | Lucy Villaquiran |
| Region 3 | Kathy Flaherty  | Region 7 | Sandy Filbry     |
| Region 4 | Earl Tretheway  | Region 8 | Pat Farmer       |

#### **Winter Training Workshops**

The committee organized 8 workshops across the state on January 7th. The training topic for these workshops was the new USDE Program Integrity Regulations. Fred Sellers and Carney McCullough from the USDE came from their Washington offices to Teachers College in NYC to present. The training session was video cast to the regions from Teachers College. There was a Q & A session after the presentation and each region had the ability to ask the presenters questions. The Q & A period was shortened at the request of the two presenters. This time, the technology worked almost perfectly. Each region was able to ask questions. There may have been a couple of brief outages, but the video and audio were restored almost immediately. A survey was conducted after the training via SurveyMonkey.com and 105 people responded. The results were very positive and are available for review. We were also able to record the training and post it to the NYSFAAA website, along with the PowerPoint presentation for those members that were not able to attend.

The February statewide training workshops were held at the following sites:

- Region 1 Canisius College Michelle Rizzo, coordinator
- Region 2 Nazareth College Jan Scheutzow, coordinator
- Region 3 SUNY IT Sharlene Bowen, coordinator
- Region 4 Hudson Valley CC Ronni Jones, coordinator
- Region 5 Berkeley College Amanda Manuel, coordinator
- Region 6 Teachers College Lucy Villaquiran, coordinator
- Region 7 Hofstra Sandy Filbry, coordinator
- Region 8 North Country CC(Malone) Shalena Duprey, coordinator

266 members registered for the training. The following shows the breakdown of how many members registered (most showed up) in each region:

- Region 1 45 members Canisius College
- Region 2 30 members Nazareth College
- Region 3 24 members SUNY IT
- Region 4 37 members Hudson Valley CC
- Region 5 15 members Berkeley College
- Region 6 62 members Teachers College
- Region 7 37 members Hofstra
- Region 8 16 members North Country CC(Malone)

### March 2011 planned activity

March 11, 2011 – The Statewide Training Committee has planned a training session with Jim Briggs, the Tax Detective.

- **Content:** Jim Briggs will offer his “Having Fun with Taxes; Federal Taxes, Verification and Conflicting Information” 2011 presentation covering the 2010 tax forms, substantial details from the Application and Verification Guide, and relevant data from tax instructions.
- **Format:** The format is Webinar, a change from the videoconferencing used in the past three training offerings. The webinar format requires less technical support and, therefore, can be coordinated more quickly. The event will allow questions from each region and the go-to-meeting software has been tested with the presenter as facilitated by Howard Leslie.
- **Regional Activity:** The committee is currently advising the co-chairs of site locations and we are encouraging the Regions to hold regional meetings immediately following the 9:30 a.m. – 12:30 p.m.

| <u>Region</u> | <u>Regional Meeting After Training</u> | <u>Site Reserved</u> |
|---------------|--|----------------------|
| 1             | No                                     | Yes                  |
| 2             | Yes                                    | Yes                  |
| 3             | No                                     | Yes                  |
| 4             | Yes                                    | Yes                  |
| 5             | Yes                                    | Yes                  |
| 6             | Yes                                    | Yes                  |
| 7             | unknown                                | Yes                  |
| 8             | Yes                                    | Yes                  |

- **Registration and Handouts:** We are working with the website coordinator (Ideta Daniel) regarding a location for the 56mb, 100 page pdf that Jim Briggs uses as a handout and training guide. The document is too large to email to registrants. We plan on including a link to the NYSFAAA Resource Center page in the registration confirmation email to steer registrants to the link for the handout and have confirmed this possibility with Ideta. The plan is to have registration up by February 11.

Should Beth & Vera put this out free of charge, as a benefit to being a member of NYSFAAA. The cost was negotiated to \$2600. Three hour training event, the PDF will be available at registration.

- **Innovation & Technology–Purchasing Webinar Software Access**

Mission Statement:

To ensure that NYSFAAA has access to the most efficient ways of bringing information and training to all our colleagues as well as the customers we support. Support the efforts of each other committee and region by providing innovative ideas and technological resources that help deliver our services to all that need them in a low cost but effective manner.

Immediate Goals:

- Create a committee that has equal representation among the regions and other committees
- Catalog resources, available at schools around the state, that will help us efficiently provide video conferences, webinars, and other forms of newly emerging training formats, media and technology at little to no cost to NYSFAAA
- Assess the technology and connectivity needs of each region and NYSFAAA at large and assist each entity in meeting their needs.

Summary:

The Technology and Innovation Committee has gotten off to a great start. We had a conference call on January 5<sup>th</sup> with the co-chairs, during which we discussed setting mission and vision statements, as well as goals. In January, we added four committee members and drafted our mission statement, vision statement, and goals.

On February 3<sup>rd</sup>, we had our first conference call to include our new committee members. Our biggest priority in the next month is going to be reaching out to the regions for completion of a “resource survey.” The resource survey, we hope, will be completed by all participatory schools on their video conference, web conference, and conference hosting capacity. We hope to have these resources catalogued by the end of the month to assist statewide efforts for training and committee meetings.

Currently NYSFAAA is relying on Howard’s school’s technology at Berkeley College. His committee will be recommending that NYSFAAA purchase webinar software. The other option is to first find out if there are any free services available. Berkeley’s license gives us 16 sites: the cost is \$468/year (or \$59/month). Up to 500 or 1000 attendees on “Go To Webinar” for \$1900/100 attendees, 500 is \$3828/year, \$4788/year for 1000 licenses. “Go To Training” for 200 people is \$3,348/year. “Go To Meeting” the cost is \$468/year (or \$59/month).

Conversation took place about Survey Monkey and perhaps purchasing the “platinum” level so that more NYSFAAA members can get more access (more than one password, more than one log-on, unlimited surveys and unlimited questions).

- **Novice Update – Simpson**

5 site visits. Most cost effective is Brockport for 2011. There were some issues in 2010, so we’ll give them another chance to improve. We can re-evaluate the other top 3 sites (Brockport, Oswego, Paul Smiths) if necessary after 2011. The travel expenses and staff expenses are variables that are difficult to budget. Planning to keep registration at \$520 and hope to break even. Registration will go live on 4/1/11. June 4<sup>th</sup> through June 10<sup>th</sup> are the dates for 2011.

## **12:45 Past President Committee’s – Gaume**

- **Elections – Gaume**

President-Elect and Treasurer-Elect and replacements for two term councilpersons will be elected. Everyone in each region should provide Curt with, no later than 3/15/11, a name of a person in the region to serve on Nominations and Elections Committee.

- **2010 – Conference Re-cap**

- 2011 – Presentation of the Conference 43 Budget (Jan Scheutzow and Theresa Geiseke)

The committee has selected a “Dream Catcher” theme. Jan and Theresa gave a PowerPoint presentation to Executive Council describing the tentative agenda and budget for the conference.

**MOTION:** Gina Soliz made a motion to accept the conference planning committee’s \$350 registration fee.  
**SECOND:** Curt Gaume.

A discussion took place as to whether we should offer a Regular registration \$375 and an Early Bird \$350.  
Friendly Amendment made by Gina Soliz: To accept the 2011 conference fees as proposed by the planning committee.  
Curt accepted the friendly amendment.

**Motion passed unanimously.**

**Region 1 Report 2/7/11 - Respectfully submitted by: Rachel Barker**

- HESC assisted Region 1 in providing 2 training workshops for area high school counselors. The first was held on November 18 at Classics V Banquet Facility. Ninety-two registrations resulted in an attendance of 85 counselors. The program included a state update from Joe Gorman of HESC and a federal update and financial aid overview by Dan Tramuta. The program also included a panel of representatives from various institution types who discussed the application and awarding philosophy/process at those institutions. A thank you is extended to Dan and Joe, as well as Margaret Loops, Kathy Michalski and Aimee Murch who served on the panel.

A second session was held on November 19<sup>th</sup> at St. Bonaventure University, featuring Troy Martin and his federal update and financial aid overview. Twenty-nine registrants participated at this event. A thank you is extended to Troy, Elizabeth Rankin, Archie Cureton, Laurie Vorp and Valerie Goodwin for serving on the panel. This training is an important function of our organization, and the attendance proves that it is a much needed program. We hope to continue these sessions in the future, with or without the help of HESC.

- Region I held their Holiday Meeting at Russell's restaurant on December 9, 2010. The meeting was very well attended. The attendees were asked to bring a Christmas donation for the St. Francis Home for the Boys which is located in Buffalo, NY. The donations consisted of household products such as cleaning supplies, paper products, personal items, storage items and gift cards. These items were all used to assist the staff. A big Thank you was extended to Kevin Ryan for coordinating and delivering the items to the chosen charity. As is Region 1's tradition, Dan Hunter provided a brief reading to open our hearts to the Christmas/Hanukkah/Kwanza Spirit. Thanks Dan!!
- The January meeting was cancelled due to being scheduled too close to the start of classes for most schools. It was decided at the December meeting that it would be best to cancel and reschedule.
- Region 1 participated in the State Wide Training via videoconference on Friday, January 7, 2011 at Canisius College. The program involved new program regulations and program integrity and was hosted by Fred Sellars.
- College Goal Saturday took place on February 5, 2011 at east High School in Buffalo< NY. Region 1 piggy backed with the Buffalo Public School System's Scholarship Fair. College Goal Sunday assisted approximately 107 families. This year's event was a successful one and a huge Thank You to Ambrose Price for all of his dedication to this program. It is with the dynamic leadership of Ambrose and all of the volunteer efforts from region 1 that this event is successful. Thank you to all that served on the team and assisted in guiding our prospective students of the Buffalo area on their way to a new endeavor. Without all the volunteerism from Region 1 we could not make these events happen. Thanks to all of you!!
- The next meeting is scheduled foe February 17, 1011 at Villa Maria College. The training topic is Cost of Attendance/Budget Building. The training will be presented by Dan Hunter and Curt Guame. Thanks to both of you for your continued dedication.
- An additional State wide training is scheduled for March 11 at Villa Maria College with Jim Briggs on Taxes. Villa has graciously offered their facility to host this event. Details to follow.
- Just an FYI, region 1's Treasurer (Amanda Lodyga) is on maternity leave. Amanda is the proud mom of Baby Girl Nora May Lodyga born on January 31, 2011. Should anyone need any assistance in reference to the treasury, please do not hesitate to contact me as I am not sure as to Amanda's return.

**Region 2 – Submitted by Rick Cole**

\*Our membership is up to: 2009-2010 = 104 members; 2010-2011 = 118 members (increase of 14 members)

\*We're hosting the 2011 conference at TS and have organized a great team of committee chairs! We have had 4 productive planning meetings as a group as well as individual committee meetings.

\* We had a joint meeting with Region 3 on Nov 12th at TS-  
I think this was a new event for both regions  
Allowed Region 2 to get a great tour of TS for planning purposes

\* We (Nazareth College) has conducted 2 Statewide trainings this past year which drew 30+ attendees at each meeting from both region 2 & 3  
1/7/11- Program Integrity & ?? the other session

\* We did the EASFAA/ NASFAA COA Budget Component training during Dec. meeting

\* We held the HESC Sponsored High School Counselor Workshop on 12/9/10, 100 attendees

\* We manned a table at the Rochester College Night on 9/23/10

\* We gathered 28 FA volunteers to help out with College Goal Sunday on 1/30/11

**Region 3 (regional minutes forwarded from Jackie Darquea)****NYSFAAA REGION III GENERAL MEETING TURNING STONE - Joint Presentation with Region II, November 12, 2010****TREASURER REPORT:** Pat Johnson

- The current balance is \$3,124.71.
- No service charge if over \$3000.00.
- Paid for the meeting at Oswego.
- Paid \$100.00 for gift basket at NYSFAAA Conference.

**REGIONAL BUSINESS****HS Counselor Workshop/HESC Expo :** Pat

- November 19<sup>th</sup> at the Syracuse Fairground.
- NYSFAA members will give State and Federal update.
- HESC will take care of registration. 72 registered so far.
- Pat will get letters out to the HS Counselors in case they weren't notified.
- There is College Access and training on the HESC website.
- The Binghamton workshop will be held on December 8<sup>th</sup>.

**MEMBERSHIP UPDATE :** Darrin

- Darrin passed out a graph showing the trends in NYSFAAA membership.
- There has been a 15% increase in membership.

**COLLEGE GOAL SUNDAY –** LaSonya

- Syracuse FA Counselors met and formed a mentor program. 2 counselors will be assigned to each Syracuse high school
- FAFSA filing events at each HS and last one in January.
- Working more with parents through the mail.
- Passport to Education (formally College Goal Sunday) is February 5<sup>th</sup> - Need volunteers.
- Train the Trainer will be held January 11 and 13<sup>th</sup> to instruct volunteers.
- Rome Free Academy is also hosting a site with Rose Hartson as the coordinator. Please contact her if you want to volunteer.
- Sonya is looking for 2 pocket folders – regardless of what is printed on them. Please bring them to the December meeting.

**AWARDS COMMITTEE:**

- The Robin Jaycox Service Award was given to Pat Johnson from HWS.
- The Rising Star Award was given to Amy Connors from SU.
- Congratulations to both.

**FUTURE MEETINGS:** Kathy

- Kathy asked the group how often we should meet and will ask the other Region chairs about their schedule.
- Everyone wanted to keep the September meeting in Oswego but maybe meet every 3 months.
- There is NYSFAA training on January 7<sup>th</sup>.

**NEW BUSINESS**

- Cayuga Community College is holding a Financial Aid Information Day on January 29<sup>th</sup>.
- OCC and ESF are having a SUNY FA Day on Feb 12<sup>th</sup>.
- December meeting will be at Justin's Grill in East Syracuse.

**STATE UPDATE:**

- The November HESC Update was passed out.

**CONVERSATION WITH DAN TRAMUTA,** NYSFAAA President

- He encouraged volunteerism among the group.
- Conference 42 turned a profit and evaluations are good.
- One goal is more technology, especially redesigning the website by October 2011 and including facebook, twitter, blogs, etc.
- Increase contact with State legislatures.

- Possibly offering NYSFAAA membership to high school counselors.
- Contact him with any concerns or suggestions.

**“WHY SCHOOLS NEED FINANCIAL LITERACY”**: - Anne Barton, NSLP

- Informative presentation by Anne – the powerpoint is available on the NYSFAAA Website.
- Financial Literacy = Money Management
- Budget=spending plan
- Good websites
  1. Mymoney.gov
  2. Annualcreditreport.com

**NYSFAAA REGION III GENERAL MEETING - JUSTIN’S GRILL, December 10, 2010**

A short business meeting and discussions ensued. Some of the highlights were:

- Pat Johnson thanked the volunteers who helped at the High School Guidance Workshops. Even though attendance was down a bit, there was a good turnout.
- The group thanked Pat for all her hard work in coordinating it.
- Conference 42 showed a profit. Region 4 is looking at venues for Conference 2012.
- Sonya announced that College Goal Sunday will be held on Saturday, Feb. 5<sup>th</sup> at Nottingham and Fowler high schools in Syracuse and at Rome Free Academy in Rome. She is looking for volunteers and still needs folders.
- Lobby Day in Albany is February 8<sup>th</sup>.
- John View, Tammy Oliver and Sharon Karwowski shared an update from the EAC conference. Some of the major topics included.
  - Errors in Title IV return calculations
  - Late return of Title IV
  - Verification changes
  - Certification of Loans
  - Program reviews
  - Crime awareness is not being reported correctly.
- Gina talked about social Media including websites, Facebook, and communicating with students through twitter.
- Bill Cheetham talked about SAP changes and filling out the FAFSA for PLUS loans.
- Cathy Patella led a discussion about the College Access Grant and how to utilize it in the future. We may need to get a team together and we need more of a presence in the schools.

The group held a collection for Toys for Tots and a member of the Marine Reserve came by to pick them up.

The next meeting will be Friday, February 18<sup>th</sup> at LeMoyne College.

**Region V Update, February 7, 2011, Submitted by Dan Robinson**

- Region V held a meeting on November 30, 2010 at the Culinary Institute. We had 25 attendees.
  - Prior to the business meeting a panel of three Directors of Admissions from Pace University, Sarah Lawrence University and Dutchess Community College provided insight into people, data and trends from the college admissions perspective. As financial aid offices often work closely with admissions offices to further institutional goals, it was enlightening to hear about issues in admissions. The panelists also provided insight into the admissions process at different types of institutions
  - Attendees were asked to bring a new unwrapped toy to be delivered to Help Bronx Crotona, a transitional housing facility in the Bronx. As usual there was an overwhelming response.
  - Our two regional award winners were honored – neither were able to attend the state conference. Anne Gorrick, Student Loan Coordinator at SUNY New Paltz received the Rising Star Award, and Gloria Goodwin, Assistant Director of Financial Aid at Vassar College received the Regional Service Award.
  - College Goal Sunday will be held on Sunday, Feb. 6, at New Rochelle H.S. and on Saturday, March 12, at Rockland Community College in Suffern. Dates and times for events in Yonkers and Poughkeepsie are unconfirmed at this time.
  - Michael Turner provided the HESC update and spoke about Financial Aid awareness month
  - Dan Robinson provided the Executive Council update
  - Dan Sistarenik, Director of Financial Aid at SUNY New Paltz and Sue Mead, Director of Financial Aid at Dutchess Community College are co-chairs of NYSFAAA's State Government Regulations Committee.
  - Treasurer's report by Perry Brown indicated the balance as of October 31, 2010 was reconciled at \$6,516.91
- Berkeley College in White Plains hosted the Statewide training program on January 7, 2011. There were 20 attendees and the technology worked out fine
- Amanda Manuel from Berkeley has volunteered to be the Region V representative for the Statewide Training committee
- Planning for the next Statewide training has begun. The region is debating whether to host 2 locations, but that would make it difficult to hold a business meeting the same day.

**Region VI Report  
Maria DeInnocentiis, Regional Chair  
February 7-8, 2011**

This has been a challenging time for all regions. Region 6 has found that many of our members are busy and caught up in their offices. We are trying to find events and ways to outreach to them.

Mercy Smith was Co-chair of Region 6 with Vera Senese. She resigned and Mike Turner, HESC has kindly volunteered to replace Mercy as Co-chair.

Below are the events that have been held and events still on our calendar for 2011.

**Region VI Events**

| <b>Date</b>                          | <b>Name of Event</b>                                       | <b>Attendees</b> | <b>Place</b>                                |
|--------------------------------------|--|------------------|---|
| 6/3/10                               | Statewide Training - Two Pells<br>In One AY & Social Media | 21               | Teachers College                            |
| 11/17/10                             | Region VI Meeting &<br>NASFAA COA Workshop                 | 32               | Teachers College                            |
| 12/15/10                             | Region VI Meeting &<br>Holiday Celebration                 | 35               | Gossip Bar & Restaurant                     |
| 11/7/10                              | Winter Statewide Training<br>Program Integrity Regulations | 51               | Teachers College                            |
| 1/11/11                              | High School Guidance<br>Counselor Workshop                 | 96               | Teachers College                            |
| <b><u>Future Events for 2011</u></b> |  |                  |   |
| 3/11/11                              | Statewide Tax Training &<br>Region IV Meeting              | tbd              | Fordham University<br>Lincoln Center Campus |
| 5/20/11                              | Tri-Regional Meeting                                       | tbd              | Monroe College                              |

**2:45 President's Committee Reports:**

- State Government Relations – Workshop for members and staff of the NYS Legislature (Bill Cavin) Financial Aid 101 for members of the Staff of the NYS Legislature. Two hour training will take place on 2/9/11. They are anticipating 50 attendees.

- Federal Gov't Relations

A business card template was developed for the Federal Relations Committee.

**NYSFAAA Government Relations Committee - FEDERAL RELATIONS**

Since October, 2010 Co-Chairs Christina Horner (Director, Villa Maria College) and Holly Zaglaniczny have been recruiting committee members and discussing committee goals and expectations. The lame duck Congress afforded us that opportunity!

As of the date of this report, President Obama has delivered a State of the Union Address that described a deficit that will demand historically deep budget cuts to all non-security discretionary spending over a period of at least 5 years. He stated, "We must out-innovate, out-educate and out-build the rest of the world." In support of funding education, he promised to educate an additional 100,000 science and math teachers over the next 10 years – that's not PELL. The stage is set for a fight over higher education funding. **Will provide update here on "Continuing Resolution" news (current CR expires March 4<sup>th</sup>).** Our current roster of committee members are as follows:

|             |           |                      |   |               |
|-------------|-----------|----------------------|---|---------------|
| Dalton      | Tom       | Excelsior            | 4 | Prop-& Online |
| Pede        | Mike      | SUNY Upstate Medical | 3 | SUNY-Prof     |
| McGrath     | Janet     | Trocaire             | 1 | Prop          |
| Pollard     | Jennifer  | SUNY- UB             | 1 | SUNY 4yr      |
| Delgrosso   | Katrina   | Syracuse U           | 3 | Private       |
| Horner      | Christine | Villa Maria          | 1 | Private       |
| Zaglaniczny | Holly     | NYSFAAA Member       | 3 |               |
| Hughes      | Elaine    | Vassar               | 5 | Private       |
| Zuccala     | Fred      | W-FL BOCES           | 3 | Prop          |
| Schirmacher | Kim       | Cornell              | 3 | Private       |

We will continue our efforts to recruit representation from Regions 2, 6, 7 & 8 and particularly, from the community college sector. We believe it is important to have committee members from every sector and every NYSFAAA Region. We also believe that we must have active representation from Region 6 & 7 since NY is represented from these two NYSFAAA Regions on the House Education Committee.

Our first monthly conference call was held on January 28<sup>th</sup> with a full agenda that included introductions and a briefing on introductory phone calls/visits to local Congressional offices. We are fortunate to have two members from the constituency of Congressman Richard Hanna. Hanna is a Republican, freshman majority member of the House Education & Workforce Committee from the 24<sup>th</sup> District – Utica, Auburn, Cortland area (NYSFAAA Region 3). At this time, the Senate has not yet announced Committee appointments. Holly gave a Federal Update and Bill Cheetham, as a member of NASFAA's Federal Issues Committee, reported as well. The meeting Federal Update is attached to this report as an addendum and we hope to post meeting Federal Updates to the FRC web page. Our expectations are to follow NASFAA's lead on issues and work closely with Megan McClain, NASFAA's Director of Federal Relations. Sue Meade of the State Relations side also was on the call and gave us an update on their activity. She will update her committee on FRC activities. Conference call notes were delivered to President Tramuta same day.

Committee members will take responsibility for becoming our resident expert in specific areas and Christina and Holly will divide the topics and assume collaborative leadership. So far: Mike Pede – FY 2011 Budget & Continuing Resolution(s) and FY 2012 Budget; Fred Zuccala – Gainful Employment; Elaine Hughes – Negotiated Rulemaking. Katrina Delgrosso will be reviewing the Committee's mission and goal statement and bringing back a draft to the next conference call. We recognize our web page needs to be updated. We also will be creating a spreadsheet of key congressional and HE association contacts.

Co-Chairs have requested approval from President Tramuta to design and print NYSFAAA Federal Relations Committee business cards, with individual contact information. This is not a budget request. We have also requested permission

to draft a flyer based on the NYSFAAA Membership brochure to present to our Congressman and staff, describing NYSFAAA. Holly has also requested consideration of sending a FRC member to the NASFAA Leadership Conference in March.

Next month, we will begin planning an April visit to the Hill on a very limited budget. Megan, NASFAA's Federal Relations Director has extended an offer to meet with us in DC. By that time, NASFAA will have identified issues and crafted messages that we can carry to our NYS House and Senate members, as well as other key Congressional members. While we plan to follow NASFAA's lead, our committee will offer advice to our NYSFAAA President and Executive Council in crafting any messages that are unique to New York State.

The energy of this committee is palatable!

Respectfully submitted to President Tramuta and Executive Council,

Federal Relations Committee Co-Chairs: Holly Zaglaniczny & Christina Horner, Dir. of Financial Aid at Villa Maria College

### **3:00 NYSFAAA Budget Planning:** Conference Call with Kerry Lubold.

Call for budget planning. Each regional treasurer will meet via email and conference call, beginning in April (if the June meeting is scheduled to go over the 11-12 budget). They'll ask each committee for their budget requests. It will be helpful to know the membership trend, so we'll anticipate a similar membership in the new year. We haven't discussed change to membership fees, sponsorship funding, grant funding. No anticipated changes to revenue sharing. We need to account for annual audit costs (\$10,000). Three areas: Novice, Gear-Up, College Goal Sunday. New initiatives – we'll be pursuing web development, licenses for "Go To Webinar" and Survey Monkey. Total costs for those new initiatives will be approximately \$15,000. The current 10-11 budget might include some of the web migration. Steve/Wayne should report on ATAC monthly fees. We'll need to review what the Gear-Up costs will be – if we get grant funding, how much will it be and how much do we anticipate spending through the Gear-Up activities. College Goal Sunday – we've reached the last year of funding. We'll need to discuss the feasibility of having Executive Council meet more than twice per year? We'll need to discuss how to fund School Counselor Workshops – do we go back to the regions requesting funds for their School Counselor Workshops?

### **3:30 Rushka Tcholakova, Director of Economic Stability, Health & Welfare Council of Long Island (HWCLI)**

Rushka gave a brief PowerPoint presentation on the efforts that HWCLI is making to help traditional students file the FAFSA and access federal financial aid.

### **4:00 CICU Presentation** – Laura Anglin, President of CICU (Commission on Independent Colleges and Universities)

Laura presented a PowerPoint to Executive Council.

CICU is a voluntary consortium of 112 not-for-profit colleges and universities. They produce and distribute publications geared towards admissions and financial aid. They are a Gear Up partner and CACG recipient for 3 years. They have a middle school college awareness program.

New York's Higher Education Heritage and Trends – enrollment is increasing.

Economic Climate/Federal and State Support – we are importing more students than any other state in the U.S. The current unemployment rate and worry about inflation, and a stagnant economy are big concerns. Growth in wages has been predicted for both 2010 and 2011. They are hopeful that the tide is turning.

Sources of Federal Funding: Laura showed a chart to illustrate FY 1998, FY 2008 and FY 2010 – Pell has increased and student loans have increased. Campus based aid is flat. Congress is saying they plan to roll back to FY 2008 funding (Pell shortfall, cut in Pell from \$32 billion to \$16.2 billion?). To roll back these programs will be extremely harmful to our students. Laura also showed a chart of relative investment in higher education...all states displayed (except CA) have shown cuts to the higher education expenditures as a percentage of total general fund expenditures. New York's budget projected 12-13 – state deficit is \$15.3 billion and close to \$18 billion in 13-14.

Demographic Shifts and Trends – state high school graduates are declining (from 12% to 16%). What this means is that our traditional student base is declining. Are there other student populations that are increasing (adult learners, Hispanics, foreign students?). Ethnicity of school aged children is shifting – national averages are rising for Hispanics (many are first generation college students and many work with a strong family unit). How we serve our students will need to be evaluated.

2011-12 Executive Budget: there is a \$10 billion budget gap – reduce state spending (\$9 million) and increase revenue by \$340 million (from Lottery and taxes on cigarettes on Indian reservations) and \$850 in one time actions. Largest reductions are in school aid and Medicaid. Consolidating state agencies, find efficiencies in mandate relief, Medicaid, spending and government efficiency, state prison closures.

\$400 million reductions in Higher Education – 10% reduction in SUNY, CUNY, Community College Base Aid, 3 SUNY teaching hospitals, Direct Institutional “Bundy” aid. Opportunity programs were held harmless and not impacted, as is Senator McGee Nursing Faculty Scholarships and Nursing Loan Forgiveness.

NY Helps reduced by \$6 million. Teacher Opportunity Corps Program was eliminated. Level funding for APTS, Early College High Schools, Teachers of Tomorrow, and Social Workers Loan Forgiveness.

The maximum TAP funding was restored (the across the board TAP reduction was a one year only fix), but cuts passed last year (\$46.7 million) remain.

What are the Independent Sector Priorities? TAP and Grad TAP, STEP, C-STEP, LPP, etc. Create a Community Solution Grant Program (ex. Literacy training, workforce development – showing that colleges play a vital role in improving their communities). Encourage energy efficiency and conservation (green buildings, lessening carbon footprint on our campuses).

How can we help? Inform campus communities of news and alerts, participate in advocacy events, join student aid alliance. [www.nystudentaidalliance.org](http://www.nystudentaidalliance.org) is the website.

Affordability of college – colleges and universities are the future of New York State’s economy. Our elected officials need to understand the importance of our colleges in the community. There is a four part partnership (federal, state, college, family). If federal and state funding drops, the families cannot bear the burden of the gap in funding – it ruins the partnership.

#### **4:45 New Business**

- Conference 2012 Planning – chairs and committee chairs are being established. The locations were analyzed – the Saratoga Hilton seems to be the best option – free meeting space. \$155/night for overnight guest rooms. Keep one night on own for dinner. Food & beverage minimum is not unreasonable. Region 4 would like to lock up the site. Tuesday, October 9<sup>th</sup> through Thursday, October 11<sup>th</sup> is the only week available in 2012. For every 50 people, one complimentary room, presidential suite complimentary.

MOTION: Bryan made a motion to select the Saratoga Hilton for the 2012 conference, which is scheduled for 10/9/12 through 10/11/12.

Second: Shalena

**Motion passed unanimously.**

Maria made a motion to adjourn at 5:00. Howard second.