



NYSFAAA Executive Council  
October 20, 2014  
Lake Placid

**Call to Order & Roll Call**

President Scott Atkinson

1<sup>st</sup> VP- Jan Scheutzow-excused

2<sup>nd</sup> VP- Jane Gilliland

Secretary-Kathy Flaherty

Treasurer- Pat Johnson

President Elect- Kerrie Cooper

Treasurer Elect- Kerry Lubold

Region 1- Sean Hudson

Region 2- Melissa Casselman

Region 3- Darrin Rooker

Region 4-Kristina Delbridge –call in

Region 5- Roberta Daskin

Region 6- Lucy Villaquarin

Region 7- Gene Rogers

Region 8- Todd Moravec

Amy Thompson – Region 7

Randi Moore – Region 4

Howard Leslie – 2<sup>nd</sup> VP Elect

Lisa Simpson – HESC liaison

Guest: Adrienne King – Membership Chair

Scott Atkinson called the meeting to order at 8:37 am with a quorum of Executive Council present.

**Approval of August 14, 2014 Minutes**

Motion: A motion was made by Pat Johnson, seconded by Melissa Casselman to approve the minutes. There was no discussion. The motion was passed with all in favor, no oppositions and no abstentions.

**President's Report- Scott Atkinson**

- EASFAA Report
  - Annual Meeting will be held the first week of November in Rhode Island
  - Asked state representatives to get information out as it is received
- Government Relations Report
  - TAP reform continues. We are working for reform of TAP to make it transparent
  - Looking for Federal Relations chair/co-chairs. Current project is saving Perkins. There will be a table of information at this Conference (NYSFAAA SUNYFAP and COHEAO). This Committee has an important lead role in

NYSFAAA's campaign to save Perkins. Kerrie Cooper is accepting nominations.

**President- Elect's Report- Kerrie Cooper**

- Long Range Plan Evaluation
  - After Conference will collect annual reports and forward to Governance. Governance will evaluate reports and measure against the Long Range Plan, hopefully by the December meeting. The organizational chart was passed around with changes for the 2014-2015 year. Some new members are Tami Gilbeaux, Development Chair and Amanda Prescott, Technology, Innovation and Communication (TICC) co-chair.
  - Conference 2014
    - All sessions are in Conference Center
    - Tuesday: receptions will be in Great Room (hotel) as well as after-dinner gathering
    - All conference meals will be in Conference Center
    - A very laid-back atmosphere
    - Conference shuttle will start at 3:00 pm Monday

**First Vice President's Report- Scott for Jan Scheutzow**

- Membership
  - Report will be delivered later
  - Adrienne King will answer questions regarding the constitutional amendment later in the meeting

**Second Vice President's Report- Jane Gilliland**

Welcome Howard Leslie as the incoming Second Vice-President

- Statewide Training - Howard Leslie and Kristina Delbridge
  - State Training Committee has scheduled two trainings: modules with Department of Education (JoEllen Sourcier) and a Washington update
  - Post- webinar survey results can be shared by request.
  - Law firm will do Gainful Employment webinar on November 20
    - The firm will present on anything regarding financial aid and will be presenting on R2T4 at this Conference
    - Region 3 is organizing their November meeting around this webinar
    - February 12 webinar: two primary trainers: Curt Gaume and LaSonya Griggs
      - Trainers will be on camera
      - NASFAA materials will be used
      - Each site should have at least two local trainers to help with case studies. It was suggested that local trainers might include trainers from Novice.
      - All day event: plan breakfast, lunch and after-event networking
      - Hours may be 9:00 – 4:00
      - Each site will do their own registration; will need to provide attendee list for Kristina and Howard including name and email of attendees
      - Committee needs primary contact name and tech person at each site

- A go-to-meeting invitation will be sent to each site person
  - Tech requirements: laptop/computer, projector linked to large screen, and audio options, including phone, mics, etc.
  - Hosts will coordinate questions from regions
  - Every councilperson should now work out details in region and get back to Howard with the site and names of local trainers
  - Howard would like to start site testing in early December
  - Jim Briggs webinar is scheduled for February 26
  - Verification training is being planned
- Recommendation was made that Statewide Training have a quarterly training for Novice alumni from last few years. Lisa Simpson should be included in this conversation. It would not replace Intermediate training. Howard would like conference call with Lisa Simpson, Jane Gilliland, Kristina Delbridge and himself

#### **Secretary's Report- Kathy Flaherty**

- College Goal New York met September 18
  - Applied for funding, with results available in October
  - New sites are being added
  - Website and marketing coordinators will be Ann Doyle and Kathy Crowder
  - Promotional materials will be coordinated by Sonya and Ann Doyle
- School Outreach: Gene Rogers
  - Early Awareness only one on Long Island last year
  - included some traditional and savings topics
- Technology, Innovation and Communication Committee
  - Amanda Prescott will co-chair with Lea Nuwer
  - Now able to be back on task with meetings and activities
- Annual report is now available on NYSFAAA website

#### **Treasurer's Report – Pat Johnson**

- 2012-2013 audit is in final review
- 2011-2012 audit is now complete
- 2013-2014 audit will begin mid-November
- 2012-2013 audit shows NYSFAAA in the black
- By budget meeting next June we should have accurate budget analysis from last few years
- Treasurer transition will take place after Conference
- Investment strategy is being reviewed
- Money will be transferred from investments for scholarships
- PGI (phone service) provides two lines for NYSFAAA.
  - President and Secretary will hold these lines which can be shared
  - Review of PGI's meeting product: referred to TICC and Howard

#### **Treasurer Elect's Report - Kerry Lubold**

- No report at this time

#### **HESC Update – Lisa Simpson**

- Governor's office has a fellowship program for leaders. HESC has hired one of these fellows to oversee GEARUP
  - CACG coordinator is Jen Dwire (School Counselor workshop)
- Updated website is now running
  - Not many comments have been received
  - Contact Lisa with any comments or suggestions
- Young farmers loan forgiveness is in place
- School Counselor Workshop has added the Marist site
  - NYSFAAA provides talent; HESC provides site as joint effort
- FAFSA completion sites
  - School counselors can download spreadsheet with FAFSA filing status allowing them to do provide follow-up with students
  - Counselors must sign agreement with HESC
- STEM presentation at Onondaga Community College last week by Lisa
  - Money is ready to go after certification at end of semester
  - TAP rosters include STEM, comes in same way as old lottery scholarship. You cannot certify TAP for STEM recipients until end of semester. Should come in on separate roster.
    - Comment that ineligible STEM applicants cannot be certified as "no" for STEM and "yes" for TAP. Lisa will look into this issue
  - STEM presentation is available from Lisa by request

#### **Old Business:**

- **Conference 2015-** Sean Hudson
  - Theme and logo: Power of the Past; Force of the Future
  - Committee met at end of September
  - All committees meeting Nov 3<sup>rd</sup>.
  - Looking for keynote speaker ideas
  - At Hyatt Regency, across from Buffalo Convention Center
- **Future of Perkins Loan-** Scott
  - Program is set to expire September 30 2015
  - Information table will be available at conference
  - Save Perkins now buttons to be handed out
  - Not part of reauthorization discussions at this time
  - New York State is taking lead in this effort; others patterning
- **NYSFAAA Membership Survey** – Jan
  - Should be out early November
  - Question on affiliates should be added
- **Timing and Setting of Dues and Revenue Sharing**
  - A short history of timeline was provided
  - Comments:
    - Review income, expenses and membership in February so we can see where we are headed for a budget meeting in June
    - Suggestion to do preliminary budget review in February, set dues and then do final budget review in June

Motion: a motion was made by Todd Moravec, seconded by Jane Gilliland to update the setting of dues no later than June of each year.

Discussion: only 1-2 big line items so most budget lines are about the same; Committee chairs should accept as part of their assignment to produce a budget. Budget has not had a relationship to our activities in a while.

A vote was taken, with all in favor, no oppositions and no abstentions.

- The Operational Calendar was reviewed
- **New Business**
- **Constitutional Amendment**
  - Kathy read the following history as described by Jan:

The Affiliate Membership was created as a vehicle to increase our outreach and to support NYSFAAA's mission of providing effective, efficient, and timely communications to our members and the public domain that we serve. The Affiliate Membership was intended for high school counselors and those whose duties are indirectly related to financial aid. We would like to more clearly state (with this Constitutional amendment) that an Affiliate Membership is now also available to our peers in other offices such as Bursar, Registrar, Student Success, etc. since these individuals' duties are indirectly associated to financial aid and they may benefit from our financial aid webinars and trainings. We feel aligning our college peers as Affiliates supports NYSFAAA's Outreach Mission and it adheres to the Outreach goals listed in the NYSFAAA 2014-2017 Long Range Plan.

Specifically, the LRP Outreach Goal #2 is:

Affiliate Membership can be promoted amongst graduate students who plan to pursue careers in Higher Education, to high school counselors, and to our colleagues in admissions, EOP/HEOP, bursars/business offices, student affairs, and career services.

Also, this amendment clarifies the Associate Membership category to include our vendor and consultant partners (with Executive Council approval) more clearly. A few of our consultants were applying as non-dues paying Affiliate Members and we wanted to more clearly state that they should be Executive Council approved Associate members.

- **Development Committee- Pat Johnson**
  - Tami Gilbeaux was introduced as the new chair
  - Scholarship committee idea
    - Promote fund raising for Scholarship committee
    - Matching funds
  - HESC has CACG grant but we can apply for funding as well
  - Comments included:
    - Recruit additional committee members
    - Look for funding for areas cut from budget that could be reinstated with funding
    - A way to keep membership fees down

- Funding to support trainers for statewide training
  - Summary: funding should be sought for technology, training and scholarships
- Other
  - NYSFAAA Banners: estimates for the replacement of regional banners will be sought

## **Regional Updates:**

### **Region 1: -**

- Meeting this year at Hilbert, well attended
- Round table on various topics: FISAP, one-stop shop, membership definitions
- Healthy treasury
- 148 active members
- Conference planning underway
- Jeanne Mossios from Medaille, new chair

### **Region 2:**

- Two new co-chairs: BJ Revill and Chris Vernam
- New Secretary is Megan Kennerknecht
- Last meeting: discussion on Perkins (Maria Livolsi and Mark Hill)
- Guidance Workshop at Brockport on November 21
- Healthy treasury
- 6 new Novice members from region
- Meetings have been scheduled for the new year

### **Region 3:**

- SUNY Oswego Fallbrook breakfast meeting in September to open the year
- Guidance Counselor Workshops in November coordinated by Sonya Griggs
- College Goal New York planning is underway
- Support Office Staff workshop was held on May 9 2014 with 33 attendees
- New year meeting dates have been set
- Should section be added to membership application to include members' activities?

### **Region 4:**

- Treasury is healthy
- Membership is low; last 2 meetings were cancelled due to low response. Will start call campaign to find out why not renewing
- Nicole Hoyt ESC and Pat Ziegler Wells Fargo are new co-chairs
- Would like to increase advocacy efforts due to location
- Would like to invite members of legislature to attend meetings
- Presenters for November meeting are Lisa Simpson and Maria Livolsi
- To build leadership and development – have members attend Executive Council meetings with Kristina
- Intermediate workshop was successful

### **Region 5:**

- Met September and February
- Income repayment, was topic at tri-regional meeting



- Holding regional meeting at Conference dinner with 17 coming
- Working on next year's meetings

#### **Region 6**

- Low attendance at meetings
- Support staff workshop was held
- Asking for permission to serve alcohol limited to 2 drinks per person using regional funds. Executive Council gave permission

#### **Region 7**

- Scott Buchanan from Sallie Mae was excellent speaker
- Support Office Staff workshop was held at Molloy
- 3 College Goal NY sites, adding a fourth

#### **Region 8**

- 4 conference planning meetings
- Looking for regional chair

#### **Comments:**

Regional treasuries are healthy  
Round tables are well –received

#### **• Next Meetings:**

- December 16, 2014 2:00-4:00 (Remote)
- February 9-10, 2015 (Advocacy Day) Albany

- Annual Business Meeting agenda was reviewed
- Looking for a NYSFAAA member to present a New York City high school financial aid night.

#### **• Conference 2016**

- Soliciting bids for this
- Interested regions should be ready to present their request by the December remote meeting. Include why the region is interested in hosting the Conference.

#### **• Engagement**

Suggestions were offered on getting more people involved on all levels

- Bring guests to Executive Council meetings
- Note from regional membership representative encouraging attendance to at least one regional meeting
- Get to know and include your newer regional members
- Invite schools to host meetings,
- Encourage committee involvement
- Scholarships – invite new members to join
- Previous award winners – where are they now
- Also, push the scholarship process to the spring
- Accepting credit cards for donations

#### **Adjournment**

As there was no further business, a motion was made by Pat Johnson, seconded by Gene Rogers to adjourn. All were in favor, no one opposed and there were no abstentions. The meeting was adjourned at 2:57pm