

NYSFAAA Annual Business Meeting

October 12, 2017

Darrin Rooker called the annual NYSFAAA Business Meeting to order at 8:56 a.m.

Darrin read a thank you note from, Ishia Flores, a 2017 NYSFAAA scholarship winner.

Darrin acknowledged the Exec Council's vote to give Jeff Baker, ED, the NYSFAAA Lifetime Achievement Award.

Approval of the 2016 Minutes – a motion made by Howard Leslie and seconded by Debbie Evans. A vote was taken with all in favor, no oppositions and no abstentions.

Rob Zasso read the Treasurer's report-

A motion was made by Scott Atkinson and seconded by Dawn Langdon to accept the Treasurer's Report. A vote was taken with all in favor, no oppositions and no abstentions.

NYSFAAA's accounts continue to be in good health. Due to a merger between First Niagara Bank and Key Bank, our primary accounts have transitioned to Key. Based on our investment account manager recommendation, we started a CD with Key Bank so we can use the proceeds from this investment to create a reserve to help NYSFAAA when we have to balance the budget

An investment committee was formed this past winter based on past recommendations and the 2017-2018 goals and objectives for the purpose of reviewing our current investments and gathering up-to-date information from our account manager on the health of our accounts. Thank you to those who have agreed to serve: Kerrie Cooper, Kerry Lubold, Tom Dalton, Darrin Rooker, Amy Thompson, Kathy Michalski, Samantha Veeder and myself. In February we met with Robert Bell from Morgan Stanley who reviewed the history of our investments, current status and recommendations for the immediate future. Robert has handled our accounts for a very long time and we are grateful for the guidance he provides. Part of the discussion involved talking about what our scholarship investments would look like over a 10 year cycle if NYSFAAA increased the annual scholarship award to students.

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

The Budget & Finance Committee, under the leadership of Susan Godreau, provided executive council in February 2017 with an estimate of the 17-18 budgetary needs of the organization. This presentation and subsequent discussion was helpful for executive council as a way to evaluate current spending and income as well as anticipate any upcoming issues. Susan was able to bring forth a budget to Executive Council in June 2017 that supports NYSFAAA activities while being mindful of our responsibilities.

In 2016-2017 the Development Committee has not been active As, Tami Gilbeaux who dedicated her time in 2015-2016 to researching, identifying and applying for grant opportunities that support our operational costs. Unfortunately no grants became available. It has become evident that our activities are important to our profession and our students, but are not the type of activities that are supported by grantors/donors. We have spent the last year attempting to come up with a new role for the development committee in helping NYSFAAA open up new revenue opportunities.

Our scholarship committee is headed by Debra Evans. In honor of George Chin, Executive Council voted to change the NYSFAAA Scholarship to the NYSFAAA George Chin Memorial Scholarship in honor of George's dedication to the organization and the profession. The outpouring of donations in honor of

George have been very generous and have generated \$12,970. During the 2016 conference Debra's scholarship activities including the 50/50 & regional baskets generated a nice income for the scholarship fund. Thank you to everyone for their participation and support. A special thank you to Debra for her tireless work towards supporting our students in NYS.

Goals and Objectives for 2017-2018:

1. The Development Committee will be part of the discussion of revenue opportunities through collaboration with EASFAA and other possibilities for membership expansion and revenue generation.
2. The 2016-17 audit has been convened and progress will be monitored for a timely conclusion.

State of NYSFAAA

Statement read by Darrin Rooker, President—

This past year turned out to be a much different challenge than what I was anticipating when I became NYSFAAA's 27th President last October. Responding to two major state student aid program proposals, as well as many severe cuts proposed in the Federal budget for SFA programs, the scheduled loss of the Federal Perkins Loan program, the reestablishment of year-round Pell, the loss of the IRS data retrieval tool, taxed not only NYSFAAA's Executive Council but all financial aid administrators in New York State throughout the past year. Despite these challenges, NYSFAAA's leadership team was able to make significant progress on many of our planned initiatives. This report provides some highlights of NYSFAAA's activities over the past year:

2016-17 Executive Council

Darrin Rooker – President – New York Chiropractic College

Kerrie Cooper – Past-President – SUNY Canton

Adrienne King – First Vice-President – Bank Street College of Education

Howard Leslie – Second Vice-President – Berkeley College

Robert Zasso – Treasurer – Dutchess County Community College

Kerry Lubold – Past-Treasurer – SUNY Plattsburgh

Kelly Kelly – Secretary – Le Moyne College

Kathy Michalski – Region I – Niagara County Community College

Margaret Christian – Region II – University of Rochester, School of Dentistry & Medicine

LaSonya Griggs – Region III – Tompkins Cortland Community College

Michelle Fontaine – Region IV – SUNY Empire State

Diane Donohue – Region V – SUNY New Paltz

Melanie Williams-Betha – Region VI – Columbia University, Teachers College

Amy Thompson – Region VII – St. Joseph's College

Todd Moravec – Region VIII – SUNY Plattsburgh

Lisa Simpson – HESC Liaison

2017-18 Executive Council

Darrin Rooker- President – New York Chiropractic College

La Sonya Griggs – President-Elect – Tompkins Cortland Community College

Adrienne King – First Vice President – Bank Street College of Education

Howard Leslie – Second Vice President – Berkeley College

Robert Zasso – Treasurer – Dutchess County Community College

Susan Godreau – Treasurer-Elect – SUNY Potsdam

Kelly Kelly – Secretary – Le Moyne College

Kathy Michalski – Region I - Niagara County Community College
Shalena Clary – Region II – University of Rochester
Patti Donahue – Region III – Binghamton University
Michelle Fontaine – Region IV – SUNY Empire State
Joseph Weglarz – Region V – Marist College
Ajana Wilkinson – Region VI – Kingsborough Community College
Debra Evans - Region VII – Adelphi University
? – Region VIII (unknown at the time of this report)
Lisa Simpson – HESC Liaison

Communication & Technology

As I have already stated, despite unforeseen challenges this past year, significant progress on goals were met in the communication and technology area. Under the leadership of Heather Adner and Lea Nuwer our Technology, Innovation and Communications Committee (TICC) formulated and implemented a redesigned NYSFAAA website. Our website now has a much more modern look, as well as a more user friendly menu view and navigation tools. Future goals will be to continue improving the organization of information on the website, and to enhance the tools available for member's use.

In its communication role, the TICC committee is working closely with our Statewide Training and Professional Development committees. All NYSFAAA training events are announced prominently on the website and recorded webinar trainings are easily accessible to our members anytime.

Training and Leadership Development

NYSFAAA has long been looked upon as delivering high quality training programs. This year was no exception. Thanks to the leadership of Lisa Simpson our Novice Training Committee provided an excellent Novice Training Workshop held in June at Mount Saint Mary College in Newburgh. There were 85 novice attendees who gave excellent reviews of the training they received. For the more experienced financial aid administrators, we are planning to hold an Intermediate Workshop in the spring of 2018. Lynn Sabulski and Brian Smith of SUNY Cobleskill are already working on the organization of this event.

The Statewide Training Committee lead by Howard Leslie and Kristina Delbridge delivered a tremendous amount of training via webinars throughout the year. A total of 13 trainings covering a wide array of topics were offered to meet the needs of all levels of aid administrator expertise.

Advocacy

Advocacy is an area where the Executive Council and multiple statewide committees spent more than the normal amount of time and resources this past year. One of my first actions as President was to form a TAP Reform Whitepaper task force, under the leadership of Samantha Veeder as its Chair. This task force was charged with revising and updating NYSFAAA's original TAP Reform Whitepaper. It had been more than five years since the original whitepaper was written. Some of the issues that had been originally identified had changed over the past five years, and new issues have since arisen with the program. The new revised TAP Reform Whitepaper was adopted by Executive Council and can be found on the NYSFAAA website.

In November, Susan Mead (Chair of the State Government Relations Committee) testified before the New York Assembly Standing Committee on Higher Education. The Higher Education committee invited NYSFAAA to testify on the Rising Cost of Higher Education and Student Loan Debt in New York State. Susan did a great job representing NYSFAAA and used our newly revised TAP Reform Whitepaper as the basis of her testimony. In her testimony, she promoted the idea of increasing the individual student TAP award amounts and responded to committee member's questions regarding student debt.

In January 2017, the Executive Council immediately drafted and adopted a position statement in response to the proposals to create additional state financial aid programs. NYSFAAA's position statement strongly favored increasing the student award amounts in the well-established Tuition Assistance Program in place of adding new financial aid programs.

Executive Council members, along with some additional NYSFAAA members, carried out legislative visits in February 2017 in conjunction with Student Financial Aid Advocacy Day at the Capitol. The newly revised TAP Reform Whitepaper and NYSFAAA's Position Statement on Adding New State Financial Aid Programs were the two documents that formed the talking points discussed with legislators. NYSFAAA members met with over 25 legislative offices including the Chairs and members of the Senate and Assembly Higher Education Committees, as well as the minority leader of the New York State Assembly. According to our records, this was the largest number of legislative visits done by NYSFAAA in quite some time.

Most legislative representatives understood our points of not complicating, even more, an already complicated financial aid awarding process by adding on additional aid programs and regulatory requirements. Despite our efforts to advocate for an alternative proposal to increase student TAP award amounts (via the Capitol visits and follow-up contacts), most of the legislators we met with did end up voting in favor of the state budget bill that included the Excelsior Scholarship and Enhanced Tuition Assistance programs.

At the Federal Student Aid level NYSFAAA's Executive Council signed on to multiple letters of support to extend the Perkins loan program, at least until reauthorization of Title IV is complete. Executive Council also signed on to multiple higher education group letters advocating against 2018 Federal Budget proposals that included severe funding cuts to many Title IV programs.

Mentorship

Under the leadership of Amy Connors and Nancy Teodecki, the Mentorship Committee made renewed efforts to reach out and inform newer members of all of the benefits of being a member of NYSFAAA. They made a special effort to stay connected with the attendees of this year's Novice Training Workshop. They are planning to continue to reach out to newer members in various ways, and times, throughout this coming year.

Outreach

Under the leadership of LaSonya Griggs and Gene Rogers (heavily assisted by Lisa Simpson). They put hundreds of miles on their cars, and hundreds of hours of personal time, conducting and coordinating Outreach events throughout the state.

With the work of the entire Outreach Committee, NYSFAAA continues to reach out to thousands families and students that need our assistance starting the process to answer the question: How in the world am I going to pay for school? This past year we did this through College Goal Events, High School Financial Aid Information Nights and Financial Aid Forms Workshops.

NYSFAAA does need to think about how much of a financial support role it wants to take on to continue to make these events happen in the future. Outside grant funding that used to help fund these events is no longer being offered.

Goals and Objectives

- One of my goals is to refocus NYSFAAA's leadership to work toward more of our Goals and Objectives and the Long Term Plan. During the past year, much of our time was spent responding to state and federal aid program proposals, program changes, in addition many of NYSFAAA's Executive Council and Statewide Committee members felt the significant time burden caused by the rushed implementation of the new state aid programs at their schools.
- Throughout the coming year I will be working closely with our President-elect (LaSonya Griggs) to prepare her to take over the office of President next October.
- I will continue to support advocacy efforts, at the state and federal level, to help guide policy that will benefit the students we serve.

Upcoming Meetings and Events

- NYSFAAA's 50th Anniversary Conference October 23rd- 25th, 2018 at the Marriott Syracuse Downtown
- Executive Council remote meetings in December, April and August
- Executive Council meeting in Albany in February with legislative visits
- Executive Council planning meeting June at the Marriott Syracuse Downtown

Conclusion

Even with the unusual challenges this past year, I feel we got a lot accomplished. This is in great part to the dedicated Executive Council members I had working with me. Each member participated at a high level and brought something different to the table. I do want to recognize the people who are leaving Council this year. The first is Kerrie Cooper, in the past Kerrie has served on Council on multiple occasions as her region's Council representative, and now is leaving after serving four years as President-elect, President and Past-President. Kerrie was a great mentor to me in helping me learn the duties of the President's job and has been a great resource for all of the council members. The other outgoing officer that needs recognition is Kerry Lubold. Kerry has also served as her region's Council representative on multiple occasions and over the past four years has done a tremendous job as Treasurer-elect, Treasurer and Past-Treasurer. Thanks to Kerry, and her predecessor Pat Johnson, we have had clean audits the past several years. I would like to thank Margaret Christian, Diane Donohue, Todd Moravec, Amy Thompson, each one of them represented their region honorably and applied their unique talent to the Council's work.

As I stated in the beginning of my report, I am only highlighting a mix of items from this past year in my section of the annual report. Please read this entire report to learn about all of the

important work that was done at the committee level. I would like to thank everyone who served as Statewide Officers and Region Council Representatives, Region Officers, Committee Chairs and members of a committee this past year.

I look forward to working with the incoming Executive Council members to continue our association's mission and goals.

Respectfully submitted,

Darrin L. Rooker

Old Business

- Annual Report – additional reports needed to complete the annual report. An announcement will be sent to the membership when the final report is available.
- Long range plan is continued to be worked on by the committee led by Kerrie Cooper.
- NASFAA Thought Force-EASFAA & NASFAA working together on shared services. Larry Chambers indicated a common mission was being worked on. However, the common mission did not come to consensus; therefore, the Thought Force may not continue.

New Business

Goals & Objectives

- Timely posting of events

Retain membership

- Rejuvenate NYSFAAA's mentorship activities
- Encourage member participation in outreach events
- Individually ask for their participation at the regional level

Relevant Website

Timely posting of events

- Explore new revenue streams to support training advocacy & outreach efforts
- Renewed effort to increase membership
- Establish investment committee
- Provide training in grant identification & grant writing
- Explore possible collaborations with NYSOBBA & EASFAA on training.

Support Advocacy

Increase participation in advocacy

- Offer training opportunities on being an advocate
- Include regular Conference Session on government relations
- Reach out to those political leaders seeking re-election

Continued support of TAP Change

Advocating for elimination of SUNY Tuition credit

Increase Outreach

Increase membership participation in College Goal Events

- Training newest members as presenters (Mentor)
- Recruit regional membership to School Outreach Committee

Darrin is asking all NYSFAAA members to read the entire Annual Report and to provide feedback regarding the Report.

Meeting adjourned at 9:34. A motion was made by Scott Atkinson and seconded by Howard Leslie. A vote was taken and there were no abstentions or oppositions.

Respectively submitted,

Tami Gilbeaux
On behalf of Kelly Kelly, Secretary