



NYSFAAA Executive Council
Monday, February 12, 2018
Hilton Garden Inn Albany Medical Center
8:00am-4:00pm

Call to Order & Roll Call

President – Darrin Rooker

President Elect – Howard Leslie

1st VP – Adrienne King

2nd VP – Howard Leslie

Secretary – Kelly Kelly

Treasurer – Robert Zasso

Treasurer Elect – Susan Godreau

Region 1 – Kathy Michalski

Region 2 – Shalena Clary

Region 3 – Patti Donahue

Region 4 – Michelle Fontaine

Region 5 – Joseph Weglarz

Region 6 – Ajana Wilkinson

Region 7 – Debra Evans

Region 8 – Stacey Hawkins

Guests: Kathy Flaherty

Tami Gilbeaux

Lynn Sabulski

Discussion via Email

MOTION: A motion was made by Adrienne King, seconded by Howard Leslie that NYSFAAA Executive Council accept Andrew Pieri CPA as an Affiliate Member.

- Affiliate Membership
- <http://www.andrewpiericpa.com/>
- We are CPA's that audit Title IV programs offered by colleges and career schools. We currently audit over 130 institutions that receive Title IV funding. I feel membership would provide important information and updates to myself and my staff. My staff consists of financial aid directors and consultants. As such, I am seeking an additional person to fill an open position. I feel posting a motion with you would greatly help.

Discussion followed where the following points were made:

- Not sure of what we are looking for in Associate members. If this company employs financial aid directors and consultants, wouldn't they have access to the same information from their

professional organizations? The statement that they are seeking an additional staff member and are looking to post the opening on our website seems that they may be looking to save on the cost of posting to other sites. Conversely, it would provide potential professional opportunities for NYSFAAA members

- Email sent out with description of membership types and as a result a change was recommended in the type of membership

AMENDED MOTION: An amended motion was made by Adrienne King, seconded by Patti Donahue that NYSFAAA Executive Council accept Andrew Pieri CPA as an Associate member.

Discussion followed where the following points were made:

- Agree with the change in membership status

A vote was called-the motion passed with a quorum in favor of the motion

Discussion via Email

MOTION: A motion was made by Adrienne King, seconded by Kathy Michalski that NYSFAAA Executive Council accept Andrew Lockwood as an Affiliate Member.

Andrew Lockwood, Lockwood College Prep

- Affiliate Membership
- Lockwood College Prep is a private college consulting firm that specializes in helping kids get into their "Dream Colleges" and their parents obtain financial aid and scholarships. More details are listed on our website, www.LockwoodCollegePrep.com
- <http://lockwoodcollegeprep.com/>

Discussion followed where the following points were made:

- No examples of any current Affiliate members who are paid College Prep companies
- NYSFAAA has traditionally shied away from granting membership to paid college prep consulting companies, due to the appearance that we have endorsed them
- NYSFAAA promotes a free financial aid application process
- They are doing a presentation on January 27th in Huntington-willing to go
- Debra Evans to attend the next workshop and report to the council at the February meeting.

MOTION: A motion was made by Adrienne King, seconded by Patti Donahue to table the motion to accept Lockwood College Prep's membership application until the February 12th Executive Council meeting.

A vote was called-the motion passed with a quorum in favor of the motion

Discussion via Email

MOTION: A motion was made by Adrienne King, seconded by Howard Leslie that NYSFAAA Executive Council accept Connex Private Student Loans as an Associate Member.

Chansone Durden, Director of School Relationships for ReliaMax

- Associate Membership
- I work for ReliaMax a student loan company that insures private student loans for over 450 lenders and credit unions. It is the parent company of Connex who provides a platform for private student loans. Connex is a student loan platform that works with community banks and credit unions in the community where schools are at. So the funding comes from them. The idea is to connect small community banks and credit unions with the students, thereby helping local economies. Also, we service our loans; when a student takes a loan from us, they get a

designated loan counselor for the life of the loan. Our default rate is half of the industry's, because we work with borrowers if they get behind. We reach out to them if they are late 60 days and tries to work out payment plans. We have an office in Reston, that's where Kevin Moehn and Wynde Walker my team is based. Our call center and the big operation is in Sioux Falls.

- <https://connextloans.com/>

There was no discussion. A vote was called-the motion passed with a quorum in favor of the motion

Approval of Minutes –Motion via Email

Motion: A motion was made by Kelly Kelly, seconded by Rob Zasso to approve the minutes from the December 12, 2017 meeting. There was no discussion. A vote was called-the motion passed with a quorum in favor of the motion

Darrin Rooker called the meeting to order at 8:20am with a quorum of Executive Council present.

President's Report – Darrin Rooker

- CICU & Student Aid Alliance meetings
 - In line with what we support
 - Big coordination for legislative visits tomorrow
 - Went through agenda at meeting
 - Bundy aid for private schools
 - Full funding for tuition assistance program
 - Advocating for opportunity program
 - Modify Excelsior / ETA
 - Advocating for tuition cap removal with Excelsior program
 - Private and non for profit participate with STEM
 - Bring Grad TAP back
- EASFAAA Update
 - Last update at December EC meeting
 - Not a lot of new information since last meeting in October
 - Meeting today and tomorrow
 - Larry Chambers appointed representative for this meeting
 - Sam Veeder is resident elect and came up with hybrid proposal-5 or more members and pay institutional fee with as many members.
- Second Vice President Office
 - 2nd VP now open as Howard is president-elect
 - Reviewed bylaws and vacancy of office
 - If president is no longer, it goes to 1st VP
 - If 1st VP is no longer, it goes to council
 - Nominations for other positions-president can name someone and council can vote

- Darrin spoke with Howard on 2nd VP duties – This year is already planned out. Howard will continue with 2nd VP duties as well as president-elect duties
- Statement of Ethics and Guiding Principles
 - On NYSFAAA website
 - Suggestion that we should relook at them every so often-put more on agenda
- Other updates and items
 - Items on website to be updated
 - Organizational chart-Kelly working
 - Need more pictures on website
 - Darrin would be happy to attend region meetings-please contact Darrin

President Elect Report – Howard Leslie

- Elections Committee
 - Need council help for election committee help-region 1 and 3
 - Nominations for positions will go out soon and open for one month: 1st VP, 2nd VP, and Secretary
 - Push for nominations at region meetings
- Governance Committee
 - New committee with some returning and new members
 - Howard Leslie –chair
 - Scott Atkinson
 - Irv Bodofsky
 - Tom Dolton
 - Clari Jacobi
 - Heather McDonnell
 - Janice Scheutzow
 - Most of plan not strategic-need to review
 - Committee agreed to update
 - Need to rewrite the strategic plan to be in place for 18/19
 - Perform an environmental scan -survey out on webpage for members to take
 - Decided to tackle the Policy & Procedure of NYSFAAA
 - Look at leadership and committees on website
 - Look under governance on website
 - Look at minutes and reports on website
 - Some information out of date and incomplete
 - Need to determine who is in charge of what on website
- Financial Aid Leadership Symposium Update
 - June 12th-13th at Albany Hotel –agenda attached at end of document
 - Guest speaker already selected
 - Requesting for additional funding with budget-motion with Treasurer report
- Statewide Training
 - Currently 6 training options open to register
 - Training on splash page-nonmembers to see what is going on
 - Registration for Data Security = 241 Was anticipating more

- Need to review weather contingency plan
 - Call Howard by 10pm the night before
 - Region to contact members of cancellation
 - Will send out link to all to view webinar
- Need co-chair for state wide training for 18/19-please go back to your regions
- TICC Report
 - Keep site current by changing it every two years-fresh information and new pictures
 - Average number of hits per day: 10,098
 - Average number of visitors per day: 1,546
 - Average visit duration: 22:57 minutes
 - Number of unique visitors: 48,595
 - Repeat visitors: 13,309
 - Percentage of hits from the U.S.: 41%
 - Top Google Searches leading to our website:
 - NYSFAAA
 - Financial aid definition
 - Jobs
 - NYSFAAA Conference
 - What is Financial Aid
 - Presentation on how to increase admissions
 - Define Financial Aid
 - Novice Training
 - Top pages viewed on our website:
 - Homepage
 - Calendar
 - JobSearch
 - Member Profile
 - Student/Family – What is Financial Aid?
 - Blog
 - Events
 - Student/Family – Scholarship Searches
 - Listserv
 - 2017 Conference

First Vice President's Report – Adrienne King
--

- Membership
 - 15/16 – Officially closed
 - 16/17 – 1258 members
 - 17/18 1172 members
 - Some outstanding invoices
 - Sent out email after the holidays for a reminder
 - Many responded that they paid but actually their finance department never sent payment
 - \$72180.00 collected
 - Waiting on reports from regional reps

- Figure out a way to recruit schools who are not a part of NYSFAAA
- Each region doing quarterly social hour-working to get more people
- We cannot function if we do not have the funding

MOTION: A motion was made by Howard, seconded by Rob Zasso to provide a one-time prorated 2017-18 NYSFAAA membership of \$40.00 to NY State Financial Aid Administrators who are not current NYSFAAA members, so that they may benefit from all NYSFAAA's offerings especially the remaining webinars. This announcement should first be made along with the President's letter regarding the problem of sharing membership access to NYSFAAA training.

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

Secretary's Report – Kelly Kelly

- School Outreach and Early Awareness Committee
 - New Committee Chairs – Have been updated on 17/18 Organizational Chart
 - La Sonya Griggs
 - Lisa Simpson
 - Amy Thompson
 - Eugene Rogers
 - Patrick Zeigler
 - Guidance Counselor Workshops
 - Not taken place due to lack of funding
 - Possible reach out to other college counselor associations to offer help
 - Possible reach region hosting their own CG event
 - College Goal New York
 - 17/18-events at over 25 different locations
 - Rely heavily on assistance from NYSFAAA members
 - Department of Education mobile app for FAFSA could impact how families complete the FAFSA
 - NYGEARUP
 - 17/18-NYSFAAA partnership has been minimal
 - Expect do to more as students get closer to graduating high school
- Lisa Simpson sent EC a request for Novice

MOTION: A motion was made by Kelly Kelly , seconded by Rob Zasso to request a one-time exemption from the alcohol policy and allow alcohol to be consumed at the Novice Workshop this year, 2018, at Mercy College in Dobbs Ferry, NY.

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

Treasurer's Report – Robert Zasso

- Gave handouts to review
- No major updates from the committees
- Investment committee meeting today
- Discussed CD
- Audit 16/17 in process
- 15/16 audit finished

- Revenue checks sent out to regions-next checks in June
- Working with Susan as the new treasurer
- Reviewing committees under the treasurer
- Development committee not able to raise grant funding as thought
- Reviewing previous conferences
 - Four years of data
 - Usually end up breaking even over time-cycle of profit and loss
 - Need to watch what we are budgeting for income
- Budget discussion-regional expense
 - Do not see downside of leaving it in the budget
 - Money has to be requested by the region
 - Policy to be reviewed
- Guidance counselor workshops
 - HESC looking for funds
 - Know how important it is to train high school counselors
- Line by line budget review during June EC meeting
- Conference 2017
 - Had additional expenses
 - Region was able to renegotiate the food cost-went down
 - Rooms-estimated more overnight stays and ended up with more commuters-hotel charged for all rooms blocked
 - Learned when doing a downstate conference to lower the numbers-maybe to the conference with two regions the next time

MOTION: A motion was made by Rob Zasso, seconded by Howard Leslie to approve \$1200.00 for a speaker fee for the Financial Aid Leadership Symposium.

Discussion followed where the following points were made:

- Where is the funding coming from?
- Howard suggested using money from SWT budget since it is not all being used

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

HESC Update – Lisa Simpson

- | |
|---|
| <ul style="list-style-type: none"> • 18/19 College Data Survey due May 31st <ul style="list-style-type: none"> ○ Important to give accurate amounts ○ All instructions are provided on the website • Five programs <ul style="list-style-type: none"> ○ Excelsior <ul style="list-style-type: none"> ▪ Application going out possibly in mid-March and will be out longer than 45 days ▪ If deemed ineligible before due to credits but not eligible, students should apply ▪ If they had award and lost due to credits, students cannot apply again ○ ETA <ul style="list-style-type: none"> ▪ Same process-same time line ▪ Notification being send for schools to opt in or opt out-this is an annual process ○ Part time award for SUNY/CUNY schools |
|---|

- Maintain 2.0 gpa
 - \$1500.00 per semester
 - Waiting on board approval
 - Social workers scholarships/loan forgiveness
 - Working on this
 - Limited funding
- Schools need to let HESC know if students are HEOP/Opportunity program eligible
- Sending information out for 18/19 year and pre-loading what they can
- All going through IVP-if there is no match and email is being sent to the student
- Novice
 - June 4th –June 8th at Mercy College
 - New small group leaders
 - Always did heavy testing on federal methodology but going to focus more on professional judgement and verification
 - \$625.00 fee
 - Need to restock on supplies-completely out of stock

Standing Committee Reports

- Attached at end of document

Old Business

- Tabled membership approval - Lockwood College Prep

MOTION: A motion was made by Adrienne King, seconded by Rob Zasso to accept Andrew Lockwood, Lockwood College Prep for affiliate membership

Lockwood College Prep is a private college consulting firm that specializes in helping kids get into their "Dream Colleges" and their parents obtain financial aid and scholarships. More details are listed on our website, www.LockwoodCollegePrep.com
<http://lockwoodcollegeprep.com/>

Discussion followed where the following points were made:

- Deb Evans attended the Lockwood College Prep presentation in Huntington
- Marketing his business
- Gave his suggestions and ideas with FAFSA and college planning
- Services were at a cost

A vote was called with none in favor. The application was turned down.

- Conference 2018
 - 50th anniversary
 - Met last Friday and established the committees
 - If anyone else is interested, please contact one of the chairs
 - October 22-25 with EC meeting
 - Ben Walsh is welcome speaker
 - Communication through DropBox
 - Save the date on the website

- Will update the website as the information comes along
- Working on keynote speaker
-
- Conference 2019
 - Much discussion with Region 5
 - Email went out to region-some feedback
 - 70% that region will host?
 - Would like confirmation by April

New Business

- New service award proposal
 - Conference call to discuss

MOTION: A motion was made by Howard Leslie, seconded by Adrienne King to establish The George Chin Award for Excellence in Mentorship.

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

- Rob will send out a description for the committee to review

Regional Updates

- **All regional reports included in minutes**

Future Meetings

- April (Remote) – Tuesday, April 17th 2:00-400
- June (Marriott Syracuse Downtown) – June 18th and 19th

As there was no further business, the meeting was adjourned at 4:30pm.

Region 1 Report

NYSFAAA Exec Council Meeting

February 12, 2018

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: October 5, 2017 at Hilbert College
November 16, 2017 at Bryant & Stratton
December 14, 2017 at Classics Banquet Hall

Attendees = October 5th had 16 attendees
November 16th had 29 attendees
December 14th had 21 attendees

Topics and Training details: Excelsior Scholarship, NASFAA White Paper on Data Sharing, Census Reporting, Statewide Training – Verification, Discussion on how to improve attendance at regional meetings, wrap up from Support Staff Workshop, Officer Elections, and Regional awards.

1. Other Training events that Region was involved in

Example – CGNY, Guidance Counselor workshop? : Several members have participated in FAFSA completion events/high school nights. A FAFSA completion event is being held at Niagara Falls High School on February 13th.

2. **Treasury update:** Account Balance is \$6013.58 as of 12/4/17.

3. **Committee Reports:** None

4. **Conference news (If your region is involved in Conference planning)** None

5. **Upcoming meetings and events:** SWT - February 23rd at Hilbert College
Joint meeting with Region 2 in early April.
May and June meetings TBD

Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council) None

Region 2 Report

NYSFAAA Exec Council Meeting

February 12, 2018

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: November 16, 2017 at Genesee Community College

Attendees: 45 attendees

Topics and Discussion: Statewide training- verification

Kickoff of FAFSA FESTS and RCAN events in Rochester- 32 families served in the 1st event of the season- 7-9 events planned

Date and Location: December 15, 2017 at RIT

Attendees = 8

Topics and Training details:

Discussion was had about the Final Planning for the Guidance Counselor workshop- guidance counselors from 8 counties were invited.

Support staff workshop is planned for 6/14/18 at RIT- all day event from 8:30-3:30

126 active members for region- increase membership

Excelsior

2. Other Training events that Region was involved in :

Example – CGNY, Guidance Counselor workshop?

February 2nd was our Guidance Counselor workshop at SUNY GENESEO- approximately 90 attendees

Topics covered: Federal and State Updates, Running a Successful Financial Aid Night, and Professional Judgement. We also had an “Ask a Professional Room” where we had financial aid staff, HEOP counselors, and admissions counselors from throughout the region available to answer specific questions. In addition, they did a Q and A session. There was a good mix of seasoned and new professions and they seemed to be very happy with the event. We are following up with them via email this week with a survey for official feedback and suggestions for the future. Thank you again to Howard for offering up some funding from the State-Wide training budget to assist with this training.

3. **Treasury update:** \$2,457.62 (as of November meeting)- no update in December, but should not have been much change to treasury at that point

4. Committee Reports

5. Conference news (If your region is involved in Conference planning)

6. Upcoming meetings and events –

- a. 2/23 Statewide training at Roberts Wesleyan
- b. Joint meeting with Region 1 will be happening in April
- c. May 25th will be the year end meeting

7. Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council)

Region 3 Report

NYSFAAA Exec Council Meeting

2/12/18

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: **11/16/17 – LeMoyne College, Syracuse**

Attendees = **35**

Topics and Training details:

SWT – 1819 Verification Requirements, Changes, and Conflicting information

Region meeting after training

Date and Location: **12/8/17 – Marriott Syracuse Downtown, Christmas Luncheon**

Attendees = **31**

Topics and Training details:

FSA Conference update

50th Anniversary Conference discussion

Tour of the hotel

2. Other Training events that Region was involved in : **NONE**
 - a. Example – CGNY, Guidance Counselor workshop?
3. Treasury update: **As of January 31, 2018, balance is \$5,763.77 (we received an \$800 check for our revenue share since the amount was last reported on December 8, 2017 at the region meeting). Balance provided by Cynthia Roach, Treasurer, Region 3.**
4. Committee Reports: **NONE**
5. Conference news (If your region is involved in Conference planning): **See minutes posted on the NYSFAAA website for conference updates, committee meetings are being set up, Gina to provide EC with an update.**
6. Upcoming meetings and events = **2/23/18 – LeMoyne College, Syracuse, SWT Data Security**
7. Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council) **NONE**

Region IV Report

NYSFAAA Exec Council Meeting

February 12, 2018

1. **Meetings:** November 16, 2017 Statewide Training event at Empire State College. We had breakfast and then viewed the Verification Updates for 18/19 training together. We also provided lunch. We had 24 members in attendance
2. **Other Training events that Region was involved in:** College Goal Sundays participation
3. **Treasury update:** *\$7090.17 approx account balance* (waiting on confirmation from Region IV Treasurer)
4. **Committee Reports:** Membership: 119 Associate, Affiliate, Retired and Life Member; 84 active.
5. **Conference news:** None
6. **Upcoming meetings and events:** The February Statewide Training will be again held at Empire State College.
7. **Regional comments/Recommendations:**
 - Strategic Long Range Plan goals:
 - i. **ADVOCACY:** We would like to increase advocacy efforts of Region IV members due to our location. Over the next year we would like to continue to incorporate guests from state legislature, SED, OSC and HESC into our meetings in order to strengthen our relationships with those agencies.
 - ii. **LEADERSHIP and DEVELOPMENT:** Over the next year we will encourage other members to attend Executive Council meetings so that they can have an opportunity to learn more about NYSFAAA. This will provide a targeted mentoring opportunity for those who may be interested in becoming future leaders within NYSFAAA.

Region 6 Report

NYSFAAA Exec Council Meeting

Date

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: 11/16/2017, Berkeley College, Manhattan Campus

Attendees = 47

Topics and Training details: SWT – 2018-2019 Verification Requirements, Changes, and Conflicting Information Regulations

2. Other Training events that Region was involved in :

Example – CGNY, Guidance Counselor workshop?

3. Treasury update: End of January, Region VI balance = \$7,369.11

4. Committee Reports – N/A

5. Conference news (If your region is involved in Conference planning) – N/A

6. Upcoming meetings and events – SWT 02/23/2018 @ Berkeley College Manhattan Campus

7. Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council) –

a. Requests from membership to offer more training for grad/professional schools

Region 7 Report
NYSFAAA Exec Council Meeting
Date February 10,2018

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: Friday, January 12, 2018

Babylon Carriage House, Babylon, NY

Attendees = 25

Topics and Training details: 1. Technology and the Growth of Artificial Intelligence and
Adapting to Different Ways to Communicate presented by Jim Gathard
2. FSA Update presented by Diane Kazanecki Kempter and Kim
Hayman

2. Other Training events that Region was involved in : Statewide Training 11/16/17 43 in attendance

Example – CGNY,Guidance Counselor workshop?

3. Treasury update: \$1,908.86

4. Committee Reports

5. Conference news (If your region is involved in Conference planning)

6. Upcoming meetings and events tentative plans for at least 2 more regional meetings by the end of June

7. Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council)

Region #8 Report

NYSFAAA Exec Council Meeting

Date: 2/12/2018

1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: November 16, 2017 – SUNY Canton Miller Campus Center

Attendees: 17

Topics and Training details: Support Staff Workshop; New Regional Reps; Region Committee Member review; Excelsior Scholarships; award letters for 18-19; NASFAA financial aid Data Sharing; Data Security Standards

2. Other Training events that Region was involved in :

3. Treasury update:

\$3721.89 as of 11/16/2017

4. Committee Reports:

34 members as of 11/16/2017

5. Conference news (If your region is involved in Conference planning)- N/A

6. Upcoming meetings and events:

2/23/2018 Statewide Training / Regional meeting at SUNY Potsdam

7. Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council)

**NYSFAAA Executive Council Progress Report:
Financial Aid Leadership Symposium (FALS)**

Event Dates: June 12-13, 2018 (Tues./Wed.)

Proposed Venue: Hilton Garden Inn
New Scotland Ave, Albany

Agenda: Day 1
Registration @ 10:00am
Welcome/Keynote Presentation @ 11:00am
Lunch @ 12:15am
General Session
Concurrent Sessions: Leadership Breakout Session
Excel Intermediate/Advanced Skills

Concurrent Sessions: (prior sessions repeated)
Cocktails/Networking @ 6:00pm (cash bar)
Dinner @ 6:30pm

Day 2
Breakfast with Directors Panel @ 8:00am
2 Concurrent Sessions
Break
2 Concurrent Sessions
Lunch/General Session @ 12:15
Workshop Adjourned @ 1:45pm

Speakers: Day 1
Dr. Hassan Abdulhaqq - Keynote, Leadership Breakout Sessions)
Howard Leslie – From Manager to Leader/Heart of Leadership

Day 2
Scott Atkinson - Reporting
Heather McDonnell – Resources and Tools of the Trade
Cindy Kohlman – Audits/Program Reviews
John View – Time Management

We are looking into the following other possible sessions:
Budgeting
Decision Makers
Personnel Management/Staffing