



**NYSFAAA Annual Business Meeting  
Verona, New York  
Thursday, October 20, 2016**

Darrin Rooker called the annual NYSFAAA Business Meeting to order at 8:35am.

Approval of Minutes – Kathy Flaherty

Kathy read the minutes from the 2015 Business Meeting. A motion was made by Ann Barton, seconded by Danielle Griggs to approve the minutes. A vote was taken with all in favor, no oppositions and no abstentions.

**Treasurer’s Report – Rob Zasso**

- Investments \$481,712
- NYSFAAA Checking \$271,797
- NYSFAAA Scholarship Fund \$206,914
- Future looks optimistic with the investment account
- 14/15 audit has been concluded
- Creating a CD with operational reserves
- The big issue right now is working on transition with Kerry Lubold with the treasurer’s position

A motion was made by Kerrie Cooper, seconded by Jackie Darquea to accept the Treasurer’s Report. A vote was taken with all in favor, no oppositions and no abstentions.

**Old Business**

- Annual report can be found on the NYSFAAA website for review
- In second year of assessment of long range plan
- Governance committee looking at long range plan and reaching out to regions for feedback

**New Business**

- 2016-2017 Goal and Objectives
- Executive Council came up with four major goals

Goal: Retain Membership

Objectives:

1. Maintain relevant website

Strategies

- Timely posting of events
- Increasing interest in blog writing
- Promote government relations activities through blog

2. Involve newly trained Novices in Organization

Strategies

- Assigning Novice members to regional/statewide committees

3. Explore new revenue streams to support training, advocacy and outreach efforts

### Strategies

- Establish investment committee
- Provide training in grant identification and grant writing
- Explore possible collaborations with EASFAA on training

### Goal: Support Advocacy

#### Objectives:

1. Increase participation in advocacy

#### Strategies

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

2. Continued support of TAP Change

#### Strategies

- Advocating for elimination of SUNY tuition credit and increased TAP funding

### Goal: Increase Outreach

#### Objectives:

1. Increase membership participation in College Goal Events

#### Strategies

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

2. Encourage future involvement/leadership

#### Strategies

- Encourage Executive Council members to bring a guest to meetings
- Announcement of Times and Location of Executive Council Meetings
- Include regional members on statewide Professional Development Committee
- Regularly held Intermediate Training

3. Network with regional and national financial aid organizations

#### Strategies

- Consulting on training topics and opportunities
- Provide training to Community Based Organizations and affiliated groups.

### Goal: Develop NYSFAAA Vision & Mission Statement

#### Objectives:

1. The Vision & Mission will serve to drive the Long Range Plan

- Appoint ad hoc Strategic Planning Committee
- Create draft Vision & Mission Statement for review by Executive Council

2. Begin planning for next Long Range Plan

- 2016-17 is last year of current LRP
- New Vision & Mission Statement would be basis for new LRP
- Use various methods to gather input from entire membership

- Kerrie Cooper discussed the Thought Force which was discussed at the EASFAAA council meeting
  - Charter for the NASFAA Regional Thought Force is attached at the end of the minutes
  - Includes NASFAA and the six regional associates
  - Review to make sure there is no overlapping at all levels
  - No strategic discussion made but there was enough consensus to expand conservation
  - A report will be produced in March 2017 as to where the group made consensus

- More information will be sent out as it moves along
- Darrin thanked Region II for the conference

As there were no further business a motion was made by LaSonya Griggs, seconded by Kerrie Cooper to adjourn the meeting. All were in favor, there were no oppositions or abstentions.

The 2016 NYSFAAAA Business Meeting was adjourned at 9.00am.

thinking outside the box about this larger issue, highlighting the strengths, weaknesses, challenges and opportunities inherent to the national-regional-state association dynamic, and making recommendations for the next exploratory measures. At that meeting, representatives from each region reached consensus on several key strategic questions related to national and regional partnerships. No operational or strategic decisions were made at the state, regional, or national levels after the meeting. However, it was determined that the process of reaching consensus was important enough to expand the conversation to the current regional presidents.

During the September regional presidents meeting, it was suggested that we convene a larger group of regional, state, and national representatives to replicate that process again and see if we can reach consensus on multi-level strategic and/or operational alignments.

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### **Task Force Duties & Responsibilities**

- Engage in thoughtful, open, trusting, creative, and honest discussion on all issues related to national-regional-state association alignments.
- “Think big” and not be constrained in discussions by the way things have always been done, e.g. status quo.
- By March 2017, produce a report detailing the findings from the larger convening, clearly indicating where the group had reached consensus. The paper should answer the following specific questions:
  - Should state, regional, and the national association share the same mission and goals?
  - Should a consistent portfolio of products, services and programs be offered nationwide?
  - Should associations at each level have complete freedom to determine their revenue streams and funding prospects?
  - Should the state/regional/national associations rebrand and restructure into a collective organization?

If there is consensus on any single question or all questions, the work of the task force will be to develop plans to move towards those goals during the time remaining for the group. It is expected that another charter will be developed to guide their work.

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### **Budget**

The costs of the larger convening will be a cost share, with NASFAA covering the costs of lodging, food on-site, and a facilitator. Regions will cover all other travel costs.

# Charter: Regional Thought Force on State/Regional/ National Alignment May 2016

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## Timeline & Commitment

Start Date: October 2016  
Max. End Date: October 2019 (could end earlier dependent on work)

To ensure that high level strategic conversations and decisions are not lost due to volunteer turnover, consensus was reached by the regional presidents and NASFAA for a multi-year appointment. Each representative to this group should plan to serve for a minimum of three years. If deemed necessary, the composition of the group could change if the focus shifts to action planning and implementation.

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## Composition

Each of the six regional associations selects--through whatever means decided by their regional board--a *group of three individuals, in addition to the 2016-17 Regional Observer to NASFAA's Board*, to serve on a NASFAA-Regional Thought Force. Ideally, these individuals should be sitting regional board members. We strongly recommend that these individuals have experience volunteering at the state, regional, and preferably NASFAA-level, so they can bring a multilayered perspective to the discussions.

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## Background & Purpose

Over the course of several years, NASFAA has brought the incoming presidents of all six regional associations to DC to meet and discuss points of alignment, the role of the national association in supporting the regions and states, and the role states and regions play in the national context. The most recent meeting took place in September 2016; it was at that meeting that a need for a regional thought force was conceived.

One theme that has consistently come from these meetings is the idea that efforts are being duplicated at the state, regional and national levels, and in many cases each association is trying to "be all things for all people" rather than targeting/focusing on their specific strengths and value-adds. Another theme was the notion of turnover--in an all-volunteer organization with a new president at the helm each year, there is sometimes a lack of needed momentum to implement changes that require multi-year commitments.

This ongoing conversation, which has happened year after year, finally spurred the creation of a NASFAA Thought Force in spring 2016, chaired by RNASFAA Past President Art Young (Brigham Young University) and tasked with