

NYSFAAA Executive Council Meeting

June 13-14, 2013

Lake Placid, NY

Attendees:

Scott Atkinson

Patricia Johnson

Jan Scheutzow

Jane Gilliland

Kathleen Flaherty

Rachel Barker for Michele Rizzo

Lisa Papke

Dawn Langdon

Kristina Delbridge

Dan Robinson

Lou Palefsky

Shalena Duprey

Call in: Vince Davis

Tanya Patterson-Stanley

Sarah Macri

Lisa Simpson

Sonya Griggs

Gene Rogers

Theresa Chastain

Kerrie Cooper

Excused: Dan Tramuta

Steve Dwire

Gene Rogers

**Call to Order** – Scott Atkinson called the meeting to order at 12:30 pm

**Roll Call** – a quorum was declared and the meeting began.

**Approval of April 5, 2013 Minutes**-

Kathy Flaherty noted that we had not received a Treasurer’s report to be included with these minutes. A motion was made by Kristina DelBridge, seconded by Dawn Langdon to approve the minutes, noting the missing Treasurer’s report. All were in favor, there were no oppositions and no abstentions.

**Treasurer’s Report**- Pat Johnson

Pat noted that Steve (Past-Treasurer) and Pat (Current Treasurer) are still working on their transition.

NYSFAAA account balances include:

Checking at $185,173.38

Scholarships at $20,057.86

Investment accounts at $437,644.17

$188,506.88 (scholarship)

Under current activity they are working on the deposits for novice, new memberships and membership renewals for 1314. Steve is working on the Conference reconciliation, completing the 2010-2011 audit, collecting documentation on the 20 11-2012 audit. With regard to the latter audit a request will be made to the regional treasurers next week for the June 30 ending information to go to auditors. There will be a conference call with auditor to see else is needed.

Region 2 has a revenue sharing check coming. Region 3 has not received confirmation of 2 donations to the scholarship fund. Revenue sharing checks will go out in July for the January disbursement.

A letter was received from Arcara & Borczynski, LLP,auditors for NYSFAAA closing the 2010-2011 audit. The transition from the past Treasurer to the current Treasurer is progressing slowly, in part due to the move from HSBC to First Niagara. First Niagara personnel have been very helpful. The credit card account through Key Bank is still being straightened out. One is issue was the use of a business billing address vs a home address. Pat will be requesting credit card receipts to balance the statement. Pat will put together a transition plan for the next treasurer.

Discussion:

Dan Robinson questioned whether it would make sense to have the credit card account in the same location with the other bank accounts to facilitate electronic banking.

Jan Scheutzow asked if it would be possible to send membership dues to the Treasurer rather than to the Membership Chair. Pat indicated this would be a good discussion to have. She will talk with Adrienne. This conversation can be continued at future meetings.

Scholarship Committee – A report is included with the minutes

Highlights include revenue of $804 (donations) and $1769 (raffles). The committee will discuss their processes and other revenue options at a spring meeting. They would like to increase the committee membership to include two to three regional representatives. Debra received a request from a member to consider restricting scholarships to U.S. citizens.

A motion was made by Dan Robinson, seconded by Pat Johnson to require that NYSFAAA scholarship recipients be eligible U.S. citizens. The floor was open for discussion and the following points were made:

* International students must state resources in order to receive a visa
* Financial Aid Officers may not see this information
* International students may have special circumstances which may be difficult to document
* There are currently no restrictions
* The scholarship is need-based so all could be required to file the FAFSA
* SUNYFAP requires all applicants to be U.S. citizens, file a FAFSA, not be in default on a student loan,

The motion was approved with all in favor, no oppositions and no abstentions

Executive Council toured the Lake Placid Conference Center

1:00 tour of Conference Center

**President’s Report** – Scott Atkinson

* Region I updates – Michele Rizzo has resigned due to personal circumstances; Rachel Barker will complete her term
* Government Relations Committee Scott Atkinson for Sue Mead

State Government Relations - Several groups have been working on TAP. They feel it is best to present a united opinion on changes all can agree on. Groups included in the discussion are NY TAP Coalition (part of NYPIRG), Education from the Inside Out Organization, which is trying to get TAP restored to incarcerated students, Schuler Center which is working for adult education and would like TAP for part-time, first-year students. A lot of these proposals are similar to NYSFAAA’s.

Federal Relations update and Strategic Planning update will be given by John View later in the Agenda.

* Election Committee - 271 votes were cast. Kerrie Cooper was elected as President-Elect and Kerry Lubold was elected as Treasurer-Elect. Regions are working on electing Councilpersons

**Past President Report**- Scott Atkinson for Dan Tramuta

* EASFAA- Theresa Chastain and Lou Palefsky attended. Vendor area was separated from general meeting area, which was difficult to encourage networking. A walk-thru arrangement is best. Program was strong.
* Governance and Ethics Committee (Policy & Procedures Manual)- no report received. This Committee has been charged with the incorporation of the new alcohol policy. The President Elect will take leadership of this Committee.

**First Vice President’s Report**- Jan Scheutzow

* Membership Report & Affiliate Update- A report is attached to the Minutes. Highlights include:
  + As of June 5, 2013 there are 1375 active members
  + Some core members are being lost; this may be due to lay-offs and retirements; however the numbers are headed in the right direction.
  + Affiliate members must renew each year, may attend regional meetings and webinars, but must pay to attend Regional Events.
  + Comments:
    - – Pat Johnson offered a Treasurer’s perspective – revenue sharing is based only on paying members
    - Is affiliate membership available to graduate students in Higher Education or Support Staff. At this time these individuals would pay

(This report was interrupted to allow for a Call-In Report from the School Outreach Committee) found under the Secretary’s report.

Membership Report continued

* Adrienne King has been working on the outstanding invoices with better monitoring. Pat and Jan will discuss the posting of registration fees and membership fees during Novice as this is a confusing process.
* Membership is generally increasing in each region.
* A new institution has recently been approved: The Institute of Culinary Education. Another request has been received to approve the Institute for Psychologic Science (IPS) in Arlington, VA. The Aid Officer commutes from Westchester.
* A motion was made by Jan Scheutzow, seconded by Jane Gilliland to approve IPS for membership. The floor was open for discussion and the following points were made:
* The Institution must be in the database for a member to be approved. This question was raised several years ago when My Rich Uncle applied for membership. A motion was made by Kristina Delbridge, seconded by Lisa Papke to table the motion, allowing for further research
* Rachel asked how to find names of new members. It can be found in the database. A future conference call is scheduled for July to discuss this process.
* Goals for next year: timely payment from renewal membership and new membership applications; confirm the SUNY address for payments; increase membership by 10%; regular meetings; implement a stronger, more regular email campaign especially to associate and affiliate members; membership brochure
* Committee is considering the use of a survey to determine what the members would like from their membership

Mentoring Committee - A report is attached to these minutes. Highlights include:

* All mentees from last year have been assigned.
* 53 from this year’s Novice have been assigned to regional mentors
* Committee has been discussing the best use of the conference registration for a new mentee. Would a new member be more likely to attend the conference if the winner came from the region hosting the Conference; or by making the scholarship worth the full value of attendance; or by offering the award the second or third year after attending Novice.
* Jim Vallee has resigned effective in October.

**Second Vice President’s Report** – Jane Gilliland

Leadership Academy/Intermediate Workshop

* Planning has begun for an Intermediate Workshop for later this year. Dates are November 13 and November 14, 2013 at the Hilton Garden Hotel in Albany (down the street from HESC). The hotel rate will be the state rate of $104/night. Lisa Simpson has been helpful in the planning of this event. They have received good suggestions for topics.

A motion was made by Kristina Delbridge, seconded by Dawn Langdon to proceed with the contract for the Intermediate Training Workshop. The motion was approved by all with no one opposing and no abstentions.

Statewide Training – A report is attached to the minutes. Highlights are:

* Training overall is going well
* June 27th training on Default Management was small, but went well
* A webinar on unusual enrollment history is planned for July
* There will be no training in August, and training will resume in September

Discussion: Jan noted that registrants must have membership checked before registration is complete which is labor intensive. Is it possible to have ATAC automate this process?

**Secretary’s Report** – Kathy Flaherty

School Outreach – LaSonya Griggs

* A report on College Goal Sunday (College Goal New York) is attached to the minutes. Highlights include:
  + Data is recorded from 26 of the 29 sites. Buffalo as well as a few other sites cancelled due to snow; next year a snow date will be added
  + Data indicates 1000 students attended the workshops; 566 participants completed the survey; plans include increasing the number of surveys completed.
  + College Goal Sunday – New York has been nationally recognized due to their success
  + Some of the items cited were success in reaching the target population; the number of participants bringing complete documents to workshop, survey response rate and strategies used.
  + Sonya and Wayne will attend the National Conference in Scottsdale this summer to present New York’s program
  + A pre-planning meeting for next year was held at Novice
  + College Goal events do not have to be held simultaneously; they can be held year-round.

Discussion: not all of the $18,000 grant given was spent on the workshop. They have a deadline of September 30 to use the grant. They will use the remainder of the funding towards the next year’s costs. Scott indicated that SUNY Brockport’s peer advisors assisted at their workshops.

* Plans to expand into Early Awareness, with Gene taking the lead on this
* Guidance Counselor workshop budget request is for wall charts.
* A HESC meeting this month will plan for Guidance Counselor workshops. Scott

Discussion: Scott likes the way the duties of the committee are distributed. Sonya agreed but also indicated that there is a lot of

Technology, Innovation and Communication Committee – Sarah Macri

* A report is attached to the minutes. Highlights include:
* The Committee is looking for guidance/approval from Executive Council regarding their definitions
* Currently seeking a blog manager. Sean Hudson has agreed to co-chair this area

Discussion: Scott is very impressed with the organization and work done by this committee EASFAA has been following their progress and copying much of what has been done by NYSFAAA.

* The blog manager will approve posts, recruit writers and generally keep the blog going.
* We should include signing up for the blog and facebook at the time membership is renewed
* They are creating a calendar with different blog themes throughout the year

Discussion: Keep the blog relevant for the affiliate members as well

* The Facebook goal is to have 200 likes by the end of the Conference

TICC is begin training NYSFAAA on the use of the blog by training Executive Council. This will be part of the August meeting. TICC was asked their opinion on the use of a dropbox as a secure place to store documents in use by a committee. Although they have no formal recommendation it would be easier to use the NYSFAAA website as only one site would be needed for information. This may involve a cost to NYSFAAA. TICC will research the cost of this option.

**Budget Review** – Kerry Lubold

Kerry presented the budget to Executive Council for approval

Income

* Includes income from dues, grants, conference, training, scholarship fund raising

Expenses

* The last year’s expenses were reviewed as well as the budget requests for the next year
* Requests were approved or rejected line by line
* Kerry communicates all decisions with Committee Chairs or those submitting budget requests.

A motion was made by Shalena Duprey, seconded by Jan Scheutzow to approve the budget as approved. All approved; no one opposed, no abstentions

**HESC Update**- John Austin and Lisa Simpson

HESC has been looking at financial literacy programs around the state: is there any incentive to students to participate, are the retaining what they learn.

HESC would like to offer a High School course (junior/senior level) on budgeting, credit cards, digital media, and college finances. The incentive would be that it would offer 3 college credits. John is looking for what NYSFAAA feels should be included in the syllabus. He would share the proprietary material with those institutions interested in partnering with this project. Those interested should contact [jaustin@hesc.ny.gov](mailto:jaustin@hesc.ny.gov)

Discussion:

What is the cost? That has to be determined

What is the target date to have this available? They would like to pilot it in the fall; possibly using 7 locations in the New York City area

What is the advantage to offering college credit for a course that most colleges can’t accept towards their degrees? Empire State College thought this course might work with their non-traditional population and liberal curriculum.

HESC Report

* A report is attached to the minutes. Highlights include:
  + HESC has begun running IVP at the end of May, contacted students and will provide weekly updates.
  + Recent tuition charge changes should be sent to HESC
  + Webchat is picking up
  + 2011-2012 closeout deadline is June 14, 2013

Day 1 was adjourned at 5:16 pm

**Friday, June 14**

8:08 –The meeting was called to order at 8:08 am

Scott called for a Motion to approve election and destroy ballots.

A motion was made by Dawn Langdon, seconded by Lisa Papke to approve the election for President Elect and Treasurer Elect and destroy the ballots.

**Committee Reports**

Novice Workshop- Lisa Papke for Lisa Simpson

* 2013 Novice was held at Mercy College
* There were 125 registrants, with a few cancellations
* There were 118 attendees, 10 small group leaders and staff
* There was a one-year contract made with Mercy College. Scott will wait for a recommendation from the Novice staff on whether to renew that contract or offer the Workshop for bid
* While there were a large number of attendees from the New York City area, there were few from upstate New York

Development Committee- Theresa Chastain

* A report is attached to the minutes. Highlights include:
* The committee is looking for Executive Council guidance on:
* Corporate sponsorship in light of SLATE – sponsorship may be sought for training, including specific details about training activities. Grant submission is very labor intensive and getting a volunteer organization to have time to fulfill requirements is difficult

Scott Atkinson mentioned that NYSFAAA had discussed hiring an administrator; Theresa indicated this cost can be built into the grant. Theresa will send everyone a copy of the SLATE regulations to review for any conflicts.

* Plan for early awareness and financial literacy for young people. The

Committee wants to do survey on how members would implement the mission of education

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Conference 2013- Tonya Patterson-Stanley

A preliminary agenda is attached to the minutes. No one from the Committee was available to deliver the report. Scott Atkinson proposed that Executive Council be held on Monday, October 14th.

Conference 2014-Shalena Duprey

* All contracts are in place except for meals
* The theme is ” 46 years of milestones; one high peak at a time”
* Dates are October 21-23, 2014

Strategic Plan – John View

Draft proposals of the Briefing Paper and Strategic Long Range Plan are attached to the minutes

Discussion:

* This plan is more consolidated than what we currently work with
* MOOC raises many questions for financial aid
* Plan has changed from 5 years to 3 years
* Executive Council made several recommendations to the committee to include affiliate members, addressing leadership training and opportunities for newest members; regular rather than monthly training is more realistic; inclusion of retirees in activities
* The next step will be to make the edits after which the document will be resubmitted to Executive Council for adoption. It is hoped this can be voted on at the August meeting and distributed at the October meeting.

Federal Relations –

* A draft of the briefing paper is attached to the minutes
* As an organization as we speak out on certain issues. This document is our position on financial aid issues.
* Highlights:
  + Campus Based funding has not changed in @ 30 years.
  + Needs Analysis should be reviewed particularly in how it deals with businesses
  + Encourage the use of prior-prior year data
  + Student loans- what is a sensible interest rate
  + Financial literacy
  + Include legislators and federal relations representatives at regional meetings

Scott thanked the committee for a job well done.

**Regional Updates**

Regional reports are attached to the minutes

**Old Business**

* A regional report template, created by Gene Rogers, was offered for use by the regional council representatives reports
* Review of Operational Calendar
  + Revenue distribution: the current rate of regional revenue sharing is $5

A motion was made by Pat Johnson, seconded by Dawn Langdon to continue revenue sharing for 2013-2014 at the current $5 rate. There was no discussion. All approved, no one opposed and there were no abstentions.

A motion was made by Dan Robinson, seconded by Pat Johnson to continue the membership fees at the current rates. There was no discussion. A vote was called: all approved, no one opposed, there were no abstentions

**New Business**:

* Regional Banners- we will contact the regions to see which regions have banners and what each looks like. Banner are not included in the NYSFAAA budget at this time.
* Certification for Financial Aid Professionals- this has been debated over the years. John View offered an historical perspective: when the discussion first came up Novice partnered with SUNY Oswego’s continuing education to offer 10-15 CEU for a cost of $25-30. The question then became who certifies, tests, governing bodies, etc
* Future conferences: who might be interested in hosting the 2015 and 2016 conferences
* Next Meetings:
  + Summer Officers’ Retreat – August 8 – Nazareth College
  + August Executive Council – August 15 – GoToMeeting, with TICC blog training
  + October Executive Council – October 14th

A motion was made by Lisa Papke, seconded by Pat Johnson to adjourn at 11:07 am