Agenda

NYSFAAA Executive Council

August 15, 2013

GoToMeeting

1-4pm

Attendees:

Scott Atkinson

Jan Scheutzow

Jane Gilliland

Pat Johnson

Kathleen Flaherty

Dan Robinson

Dawn Langdon

Kristina Delbridge

Lou Palefsky

Kerry Lubold

Sean Hudson

Shalena Duprey

Tanya Patterson-Stanley

Gene Rogers

Lisa Papke – excused

Dan Tramuta – excused

Lisa Simpson- joining late

Guests:

Tanya Patterson-Stanley

**Call to Order** **– Scott Atkinson** called the meeting to order at 1:07 pm.

**Roll Call** – A quorum was declared and the meeting proceeded.

The business meeting was preceded by a presentation by Sean Hudson of the TICC on the NYSFAAA Blog, “Empire Chat”. The following points were made:

The purpose of the blog is a place to sound out thoughts and ideas, and a place to disseminate articles of interest to the group.

TICC is developing a schedule of blog notices

The website is the hub for everything.

Facebook serves social media needs.

Ideas for blog content include: what’s happening in the regions, committee happenings, seasonal happenings, emeriti reflections, thoughts by members who think outside the box.

Always be mindful of NYSFAAA’s social media policies.

Posting Overview

Users must sign up and be approved

A quick-start user guide is available on the sign-in page

Features include a dashboard( subscriptions, profile update, what’s trending); add a post; respond to a post; upload to mobile devices

Comments:

How long between submission and posting on the blog: answer – minutes to a day

The more who use the blog the more valuable it becomes

Officers and committee chairs are encouraged to use the blog regularly

NYSFAAA is ahead of other financial aid organizations in the use of this tool

It is easy to use and informative

Include the blog as a regional agenda item for this fall.

**Long Range Plan – Scott Atkinson**

John View presented the draft of the plan at the June 2013 Executive Council meeting. Several changes were suggested at that time and have been made

A motion was made by Kristina Delbridge, seconded by Lou Palefsky to approve the NYSFAAA Long Range plan with corrections as noted. The motion was carried with all approving, no oppositions and no abstentions.

**Approval of June 13-14 Executive Council Minutes**

A motion was made by Dan Robinson, seconded by Pat Johnson to approve the June 13-14 Executive Council minutes. The motion was carried with all approving, no one opposed and no abstentions.

**Treasurer’s Report- Pat Johnson**

There is no account balance at this time since accounts are not currently reconciled. Adjustments need to be made to scholarship account when checks were written to an incorrect account. That needs to be fixed with help from the auditors. The auditors have completed the 2010-2011 audit with no significant findings. Auditors are still waiting for some documents from HSBC to work on the 2011-2012 audit. Steve Dwire has been working with them on this. Continuity in recordkeeping is being reviewed: the fiscal year begins in July and new officers take over in October. Pat is working on a procedures manual, with help from Cathy Patella and Samantha Veeder, to cover this as well as other issues. Nothing is difficult to document, just very detailed. They will be using a scanning feature in QuickBooks to assist with the recordkeeping. Several recommendations are being considered: all records should go to the new Treasurer; regional treasury reports will be monitored; use of a lock box to deposit checks in a timely manner (although Pat does not agree since currently deposits are made weekly which satisfies audit requirements). Pat is currently working on reconciling accounts since QuickBooks has not been reconciled in some time. With auditors help they will establish a balanced starting point.

Scholarship interest has not been posted, nor credit card fees so that is also being reconciled. Steve has done a great job so far, but there is so much catching up to be done and it all takes time.

Online banking has been helpful in all the reconciliations. Regions 1, 3 and 5 have provided treasurer reports and Region 8 has provided a partial report

**Conference 2013 – Tanya Patterson-Stanley**

* Working on getting Jeff Baker
* Working on getting VA representative
* Hopefully registration will go out next Friday

Program Committee is asking each region to supply a moderator for a session. Contact Clair Jacobi or Gail Drapala.

Comments:

For future conferences, since the last day is a partial day, can that price be reduced?

Can the timing of the Tuesday receptions be reduced: they can be overlapped to reduce time Tanya’s questions: what is the policy on refunds? Answer: individual decision. Some conferences have not refunded after final hotel count date

The Conference website will be more active in the next week.

**President’s Report – Scott Atkinson**

* **Government Relations Committee**- Maria will call in to discuss the Briefing Paper
* **State Relations** – still looking for a co-chair for Sue Mead. Their major project is the TAP reform paper. They are currently partnering with NYPIRG and other groups to have a louder voice for the changes. They would like to have a representative from every region on this committee

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

* EASFAA was impressed with NYSFAAA is doing. Our membership was over 1600 at the time report was filed. We are most likely the largest state organization
* Election Committee): Kerry Lubold and Kerrie Cooper is the President Elect and Kerry Lubold is the Treasurer Elect. Regions have held elections for new Councilpersons.
* Governance and Ethics Committee (Policy & Procedures Manual)
  + No new business

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

* 1644 is the current membership (blend of 11-12and 12-13)
* 691 newly renewed (193 new and 498 renewed)
* 958 still need to renew, will be targeted via email, next reminder mid-late Sept, will talk to Sarah Macri to send Facebook andTwitter reminders
* $74,000 is the target for membership dues – ½ to goal already
* Team meeting was held this morning – discussed accomplishments/new goals – first will be to create a survey asking membership what they would like, improving membership brochure
* Proposal – the following was proposed:

Proposal to NYSFAAA Executive Council – dated 8/13/13

To ease the Statewide Training GTW registration/active-membership confirmation process, I am respectfully submitting two proposals to the NYSFAAA Executive Council GTW meeting on 8/15/13.

* **Proposal 1** is to increase the 2013-14 Statewide Training Budget by $625 ($8500 to $9,125) to purchase a ATAC database integration that will allow the system to verify webinar registrants are active members instead of the time-consuming manual process that occurs today.
* **Proposal 2** is to clarify the Statewide Training Webinar Registration Eligibility/Approval Process during the beginning of each new NYSFAAA membership year, specifically July 1 through September 1.   
   **Proposal 1- Increase 2013-14 Statewide Training Budget Expense:**  
  Go-To-Webianr/ATAC Database Integration  
    
  1. One time set up fee from ATAC to interface with Citrix (GTW) and the NYSFAAA database= $325  
    
  2. ATAC will charge NYSFAAA a $50 per registration form charge for each webinar, ( assuming the normal format, if we want more fields in the registration form, the $50 fee could go up).  Instead of the annual $600 fee for 12 webinar registration forms (50x12=$600), ATAC will give us a deal\* of $300/year.

*\*(So, could we assume the future years expenses would only be about $300 for 12 webinars ?*

**Total extra money needed in the 2013-14 Statewide Training budget is $ 625.**

**Proposal 2- New webinar approval process between July 1- September 1 every year**  
  
After July 1  up to September 1 every year, any webinar registrant must complete the NYSFAAA Membership Form before being approved for the webinar. They do not have to be PAID, but at least complete the newest membership form. After September 1, any webinar registrant must complete the most current NYSFAAA webinar application and have their current membership dues paid in full.

* From the meeting this morning would like to update proposal 2 to dates from July 1 – October 1

A motion was made by Kristina DelBridge, seconded by Pat Johnson to discuss the proposal.

Discussion:

* Lou – As of June, budget was too tight so where would money come from
* Kerry Lubold offers that there are several budget lines that could be flexible enough to allow reallocation; doesn’t think this is a big issue: it could be offset in other areas
* Pat hopes to have good numbers as to accounts and expenditures soon

A motion was made by Lou Palefsky, seconded by Gene Rogers to accept the second proposal, with the modification of date changes of July 1 to October 1.

Discussion:

July 1 – October 1 application/payment not required. Hopefully, ATAC can accommodate different ways of verifying membership for webinars

Jan will check with ATAc

Scott – propose a friendly amendment: if the motion is approved and then it is found that a cost is involved that the proposal would come back to Executive Council for approval in budget

Kristina – first session will be in September, so this will go into effect immediately

The motion passed with the change made to extend the date to October and contingent that the proposal be returned to Executive Council if any change in the budget is needed.

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

* Intermediate workshop “Motivating and Growing the Next Generation”
  + $125 fee + hotel rate of $104/night
  + Hoping to put registration out after conference registration is posted
  + November 13-14, Hilton Albany
* Training – tentative calendar, being revamped after NASFAAA posted their training

John Pierson is scheduled to present on Default Management on September 19 tentatively

They would like to combine webinar and live audience training: maybe such training could be hosted by regional meeting, possibly for December. What are thoughts from Executive Council about this type of presentation?

Dan- a combined live and webinar presentation had a lot of technical difficulties in the past

December might not be the best time to coordinate all regions on the same date.

Lou – it’s a great idea, the timing needs to be different

Regions should get back to Kristina

**Secretary’s Report – Kathy Flaherty**

* College Goal New York report
* Guidance Counselor Programs (Gene Rogers has taken the lead with HESC)
* Sonya is lead on College Goal New York programs – the first meeting was held at Mercy College during Novice. They will be using the website, best practices and social media to promote the programs.
* Mike Turner will work on new sites downstate
* Sonya and Anne Doyle went to Scottsdale Conference and presented New York’s successes in this area.
* Sonya is working on the grant – seeking $25,000
* They have scheduled a fall meeting for further planning
* Early Awareness – presentations will be scheduled at elementary and middle schools for the fall; will be evaluated for effectiveness
* Scott asked Gene to take part in National College Application Week. (admissions version of College Goal New York) Steering Committee, also includes some HESC people

**HESC Update Lisa Simpson**

* Processing as usual:TAP schedules are out; DocTrac and manual follow-up is not backlogged.
* Other initiatives (Guidance Counselor Workshops, College Application

Week) are underway.

* TAP has a workshop scheduled for New York on November 14th (same day as the Intermediate Workshop), but no one felt it would be a conflict
* Website updates will be out in the fall

**Committee Reports**

* Novice Workshop- Lisa Simpson

Held at Mercy College in June (118 participants; about 40 from Mercy). A few more came from outside the direct financial aid area. Free dorms and free meeting rooms were a plus. The final report will be available at the October meeting.

Comments:

Scott – are we committed to site, or should we bid? Lisa – there is a verbal commitment but haven’t discussed cost yet with Mercy.

* Conference 2014- Shalena Duprey

Budget is close to being finalized; program committee has rough plan

Theme = “46 years of milestones; 1 high peak at a time”

Working on logo and teaser gift

Facilities committee is meeting with caterer soon

Dates to save; October 21-23, 2014

Old Business

* Federal Position Paper- Maria Delnnocentiis

Updated version sent to Council; Maria available for questions

Updates will be made by committee, redistributed by Scott, looking for online vote by council.

* Annual Reports

Reminder that notice will be going out to all committee chairs and officers to provide their annual reports to the Secretary before the October meeting

* Review of Operational Calendar

Changes were made as added at officers’ retreat

Revenue sharing has been delayed until finances are straightened out

Regional treasurers’ reports are due

August council meeting

Kerry Lubold has notified Committees of budget results, etc

September: Kathy and Scott will compile Annual Report

**New Business**

* Conference 2015
  + Regional chairs should think about and determine interest in hosting
* Review of web site resources
  + Highlight: New York buzz (place to list activities: NYSFAA meetings, high school workshops, minutes). This area has not been utilized enough. Each region is asked to list all of their regional activities
  + Gene has used it
  + Jan should we update calendar and buzz
* Scheduling of events/meeting -Gene Rogers
  + Design NYSFAAA statewide training calendar (regional meetings, webinars ex, September is regional meetings, October conference, November workshops, etc)
  + Kristina will share tentative training schedule with Executive Council
  + Gene and Kristina will work on this (new task force)

No other new business

**Next Meetings**

* Meeting at conference, October 14, 2013

Adjournment

A motion was made by Lou Palefsky, seconded by Dan Robinson to adjourn.

The motion was passed with all in favor (4:00 pm)