



NYSFAAA Executive Council
October 14, 2013
Huntington, New York

Attendees:

Scott Atkinson, Jan Scheutzow, Jane Gilliland, Dan Tramuta, Kerrie Cooper, Shalena Duprey, Todd Moravec, Lou Palefsky, Roberta Daskin, Dan Robinson, Kristina Delbridge, Darrin Rooker, Dawn Langdon, Melissa Casselman, Rachel Barker, Lisa Papke, Kerry Lubold, Lucy Villaquerin, Kathy Flaherty, Lisa Simpson, Pat Johnson, Sean Hudson (call-in)

Call to Order

Scott Atkinson called the meeting to order at 8:45 am. A quorum was declared and the meeting proceeded. Since newly elected council people were in attendance Scott asked that each attendee introduce themselves and offer one piece of advice to new council members. Scott summarized by saying that we are all individuals but working together as a group and with help from each other we will get things done.

Approval of August 15 Executive Council Minutes

A motion was made by Dawn Langdon, seconded by Rachel Barker to approve the August 15, 2013 Executive Council minutes. The motion was carried with all approving, no one opposed and no abstentions.

Treasurer's Report – Pat Johnson

- The NYSFAAA audits are complete through 2010-2011; reconciliation for 2011-2012 is in progress.
- Pat has all the NYSFAAA records to move forward.
- The HSBC transition is now complete.
- Pat is working with the auditors on their recommendations as previously outlined.
- There are currently two Gear-Up checks that are not cashed.
- Novice Workshop and College Goal records are being updated.
- Pat is working with the Conference Committee to catch up. Once everything is caught up Pat will be able to do the reconciliations rather than having the auditors do this, which will save NYSFAAA the cost.
- Pat is working on a policies and procedures manual, using the EASFAA manual as a reference.
- Intend to establish a consistency among regions on how financial business is conducted.

- Account and investments are strong and will be included in the business meeting report

President's Report – Scott Atkinson

State Government Relations –

Sue Mead is working with NYPIRG on a joint TAP reform proposal. See the TAP Reform summary at the end of these minutes.

- This Committee would like to have a member from each region.
- The following comments on the proposal were offered:
 - Regarding the Categories
 - Define a full time graduate student
 - Should TAP be awarded to a defaulted loan applicant?
 - On the other hand by offering TAP and getting the person back in school this might help in getting them back on track to get loans
 - Would like to see the rationale listed for each of the points
 - Why is TAP offered to incarcerated students?
 - Should the TAP eligibility rules be in line with the federal rules ;some of these are not that
 - Several of these proposals have the potential to significantly expand the TAP program
 - Regarding the update/modernization
 - Has HESC run the cost numbers on these proposals
 - #9 (Change the time frame eligibility requirements to match that of the Federal Pell Grant program where students are eligible for 600% of aid with one year of full-time study equivalent to 100%) is very costly
 - #10 is fine (Consolidate the number of TAP schedules used in award determination to two basic schedules that address the needs and differences between dependent and independent students and should both reflect financial need).
 - #11 and #12 are fine, but #12 would be costly (11- Adopt a new ADA/TAP chart that synchronizes the part-time TAP award with their TAP points. 12- Expand the award for households with multiple family members in college to better reflect the significant impact of having multiple family members in college at the same time).
 - Clarify number in college or number in college in New York State
 - #13 was included in the NYSFAAA TAP reform proposal (Adopt the federal dependency definitions utilizing the same criteria and age appropriate guidelines).
 - #14 would require an increase in TAP funding (Grant professional judgment authority to give financial aid administrators ability to change dependency status or re-evaluate eligibility for extenuating life changing circumstances)
 - #15 not sure what is being requested as HESC currently does some assessment (Create a system that periodically reviews the

effectiveness of TAP to ensure that the program remains up to date)

- #16 is good, but might require additional funding (Require further training for TAP certifying professionals)
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Scott concluded that further discussion is necessary and that NYSFAAA is not ready to adopt the proposal as a whole.

A motion was made by Dan Robinson, seconded by Dawn Langdon to table the discussion until further information is presented to Executive Council. The motion was carried with all in favor, no oppositions and no abstentions. Scott will get in touch with Sue Mead with the intention of meeting with Sue at the next Executive Council meeting.

EASF AAA Update – Dan Tramuta

- 13 states are in this professional organization; NY is big player
- EASFAA has been following NYSFAAA technologically, using remote meetings, web updates, etc
- 2014 conference in Puerto Rico; theme is “Waves of Change; Oceans of Opportunities”
- Conference Dates are May 18 – May 21, 2014
- Dan was recognized at recent meeting for bringing NYS advances to them to be able to use
- October 29 webinar with Justin Draeger
- Lou Palefsky is on EASFAA conference committee for 2014; costs are very reasonable
- Scott – they are strong in federal advocacy; different scope than NYSFAAA

First Vice-President – Jan Scheutzow

Oversees membership, mentoring and awards.

Membership

- Blended membership is at 1727 members (2012 & 2013 years until November 13, 2013)
- 8 committee members, Adrienne King and Jan Scheutzow
- Current 13-14 membership is 837
- Goal is to increase memberships 10% in each category
- Associate membership is at 87
- Affiliate membership is at 82 (high school counselors, vendors, graduate students). The Committee wants to increase awareness of this group.
- The membership brochure is being updated with affiliate information.
- Encourage regions to have an activity for the affiliates at each meeting. For example, Region 2 includes a Vendor Report on their Agenda.
- After the conference the Committee will send emails to members to remind them to renew; there are 681 in this group
- Plan to design a survey on how best to serve membership

- Lucy surveyed region 6 last year with a low response; one issue is that Novice attendees only have their membership paid by their school their first year; how can we get these to renew?
- Dan Robinson likes survey timing: after NYSFAAA's conference and not so close to the NASFAA survey
- Dawn – can this survey be shortened and attached to the membership renewal
- Dan Tramuta – there is a trend for membership to peak in the regions where the conference is held each year. Can the lags be tracked and follow-up concentrated on those areas.
- Kristina – coordinate timing on this survey with other surveys such as training
- Melissa – how do offices encourage membership? Dan Tramuta suggested letter could be sent to the college President listing NYSFAAA values; membership vs involvement (an office might have 3 members and 1 involved with NYSFAAA)
- Todd - can we get membership by region for last few years? The regional representative should be able to provide this.
- Roberta – can regions get list of regional members who came to conference? There is a list for this year.
- Institutional vs individual membership: consensus is to stay with individual memberships
- Final stages of working with ATAC (TICC is helping) to coordinate webinar registrants with membership (registrant will be allowed a grace period of a few months, so if they have registered as members, but not paid they will be approved for a few months)
- **Mentoring**
 - Janet McGrath is the current chair
 - They have reached out to novice attendees and matched them to volunteer mentors in regions
 - 2 free conference fees were awarded (\$350 each)
 - Comments:
 - mentor volunteers could use more guidance;
 - Jan will get the names of the regional mentors from Janet and pass them along to the regional representatives.
 - Improve communication so that the names of the new mentees go consistently to the same regional officer.
- **Awards**
 - Troy Martin and Rob Zasso are the current co-chairs.
 - Nominees have been solicited and awards will be made at the banquet.

Conference 2013 – Vince and Tanya

- Wednesday is Financial Aid Awareness Day.
- Full attendance is low, but day-trips and vendors are up

- There are 316 registered attendees, 222 are full attendees
- The biggest obstacle is the inability of the Department of Education to come
- Comments:
 - DOE presentations will be available on the NYSFAAA website after the conference. NYSFAAA is providing substitute speakers and staff the COD resource room.

Second Vice-President – Jane Gilliland

- **Intermediate workshop**
 - Will be held November 13-14 in Albany
 - The cost is \$125 per person; room cost is \$111 per night
 - There are 44 registrations

Secretary – Kathy Flaherty

- **TICC (Technology, Innovation and Communication)**
 - Will be present at the Conference to encourage members to sign up for Empire Chat (blog). The goal is to have 200 participants. All are encouraged to write on the blog.
 - Continuing to work on controlling the spam submitted to the blog
 - Looking for new blog editor as Sean Hudson has been elected his region's Executive Council representative
 - Working with Paula of ATAC to create a secure area of NYSFAAA website for committee use.
- **School Outreach**
 - Counselor workshops are planned for October 24- November 22
 - CACG money pays for these programs so must be CACG eligible
 - College Goal New York planning is underway
 - Scholarship raffles are available at each College Goal New York site

HESC Update – Lisa Simpson

- HESC is doing more with high school counselors
- Promote high school nights: "StartHere.GetThere" website will be a good resource; linked to SUNY Day information
- High schools want to do their own FAFSA filing workshops: HESC will be provide support if requested
- HESC has a presentation that we can use. Contact Lisa Simpson if interested in it.
- Also they will link to the NYSFAAA website to encourage affiliate membership
- College Application week in New York: October 28 – November 1
- Nov 14, is both the NYSFAAA Intermediate workshop and a TAP conversation in New York City. It does not appear that there will be any conflict with these two groups meeting.

- National College Finance Center updated regularly; the State resource page is updated quarterly.
- Comments
 - HESC is a good resource for college fair publicity
 - Does HESC offer an unofficial audit service: Lisa will check on this
 - APTS process – can the certification be automated – The State is now organized in clusters for services such as IT, so HESC would have to submit this request to the cluster.

Regional Updates

- Region 2 – Lisa Papke
 - 6 meetings held the last year
 - To extend regional budget; host school will provide hospitality
 - Training: program review; social media; trends in college pricing; trends in loans; IBR; Jim Briggs webinar;
 - Workshops: High School Counselor Workshop; SOS workshop; 2 College Goal presentations; 2 mall information tables
 - Meetings set for next year: 5
- Region 1: Rachel Barker
 - 6 meetings held last year
 - Training: Customer service, SAYYES, loans, NYSFAAA BLOG
 - Buffalo did not participate in College Goal day (weather), but did hold workshops in Jamestown and Niagara Falls
 - SOS back after 5 years; survey indicated would like to do every other year
 - Admissions Counselor workshop will be brought back
 - Next meeting in November; then January
- Region 3: Dawn Langdon
 - 5 meetings held last year
 - selected for NYSFAAA audit for 2010-2011
 - Holiday donation this past year – Hurricane Sandy colleagues
 - Training: TICC, shopping sheet, round table discussions (very popular)
 - 2 College Goal day workshops; SOS (40 participants)
 - September meeting at Fallbrook (SUNY Oswego) always well-attended
- Region 6 – Lou Palefsky
 - 7 meetings (1 cancelled) held the past year
 - 1 Tri-Regional(5,6,7); 1 SOS
 - Training: Professional Judgement, pay as you earn, customer service, FAFSA 101, HESC 101, training beyond loan counseling, federal update, PELL LEU calculation, income driven repayment
- Region 7- Kristina DelBridge
 - Meet quarterly
 - 164 members; low turnout
- Region 5 – Dan Robinson

- Very little activity
- 2 meetings: holiday and year end
- Training: Financial literacy; immigration reform
- 2 College Goal NY programs, and guidance counselor (different from HESC)
- Region 7 – Gail Drapala
 - Scott Atkinson visited for one meeting
 - Training – verification, Sallie Mae on private loans
 - Most meetings were working on conference
 - Survey membership every year; prefer outside presenter
- Region 8 – Shalena Duprey
 - Membership increased from 47 to 71 due to statewide training
 - Region wants TAP training
 - Conference news: working on Conference 2014 in Lake Placid
 - October 1: Higher Education Night hosted by St Lawrence University

Old Business

- Annual Report
 - July 1 to June 30 timeframe should be represented
 - Add to NYSFAAA Policies and Procedures
 - We will create a report template for state wide committees
- Novice
 - Looking for volunteers to help update chapters
- Conference 2014
 - Will begin work after Conference 2013
 - Dates: October 21 – 23, 2014
 - Casual theme
- Conference 2015
 - Region 1 would like to host
 - Council would like all bids by next meeting (December 19) to make a decision.
- Training – Kristina and Howard
 - Training
 - Low attendance for last webinar
 - Usually 50% of those registered attend webinars
 - Future Dates:
 - October 22 – 150% rule, may have to postpone if feds not available to present
 - November 7 – R2T4
 - January 23 – Verification
 - February 5 – Cohort Default rates
 - February ? – Jim Briggs
 - March 20 – Audit
 - April 24 - TBA
 - May 15 – TBA

- June- TBA

Howard Leslie added an historical perspective: about 2 years ago teleconference training was held as part of the regional meetings. You must have both Executive Council support and regional coordination to host combined sessions such as this.

Comments:

- topics such as customer service are good in this environment. If your office views the webinars as a group rather than at individual desks it is a better opportunity for discussion.
- In the past difficult to set a coordinated date across 8 regions; hardware support; testing
- Howard: in the past it was difficult to have technical support at a school; but now it is much simpler.
- April would be a difficult month for private schools due to packaging
- Some prefer fall; others mid-May to early June
- Select a date: solicit what regions could attend
- Tri-Regional is April 11th – maybe look towards that date
- Kristina asked: at the last meeting there was some concern about webinar dates. NYSFAAA concentrates on the 3rd Thursday of each month, but now EASFAA and NASFAA have similar topics and dates. It would be helpful to know what regional meetings have been planned for the coming year.
- Events should be posted on the NYSFAAA calendar, which may require access, to plan for statewide events.

Regional Issues

- A request was made for training for regional chairs, treasurers
- Is an election required for a new regional treasurer?
- Regions 2 & 3 both have regional policies and procedures which they use.
- Could this training be put on the web?
- This is a best practices, but not a regional requirement

New Business

- Region 6 (Lucy and Lou) requested a waiver of the NYSFAAA alcohol policy to use regional funds to pay for a 2-drink maximum for members at their holiday meeting. The waiver was moved by Kristina DelBridge, seconded by Gene Rogers. There was no discussion. A vote was taken with all approving.
- NYSFAAA Banners – we will research the cost and possibility of providing banners for all regions. Some regions have banners; others do not know where they are, etc.

Future Meetings:

December 19, 2013 – Executive Council (remote meeting)

February 10, 2014 – Executive Council (Albany)
February 11, 2014 – legislative visits

A motion to adjourn was made by Dan Robinson, seconded by Lou Palefsky. All were in favor and the meeting was adjourned at 2:13 pm.