



NYSFAAA Executive Council  
June 12 -13, 2014  
Albany Hilton Meeting

**Call to Order & Roll Call**

President Scott Atkinson  
1<sup>st</sup> VP- Jan Scheutzow  
2<sup>nd</sup> VP- Jane Gilliland  
Secretary-Kathy Flaherty  
Treasurer- Pat Johnson  
President Elect- Kerrie Cooper  
Treasurer Elect- Kerry Lubold  
Region 1- Sean Hudson- calling in  
Region 2- Melissa Casselman  
Region 3- Darrin Rooker  
Region 4-Kristina Delbridge  
Region 5- Roberta Daskin  
Region 6- Lucy Villaquarin  
Region 7- Gene Rogers  
Region 8- Todd Moravec  
Lisa Simpson

**Guests:**

Jennifer Miller, Commission on Independent Colleges and Universities  
Rob Zasso – Budget Committee  
Robert Bell – Investment Report  
Sue Mead – TAP Reform  
Maria Livolsi – SUNY Student Loan Service Center

Scott Atkinson called the meeting to order at 12:53 pm with a quorum of Executive Council present.

**Student Advocacy Day – Jennifer Miller**

- Mission of NYS Student Aid Alliance is to provide opportunities to help students afford college.
- Joint effort from SUNY, CUNY, CICU
- Two main advocacy resources are the website Advocate and social media
- Use of infographics is effective: visual things appeal to student, especially with financial aid information. A handout was provided. Additional copies of the handout are available from Jennifer
- A Student Aid Alliance postcard was handed out. Bulk postcards are available from Jennifer
- The TAP increase this year opens the door to more discussion
- A handout on Save the Date for Advocacy Day was shared
- 13 organizations are involved in the effort, listed on their website

- One of the most effective advocacy day activities is having students come to Albany to tell their story
- February 10, 2015 is the next Advocacy Day (Tuesday: starts with rally, listen to statements from legislators from the Higher Education Commission, Listen to each other's stories The afternoon allows students time to visit with their own legislators to tell their personal stories
- Success this year: for the first time in 10 years TAP was increased
- Questions/comments:
  - Scott – would like to bring students but difficult to work in the student schedules
  - Contact Jennifer if you want to know what groups are attending, to provide training videos for students (available on their website), tell how TAP and EOP funding affected the student's ability to attend college
  - Gene – students can join with a larger group of same type such as HEOP
  - Darrin – does CICU make an effort to get the Governor's Office involved? Jennifer: In past few years, Advocacy Day has fallen after the Governor has made his budgetary decisions. Darrin: Last year many legislators' offices asked about this. Jennifer: will take comment back.
  - Howard- what about proprietary schools? Jennifer: They have not had a great involvement. Howard: how can we help?
  - Scott – tough to schedule appointments since legislators are "rushed". Often you are scheduled with a staff aid, but many are quite attentive.
  - Scott – used TAP reform paper this year and we are continuing the grass roots effort in the regions.
  - Jennifer- think about what can be done throughout the year in your area, not just on Advocacy Day
  - The next alliance meeting will be a mid-December luncheon to know where legislative session is going and what are the issues – she will update the group with NYSFAAA issues
  - Kristina – should TAP certifying officers be included in this group?
  - Howard – TAG (NJ grant) is funded double what TAP is funded
- More than 60 campuses participated this year – want and welcome NYSFAAA participation.

### **Approval of May 2, 2014 Minutes**

Motion: A motion was made by Roberta Daskin, seconded by Gene Rogers to approve the minutes. The motion was passed with all in favor, no oppositions and no abstentions.

### **President's Report- Scott Atkinson**

- EASFAA Report
  - Darrin, Lucy and Scott attended the EASFAA Conference
  - Federal presenter was excellent and did several sessions
- Government Relations Report
  - Discussion follows later in the agenda with Maria Livolsi and Sue Mead

### **President-Elect's Report- Kerrie Cooper**

- Election Committee

- Election was held: Howard Leslie was elected as 2<sup>nd</sup> Vice-President; Jan Scheutzow was re-elected as 1<sup>st</sup> Vice-President; Kathy Flaherty was re-elected as Secretary.
- 286 votes received out of 1254 emails to eligible to vote = 22%
  - Lucy asked if this number broken down by region? Howard suggested that Paula(ATAC) can research this
  - Perhaps committee can look at how to encourage voting in the future:3 reminders were sent this time
  - Roberta suggested encouraging participation on the regional level
- Motion: A motion was made by Melissa Casselman, seconded by Lucy Villaquarin to destroy the ballots from the recent election. The motion was passed with all in favor, no oppositions and no abstentions. Kerrie will notify Ideta to destroy the ballots.
- Long Range Plan Evaluation
  - Committee is full now
  - Annual reports will include long range plan information. Kerrie's committee will then evaluate committees' progress toward the long range plan and report back.

#### **First Vice President's Report- Jan Scheutzow**

- Membership
  - A full report is attached to the minutes
  - Pat Farmer from St. Lawrence University is the new representative from Region 8
  - 189 members have already paid for 2014-2015
    - Gene: can a college employee whose function is no longer solely financial aid join as an associate?
    - Scott – active member is defined as one involved in the direct administration of financial aid; associate membership is for other employees of post-secondary schools. The membership categories were discussed. Result was that in Gene's example the employee should be an Associate Member
    - Jan will get list of affiliate members to see how large the group is. Further discussion will be tabled until Council has this information
    - Scott added a directive to have the Membership Committee review membership definitions and bring recommendations to Executive Council
    - Dues collected the past year was 102% of their goal
    - Executive Council will test the new membership survey and return to Jan
      - Setup for the membership survey will be given to TICC, including which fields are required and optional
      - Comments to clarify the survey were given to Jan
      - Would like to get the survey to membership this summer
      - Pat asked to consider giving the survey to non-members
      - Discussion came up on institutional membership again and it did not seem feasible for many of the institutions to do this
      - A revised membership brochure is pending the results of the tabled discussion on membership categories.

- Brochure will be updated to include on-line payment option
- Micro Power Institute hit with fraud charges. This institution was approved for membership and we had paid members from this school. A decision to remove this school from the database will be tabled until a decision about the guilt/innocence of the school is rendered.
- Mentoring
  - New co-chairs: Janet McGrath and Dawn Langdon
  - 21 regional members with 52 mentees
- Awards
  - Troy Martin and Rob Zasso have nothing to report at this time.

#### **Budget Review- Rob Zasso**

- Council reviewed the budget, noting:
  - Regions need to look at the meetings and training they provide to their members and the costs involved in light of reduced resources that are currently available.
  - Professional development is a goal of this organization and should be regionally supported, with NYSFAAA's assistance
  - Scholarship awards may be funded in part from investments
  - Motion: A motion was made by Kristina Delbridge, seconded by Todd Moravec to strike the Region 7 request for speakers. There were no oppositions and 1 abstention, the remaining approvals passed the motion.
  - Discussion continued on lines that could be reduced or eliminated to balance the budget.

Budget review was suspended so that Robert Bell could deliver the investment report.

#### **Investment Report – Robert Bell**

- Represents Morgan Stanley
- Presented the current status of NYSFAA investments in the reserve fund and the scholarship fund
- A full report is available by request from the NYSFAAA Treasurer.

#### **Continuation of budget discussion:**

- Next year's membership fees may need to be increased to compensate for a deficit
- May have to take funds from the reserve fund
- Now that our audits are up-to-date budget review is a true picture of income and expenses.

Motion: A motion was made by Todd Moravec, seconded by Melissa Casselman to approve the proposed budget, with Executive Council changes. The budget was approved with all in favor, no oppositions and no abstentions.

The meeting was temporarily adjourned at 6:00 pm

Day 2 convened at 8:18 am



## **Second Vice President's Report- Jane Gilliland**

- Statewide Training - Howard Leslie and Kristina Delbridge
  - Contacted by Charles Sheetz (PA State Association) wants to partner with NYSFAAA for training webinars
    - Scott needs to talk with EASFAA President to see if conflict in multiple states partnering
    - Questions such as capacity for participants, opportunity for questions, fee change?, benefit to NYSFAAA if doing all the set-up work, managing registrations
    - Result: Scott will contact EASFAA for reaction to concept and will be back in touch with Executive Council
  - Would like at least 1 webinar per year that is held as part of a regional meeting
    - Would require coordination
    - Customer service is a good topic for this purpose.
    - Each councilperson should go back to region to solicit dates that would work, possibly September. Provide top 3 months, and suggested topics

## **Secretary's Report- Kathy Flaherty**

Note: In the interest of time these reports will be attached to the minutes for review rather than delivered at this time.

- School Outreach- report is attached to the minutes
- Early Awareness-report is attached to the minutes
- Technology, Innovation and Communication – Lea Nuwer is contact for technology assistance such as Survey Monkey
- Annual Report- Kathy and Kerrie will develop a report template for use this year by Committees in submitting their annual report. The template will include goals taken from the Long Range Plan

## **Treasurer's Report – Pat Johnson**

- 2012-2013 audit is in progress, waiting for documentation from Region 6 on tri-regional payments
- Robert Bell's statement of objectives should have an updated signature. This can be discussed and signed at the next meeting
- Bank reconciliations are done; will bring at all future meetings for Executive Council review
- Still looking for Professional Development Chair
- Revenue sharing checks going out soon with exception of Region 4 that is still transitioning treasurers

## **Treasurer Elect's Report - Kerry Lubold**

- Working with Rob Zasso on budgets and follow-up
- Regional treasurers are responding to quarterly reports as requested
- Pat and Kerry are currently training

Motion: A motion was made by Pat Johnson, seconded by Todd Moravec to purchase webcam. The motion was passed with all approving, no oppositions and no abstentions.

### **HESC Update - Lisa Simpson**

- TAP annual increase of \$165 was approved in State budget
- Working on the details for state STEM scholarships (SUNY CUNY)
- New independent student categories such as foster care will qualify for TAP on the dependent student schedule
- IVP started in May
- More money is available for social work loan forgiveness (2015)
- Working on the young farmer's loan forgiveness program
- 2012-2013 closeout deadline for remittance and payment is June 16, 2014. No further certifications, only decertification will be accepted. Contact [payments@hesc.ny.gov](mailto:payments@hesc.ny.gov) for questions
- New State record retention policy is in place. Rosters will remain on server for only 90 days.
- Planning for this year's school counselors workshop has begun: dates and locations will be out soon
- Lisa would like a contact for these workshops from each region

### **State Government Relations – Sue Mead TAP Reform**

- Advocacy day was successful; tap changes included the independent definition and tap increase
- There is more work to be done
- What legislators want now is data to support request for reform
  - We are looking for structural reform for ease of certification, which may result in saving money
  - Tap auditors are looking for money that should not have been awarded, certification errors that would cause this. No standard office does the certification. Statewide training for TAP certification is desirable.
  - Roberta: looking for (1) data to show impact of changes and for instance what would financial impact of using FM EFC and (2) would like us to draft the legislation
  - Lisa: HESC does offer training and regulations are published (TAP Coach)
  - TAP Coalition lost member, Kevin Stump, who has taken new job so should NYSFAAA wait for them to regroup or move ahead on our own? And how can we work with HESC?
  - Kristina is on the statewide task force on TAP. Not just regulations are needed but the intent of the regulations has to be communicated. The TAP regulations can only work if the institutions have the proper programs in place. For example, student is registered for 12 credits, but only 9 apply to the degree they are in (degree audit program must be in place; the institution would need to create an applicability program to audit for this situation)
  - Kerrie – SUNY has produced a comprehensive report on TAP with data.
  - A table could be created to show the effect of the use of the FM EFC on the TAP program.
  - Sue: Looking for guidance from Executive Council - should she look at white paper again and select 2-3 solid issues to pursue this year? We may have a greater chance of change by selecting a few issues. Sean: State Comptroller, Thomas DiNapoli did a report in March 2012

(effective oversight of TAP program) One legislator suggested that data may be available from the State Comptroller's Office.

- Scott: at this point NYSFAAA has contacted only 31% of legislators; will continue to work on this
- Be clear that you are lobbying for NYSFAAA not for yourself or your school
- Roberta: be clear that TAP reform is not for sake of TAP reform, but for a more equitable award for students. We need numbers to show this. Choose 1-2 issues with greatest impact and then contact legislators with this information.
- Todd: how do other states do this? The NCFC website (National College Finance Center) will have a state resource site to link you to each state's grant site. Todd can assist with this.
- Scott: what we know now – need more active committee members and need more data to support what we have. Ask each region to reach out for a member to work on TAP. Research what other states do.
- Executive Council suggests Sue post to list-serv where she is at with TAP reform.
- Congratulations to Regions 3 & 5 who contact 100% of their legislators.

### **Old Business**

- **Conference 2014 – Kerrie Cooper**
  - Monday, October 20- Holly Z is developing activities at the Art Center
  - Conference begins Tuesday, October 21 at 10:00 am
  - Tuesday: first time attendee/President's reception will be at Crowne Plaza, dinner on your own, then bon fire
  - Wednesday: all meals and sessions will be at the Conference Center including massages and entertainment after dinner
  - Thursday: federal update and concurrent sessions
  - Each morning: guided walk around lake
  - Other comments
    - Neville Brown would like to speak at conference @ Financial Aid Day

### **Future of Perkins Loan – Maria Livolsi**

- Current status: Perkins is authorized through 9/30/14 and auto eligible for an extension through 9/30/15.
- New York has one of the highest portfolios nationally
- Congress supports reauthorization of program
- Continuation of the program would have to be funded by Congress. The government spent the recall of the program discontinuation from several years ago.
- Have school members, parents and students tell legislators that program is valuable and should be reauthorized.
- SUNY is providing statement of support and impact statement
- Sample letter can be provided: request from Scott
- Discussion:
  - Gene: last year NASFAA held a session on this: Is it time for one loan? Maria this one grant/one loan has been out for some time, but Hill is not enthused with it. Perkins offers benefits re: interest, cancellation.

- Kerrie – can we individualize letters (leadership conference tip: cookie-cutter letter is counted as one; so modify) Congressional representatives say they want to hear from College Presidents, students, parents. John View and Maria Delnoccentiis are co-chairs of the Federal Government Relations Committee; this task may be given to them.
- **Conference 2015 – Sean Hudson**
  - Laura Worley is the Conference Chair
  - The following are other chairs:
    - Sean Hudson, Leigh Bove – Facilities
    - Troy Martin – Program
    - Entertainment – Catherine Buzanski
    - Registration – Kathy Michalski
    - Vendor - Laura Helmich
    - Publicity – Vince Scalise
  - Working on themes
  - Submission of budget for approval in February 2015
- **Novice workshop**
  - Mercy College, Dobbs Ferry
  - 89 participants
  - Successful
- **Review of Operational Calendar**
  - Governance and Ethics – no constitutional changes at this time
  - June – distribution and rate of revenue sharing.
    - Motion: A motion was made by Darrin Rooker, seconded by Todd Moravec to set revenue sharing at \$10 annually. The motion was carried with all approving, no oppositions and no abstentions.
    - Review and set membership fee of \$60 for 2014-2015
    - Motion: A motion was made by Kristina Delbridge, seconded by Lucy Villaquarin to move the setting of the membership fee to the February calendar. The motion was carried with all approving, no oppositions and no abstentions.
    - Renewal of trademark is next year
- **Vendor Use of the ListServ**
  - A complaint was received that vendor posted a training session they were offering that resembled an ad for services. Darrin suggested that we should monitor notices to list-serv that they are truly training.
  - Kerry, we should have list-serv use policy and refer vendors to this. TICC and Governance will review the policy.

## **New Business**

- **Lifetime membership** – Scott proposed: Curt Gaume and Judi Miladin be recognized.

Motion: A motion was made by Roberta Daskin, seconded by Lucy Villaquarin to recognize Curt Gaume and Judi Miladin for lifetime membership. The motion was passed with all in favor, no oppositions or abstentions.

### **Regional Updates**

All regional reports are attached to the end of these minutes

- **Next Meetings:**
  - **August 14, 2014 1:00 – 3:00 (remote)**
  - **October 20, 2014 Lake Placid**

### **Adjournment**

As there was no further business, a motion was made by Gene Rogers, seconded by Roberta Daskin to adjourn. All were in favor, no one opposed and there were no abstentions.

The meeting was adjourned at 11:06 am



1<sup>st</sup> Vice President Report- Membership, Mentoring and Awards  
June 12-13, 2014 Executive Council Meeting- Albany, NY

## Membership Report:

The Membership Committee Chair is Adrienne King and the committee consists of the following people:

- Region 1 – Leigh Bove
- Region 2 – Margaret Christian
- Region 3 – Darrin Rooker
- Region 4 – Rochelle Filler
- Region 5 – James Filippelli
- Region 6 – Melanie William-Bethea
- Region 7 – Michelle Kaminski
- Region 8 - St. Lawrence rep ( Amanda Prescott resigned)

The Membership Committee has met 4 times over the 2013-14 year via conference call, typically right before an EC meeting so we can inform EC of any pertinent issues. Typical discussions include a review of current goals, outstanding dues per region, planned communications to members, ideas to increase/engage members, ideas to foster our new Affiliate members, and a review of overall membership pulse.

Here is a summary of our 2013-14 goals and current status:

### 1. Increase membership by 10%

2012-13 Membership		13-14 Membership Goal		6/1/2014 Status		% of Goal	2014- 15 Goal	
Active	1136		1250		1103	88%		1112
Associate	103		113		114	101%		115
Affiliate	146		160		107	69%		126
Retired	18		18		19	106%		19
Lifetime	8		8		8	100%		8
TOTAL	1411	TOTAL	1549	Total	1351		Total	1380

- NYSFAAA 3 yr. average membership is 1320
- 189 members have already paid for 2014-15
- 373 NYS institutions have current members
- 2013-14 per region breakdown:

Membership by State Region	
Not Specified	1
Not Affiliated with a Region	108
Region 1	146
Region 2	143
Region 3	219
Region 4	134
Region 5	187
Region 6	422
Region 7	190
Region 8	60

- Affiliate Membership is down, primarily because they have not renewed.
  - Email sent 1/14/14 reminding 117 affiliates to renew.





**New York State Financial  
Aid Administrators Association, Inc.**

- Regions called new Affiliates and greeted them – reminded to renew each year
  - Affiliate renew brochure inserted in to Guidance Counselor Workshop
  - Committee feels this is a moving target- tough to get HSC to commit
  - Overall, committee feels membership attendance to regional events is flat or declining.
- 2. Generate \$ 74,340 in dues income**
- \$ 76,295 collected! - 102.6% of goal
  - 72 outstanding invoices will be deleted on 6/30/14
    - 10 Mercy College invoices still outstanding
  - Implemented new combined \$600 NOVICE fee and invoice for 2014-15 ( \$60 membership dues and \$ 540 NOVICE registration. This will eliminate the unpaid \$60 dues from early NOVICE registrants.
- 3. Schedule regular Membership Committee conference calls**
- The membership committee has conference calls prior to each EC meeting to report on regional activities and membership pulse. Our next call will be in late July- Aug to review 2014-15 goals and kick off the new year with email campaigns to renew all membership types.
- 4. Design Membership Survey**
- Done- tested by EC members during June meeting. Will send out in July-Aug 2014 via Survey Monkey.
  - Hope to gain insight as to what and how members want to be served by NYSFAAA.
- 5. Update Membership Brochure for website**
- Done – presented at June EC meeting. Will submit to Ideta to post to web ASAP.
- 6. Finalized ATAC/ NYSFAAA database integration to check membership status prior to Statewide webinars**
- Done.
  - Expanded the “summer grace period” for webinar registration from May to September so the new year membership form could be activated in May for NOVICE registration.

Overall, I feel the Membership had a very productive year by meeting our goals and implementing new processes to streamline membership registration and dues collections – ATAC integration and combined NOVICE registration fee.

**Goals for 2014-14**

- 1380 NYSFAAA members – see breakdown above
- Collect 2014-15 Membership Dues as assigned by EC Budget- \$ 74,000 +
- Review NYSFAAA Long Range Plan with all committee members and align of membership outreach with the goals of the LRP
- Develop an email communication plan to solicit membership renewal early in 2014-15 year
- Develop a plan to manage outstanding invoices
  - Delete within 90 days- after 3 reminder emails
- Conduct membership survey, analyze results, and disseminate information to NYSFAAA leadership



### **Mentoring Report:**

The Mentor Committee is Co-Chaired by Janet McGrath and Dawn Langdon. The committee has 21 region members working with 52 mentees. The goal of the committee is to remain in contact with mentees and foster active participation in NYSFAAA. NOVICE attendees are solicited for mentorship interest. A drawing of mentees names occurs and 2 people win conference fee waivers for the upcoming annual conference. Mentor Committee is trying to grow and expand interest in the mentor process and included a question in the NYSFAAA survey regarding mentorship interest. See full report.

### **Awards Report:**

The Awards Committee is Co-Chaired by Troy Martin and Rob Zasso and has 8 regional representatives to request and review award nominations. The committee successfully solicited names for recognition for the annual 2013-14 Conference in October and will begin that process late summer for 2014-15. A \$2000 budget request was submitted.

# Technology, Innovation, and Communication Committee

## Report to Executive Council, June 2014

This quarter, the TICC has focused on the following:

- **Access to secure document storage:** Secure storage is in place for TICC, Professional Development, and Executive Council. Additionally, there are two ad hoc committees which have been created to allow temporary assignments of the storage to other NYSFAAA committees. Committees that wish to use the ad hoc storage must make a request to the TICC for setup.
- **Automated birthday greeting set up:** Members will now receive a birthday greeting from NYSFAAA.
- **Assistance with Pre-Conference Survey:** SurveyMonkey was used to build the Pre-Conference Survey for the Conference Committee. Results captured and reported to the Committee.
- **Assistance with webinar surveys:** Continued to support Professional Development Committee through building surveys for webinar feedback.
- **Online presence:** Continued upkeep of Facebook and Twitter announcements, and approval of blog entries. Some solicitation of blog postings was done, but this area still flounders.
- **Regional representation:** Recruitment efforts were made to attract new TICC members for unrepresented regions.

The TICC is requesting guidance on the following:

- **Status of the Membership Brochure:** The Membership Committee has a paper version that was being readied for printing. TICC submitted a draft of an online version for approval. Shall we move forward with the online version?



NYSFAAA  
broch\_Update 3....



Membership  
Brochure.pptx

- **Mini-conference site:** This area of the NYSFAAA website is in need of update very soon.

College Goal New York 2014 (CGNY) ended with the last event held in April. Once again we had a very successful program and have received high accolades from USA Funds.

We are still waiting on a couple of reports to finalize our numbers for the year, but thus far, we have the following:

- 34 CGNY events were held across the state

- 1400 students participated in CGNY

- 307 volunteers assisted families in some way at CGNY

- 97% of CGNY survey respondents indicated they successfully completed the FAFSA at CGNY

USA Funds has sent us a final report of CGNY activities based on the national survey responses from participants. Of particular note, the report ranks New York as the only College Goal Sunday program from 39 states to have the highest ratio of students to successfully complete the FAFSA. Of the total number of CGNY survey respondents, 97% indicated they successfully completed the FAFSA at the CGNY event they attended. Our success rate is due in part to the diligence of volunteers who promote the events and to marketing material that outlines documents families should have on hand with them to complete the FAFSA. The USA funds final report was sent to Kathy Flaherty and Scott Atkinson at the beginning of June.

LaSonya Griggs will be representing New York at the College Goal Sunday forum being held June 18-20 in Charleston, South Carolina. This year's forum will also feature program sessions to help states enhance their statewide college admissions application day.

We have two sites with outstanding expenses that need to be paid. Those expenses are less than \$1000 and just need to be submitted to the treasurer. Once all expenses have been submitted for 2014, we will have approximately \$9000 remaining in the College Goal New York account. Those funds will be used to purchase t-shirts and promotional items for use in future events. Any part of the grant that is not used must be returned to USA Funds. The plan is to use all of the 2014 grant money and decrease the funding request for the 2015 year.

USA Funds requires a final report of all activities and expenses by July 15<sup>th</sup>. LaSonya will be submitting that report along with the appropriate documentation requested by USA Funds. The application to participate in College Goal Sunday 2015 will be made available sometime in August 2014.

While CGNY has enjoyed a successful run most years, it must be noted that many of our 307 volunteers also participate in other online FAFSA filing events such as SUNY Financial Aid Day and other college sponsored events. Every effort is made to host a CGNY event in areas where there are no organized FAFSA events. FAFSA completion events are not a competition, but an effort to help students succeed by completing the forms needs to secure money for educational expenses.

# Region 1 Report

## NYSFAAA Exec Council Meeting

### June 12 -13, 2014

#### 1 MEETINGS SINCE LAST EXEC COUNCIL MEETING

April 3<sup>rd</sup> Niagara County Community College

Attendees = 18

Topics and Training details: TAP Reform – discussed NYSFAAA Report. The Community Liaison for Assemblyman John Ceretto attended and offered his insights.

#### 2 Other Training events that Region was involved in : None

#### 3 Treasury update: Balance as of 6/6/14 is \$7426.49, but there will be changes when the costs for the Support Staff Workshop & Summer Outing and payments for these events are received in the next few weeks.

#### 4 Committee Reports: None

#### 5 Conference news (2015): The contract was updated to include a few extra smaller session rooms. All the conference chairs are in place except for Entertainment. We plan on having our first full conference meeting at the end of the summer. And finally, we are working on a theme.

#### 6 Upcoming meetings and events:

- June 18<sup>th</sup> Support Staff Workshop at Chef's Restaurant in Buffalo
- June 25<sup>th</sup> Summer Outing – Erie Canal Lock Cruise preceded by lunch and an abbreviated Regional Meeting

#### 7 Regional comments:

- Matthew Metz was named the Financial Aid Director at D'Youville College (no relation to Lorraine Metz the former director).

#### 8 TAP Reform

Met with Lauren Rivett, Legislative Director for Senator Tim Kennedy (Higher Ed Committee) on 5/1 and Assemblyman Ray Walter (Weights & Means Committee) on 5/16 - Both have offered their support and will wait for further guidance from us. Assemblyman Walter suggested we start to push things in the fall leading up to budget time and try to get the changes into the budget. He suggested contacting the legislators that we have met with and who have offered

support in the fall to have them write letters of support for our changes. Then submit these letters to the Governor & Budget Director. He also suggested getting the support of Assemblyman Farrell – Chair of the Ways & Means Committee and John DeFrancisco – the Chair of the Finance Committee.



**Region #2 Report**  
**NYSFAAA Exec Council Meeting**  
**June 11, 2014**

1. **MEETINGS SINCE LAST EXEC COUNCIL MEETING:** None since last Executive Council meeting on May 2, 2014.
2. **Other Training events that Region was involved in:** No new training.
3. **Treasury update:** \$2,282.41 from April 11, 2014 meeting.
4. **Committee Reports – 133 Members in Region 2 as of April 11, 2014 meeting.**
5. **Conference news (If your region is involved in Conference planning):** None.
6. **Upcoming meetings and events:** Region 2 has made contact by email with all Region 2's local legislators as well as several visits by Region 2 members and some additional phone contacts.
7. **Regional comments/Recommendations (If you region has a pressing issues that needs to be brought to the attention of Council):**  
Region 2 has 3 positions opening in October 2014: Regional Chair, Treasurer, and Secretary. BJ Revill from the University of Rochester Medical Center is accepting nominees. Nora Bell of SUNY Brockport, our current Region 2 Treasurer, has expressed her interest in re-running. We have not had interest in filling the Chair or Secretary positions.

**Submitted by Melissa Casselman**

**Region 2 Executive Council Representative**

# Region 3 Report

## NYSFAAA Exec Council Meeting

### June 13, 2014

#### 1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: May 2, 2014 Owasco Country Club, Auburn, NY

Attendees = 24

Topics and Training details:

##### **Round Table Discussion with State Legislative Representatives:**

- Darrin Rooker led a roundtable discussion focusing on NYSFAAA's TAP Reform proposal. In attendance during the discussion was a panel of legislative representatives: Louella LeClair, Legislative Aide for State Senator Patty Ritchie; Bob Sheuchenko, Legislative Aide for Assemblyman William Magee; Eamon Kelleher Legislative Aide for Assemblyman Al Stirpe.
- For the benefit of the legislative guest's, the roundtable discussion opened with a description what NYSFAAA is and who makes up the membership of the association. This was followed with a brief overview of NYSFAAA's mission and a review of the community outreach activities the members are involved in throughout the year.
- The roundtable discussion then turned to walking through the three primary issues identified in the White Paper. 1.) Multiple TAP schedules and the need for transparency and equity in TAP awarding. 2.) Rethinking the use of NYS Net Taxable Income (NTI) for TAP award determination. 3.) The Definition of "Independent Student" for both state and federal financial aid. Members in attendance shared personal experiences and student case examples demonstrating the relevancy of the three issues identified.

#### 2 Other Training events that Region was involved in :

- Support Staff Workshop
- May 9<sup>th</sup> at Le Moyne College
- 26 attended
- Topics: Loan Repayment Plan Options, Roundtable discussion, Federal Update and Working with Difficult Students and Parents

#### 3 Treasury update: Bank Balance May 2<sup>nd</sup> \$5426.33

# Region IV Report

## NYSFAAA Exec Council Meeting

### June 12, 2014

1. No meetings since last Executive Council Meeting- last 2 meetings were cancelled. We are reviewing what steps to take since only vendors signing up.
2. Other Training events that Region was involved in : none
3. Treasury update: \$ 7,634.22
4. Committee Reports
  - a. Membership: 133 members
5. Conference news: none
6. Upcoming meetings and events: We are revisiting the timing and the format
7. Regional comments/Recommendations: We are happy to report the following election results:
  - a. Chair: Mary Louis (SUNY Albany)
  - b. Executive Council: Kristina Delbridge (SUNY Empire State College)
  - c. Secretary: Meredith Tower (Union)
  - d. Treasurer: Randi Moore (Samaritan)
  - e. Membership: Rochelle Filler (RPI)

# Region 5 Report

## NYSFAAA Exec Council Meeting

### Date June 9, 2014

#### **1. MEETINGS SINCE LAST EXEC COUNCIL MEETING**

Date and Location: Feb. 21, 2014, Marist College

Attendees = ##19

Topics and Training details: TAP Reform, Income Driven Repayment Plans

#### **2 Other Training events that Region was involved in : Tri-Regional**

Example – CGNY, Guidance Counselor workshop?

#### **3 Treasury update: \$9,001**

#### **4 Committee Reports**

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

#### **6 Upcoming meetings and events**

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

# Region VI Report

## NYSFAAA Executive Council Meeting

### Last Executive Council Meeting (Remote) May 5, 2014

#### 1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

Date and Location: May 9, 2014 at Teachers College – Columbia University

Attendees = 56 (including 4 presenters)

Topics and Training details for the Support Staff Workshop:

- FAFSA and TAP Updates
- FERPA
- How Different Offices Work Together
- Customer Services
- Membership

Non-NYSFAAA members were invited to attend this Support Staff Workshop; we strongly encouraged them to sign-up for membership.

#### 2. Other Training events that Region was involved in:

- Tri-Regional held on April 11<sup>th</sup>, 2014

#### 3. Treasury update: Ending Balance as of March 2014 \$16,323.08

#### 4. Committee Reports:

- Membership – Region 6 has a total of 411 Members

#### 5. Conference news (If your region is involved in Conference planning) - n/a

#### 6. Upcoming meetings and events:

- Friday, June 20<sup>th</sup> Summer Meeting
- Thursday, July 17<sup>th</sup> – Directors and Associates Directors joint meeting
- June/July – Representatives will be meeting to discuss past events and plan out for the next academic year.

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

- Have other Regions been able to develop topics for the affiliate members?

## Region 7 Report.

### NYSFAAA Exec Council Meeting

June 12<sup>th</sup> and 13<sup>th</sup> 2014

Gene Rogers- Region 7

#### **1. MEETINGS SINCE LAST EXEC COUNCIL MEETING**

Since our last in person meeting in Feb...Region 7 held two regular meeting and we took part in the annual tri-regional meeting along with 5 and 6.

NYIT hosted a Region 7 on March 21<sup>st</sup>. The agenda included a presentation on Vet Benefits and how it affects aid processing by Richard Robitaille from Berkeley College which was very well received. We also had a little video tribute to retiring NYSFAAA member Gail Drapala which everyone seemed to enjoy.

On Friday April 11<sup>th</sup> Region 7 took part in the Tri Regional meeting along with Regions 5 and 6 at Monroe College

The Agenda included presentations on Loan Repayment options, Social media for Student Services, 150% rule and a HESC update.

There was 3 region 7 members on the committee including Ajana Wilkinson, Evan Udowitch and Jeanine Murphy...I think all of them along with the other regions volunteers did a super job on the day.

Region 7 held its most recent meeting on Friday May 9<sup>th</sup> at St Joseph's college and the agenda included a session on Verification and Unusual Enrollment issues. Both sessions proved to be very useful.

#### **2. Other Trainings**



On Wed May 7<sup>th</sup> Region 7 held its Support Staff workshop at Molloy College. Angelica Esparza from Stony Brook University and me co-chaired the event. Our agenda included a FA 101 presentation that was handled by Amy Kahn from Hofstra University and Mike Turner from HESC

We also offered a Financial Literacy piece that was presented by Donna Miller from iGRAD along with a session called "Challenging Negative Attitudes given by Laura Worley from 1<sup>st</sup> Marblehead.

We had 26 attendees and since the workshop, we have received emails from many of them indicating how much they enjoyed the program. The only downside was running out of coffee half way though...but..I was able to get re-fills within a half hour...thankfully! ☺

- 3. Treasury report \$2902.49 as of June 9<sup>th</sup> 2014**
- 4. Committee Reports N/A**
- 5. Conference News N/A**
- 6. Upcoming Meetings**

Our Next Region 7 meeting has been planned for Thursday June 19<sup>th</sup> at EB Elliott's in Freeport. The agenda will include a presentation by Kochie Vaughn on the 150% rule focusing on providing tips for using the information to package and effectively counsel students. We also plan to have Mike Turner provide a HESC update along with a round table discussion on FA best practices. The meeting is being planned by Jeanne McCarthy, Christine DeSousa and Amy Thompson.

### **Regional comments**

I've had a few members ask about the timing of getting information on the website.....minutes getting posted, conference news, etc. I also was asked if former NYSFAAA members could become affiliate members if they are now in Solution center type positions (a little aid, bursar, admissions and register)

# Region 8 Report

## NYSFAAA Exec Council Meeting

Date: 6/11/14

### 1. MEETINGS SINCE LAST EXEC COUNCIL MEETING

#### **Date and Location:**

4/30/14: Regional Meeting at St Lawrence University (Attendees = ~16 total)

4/30/14: Conference Steering Committee Meeting at St Lawrence University (Attendees = ~16 total)

6/11/14: Conference Steering Committee at Lake Placid Conference Center (Attendees = 13)

#### **Topics and Training details:**

There was a HESC update and discussion on the recent TAP increase. There was also a discussion on the how the SUNY Tuition Credit will be calculated. Members were encouraged to visit their local representatives to discuss the TAP Reform whiter paper. The chair and membership of each regional committee was reviewed and gaps were identified. There was no active chair of our regional award committee and the region plans to solicit volunteers.

#### **Other Training events that Region was involved in :**

Example – CGNY, Guidance Counselor workshop?

### 2 Treasury update

Account balance = \$4,713

### 3 Committee Reports:

### 4 Conference news (If your region is involved in Conference planning)

See attached mites from the Conference Steering Committee meeting on 4/30/2014. The minutes from the 6/11/14 meeting will be available in the near future.

### 5 Upcoming meetings and events: There will be another Conference Steering Committee meeting on 6/18/2014 and the next Regional Meeting will occur in September.

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

NYSFAAA 2014 CONFERENCE STEERING COMMITTEE  
NOTES FROM APRIL 30, 2014 MEETING @SLU

**PROGRAM COMMITTEE UPDATE**

- Not a lot to report since last meeting's update
- Scheduling a conference call soon with full Program Committee to choose a finalist for keynote speaker
- Lisa sent out a survey to membership; hasn't heard from lenders. Deadline to complete/return survey is May 2<sup>nd</sup>
- Lisa and Sue will create a spreadsheet of topics and Program Committee will do another conference call of topics for concurrent sessions
- Carolyn asked about conference timeline/Program timeline and a recent email among some committee members provided an updated agenda/program schedule
  - Kerrie said she will email the full steering committee with the most update of the program/conference timeline
- Lisa said she will coordinate all Program updates

**PUBLICITY COMMITTEE UPDATE**

- A Save the Date went out on April 9<sup>th</sup>
- It was suggested that the next Publicity piece should include hotel information
- It was also suggested that perhaps we could arrange to have a photo taken of steering committee members enjoying the Lake Placid area/perhaps the Visitors' Bureau staff could take the photo (Mary Jane Lawrence?)

**FACILITIES COMMITTEE UPDATE**

- Before Scott can sign the Crowne-Plaza President's Reception contract (for the Tuesday late afternoon New Member/President's Reception back-to-back reception in the Great Room at the hotel), Exec Council must approve the open bar for that reception. EC vote will take place on May 2<sup>nd</sup> and we don't expect an issue with approval.
- Carolyn will forward the reception contract to Scott after May 2<sup>nd</sup> for his signature/need to get it back to Catherine at Crowne Plaza by mid-May
- Kerrie and Carolyn need to invite new EASFAA President (Tony Irwin of Northeastern University) but NOT UNTIL AFTER May
- CenterPlate (food) contract needs to be finalized/signed
- Question was raised as to whether we will be charged the maximum dinner entrée price for all entrée orders OR will we be charged by specific member entrée orders/Carole will get these clarified with CenterPlate before next meeting

- Overflow Hotel-Related Questions:
  - Will overflow hotel support state rate
  - Clarify what overflow hotel will be
- Facilities Committee will need to check with Ashley Andrew of Conference Center about how overflow communication will be handled

### **TRANSPORTATION UPDATE**

- Pat announced the shuttle is set for event night on Wednesday and will run until 11 p.m.
- Discussion on availability of transportation to and from airports and train station in Westport
- We will provide information on taxi services and mileage distances from train station in Westport as well as various airports like Lake Clear, Plattsburgh, Burlington, etc.

### **ENTERTAINMENT UPDATE**

- Katrina has been working with Holly Z., trying to get some local, low-cost activities for those who may be around on Monday, before conference starts – no updates from last meeting on this
- Tuesday night after dinner event discussion – should we go with the bonfire event at village beach OR simply do a S'mores activity on the hotel's patio/discussion that we'd probably involve more members if do it the hotel and don't have to worry about folks getting/to from beach.
  - Decision was made to do the event at the hotel and not at the beach
  - We're hoping for authentic s'mores!
- Katrina can change the Wednesday evening's (before dinner) reception from the jazz trio (since we now are planning to have student jazz trio or quartet at Tuesday's reception) to one guy on the piano
- Carolyn will clarify with Crane student musicians (for Tuesday's reception entertainment) as to what travel costs they'll want covered (do we need to provide a vehicle or just fuel compensation)/won't have contact with them until early September as the student musicians won't be selected until then
- Discussion on timing of massages for Wednesday afternoon in Vendor area; Laura felt that if we started the massages after the last break, that should work

### **VENDOR UPDATE**

- Kerrie will forward the vendor update at a later date

### **REGISTRATION UPATE**

- No information yet behind the mini-conference site
- Ideta Daniel wants more information on mini-site so FORWARD INFORMATION FIRST TO HEATHER ADNER who'll then send to Ideta
- Kerrie mentioned that the Registration Committee may need to order some supplies such as ribbons for nametags

### **TECHNOLOGY UPATE**

- First full committee meeting was today
- Committee will write up a blurb on how WIFI works and get it into the Program booklet if Conference Center doesn't object
- Will coordinate with Program Committee
- Have reserved some headsets
- We will need to plan to bring in some laptops
- Committee is thinking it would be nice to have Vendor logos displayed on LCD monitors that are throughout conference center so will work on that
- Amanda Prescott (committee member) is working on getting photos from past NYSFAAA activities on the LCD monitors as well as updating with current conference photos/it was mentioned that Vince Scalise should have many past photos that can be accessed
- 2-way Radio discussion; can rent for \$100 per radio for conference. Pat asked if could ask NYSFAAA to buy some. Todd will investigate.
- Todd is hoping Tech. Committee can meet again in Lake Placid, before October

### **OTHER GENERAL CONFERENCE ITEMS**

- Best Practices Display – Kerrie will talk to Lisa Simpson about this

**NEXT MEETING – tentative for June 18<sup>th</sup> in Lake Placid/Carolyn will be in touch**