



NYSFAAA Executive Council  
August 19, 2015  
Remote Meeting

**Call to Order & Roll Call**

President Kerrie Cooper  
1<sup>st</sup> VP- Jan Scheutzow  
2<sup>nd</sup> VP- Howard Leslie  
Secretary-Kathy Flaherty  
Treasurer- Kerry Lubold  
Past-President – Scott Atkinson  
Region 1- Sean Hudson  
Region 3- Darrin Rooker  
Region 4-Kristina Delbridge  
Region 5- Joanne Sullivan for Roberta Daskin  
Region 6- Lucy Villaquiran  
Region 8- Todd Moravec  
Lisa Simpson – HESC Liaison

Excused: Pat Johnson  
Melissa Casselman( Region 2)  
Gene Rogers (Region 7)

Guests: Laura Worley

Kerrie Cooper called the meeting to order at 2:38 pm with a quorum of Executive Council present.

**Approval of June 11-12, 2015 Minutes**

Motion: A motion was made by Howard Leslie, seconded by Kristina DelBridge to approve the minutes. There was no discussion. The motion was passed with all in favor, no oppositions and no abstentions.

**Second Vice-President- Howard Leslie**

**State Wide Training – Kristina DelBridge and Howard**

- November 20<sup>th</sup> State Wide training
  - Locations have been set: Region 1- Canisius, Region 2 -Roberts Wesleyan; Region 3- LeMoyne; Region 4- Excelsior College; Region 5- Berkeley College; Region 6- unknown; Region 7- Molloy; Region 8- SUNY Potsdam
  - Most regions have the contact and technical people in place
  - Next step is testing
  - Zachary Goodwin, SFA Trainer will present
- Other topics being considered for this year's training include:
  - Washington update along with a State update, Gainful Employment, BBAY, Verification and Tax Update, C-code discussion, Loan Limits, Enrollment Reporting, Default Management, 150% Rule

- Committee will survey membership for training topics and select those not in conflict with Conference offerings
- Would like to set date for spring state wide training
  - February 25 or 26 were recommended
  - Avoid February 8-9 as that may be Executive Council meeting
  - Consensus was for February 26<sup>th</sup>.
- Spreadsheet on training attendance at conference and webinars was presented and highlighted
  - Webinars began in 2010-2011
  - Webinars seem to impacts the number attending conference as well as membership
  - Data is very helpful for future planning

#### **Intermediate Training**

- October 15-16 in Albany
- Jane Gilliland has sent out announcement

#### **Novice Training**

- Transitioning under new leadership
- Bids for future training sites are due on August 28

#### **Conference 2015 Update – Laura Worley**

- Have had discussions with Howard about potential conflicts with presentations offered at Conference vs webinars
  - Training calendars for various types of training should be coordinated: Intermediate, Conference, Statewide Training, etc
- August Conference meeting results
  - Committees:
    - Vendors are set; will be using a Clue game theme
    - Registration is coming along
    - Agenda is coming
    - Program meeting in September
      - Justin Draeger – to speak at Wednesday breakfast
      - EASF AAA presentation- at Wednesday lunch
      - Federal Update – will be Thursday
    - Entertainment
      - local college entertainment, tours, local attractions and sports events
    - Publicity – coordinated by Vince Scalise
    - NYSF AAA has been given a new Event Planner by Hyatt
- Next Meeting is September 21

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

- EASFAA Meeting
  - June 15-16, Atlantic City
  - Discussed
    - Sustainability is a concern (for NYSF AAA and NASFAA as well)
    - Membership composition
    - Mix of people on standing committees
    - Decrease in membership numbers
    - Communicating with members
    - Term limits for Committee Chairs

- Next year is 50<sup>th</sup> anniversary of NASFAA and EASFAA (Atlantic City)
- Claire Jacobi and Bob Shore on the Conference Committee
- Outsourcing some of the organization responsibilities such as treasurer, if too burdensome
- State Reports
  - Issues with decreasing membership
  - Communication and connecting

Discussion: Could NYSFAAA stream Executive Council meetings? The webinar format could be used. Howard will research options for further discussion.

- Next meeting will be early October in Washington, D.C.

#### ▪ **Government Relations**

- Perkins is current topic
  - Working with Maria Livolsi
  - Email sent in late June to NY representatives requesting support for the Perkins resolution. Louise Slaughter's office responded. Kerrie sent out another email in support of Slaughter's initiative. On September 2, Rep. Slaughter's office will have a Press Event in Rochester. Kerrie and Scott Atkinson are going.
  - CBO (Congressional Budget Office) scoring is biggest issue. Have to find a way to pay for the program
  - Push petition again: hoping to get 20,000 supporters
  - Elise Stefanik released flexible Pell for 21<sup>st</sup> century bill, which includes summer payment, restricted to accelerated students. Justine Draeger's office is working on definitions and details. More to come, but it can use support
  - Darrin Rooker commented that Congressman Tom Reed's office called him to let him know that the Congressman is signed on House bill and gave support to Rep. Slaughter's letter.

#### **First Vice-President- Jan Scheutzow**

- Membership:
  - 1452 current membership is a blend of 2 years: 2014-2015 and 2015-2016
  - 1380 membership for last year (96% of goal)
  - Half of 2015-2015 goal has already been reached
  - Membership application now shows new annual dues rate of \$70
  - Still have outstanding dues from last year's conference registration. Kerrie will assist Jan on the follow-up with these
  - Formalizing new year's goals
  - Looking at membership demographics and comparing with conference attendees
  - Re-examine members' needs; strike a balance between in-person meetings and webinars

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

- Election Committee
  - New Officers elected are Darrin Rooker: President-Elect and Rob Zasso: Treasurer-Elect
  - Executive Council regional representatives for 2015-2017:
    - Region 1: Kathy Michalski

- Region 2: Margaret Christian
- Region 3: LaSonya Griggs
- Region 4: Michelle Fountaine
- Region 5: Diane Donohue
- Region 6: Melanie Williams-Bethea
- Region 7: Amy Thompson
- Region 8: Todd Moravec

**Secretary – Kathy Flaherty**

- Technology, Innovation and Communication  
No update since last meeting
- School Outreach  
No update since last meeting

**Discussion on Annual Report and Long Range Plan – Kerrie**

A draft of NYSFAAA goals and objectives for 2015-2016 will be provided to Executive Council. These will be derived from the Long Range Plan. Each officer should share this information with the NYSFAAA standing committees reporting to them for help in planning for the next year. Annual reports should focus on committee strengths.

**Treasurer – Kerry Lubold**

- Sent out end of year actual expenditures and year to date budgets
- Should address how dues increases are publicized
- Tax exempt status is now up-to-date
- Conference phone lines are now cancelled. Use [freeconferencecall.com](http://freeconferencecall.com)
- Credit cards are being issued for new officers, Darrin Rooker and Robert Zasso
- Rob will send out final budget results to Committees
- A NYSFAAA cookbook is the new scholarship fund raising initiative. Encourage all to provide recipes. The Scholarship Committee has been advised they may use scholarship funds to produce the cookbooks, but the process will be monitored with the intent that the funds will be replaced from fund raising proceeds. Cookbooks should be printed in September and available at the 2015 Conference

**HESC Update – Lisa Simpson**

- Will be presenting at the September 24 2015 webinar. Putting together topics for the State update.
- Achievement and Investment in Merit Scholarships (AIMS) had over 3000 applicants. Sent out first roster with 1522 students. Applications without complete documentation were eliminated. Final selection of recipients will be August 28, 2015. Results will appear on Student Status Roster, code 57.
- Get on Your Feet Loan Forgiveness Program: working with servicers to accept payment. May graduates are in deferment until December so have some time to get process in place. Application is not "live" at this time.
- Master in Education Teacher Incentive Scholarship: fact sheet available soon
- Standardized award letter: Department of Financial Services is responsible for the creation. Neither HESC nor NYSFAAA has been contacted for advice at this time.
- HESC can create up to 3 separate electronic rosters for TAP, STEM, AIMS. If needed, send email to HESC.

- Last April notices were sent to students having conflicting information between TAP application and IVP. Now HESC has a monthly automated program to reach student. Student will be asked for tax return to document income or to update TAP application with tax filing status
- Shortage of staff in call-center. Promoting CHAT to help with this.

**Past-Treasurer – Pat Johnson**

No update at this time.

**Conference 2016- Scott**

- Finalized theme: "All In for Student Success"
- Can use showroom at Turning Stone

**Operational Calendar- Kerrie**

- Treasurer is busy with annual audit tasks
- Renew application for trademark and logo
- Send out annual meeting notice, no constitutional amendments at this time
- Officers will meet in September for planning and to discuss goals and objectives for coming year
- Annual report

Next Meeting: Monday October 26 in Buffalo

**New Business:**

None at this time

Discussion followed on the coordination between Webinar training and Conference training. For example, Federal Update at Conference and Washington update at webinar. Webinar is in September, Conference in October. Planning and communication is crucial so as to provide good webinar topics and not impact Conference attendance. Other points brought into discussion:

- Age of members and how we target and serve
- Is there data on who attends
- Disagreement on selection of webinar topics and creating pressure for Conference Program Committee
- Webinars will not replace Conference training
- Must clarify that attending Conference is different than attending webinar
- Can the Conference planning be simplified: single site, length?
- Used to have a Conference Task Force; should it come back?
- Should there be a rotation of 3 conference sites statewide
- The "regional flavor" of conference sites is important

**Adjournment**

As there was no further business, a motion was made by Howard Leslie, seconded by Scott Atkinson to adjourn. All were in favor, no one opposed and there were no abstentions. The meeting was adjourned at 3:22pm