



**NYSFAAA Executive Council**

**August 16, 2017**

**Remote**

**2pm – 4pm**

**Call to Order & Roll Call**

President – Darrin Rooker

Past President – Kerrie Cooper

1<sup>st</sup> VP – Adrienne King

2<sup>nd</sup> VP – Howard Leslie

Secretary – Kelly Kelly

Treasurer – Robert Zasso

Past Treasurer – Kerry Lubold (absent)

Region 1 – Kathy Michalski

Region 2 – Margaret Christian (absent)

Region 3 – LaSonya Griggs

Region 4 – Michelle Fountaine (absent)

Region 5 – Diane Donohue

Region 6 – Melanie Williams-Bethea

Region 7 – Amy Thompson

Region 8 – Todd Moravec

Guests: none

Discussion via Email

**MOTION:** A motion was made by Adrienne King, seconded by Kerrie Cooper to grant Victoria Hulit, Director of College Success at Let's Get Ready; website: [www.letsgetready.org](http://www.letsgetready.org) as an Affiliate member. There was no discussion. The motion passed with 12 in favor, no oppositions, and no abstentions.

Discussion via Email

**MOTION:** A motion was made by Melanie Williams-Bethea, seconded by Amy Thompson for NYSFAAA to sign the ACE letter of support for the Perkins loan program extension. There was no discussion. The motion passed with 6 in favor, no oppositions, and 2 abstentions.

Discussion via Email

**MOTION:** A motion was made by Howard Leslie, seconded by Robert Zasso to have the Fall Statewide Training event for 2017 be on Friday, November 17, 2017. To be held from 10-12 and the training will be on verification.

**AMENDMENT to MOTION:** A friendly amended motion was made by Howard Leslie, seconded by Amy Thompson to change the date of the training to November 10, 2017, from 10-12.

Discussion followed where the following points were made:

- Wondering if the fact that it is the Friday before Veteran's Day is an issue? Are any schools closed on Friday 11/10 in observance of Veteran's day Sat 11/11?
- As a general rule, if a holiday falls on a Saturday it is observed on Friday; if the holiday falls on Sunday, it is observed on Sunday. It is possible that we may lose some participants if their school closes on Friday to observe the holiday.
- Think that was a problem previously. Many of the SUNY/CUNY folks were off for Veteran's Day. If so, maybe we should avoid that day.
- Anyone have issues offering it on that Thursday as another option. Or the Thursday after. The Friday after is not an option for the presenter.
- Would prefer November 16<sup>th</sup> only because November 9<sup>th</sup> is a registration day and all staff are required to be on campus and available for students who may have issues getting registered. We could always watch the recording during a staff meeting-making an assumption on the recording.
- Sessions will be recorded.
- Either date will be fine if the sessions will be recorded.
- Should we change it to a Thursday would people prepare 10-12 or 2-4? Currently we are booked 2-4. No guarantee of her availability for 10-12.
- Think there will be a better turn out if you did 10-12. Then the regions could possibly hold their regional meetings after the training.
- Think November 16<sup>th</sup> from 10-12 is a good date/time.
- Morning time slot is better.

**AMENDMENT to MOTION:** A friendly amended motion was made by Howard Leslie, seconded by Amy Thompson to move the fall Statewide Training event for 2017 be on Thursday, November 16<sup>th</sup>, 2017. To be held from 10-12 and the training will be on verification. There was no additional discussion. The motion passed with 13 in favor, no oppositions, and no abstentions.

Discussion via Email

**MOTION:** A motion was made by Howard Leslie, seconded by LaSonya Griggs to approve the following changes and allow the TICC to proceed and go live with the refreshed website.

[https://nysfaaa.org/index\\_2017.html](https://nysfaaa.org/index_2017.html) (test homepage link, MEMBERS tab replaced by TRAINING tab)

[https://nysfaaa.org/docs/2017\\_toc\\_memberservices.html](https://nysfaaa.org/docs/2017_toc_memberservices.html) (test member services page link, bullets adjusted)

[https://nysfaaa.org/docs/2017\\_terms.html](https://nysfaaa.org/docs/2017_terms.html) (test terms page link, added Training to the footer of all pages)

There was no additional discussion. The motion passed with 12 in favor, no oppositions, and no abstentions.

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Darrin Rooker called the meeting to order at 2:05 pm with a quorum of Executive Council present.

#### **Approval of June 19-20, 2017 Minutes**

**MOTION:** A motion was made by Kerrie Cooper, seconded by LaSonya Griggs to accept the minutes. There was no discussion. The motion was passed with all in favor, no oppositions, and no abstentions.

## President's Report – Darrin Rooker

- NASFAA Report
  - Attended conference
  - Student loan situations – ideas being thrown around (ex-loan limits)
  - Careful cutting loan volumes too much – assist in funding other aid
  - Gainful employment – in compliance by July 1<sup>st</sup>
  - Further guidance for 17/18 IRS data retrieval tool – August 17<sup>th</sup> announcement
  - Perkins – file FISAP to determine cash on hand to return to federal government
    - NASFAA letter to department – how will program wind down? Cost of audit come out of federal share?
  - Department of Education warning 90% of schools NSLDS reporting requirement - next letter going out to college presidents
  - Improve relationship between NASFAA and Department of Education – letter sent out by Justin that meetings are underway
  - White paper – looking at other organizations (FAA and US patient office)
- Jeff Baker - honorary membership award
  - Final federal update
  - Borrower defense regulations – implementation still in process – in litigation
  - Received lifetime membership to NYSFAAA – invited to October conference but unable to attend
- NYSFD Interagency Task Force meeting report
  - Jim Murphy retired
  - Commissioner regulations
  - New drafts of regulations
  - Re-discussed issues – issues already identified (ex-TAP certification)
  - Another draft of commissioner regulations – will be sent to EC for review
  - Future item for task force include the increase in students with dual degree or majors and students coming to college with high school AP credits
  - More guidance in September on high school diploma equivalency (earned credits)
  - Some high school down state are not issuing regents diplomas, only local diplomas

## Past-President's Report – Kerrie Cooper

- Update on EASFAA representation from NYSFAAA in Policies & Procedures
  - The following was already approved but not updated on the website – it was approved at the June 11-12, 2015 meeting:

### **ISSUE: EASFAA Representation**

The NYSFAAA President during the first year of office will assume the position of the New York Representative to EASFAA at the June EASFAA retreat. This term shall be for a two year period as NYSFAAA President and Immediate Past President until a new NYSFAAA President has taken office and is available to assume the position the following June.

- Need to update the travel expense reimbursement portion to maintain consistency with change above – change to #3 statement:

**ISSUE: Travel Expense Reimbursement**

3. President will be reimbursed for travel to SUNYFAP, EASFAA, NASFAA and the NYSFAAA annual conference. Reimbursement for travel to EASFAA will be given to the current NYSFAAA Representative at EASFAA. If the President is unable to attend, the President–Elect or the Past President may represent the organization and will be reimbursed for travel. Participation in the annual conference by other NYSFAAA members is considered a professional responsibility.

**MOTION:** A motion was made by Melanie Williams-Bethea, seconded by Adrienne King to update the travel reimbursement policy with the information highlighted above

**AMENDMENT to MOTION:** A friendly amended motion was made by Melanie Williams-Bethea, seconded by Adrienne King to change “NYSFAAA” to “New York.” There was no discussion. The motion was passed with all in favor, no oppositions, and no abstentions. Statement #3 will now read:

**ISSUE: Travel Expense Reimbursement**

3. President will be reimbursed for travel to SUNYFAP, NASFAA and the NYSFAAA annual conference. Reimbursement for travel to EASFAA will be given to the current New York Representative at EASFAA. If the President is unable to attend, the President–Elect or the Past President may represent the organization and will be reimbursed for travel. Participation in the annual conference by other NYSFAAA members is considered a professional responsibility.

- Long Range Plan

**NYSFAAA Review of Long Range Plan**

**2016-17**

**Kerrie L. Cooper, Past President**

**Governance Committee**

Governance Committee Membership

- Irv Bodofsky
- J. Scott Atkinson
- Gina Soliz
- Anne Barton
- Kathy Flaherty

**Timing for Review**

The annual Long Range Plan evaluation is still a relatively new process to NYSFAAA. While the goal was to have the 2015-16 annual reports be the basis for review of in early Spring that did not happen. The first thing that the Governance Committee discussed was the appropriate timing for such a review.

It was determined that reviewing the year based on the final annual reports is not the best use of the evaluation process. You cannot really determine success/failure by reviewing reports after the fact. The best use of the process is to do a review during the year so that the NYSFAAA Standing Committees can make adjustments as they are going through the year if necessary.

It is suggested that in the future the review of the current year should take place in April/May (*ex. April/May of 2018 for the 2017-18 year*). This will give committees the chance to “tweak what they are doing for the best possible outcomes at the end of the year in October.

Due to the lateness of this year’s review it was done on the 2016-17 year instead of 2015-16 because it was felt that we were too far beyond the 2015-16 year for a review to be beneficial.

### **Evaluation of 2016-17 Goals & Objectives**

#### **1. Goal – Retaining Membership**

- Timely posting of Events
  - This is always an issue and one that will continually need work.
  - The Committee was informed of TICC website updates that are underway.
  - Is the blog relevant anymore? It continues to be underused. Serious review of how it is used or can be used is necessary or is it no longer relevant and should be discontinued.
  - Suggestion – is Twitter more relevant now? Should we pursue that avenue for greater usage.
  - Suggestion – consider creating a regular feature similar to NASFAA News that could keep the organization up to date on what is happening. It could be supplemented by emails when there are updates or changes.
- Newly Trained Novices in Organization
  - It was strongly suggested that new members should not be assigned directly to committees. The only method of getting people involved that always works is one on one contact to ask them to become involved. It can start with becoming involved on the regional level or on state-wide committee work. Invite them to meetings and encourage their supervisors on board to endorse and allow it.
  - Need to coordinate more with Mentoring.
    - ✓ I believe this will begin with newly reformed Mentoring Committee.
    - ✓ Coordinate efforts for mentoring new Directors is also as a specific goal.
- Explore New Revenue Streams
  - The Investment Committee has now been established with their first official meeting in February 2017 after Executive Council’s meeting with the Investment Advisor.
  - Development and grant-writing.
    - ✓ Tammy Gilbeaux reported her findings after her first year of chair of Development. You cannot find grants for operating expenses. Grants available must be for specific purposes and are difficult to obtain. Tammy sent several requests for grants which were all declined. It is important to note that the Governance Committee agrees with and supports Tammy’s findings.
    - ✓ It was indicated that the original intent of the Development Committee was to solicit committees for needs so that funding could be researched for the individual projects. The committees did not respond. Perhaps we have lost sight of the original intent.
    - ✓ Grant-writing can be difficult because it is a long-term process and can take several months. If a grant is won there is a large amount of required recordkeeping. This may be difficult with ever-changing committee leadership and lack of time.
- Supporting Advocacy

- Increasing participation. Conference sessions are being held regarding how to advocate. Getting people interested in this important function is difficult.
  - ✓ There is a lack of grassroots coordination. This need is really on the regional level with local legislators/congress people.
  - ✓ Reach out to people seeking election multiple times to let them know you can be a resource for financial aid issues.
  - ✓ If your school doesn't like staff participation in advocacy you can advocate as a private citizen.
  - ✓ Suggestion - have an email go out to newly elected officials right after elections with a list of people to contact as a resource.
- Continued Support of TAP Change.
  - ✓ The refresh of the TAP White Paper was a good thing.
  - ✓ Create brief position papers on several different subjects.
  - ✓ Need to be aware of how state issues fit into federal issues when advocating.
  - ✓ NYSFAAA members can serve as a resource for legislators – Executive Council does a good job with Advocacy in February. We now need to get more involved.
- Outreach
  - Training new members as presenters.
    - ✓ Bring new members to FA nights to observe and learn how to present.
    - ✓ Work with Directors to make sure they are supportive for staff to assist with events.
  - Regional membership for the Outreach Committee. This is very important to develop a base group to assist training regionally and relieve pressure on committee leadership.
    - ✓ Would a Speaker's Bureau work again?
  - Encouraging future involvement
    - ✓ Intermediate training – is this being planned?
    - ✓ Advanced training also may be appropriate.
    - ✓ Suggestion regarding Professional Track training – working with other offices on campus with training.
  - Regional and National Financial Aid Organizations
    - ✓ Discussed the increasing relevance of Community-Based Organizations (CBO's) and NYSFAAA increasing communication with them. They drive our affiliate membership population.
- Developing Vision & Mission
  - Review the current statement first. Is it still relevant? Does anything need to change?
  - We need to get started on the new Long Range Plan.
  - Survey Membership for current wants, needs and feelings on topics. It was suggested that several smaller surveys on specific topics might get more response due to them being short.
    - ✓ Training
    - ✓ Advocacy
    - ✓ Membership
    - ✓ Conference
    - ✓ Other

### **First Vice-President's Report – Adrienne King**

- Recently received many checks
- 15/16 1354 members \$83865.00
- 16/17 1256 members \$79525.00
- 17/18 456 members \$27695.00 many will renew in September (for conference)

**MOTION:** A motions was made by Adrienne King, seconded by Howard Leslie to grant Donna Stelling Gurnett, President/CEO of Association of Proprietary College; website: [www.apc-colleges.org](http://www.apc-colleges.org) as a voting associate member of NYSFAAA. There was no discussion. The motion passed with all in favor, no oppositions, and no abstentions.

- Reminder by Rob to submit forms to him for award nominations

### **Second Vice-President's Report – Howard Leslie**

- Intermediate Training
  - Looking for someone to take on the conference
  - Location is in Albany
  - Usually in November
  - No topics set you
- Still looking for a co-chair and would like to eventually train to take over
  - Send recommendations to Howard
- Webinar on Having Fun with Taxes date changed due to scheduling conflict – will be recorded
- State Wide Training information sent out
  - Need site and coordinators for each region – send information to Howard
- Conference program change – no VA session but Heather McDonald will now do a session

### **Secretary's Report – Kelly Kelly**

- Annual Report
  - Working with Darrin on this report for the conference
  - Will send out information to each EC region member to complete and return to Kelly

### **Treasurer's Report – Robert Zasso**

- Budget provided – accounts receivable still under review
- EFT direct payment for membership
  - With KEY it would cost money every month
  - Question of control of account
  - Complicated in taking payment this way
  - Can cause issues on accounting side as a payment comes through with no indication as to who it is from
- Tough for treasurer if KEY is not local to them – talking to KEY on options
  - Remote deposits with picture from phone
  - Scanner with bank

**MOTION:** A motion was made by Kathy Michalski, seconded by Adrienne King to accept the Treasurer's report. There was no discussion. The motion passed with all in favor, no oppositions, and no abstentions.

#### **HESC Update – Lisa Simpson**

- Processing as fast we can
- Student Status Listing sent each Friday
- Excelsior scholarship in process
- Working on residency issues
- AIM scholarship errors but were being fixed (dropping off for some reason)
- No update on community college scholarship yet
- Comment: THANK YOU to Lisa to attending to all of us with our questions.

#### **Old Business**

- Novice workshop report
  - Good novice this year
  - Going through the evaluations from the workshop
  - Thinking about the online manual
  - Would like a small committee for manual review – If interested, email Lisa Simpson on what chapters you would like to review
- 2018 Novice site bid
  - This is the year to go out for a bid for next location of novice workshop – bid form ready
  - Every two or three years we go out for a new bid – sometimes stay at the same school or go to another school
  - Request will be sent out for site proposal bids in September
- Conference 2017
  - Delayed on vendor registration
  - Conference registration notification going out
  - Can register for hotel – live on website
  - Change to agenda – no VA session / Heather McDonald doing a session on management
  - Transportation
    - Recommended to use Amtrak for those upstate – working with a transportation company for pickup at Amtrak
    - Flying would be difficult – transportation from airport to conference site
  - Contact Melanie if you want to stay on the first floor of the hotel
- Conference 2018
  - Meeting in Region 3 to discuss – being held at SUNY Oswego
  - Looking for volunteers
- 2017-18 Goals & Objectives
  - Trying to get adopted before the October conference-no major changes
  - Discuss and approve through email

#### **2017-2018 NYSFAAA Goals and Objectives**

**Goal: Retain Membership**



Objectives:

1. Maintain relevant website

Strategies:

- Timely posting of events
- Increasing interest in blog writing
- Promote government relations activities through blog

2. Involve newly trained Novices in Organization

Strategies:

- Assigning Novice members to regional/statewide committees

3. Explore new revenue streams to support training, advocacy and outreach efforts

Strategies:

- Establish investment committee
- Provide training in grant identification and grant writing
- Explore possible collaborations with EASFAA on training

**Goal: Support Advocacy**

Objectives:

1. Increase participation in advocacy

Strategies:

- Offer training opportunities on being an advocate
- Include regular Conference Session on government relations
- Reach out to those political leaders seeking re-election
- Develop participation opportunities

2. Continued support of TAP Change

Strategies:

- Advocating for elimination of SUNY tuition credit and increased TAP funding

**Goal: Increase Outreach**

Objectives:

1. Increase membership participation in College Goal Events

Strategies:

- Training newest members as presenters (Mentor)
- Recruit regional membership to School Outreach Committee

2. Encourage future involvement/leadership

Strategies:

- Encourage Executive Council members to bring a guest to meetings
- Announcement of Times and Location of Executive Council Meetings
- Include regional members on statewide Professional Development Committee
- Regularly held Intermediate Training

3. Network with regional and national financial aid organizations

Strategies:

- Consulting on training topics and opportunities
- Provide training to Community Based Organizations and affiliated groups.

**Goal: Develop NYSFAAA Vision & Mission Statement**

Objectives:

1. The Vision & Mission will serve to drive the Long Range Plan

Strategies:

- Appoint ad hoc Strategic Planning Committee
- Create draft Vision & Mission Statement for review by Executive Council

2. Begin planning for next Long Range Plan

Strategies:

- 2016-17 is last year of current Long Range Plan
- New Vision & Mission Statement would be basis for new Long Range Plan
- Use various methods to gather input from entire membership

**New Business**

- Iron Bridge / Robert Weirnerman
  - Contract signed
  - 2 webinars
  - IB would like to advertise – training comes as a discount if NYSFAAA member
  - Provide training on taxes and related information on financial aid
  - Comment: Is this a tax issue? Howard will send information to Rob and he will review

**Future Meetings**

- Monday, October 9<sup>th</sup> – starting at 8:00am – Westchester Marriott, Tarrytown, NY
- Tuesday, December 12<sup>th</sup> – 2:00-4:00 – Remote Meeting

As there was no further business, a motion was made by Adrienne King, seconded by Kathy Michalski to adjourn the meeting. The meeting was adjourned at 4:00 pm.