

**SASFAA Board Meeting**  
**Tradewinds Island Resorts – St. Pete Beach, FL**  
**June 8 – 11, 2014**  
**Horizons - Breckenridge Building**

*Monday, June 9th*

**CALL TO ORDER**

**President Barree called the meeting to order at 9:02 a.m.**

**Present – Voting:** Zita Barree, Nathan Basford, Jeff Dennis, Tabatha McAllister, Sharon Oliver, Amy Moser, Rachel Cavanaugh, Jeff Gerkin, Katie Harrison, Wayne Kruger, Stephanie Miller, Amy Moser, Runan Pendergrast, Greg Windham

**Absent Voting:** Kevin Ammons, Cathy Crawley, Ashley Reich

**Present –Non-Voting:** Vickie Adams, Angie Black, Amy Berrier, Angela Black, Marian Dill, Sarah Dowd, Philip Hawkins, Tracy Misner, Janet Nowicki, Michael O’Grady, Terri Parchment

**Substitute voting:** Susan Smith for Cathy Crawley for Georgia, Tarik Boyd for Ashley Reich for Virginia and Stephanie Miller for Kevin Ammons for Alabama.

The Chair declared a quorum.

*Action Item: A motion was made by Jeff Dennis to approve the agenda with authority given to the President to make changes as needed in order to facilitate the flow of business. The motion was seconded by Katie Harrison. The motion passed unanimously.*

Wayne Kruger provided a welcome to the state of Florida.

**REPORTS:**

**President – Zita Barree:**

President Barree attended six (6) state conferences and regrets that she was unable to attend the Florida conference. The President and the Past President attended the NASFAA board meeting. The President served as an observer and the Past-President had voting privileges. A federal update was provided by Jeff Baker at the NASFAA board meeting.

**President-Elect – Nathan Basford:**

President Elect Basford attended the GAP meeting. The SASFAA Operational Calendar was not updated, however, Amy Berrier and Zita Barree have agreed to work on the calendar for 2014-15. Several SASFAA accomplishments were highlighted such as provided training to all members, ensured that SASFAA was fiscally sound, encouraged new members to volunteer, and reached out to the state presidents about what members are seeking from SASFAA.

**Past President – Jeff Dennis:**

There were two changes to the policies and procedures manual dealing with 6.0 long range planning. The recommended changes to eliminate appendix B and add add it has been revised through 2011.

**Current**

**6.10 Long-Range Planning**

On a five-year cycle the long-range planning committee assesses future goals and objectives to ensure continued viability and effectiveness of the Association in fulfilling its mission. Additionally, the committee will:

- a. develop a strategic plan for continued leadership and fiscal integrity;
- b. review annual year-end reports to assess committee and Board effectiveness in meeting goals and objectives and to ensure consistency with the mission of the Association;
- c. make recommendations for changing or expanding services, activities and roles of the Association;
- d. make observations regarding Association trends;
- e. gather relevant data and information from the membership, Board, member state associations and other relevant organizations and associations to identify potential internal or external threats to the Association; and
- f. review and assess the Association’s mission statement for change on a periodic basis.

To ensure continued assessment the governance and strategic planning committee performs an annual review of the long-range plan. The association’s long-range plan (adopted in February 1996 and revised in June 2006) is referenced in Appendix B of this Manual.

**Appendix B**

**The following documents are maintained by the SASFAA Secretary and can be found on the SASFAA website at**

**[http://www.sasfaa.org/docs/toc\\_about.html](http://www.sasfaa.org/docs/toc_about.html)**

All officers and committee chairs are responsible for the identifying areas below in need of new or revised policy guidance or procedural change and for recommending appropriate changes. The Board must approve all new policies, procedures, and changes. Upon approval, the Secretary is responsible for incorporating the changes and working with the SASFAA Electronic Service Chair to update the documents on the web.

- Articles of Incorporation
- Bylaws

### **Proposed**

#### **6.10 Long-Range Planning**

On a five-year cycle the long-range planning committee assesses future goals and objectives to ensure continued viability and effectiveness of the Association in fulfilling its mission. Additionally, the committee will:

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- b. review annual year-end reports to assess committee and Board effectiveness in meeting goals and objectives and to ensure consistency with the mission of the Association;
- c. make recommendations for changing or expanding services, activities and roles of the Association;
- d. make observations regarding Association trends;
- e. gather relevant data and information from the membership, Board, member state associations and other relevant organizations and associations to identify potential internal or external threats to the Association; and
- f. review and assess the Association's mission statement for change on a periodic basis.

To ensure continued assessment the governance and strategic planning committee performs an annual review of the long-range plan. The association's long-range plan was adopted in February 1996, revised in June 2006, revised again in June 2011.

***Action Item: Past President, Jeff Dennis, made a motion to accept the proposed changes to Section 6.0 of the Policies and Procedures manual. The motion was seconded by Jeff Jerkin. The motion passed unanimously.***

SASFAA Governance and Strategic Planning committee review the goals and objectives spreadsheet for each officer, committee chair and input from the state presidents. State Presidents information primarily benefits incoming State Presidents. The committee view the long range planning document and policies and procedures to prepare the GAP report. The GAP report should be read because it is used for SASFAA operations.

A recommendation was made to change the format of board reports because to eliminate duplicate responses. The GAP process will be documented by Brad Barnett and Zita Barree. Additional information may be added to the GAP spreadsheet to reduce the reports. Policies and procedures should not be included in the GAP spreadsheet. SC State President, Ken Cole, will assist with enhancing the GAP spreadsheet. Board members should only include in board reports items with activities instead of reporting all items. Sandy Neel will chair the long range planning committee.

***Action Item: Jeff Dennis made a motion to approve the GAP Report. The motion passed unanimously.***

A \$2,000 check was given to the Past-President to support a needy student. The Past-President served on the SASFAA board for six (6) years.

### **Vice-President – Tabatha McAllister:**

SASFAA New Aid Officers' Workshop (NAOW) begins on Friday, June 13, 2014. The Vice President regrets that the leadership conference and management institute were not provided. There was a pre-conference held before the annual conference. There are 110 participants budgeted for the NAOW, currently there are 98 registrants. Forty of the participants have less than one year experience. Faculty representatives are prepared for the workshop, one instructor experienced a personal tragedy but will be able to participate. The Vice President shared putting the information out to the membership for instructors was extremely helpful. An additional business partner has been recommended, Ray Jones. David Bartnicki will serve as the federal trainer for the NAOW, instead of Greg Martin.

***Action Item: Vice President Tabatha McAllister made a motion to add Ray Jones as a committee member. The motion passed unanimously.***

### **Secretary – Sharon Oliver:**

Expressions of thanks were extended to the board members for their support and timely submission of requested documents.

### **Treasurer – Amy Moser:**

Treasurer's report is attached for review.

### **Communications and Outreach – Vickie Adams:**

The Communications and Outreach Chairperson indicated that she enjoyed serving as the chair of this committee and she worked diligently to release the SASFAA Nine News articles.

### **Conference – Amy Berrier:**

Chairperson Berrier reported the conference budget was \$149,000, the amount expended as of June 3, 2014 was under \$130,000. There will be a few additional conference expenses. There were 528 registrations, 19 pre-con, 12 day registrations at \$150 each for \$1,800, \$125,000 registration income. A grant for \$3,720 was received from the hotel for spending a specific amount of money, \$7,500 was applied to room charges for officers and committee chair budgets, A/V charges were \$12,136.05, food and beverage \$90,628.96, total hotel bill was \$110,258.48. Based on the evaluations, SASFAA got talent was great.

### **Electronic Services – Angela Black:**

Chairperson Black worked on sponsorship, banners, and new aid workshop. There were minor issues with Wild Apricot which caused delays with emails. A server issue for Wild Apricot caused emails to be sent twice, no action was needed to address duplicate emails. The site map is the last major website change needed. The goal is to complete the site by June 30<sup>th</sup> which includes moving the P & P and other pertinent items in a location where members can easily find documents. The main items have been moved. There are documents in two places. The operational calendar for electronic services will be presented to the executive board. Several changes will be needed to address the leadership change and set up membership for 2014-15. The website will be upgraded on June 28, 2014. Electronic services supports website updates, new aid conference, elections, membership, treasurer, etc. Jeff Dennis solicited feedback regarding Election Buddy. Chairperson Black indicated she will designate a committee member to work specifically with the election. The biggest challenge for the election process is that ballots are emailed, which resulted in three members ballots sent to junk mail. Election Buddy was easy and legitimate, members could only vote once. Katie Harrison indicated that this is the best option when you are unable to incorporate it in your website.

### **Global Issues – Michael O’Grady:**

The diversity committee began in Virginia through an initiative led by Helga Greenfield. Although the committee name has changed, the issues are not always ethnic, other issues include mental, LGBT, and veterans. Blogs, newspaper articles, and speakers must consider diversity when disseminating information. Chairperson O’Grady suggested that SASFAA should create a veterans task force for retired financial aid professionals called FAME (Financial Aid Mentors Emeritus).

### **Legislative Relations – Philip Hawkins:**

During the Hill visits held two weeks after the annual conference in February, close to fifty (50) congressional and senate representatives were visited. Marian Dill was extended an invitation to the Hill to discuss the reauthorization of higher education. Chairperson Hawkins recommended that SASFAA fund one representative from each state to attend the Hill visits. NASFAA has a pipeline program and the expenses are covered by NASFAA.

The Board was excused for a break at 10:26 a.m. and will reconvene at 10:45 a.m.  
The Board reconvened at 10:49 a.m.

The meeting reconvened with introductions of outgoing and incoming board members.

### **Membership – Marian Dill:**

During the hearing held in Washington, DC, TASFAA and SASFAA were very supportive with responding. Assistance was provided by Ken Cole, Sarah Dowd and Amy Berrier for the membership survey. Retirees wish to pay membership dues. The only memberships available are active and honorary. It was suggested that a comprehensive review be conducted to consider an additional membership category for retirees and financial aid professionals outside of the SASFAA region. Consideration should be given to the impact on all areas such as Electronic Services and the Treasurer. Does not seem as it is a redefinition simply add active or retired out of financial aid (ken Cole). Retirees are able to sign up for the SASFAA Nine News, which does not require active membership. However, retirees will not receive listserv notices. It was recommended that the Membership Committee submit the membership change for approval as a change to the bylaws. The results of the membership survey indicated that members do not want the cost to increase.

### **Site Selection – Tracy Misner:**

Expressed her appreciate to President Barree, Secretary and Treasurer.

### **Sponsorship – Janet Nowicki:**

Chairperson Nowicki indicated the sponsorship goal was achieved, although the process began late. Due to inclement weather, a lot of the sponsors were waiting for their items to arrive. The drayage company was located in Orlando, Florida. A recommendation was made by Chairperson Nowicki to select a local drayage company, if possible. Vendors were very happy. The location of the exhibit hall was great.

The feedback received from vendors was they loved the exhibit hall location, however, they were upset with the flow of traffic. Vendors who paid for priority had very low numbers visit the booths, the traffic was very low. Breaks were near the priority area with very low traffic. The booth decorating contest was an incentive to increase participation, unsure what else to do to get the traffic to be heavier. The people who are younger with five years or less experience in the professional are electronically savvy who likely communicate through text messages. Ellucian had a large volume of participants in their exhibit hall. It is possible the traffic is low because the

attendees may be middle or lower level professionals who are unable to make decisions or new professionals who are not connected. Also, vendors may be avoided because the services offered schools may not be able to afford. Low traffic in the exhibit hall was a problem at some of the state conferences and others did not have an issue. Florida host Vendor Bingo and gift baskets in the vendor area, hosting events around the vendor area is helpful. Chairperson Nowicki stated that if this is a trend, we are going to lose more vendors especially the new sponsorship representatives. It will be hard to get new sponsors to repeat without participation. In Memphis, TN, we may bring in SWASFAA vendors, which is not an issue for vendors they come from anywhere.

Chairperson Nowicki recommended changes to the policies and procedures manual for section 6.16. She suggested using sponsor for all areas and removing vendor and exhibit. In addition, the electronic method that is used today instead of mailing documents should be changed, added breaks in the break area and deleted repeated lines.

The categories should be changed from three to two, priority and standard. There is no incentive to go beyond Package B because other scheduled professional activities are not worth an additional \$1,000. Chairperson Nowicki recommended tweaking Package A by adding other items such as the management institute or mid-levels.

Sponsorship volunteers will be asked for ideas for sponsors and participation. Chairperson Nowicki does not wish to make any decisions on changing the package amounts until July. She would like to get input from the volunteers who are resource partners. Adding additional items to package A may increase revenue, example added additional displays in the ballroom or exhibit area. Advertisement in the new aid notebook must be included.

## 6.16 Sponsorship

A potential sponsor or exhibitor is a company or organization whose activities either supports or is closely related to those of the financial aid community. A sponsor provides resources to be used by SASFAA in accordance with the purposes of the Association. Exhibitors **Sponsors** may display their products and services at the annual conference for the purpose of soliciting business.

All sponsored activities must be coordinated through the ~~vendor/sponsor~~ **Sponsorship Chair**.

The sponsorship committee conducts all solicitations for advertising, exhibitor space, and direct or indirect sponsorship of training events and activities, and selected publications of the Association. As part of the solicitation, the committee will:

- a. develop ~~materials and brochures for~~ **a list of potential contributors sponsors including contact names, email addresses and phone numbers**;
- b. identify activities and events for sponsorship opportunities including SASFAA Nine News and directory advertisements, the annual conference, the New Aid Officers' Workshop, other training events and Board meetings;
- c. prepare and ~~mail~~ **email** solicitations of sponsorship opportunities to potential sponsors;
- d. serve as the liaison to the conference committee for sponsorship needs and effective use of exhibitor spaces;
- e. ~~who choose to be recognized~~ publicly **recognize** the contributions of all sponsors **unless an individual sponsors chooses to opt out of said recognition**;
- f. review and recommend, with assistance from the budget and finance chair, the standard advertising rates as well as any discounts offered to sponsors;
- g. review the policies affecting sponsorship and make recommendations when appropriate;
- h. contract with a drayage company and design ~~an exhibitor~~ **a booth floor plan layout for the conference; for the designated area**;
- i. ~~mail~~ **email** special instructions regarding ~~exhibit~~ **booth space, conference registration, shipping information** and storage of materials to ~~exhibitors~~ **sponsors** in advance of the conference; and
- j. coordinate all ~~vendor and~~ sponsor activities and benefits.

### 6.16.1 Sponsorship of SASFAA Conferences

#### Conference ~~Exhibitor~~ **Sponsorship Policy**

Prospective ~~exhibitors~~ **sponsors** must agree to the rules and procedures outlined below. A prospective ~~exhibitor~~ **sponsor** who does not agree to these rules and procedures will not be permitted to ~~exhibit~~ **utilize a booth space**. ~~and an exhibitor~~ **A sponsor** who violates any of these rules must promptly cease any such action and, at the discretion of SASFAA, may be required to remove his or her ~~exhibit~~ **booth**. The conference chair will attempt, provided adequate space is available, to ensure that conference breaks **and/or continental breakfasts** will be held in the ~~exhibit~~ **sponsorship** area ~~as well as another area not located in the exhibit area~~.

We have eliminated named sponsorship of specific Annual Conference activities and events. We have also discontinued the practice of recognizing "tiers" of sponsorship by contribution level. ~~Contributors~~ **Sponsors** will be acknowledged, at the discretion of the ~~contributor~~ **sponsor**, in the Annual Conference program and at appropriate points throughout the year via a listing in alphabetical order by organizational name. However, ~~contributors~~ **sponsors** must agree to abide by the following rules and procedures in conjunction with the Annual Conference:

~~Contributors~~ **Sponsors** are expected not to organize, sponsor or conduct any social activities directed towards Annual Conference attendees, SASFAA leadership personnel and/or workshop/training activity participants **during planned conference sessions/meals**.

~~Contributors~~ **Sponsors** may organize, sponsor or conduct non-social events, such as focus, advisory or user groups. Only non-alcoholic beverages and light snacks may be served. Those ~~contributors~~ **sponsors** will work in conjunction with the SASFAA ~~vendor/vendor~~ **Sponsorship Chair** to arrange accommodations with the conference hotel for such events that occur within the scope of the conference dates.

Gifts or giveaways must be of nominal value (i.e. less than \$10 fair market value). All prize drawings, including scholarships, are prohibited. ~~Exhibitors~~ **Sponsors** may not offer conference participants the opportunity to sign up for or enroll in any contests or to receive gifts or giveaways at a later time in excess of the stated nominal value.

~~Exhibitors~~ **Sponsors** may sell their products and services; however, such sales may include only products and services that are normally marketed by the ~~exhibitor~~ **sponsor**.

All representatives of ~~exhibitors~~ **sponsors** **must register for the conference even if they are the designated complimentary registrant(s)**, and **Those who are not designated comp registrants must** pay conference registration fees in order to ~~exhibit and~~ attend conference activities **and be present in their booth area**.

## SASFAA Sponsorship Options

### SASFAA Training Activities and Advertising Opportunities

*Note: First-time exhibitors at the Annual Conference shall receive a discount of 25% off the below Training Packages. Contact the Sponsorship Chair for more information.*

#### Training Packages

Package A \$6000

Two Conference ~~Exhibit~~ **Sponsor** Booths (includes 4 complimentary conference registrations)  
Priority Booth Location (by date)  
On-line Conference Support Recognition  
Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year  
1/2 Page Ad in NAO Workshop Program  
New Aid Officers Recognition  
Other Scheduled Professional Development Activities

By purchasing this package, you will save \$2500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package B \$5000

Conference ~~Exhibit~~ **Sponsor** Booth (includes 2 complimentary conference registrations)  
Priority Booth Location (by date)  
On-line Conference Support Recognition  
Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year  
1/2 Ad in NAO Workshop Program  
New Aid Officers Recognition

By purchasing this package, you will save \$2000 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package C \$3500

Conference ~~Exhibit~~ **Sponsor** Booth (includes 2 complimentary conference registrations)  
On-line Conference Support Recognition  
Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

By purchasing this package, you will save \$1500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Conference ~~Exhibit~~ **Sponsor** Booth \$2500

- Booth, location determined by ~~vendor~~ **Sponsorship Chair**, with notable exception outlined below in high visibility booth location policy.
- Each ~~exhibitor~~ **sponsor** will receive 2 complimentary conference registrations. All other representatives of ~~exhibitors~~ **the sponsor** must register for and pay conference registration fees in order to exhibit and attend conference activities.

- Recognition of conference ~~exhibitors~~ **sponsors** will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. ~~Exhibitors~~ **Sponsors** will be given the opportunity to opt out of this at their own discretion.

Priority Location                         \$500

- Must be a conference ~~exhibitor~~ **booth sponsor**
- Entitles ~~exhibitor~~ **sponsor** to pre-select a booth location based on drayage company blue line layout
- High visibility booth locations will be honored by dollar amount contributed and then in order of date that web-based sponsor form is completed.

Extra ~~Exhibit~~ Booth **Space**           \$500

- Must be a conference ~~exhibitor~~ **booth sponsor**
- Entitles ~~exhibitor~~ **sponsor** to a second booth contiguous to original booth
- Additional booths may be purchased at the same rate as the second booth
- Double booths may be limited due to space availability
- Double booths will be honored in order of date that web-based sponsor form is completed.

External Marketers Booth              \$500

- ~~Exhibitors~~ **Sponsors** that do not have financial aid, post-secondary education, or higher education at the core of their mission
- All External Marketers must be approved by the ~~vendor~~ **Sponsorship Chair**, who has the authority to determine if the organization meets the criteria for this category
- The SASFAA Board reserves the right to refuse an External Marketer's request to ~~exhibit~~ **purchase a booth** at the conference
- External Marketers are not permitted to be SASFAA members
- External Marketers may not attend conference functions without paying an additional fee, which will be determined by the board
- Booth location will be at the discretion of the ~~vendor~~ **Sponsorship Chair**, with priority consideration being given to **External Marketers** with financial aid, post-secondary education, or higher education at the core of their mission
- External Marketers are responsible for any costs associated with vending
- Exceptions to this policy must be approved by the ~~vendor~~ **Sponsorship Chair** and **President**

Non-~~Exhibit~~ **Booth** Conference Support   \$2500

- Each non-~~exhibiting~~ **booth** supporter will receive 2 complimentary conference registrations. All other representatives of conference supporters who wish to attend the conference must register for and pay conference registration fees in order to attend conference activities.
- Recognition of conference supporters will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Supporters will be given the opportunity to opt out of this at their own discretion.

On-line Conference Support Recognition   \$500

Listed alphabetically on conference on-line registration Web page with hyperlink to supporter's website. Must be an ~~an~~ **Sponsor or Non-Booth** Conference Supporter to qualify for this recognition.

### Non-Conference Training Activities

New Aid Officers Workshop                 \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

Other ~~Scheduled~~ Professional Development Activities \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

### Advertising Opportunities

New Aid Officer Workshop Ad             \$500 Half Page

- Ads will be black and white and content is provided by advertiser
- Placement of ads will be at the discretion of the Vice President

- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed

Banner Ad for Web site and SASFAA Nine News \$2000 for Year (March of one year to February of the next year)

- Ads will be in color and content is provided by advertiser
- Placement of ads will be at the discretion of the Electronic Services Chair
- SASFAA Nine News Posts can include professional, education-based content on products, services, or trainings offered by a contributor. Posts may not be longer than 500 words and may include appropriate graphics, such as logos and links. Content and editorial discretion to approve SASFAA Nine News submissions shall be vested in the SASFAA Communications and Outreach Chair.

Additional SASFAA Nine News Postings within the March to February year are available for \$200 per posting.

Please send digital ad copy and web link to the Communications and Outreach Chair.

### 6.16.2 Additional Sponsorship Policies

- 1) All sponsors may purchase mailing labels of SASFAA members at cost. Interested sponsors should be directed to contact the membership chair.
- 2) All sponsored activities must be conducted through the ~~vendor~~ **Sponsorship Chair**.
- 3) Refunds of ~~vendor~~/sponsor fees may be considered by written request to the SASFAA ~~Vendor~~/Sponsorship Chair at least sixty calendar days prior to the event. Requests for a refund will be reviewed and voted upon by the President, Budget & Finance Chair, and ~~Vendor~~/Sponsor Chair. Approved refunds will be made according to the original method of payment (i.e., by check for payments made by check; by credit to account for credit card payments).
- 4) ~~All sponsors may purchase mailing labels of SASFAA members at cost. Interested sponsors should be directed to contact the membership chair.~~
- 5) ~~All sponsored activities must be conducted through the vendor/sponsor chair.~~

**Action Item: Tabatha McAllister made a motion to approve changes to Sponsorship 6.16 of the P & P manual . Wayne Kruger seconded the motion. The motion passed unanimously.**

Sponsorship income needs to be distributed between sponsorship and advertising. There is a separate line item for advertising income.

*The Board was dismissed for lunch at 11:55 a.m.*

*The Board reconvened for the meeting at 1:08 p.m.*

### **Technology Assessment & Integration – Sarah Dowd:**

Chairperson Dowd recommended changes to section 6.5 of the policies and procedures manual to update the transition from ATAC to Wild Apricot and the purpose of the committee and roles of committee members. The Electronic Services Chairperson responsibilities are almost a full time job. The communication responsibilities will be shifted from Electronic Services and transferred to Communications and Outreach. The Communications and Outreach committee will be responsible for job postings and announcements. Access has been recommended for the Conference Chairperson to be set up as an administrator for updating conference information on the web. Sponsorship had access on this year to updating documents online, online access is granted individually for each area.

### **Proposed Changes to P&P recommended by the Technology Assessment and Integration Committee.**

The TA&I Committee presents these recommendations to remove existing text (marked with strike through) and replace with text in red. All text in black is current P&P.

### **6.5 Electronic Services**

~~The electronics services committee explores ways to enhance the internal and external communications of the Association using a variety of media.~~

**The electronics services committee provides web based support for the association’s mission, vision, initiatives, and operational tasks. The committee chair will coordinate the tasks and services of the committee. The committee composition will follow LRP 4.1 and 4.3 and include the rising chair who will be appointed by the President-elect early in the year to allow for training and a seamless transition year to year. In this capacity the committee will:**

- a. Provide guidance for the development, maintenance and enhancement of the SASFAA Web site.
- b. Encourage development and utilization of cost-efficient, timely means of communication, including the web, list serves and e-mail by the Board, committees and the membership.
- e. ~~Provide guidance and suggestions to the Board and committee chairs on ways to improve communications with the membership.~~

- c. Provide Administrator access for website update to the rising chair, Conference Chair, and others, with approval of the President, as deemed appropriate to accomplish tasks associated with SASFAA business or goals and expected outcomes.
- ~~d. Survey the membership as to their needs and satisfaction with information provided by SASFAA and solicit suggestions for improvement on a periodic basis.~~
- ed. Evaluate, on a periodic basis, software options and make recommendations to the Board about the purchase of software that will enhance and facilitate **the business of the association, and** communication and transmission of data between ~~the treasurer and membership chair~~ and within the **Executive Board** and ~~between~~ committees. Such software applications may include, but are not limited to word processing, database, spreadsheet, presentation and e-mail software.
- fe. Assist in the implementation of any long-range plan recommendations concerning **technology** ~~communications that are~~ deemed appropriate by the Board and the ~~p~~**P**resident.
- gf. Provide an annual report ~~or~~ of committee activities to the ~~g~~**G**overnance and ~~p~~**P**lanning committee and the ~~p~~**P**resident for inclusion in the annual evaluation of the long-range plan and the Association's annual report.
- hg. Develop and monitor contingency plans to **recover data and/or** transfer list serve and Web site management to other locations.
- ih. Maintain groups in relevant formats ~~or social media~~ for various communications as deemed appropriate by the Communications Committee and Executive Board. *(Example: electronic mailing list consisting of current SASFAA members)*

~~Presently SASFAA maintains the following list serve addresses for member use:~~

- ~~SASFAA – All active SASFAA members~~
- ~~SASFAA-Exec Board – Board members~~
- ~~SASFAA Conference – Conference Committee and Presenters~~
- ~~SASFAA Summer – Summer Workshop Committee~~
- ~~SASFAA LegRel – Legislative Relations Committee~~

## 6.6 Conference

The conference committee plans the Association's annual conference that includes training, professional development and networking activities. To achieve these goals, the committee will:

- a. coordinate conference activities with the professional development, budget and finance, membership and local arrangements committees;
- b. solicit proposals to develop general and interest sessions and secure speakers that appeal to the various sectors and experience levels of the membership;
- c. review evaluations from the prior year conference to assess interest and need for appropriate adjustments for current conference plans;
- d. plan pre-conference workshops and seminars that address the needs of different segments of the membership;
- e. assist in developing the conference budget and adhere to the approved budget;
- f. secure volunteers to help perform the duties of the committees;
- g. maintain all related correspondence and materials;
- h. prepare a conference evaluation for use by the next conference chair;
- i. provide conference **announcements**, news articles and promotional materials ~~for the SASFAA Nine News, conference mailings, and the SASFAA list serve~~ **to the Communications and Outreach committee for publication to the membership and Web site;**
- j. report on activities and present reports to the Board.

The Conference Committee Chair will have Administrator access to the SASFAA website to allow for immediate updates of important conference information **listed on the website**, and assistance with registration issues.



## 6.12 Communications and Outreach

The Communication and Outreach Chair shall serve as the primary manager of all official SASFAA communications including emails, social media sites and posts, and the consistent, ongoing production and posting to the SASFAA blog.

Members, committee chairs, sponsors and others who wish to publish to the membership will submit announcements, news releases, articles, regulatory updates and all other information to the Communications Chair. The chair will coordinate postings and delivery methods as determined by the committee and approved by the Executive Board. Regular surveys of the membership's preference for communication will be conducted and adjustments in delivery methods will be made based on the results.

The committee will evaluate current social media each year and recommend to the President and Executive Board the combination of media to be utilized that year. Content on social media sites will be professional and consistent, and deliver public outreach, encourage association involvement and volunteer opportunities, provide links to relevant online news articles of potential professional benefit and interest, and promote professional development and training opportunities. The Committee Chair will provide Administrator access (social media and blog posting) to others, with approval of the President, as deemed appropriate to accomplish tasks associated with SASFAA business or goals and expected outcomes.

The name of the SASFAA blog website is *SASFAA Nine News*. The site is available for posting of committee reports, board meeting highlights, state reports, financial aid news articles, industry announcements, special person recognitions, workshop announcements, conference news and announcements, President's reports and messages, and Treasurer's Reports. Posting to the *SASFAA Nine News* may occur at any time without regard to a specified schedule based on the nature or content of the posted item. Production and distribution of items may be posted to the *SASFAA Nine News* without regard to a specified fiscal year. To produce the *SASFAA Nine News*, the chair will:

- a. solicit pertinent articles, reports, and pictures from the SASFAA membership and affiliates;
- b. edit articles for accuracy, quality and appropriate length, and incorporate photographs and graphics when needed;
- c. review state newsletters, state blog websites, regional blog websites, and *NASFAA Today's News* for articles appropriate for reprinting and posting to the *SASFAA Nine News*;
- d. coordinate *SASFAA Nine News* advertising with the vendor/sponsor chair;
- e. collect *SASFAA Nine News* sponsorship ads and/or logos from sponsors;
- f. assist the ~~vendor/sponsorship chair~~ and ~~Budget/ and Finance chairs~~ as needed to review, project, and recommend rates for advertisements, including applicable discounts, on an annual basis;
- g. use the Communication and Outreach Committee as an editorial board as needed to review the contents of articles as well as the proofing of the contents prior to publication;
- h. provide for and coordinate with any required announcement schedule that addresses any provisions set forth in the bylaws, such as the distribution of nominations and elections materials;

**Action Item:** *Rachel Cavanaugh made a motion to approve the changes to 6.5, 6.6 and 6.12 of the P & P. Katie Harrison seconded the motion. The motion passed unanimously.*

### **Budget and Finance – Terri Parchment:**

Line items that will go over President, President Elect, Executive Board, Legislative Relations, Online Processing fees, and Treasurer for a total of \$10,500 use the conference committee \$19,500 from line item 206 to increase each budget. The increase in the line items includes travel and legislative visits. The Hill Visits were taken out of the President's budget. This is the largest transition group with an extra lunch provided.

**Action Item:** *Tabatha McAllister moved that we accept the recommendations to the budget as identified by the B & F chair. Greg Windham seconded the motion. The motion passed unanimously.*

## **STATE PRESIDENTS' REPORTS:**

### **Virginia – Ashley Reich:**

Florida State President Wayne Kruger presented the written report from the Florida Association.

### **Georgia – Cathy Crawley:**

Georgia State President-Elect Susan Smith presented the written report from the Georgia Association on behalf of Cathy Crawley.

### **Mississippi – Greg Windham:**

Mississippi State President Greg Windham presented the written report from the Mississippi Association.

### **Tennessee – Jeff Gerkin:**

Tennessee State President Jeff Gerkin presented the written report from the Tennessee Association. President Gerkin requested assistance at the upcoming NASFAA Conference being held in Nashville, Tennessee.

### **South Carolina – Katie Harrison:**

South Carolina State President Katie Harrison presented the written report from the South Carolina Association. SC President Katie Harrison started discussion about State Presidents wanting to attend each other's conferences but not necessarily having the funds to do so. She suggested that this be something SASFAA continue in the future if possible.

### **Alabama – Kevin Ammons:**

Alabama State President-Elect Stephanie Miller presented the written report from the Alabama Association on behalf of Kevin Ammons.

### **North Carolina – Rachel Cavanaugh:**

North Carolina State President Rachel Cavanaugh presented the written report from the North Carolina Association. President Cavanaugh recommended that the other states not choose the NCASFAA Keynote Speaker Ann Ipoch.

### **Kentucky – Runan Pendergrast:**

Kentucky State President Runan Pendergrast presented the written report from the Kentucky Association.

### **Florida – Wayne Kruger:**

Florida State President-Elect Tarik Boyd presented the written report from the Virginia Association on behalf of Ashley Reich.

### **Unfinished Business:**

Unfinished Business:

### **Proposals to Consider for the Federal 990 preparation**

A discussion was held about companies for the federal 990 tax preparation. Terri Parchment indicated that Clifton proposal bid is \$800 to \$900 to prepare SASFAA's 990. Keeter's bid was from \$1,200 to \$1,500, very informative bid process. Blankenship bid, Mike Dunn was \$3,500. Zita received information for Mike Dunn who is currently the preparer of the 990. He said he was spending lots of detailed time that several SASFAA Board Members did not think was potentially necessary. This should be postponed to get some input from people before making this decision. Several board members spoke up about their experiences with Mike Dunn. Others also said they are comfortable with making a decision to remain with Mike Dunn's company, the quote received from Blankenship.

*Action Item: Jeff Dennis made a motion that SASFAA continue the relationship/partnership with the Blankenship CPA Group. Runan Pendergrast seconded the motion. The motion passed unanimously.*

### **State Presidents' group project**

Wayne Kruger stated the State Presidents' group project is not complete. The current Presidents will pass along the document to the incoming State Presidents to continue.

### **SASFAA Hospitality at 2014 NASFAA Conference**

There will be limited suite space available at the Omni hosted by TASFAA and SASFAA. There will also be hospitality at the Music City Center. That property will not let anything be brought in from the outside. Since we are unable to bring in items from the outside, it would be fairly costly for us to provide anything to each conference attendee. President Barree wanted to make sure that the rest of the Board agreed that we should use the space in the Music City Center for space for people to relax.

**New Business:**

**P & P items to review**

There are a few P & P Changes that President Barree will pass along to President-Elect Basford for clean-up.

**SASFAA Credit Card Limits**

***Action Item: President-Election Basford made a motion that the credit card limit be increased to \$5,000. Wayne Kruger seconded the motion. Discussion took place around the motion. Motion carried unanimously.***

**Volunteers Needed for 2014 NASFAA Conference**

President Barree provided thanks to the board members and disseminated gifts.

Past President Jeff Dennis presented a gift to President Barree for her service to the Association.

The meeting was adjourned after the closed session at 3:05 p.m.

**AGENDA**  
**SASFAA Board Meeting**  
**Tradewinds Island Resorts – St. Pete Beach, FL**  
**June 8 – 11, 2014**  
**Horizons (Breckenridge Building)**

*Sunday, June 8th*

6:30 PM Dinner together for those who have arrived – meet in the hotel check-in area at 6:15 pm

After dinner, Hospitality in President’s Suite

*Monday, June 9th*

8:00 AM Use breakfast vouchers to eat in hotel restaurant

9:00 AM Call to Order, Welcome and Introduction of Guests Zita Barree  
Announcement of Substitute Voting  
Establish a Quorum

***Action Item: Approval of Agenda with authority  
given to the President to make changes as needed  
in order to facilitate the flow of business***

***Housekeeping Items***

Welcome back to Florida Wayne Kruger

Report of Officers

President Zita Barree  
President-Elect Nathan Basford  
Past President Jeff Dennis

**Action Items: Approve P & P changes  
Approve GAP Report**

Vice President Tabatha McAllister  
Secretary Sharon Oliver  
Treasurer Amy Moser

10:30 AM Break

10:45 AM Committee Reports  
Budget and Finance Terri Parchment  
Communications and Outreach Vickie Adams  
Conference Amy Berrier  
Electronic Services Angie Black  
Global Issues Mike O’Grady  
Legislative Relations Philip Hawkins

12:00 PM Lunch

1:00 PM

Committee Reports (cont'd)

Membership

Marian Dill

**Discussion: Membership Survey**

**Action Item: Honorary Retiree Membership**

Site Selection

Tracy Misner

Sponsorship

Janet Nowicki

**Action Item: Approve P & P changes**

Technology Assessment & Integration

Sarah Dowd

**Action Item: Approve P & P changes**

State Presidents' Reports (guess the order – should be fairly easy!)

Florida

Wayne Kruger

Georgia

Cathy Crawley

South Carolina

Katie Harrison

North Carolina

Rachel Cavenaugh

Virginia

Ashley Reich

Alabama

Kevin Ammons

Tennessee

Jeff Gerkin

Kentucky

Runan Pendergrast

Mississippi

Greg Windham

Unfinished Business

- **Proposals to consider for the Federal 990 preparation**
- **State Presidents' group project**
- **SASFAA Hospitality at 2014 NASFAA Conference**

New Business

- **P & P items to review**
- **SASFAA Credit Card limits**
- **Volunteers needed for 2014 NASFAA Conference**

Adjourn 2013-14 Board meeting.

3:00 PM

Break

3:15 PM

Introduction & Welcome of 2014-15 Board  
Board Orientation & Planning

Nathan Basford

- Getting to know you
- Organizational Chart
- Roles and Expectations of Board Members

Individual transition meetings take place between now and tomorrow morning.

6:30 PM

Dinner

After dinner, Hospitality in President's Suite

**Tuesday, June 10th**

|          |   |  |
|----------|---|--|
| 8:00 AM  | Use breakfast vouchers to eat in hotel restaurant   |  |
| 9:00 AM  | <b>Immediate Past President</b> <ul style="list-style-type: none"><li>• GAP Reporting</li><li>• Work of the GAP Committee</li></ul>   | Zita Barree/Nathan Basford   |
|          | <b>President-Elect</b> <ul style="list-style-type: none"><li>• Parliamentary Procedures</li><li>• A year of Planning</li></ul>  | Amy Berrier  |
|          | <b>Secretary</b> <ul style="list-style-type: none"><li>• Policy &amp; Procedures Overview</li><li>• Board Contact Review</li><li>• Meeting minutes review</li></ul>   | Sharon Oliver/Vickie Adams   |
|          | <b>Treasurer</b> <ul style="list-style-type: none"><li>• Review travel reimbursement procedures</li><li>• Reimbursement forms- travel &amp; miscellaneous</li><li>• Use of credit cards</li><li>• Discuss frequency of sending individual monthly reports of expenses to committee chairs/board members</li></ul>                           | Amy Moser  |
|          | <b>Budget &amp; Finance</b> <ul style="list-style-type: none"><li>• Zero-based budgeting and overview of SASFAA Finances</li><li>• Budget</li></ul>   | Terri Parchment  |
|          | <b>Vice-President</b> <ul style="list-style-type: none"><li>• New Aid Officer Summer Workshop site for 2015</li><li>• New Aid Officer's Workshop at the Annual Conference</li></ul>   | Tabatha McAllister/<br>Marian Dill   |
| 12:00 PM | Lunch   |  |
| 1:00 PM  | <b>Other Items:</b> <ul style="list-style-type: none"><li>• Demo of website- what you need to Know!</li><li>• State Presidents meetings prior to Board Meetings</li><li>• Operational Calendar updates &amp; State Conference Dates</li><li>• <b>Goals &amp; Task for 2014-14</b></li><li>• Individual photo's for SASFAA website</li></ul> | Angie Black<br>Sarah Dowd<br>Sharon Oliver/Vickie Adams<br><b>ALL</b><br>All |

**Wrap-up**

Dinner on your own

After dinner, Hospitality in President's Suite

Breakfast vouchers provided for Wednesday, June 11<sup>th</sup> if needed.

Continue 2014-15 Goal and Task setting on Wednesday, June 11<sup>th</sup> if not completed by Tuesday afternoon.

**President Report**  
**Zita Barree**

Summary of Activities

GAP 10.1 (11-12): Create SASFAA Kits on committee structure, programs, services, activities etc. Ensure members know how to volunteer and use every volunteer on a committee or project.

Activity: No activity for this time period – see reference to SASFAA Kits in GAP 10.1 (12-13) below.

GAP 18 (11-12): Every effort should be given to invite and plan interactions and discussions with higher education associations such as SACUBO, SACRAO and COHEO.

Activity: No activity for this time period

GAP 2.1 (12-13): The President and President-Elect should determine when a review of the elected officers of the Board should be done and document in what year the Board composition and term limits were reviewed. This should be accomplished during 13-14.

Activity: The President-Elect and I discussed the composition of the Board and agreed that consideration should be made to changing the term of the Vice President from one year to two years to allow for more planning time and continuity.

GAP 3.1 (12-13): The President must take the Long Range Plan, Policy and Procedures and the Governance and Planning Committee's recommendations in establishing the goals and objectives for the year while adding personal goals that are approved by the Board of Directors. The goals should be given to each Board member immediately following the Transition Meeting to list the activities planned to meet their established goals and objectives

Activity: No activity for this time period.

GAP 4.2 (11-12): The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

Activity: A final version of the Board and Committee members' spreadsheet was provided to the GAP committee chair (Past President) prior to their meeting in mid-May.

GAP 5.1 (12-13): SASFAA should submit projects for NASFAA award consideration at least every two years. 12-13 is the second year in the cycle.

Activity: No activity for this time period.

GAP 7.2 (12-13): The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

Activity: I did a thorough review of the P & P Manual and have asked several individuals to bring proposed changes to the June Board meeting.

GAP 10.1 (12-13): Consider removing the second sentence in Objective 10.6 that refers to the creation of the "SASFAA Kits" when developing the next Long Range Plan.

Activity: No activity for this time period

LRP 3.1: Assess the purpose and need for each committee when making committee chair/liaison appointments.

Activity: No activity for this time period.

LRP 3.3: Consider whether all committee chairs should be in attendance at all Board of Directors meetings, keeping in mind the need to develop future leadership for the Association yet maintaining the ability to conduct business at reasonable cost.

Activity: All committee chairs were invited to all Board meetings during the 2013-14 year.

**President Report (Cont.)**  
**Zita Barree**

LRP 3.4: Select an appropriate mix of returning and new committee chairs to ensure that continuity of Association business and the development of future leadership.

Activity: No activity for this time period.

LRP 3.5: Ensure that committee chair appointments, to the extent possible, reflect inclusiveness.

Activity: No activity for this time period.

LRP 5.1: Identify and finance, when financially feasible, one individual annually, other than the President-Elect or Treasurer, to attend the NASFAA Leadership Conference if never attended previously.

Activity: No funds were available when the current year budget was built.

LRP 5.2: Finance, when financially feasible and when needed, the SASFAA portion of the NASFAA inter-regional visitation program.

Activity: NASFAA announced that due to transition plan to smaller Board size, this year there will be no inter-regional visits.

LRP 5.3: Provide recognition of state and regional leaders.

Activity: No activity for this time period.

LRP 5.4: Establish a SASFAA leadership workshop, held biannually for developing state member officers and leaders which may be held at a state conference or the SASFAA annual conference. Efforts should be undertaken to track the effectiveness of the leadership workshop in leading to individuals holding leadership positions within the Association or its member-state associations.

Activity: This did not occur.

LRP 7.2: Require that officers and committee chairs review and update policies and procedures under their purview.

Activity: See response to GAP 7.2 (12-13) at beginning of report.

LRP 9.2: Serve as a link with and between various sectors of the Association, and as a link between the state associations and the National Association of Student Financial Aid Administrators.

Activity: I attended the NASFAA Board meeting as an observer at its meeting March 24 – 25, 2015 in Annapolis, MD.

LRP 10.3: Provide the SASFAA president's annual report to the membership in accordance with Section 1, Article 7 of the By-Laws.

Activity: This will be accomplished prior to July 1, 2015.

LRP 10.6: Develop a volunteer process and communicate it clearly. Consider creating "SASFAA Kits" on committee structure, programs, service, etc.

Activity: No activity for this time period.

PP 5.2b: Represent SASFAA as an observer at the Board meetings of the National Association of Student Financial Aid Administrators, Inc. (NASFAA).

Activity: I attended the NASFAA Board meeting as an observer at its meeting March 24 – 25, 2015 in Annapolis, MD.

PP 5.2g: Attend state conferences and provide a SASFAA Update, as well as sessions if asked.

Activity: I attended state conferences as follows: South Carolina in March; North Carolina and Alabama in April; and then Mississippi, my home state of Virginia and Florida in May.



**President Report (Cont.)**  
**Zita Barree**

Discussion:

2014 Travel Log article in SASFAA Nine News (4/21/14)

March 2014 NASFAA Board Meeting

Final thoughts:

It has been a wonderful year in SASFAA and I have felt very blessed to be able to serve as President. I want to thank everyone for all of their hard work and dedication. My year-end SASFAA Annual Report will be posted to the SASFAA website prior to July 1 and will contain a summary of all the accomplishments this year, as well as my gratitude towards all of the volunteers who made the year so successful. SASFAA is in great hands next year with Nathan Basford serving as your President and I will do whatever I can to support him and the Board.

“Cultivate the habit of being grateful for every good thing that comes to you, and to give thanks continuously. And because all things have contributed to your advancement, you should include all things in your gratitude.” —  
Ralph Waldo Emerson

**President-Elect Report**  
**Nathan Basford**

**Summary of Activities**

GAP 3: The President-Elect should be involved in the GAP Committee conversations and meetings prior to taking the office of President. This will help in developing the goals and objectives for the year and in assessing the Board's attainment of the Long Range Plan.

Activity: Attended the GAP committee meeting in Central SC. May 14-16<sup>th</sup>. Immediate Past-president Jeff Dennis, Past –President Brad Barnett, Past-president Sandy Neel, and Carolyn Sparks were present. Sylvia Jones was unable to be at the meeting but provided her input via email. The meeting was very productive and we will hear update from Jeff Dennis.

PP 5.3a: Serves as parliamentarian to the Board.

Activity: Continue to serve as parliamentarian at board meetings.

Recommendation: Immediate Past-President serves as Parliamentarian. The person has had the previous two years to serve and on the board and see how meetings are conducted. (This would require a By-laws change) This will be task for 2014-15 executive board to review and move forward on.

PP 5.3e: Conducts an orientation session at the annual conference for state presidents-elect.

Activity: Event was a success. All nine in-coming state presidents were able to attend. Thanks to all for participating in this event.

We had a guest speaker Merle L. Isgett, from Enterprise Recovery Systems (ERS) who spoke on the importance of commitment, dedication, and team work. The current state president's presented on Words of Wisdom ( great presentation by all) Sandy Neel provided information and the importance of Lang Range Planning, Terri Parchment provided a session on the association finances & budget and Tabatha McAllister provided a recap on parliamentary procedures.

PP 5.3g: Begins initial planning for the next annual conference and for the promotion of the event.

Activity: Have been in communication with Ms. Chris Tolson, Campbellsville University, KY, who is our SASFAA Conference Chair for 2014-2015. She and I are working on selecting committee members for 2014-2015.

PP 5.3h: Committees should be of sufficient size and number and represent the diversity of the membership to accomplish the goals of the Association and to develop future leadership while being fiscally responsible.

Activity: Continue to encourage diversity; encourage future leadership by offering sessions at the annual conference as well as reach out to each state in the SASFAA region. I will ensure that the executive board and committee chairs reach out to encourage diversity and inclusiveness.

PP 5.3i: Fiscal integrity will be ensured.

Activity: During travels this year I continued to be fiscally responsible, thus driving to some locations which was cost effective compared to flying out of Tallahassee, FL.

ZB#1: Update and publish the SASFAA Operational Calendar

Activity: Sent out the draft of the operational calendar to all executive board members to review and add comments, suggestions, and changes. Was hoping to have ready to present by the annual conference; however with so many folks being busy this year with office obligations I have only received four recommendations.

This task has not been completed; however President Barree and I will work during the coming months to have this completed hopefully by the first executive board meeting in July.

**President-Elect Report (Cont.)**  
**Nathan Basford**

Other Activity:

- Attended the NASFAA Leadership Conference/Workshop March 9-11<sup>th</sup> in Washington D.C. Was a great conference which allowed: (1) Regional Presidents to attend the Leadership & Legislative conference (2) Gave me the opportunity to become acquainted with the NASFAA central office and staff.
- Attended the Tennessee conference in Franklin Tennessee April 7 & 8<sup>th</sup>. Presented SASFAA update on behalf of President Barree, and presented a session on Family Dynamics (What Defines a Family) President Jeff Gerkin was a gracious host along with all the members attending. Their conference theme: Driving Uncertainty into Opportunity: reminds us all that we see the uncertainty when students and their families call or come into our office asking how they can afford to attend college? The answer: We take this uncertainty and turned into an Opportunity by providing them information to help them to apply and receive financial aid.
- Attended the Kentucky Spring conference in Louisville KY April 14-16<sup>th</sup>. Presented SASFAA update on behalf of President Barree, and presented a session on Growing in the Financial Aid Profession. President Pendergrast along with all members attending was such gracious host. Their conference theme: The Hero Within: reminds us all that we are all heroes; we have the ability to accomplish amazing things and leave a lasting impact on all the students and families we serve daily.

Closing Thoughts:

Thanks to all of you for your commitment this year. Your dedication and support is very much appreciated. I appreciate the opportunity that I have been given to work with each of you. Together we have made a difference!

As the year ends sometimes we may feel that we have not done all that has been expected of us; but when we stop and think we really have been successful. We have:

- **Provided valuable training to the entire membership**
- **We have ensured that SASFAA has remained fiscally sound**
- **We have encouraged new members and getting to members to volunteer**
- **We continue to listen to members concerns and ideas.**

**Thank you President Barree for your outstanding leadership and support! I look forward to working with you this coming year and look forward to your support.**

**Past President's Report**  
**Jeff Dennis**

**Summary of Activities**

**GAP 3.2 (11-12):** The advice and assistance provided to the Board of Directors by committee chairs are such that the goals of the Association are readily accomplished, future leadership is developed and board activities remain fiscally responsible. The President-Elect should be involved in the GAP Committee conversations and meetings prior to taking the office of President. This will help in developing the goals and objectives for the year and in assessing the Board's attainment of the Long Range Plan.

Activity: The President-Elect (Nathan Basford) has been invited to attend and participate in the May 2014 GAP Committee meeting.

**GAP 4.2 (11-12):** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

Activity: I have supplied my committee members' demographic information for the committees that the past-president chairs.

**GAP 7.2 (12-13):** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

Activity: This has been done.

**LRP 4.1, LRP 4.3, LRP 4.4, and LRP 4.5:** Committees should be of sufficient size and number and represent the diversity of the membership to accomplish the goals of the Association and to develop future leadership while being fiscally responsible.

Activity: Nominations and Elections is pre-defined as the prior year State Presidents, and Awards is the Board. The Past President does not have a choice in committee members on these two committees.

**PP 5.7a:** Presents a slate of candidates in accordance with the election schedule or calendar for president-elect, secretary, treasurer and vice president to the Board.

Activity: This has been done.

**PP 5.7b:** Solicits nominations for Association awards and presents the awards committee recommendations to the Board.

Activity: The Awards Committee is comprised of the voting members of the SASFAA Executive Board. I have utilized the SASFAA listserv and/or SASFAA Nine News to solicit award nominations from the membership. This was done on September 5, 2013 to the listserv and SASFAA Nine News.

**PP 5.7d:** Serves as a SASFAA voting representative to the Board of Directors of NASFAA.

Activity: Attended the November 2013 NASFAA Board Meeting.

**PP 5.7e:** Serves as Chair of the Governance and Planning Committee, and submits the annual GAP Report for board approval in June.

Activity: The GAP Committee is set and consists of Brad Barnett, Sandy Neel, Carolyn Sparks, and Sylvia Jones. Nathan Basford is an observer.

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News.

Activity: An article soliciting nominations for President-Elect, Vice President, and Secretary was submitted to the Chair for posting to SASFAA Nine News. A notice was also posted on the SASFAA Listserv regarding nominations. This was completed on August 28, 2013. Article soliciting nominations for awards was posted September 5, 2013. Three articles or list serv notices went out in December 2013 concerning Elections information. Two articles or list serv notices went out in January 2014 concerning Elections information.

**PP 6.0c:** Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

Activity: This has done throughout the year.

**Past President's Report (Cont.)**  
**Jeff Dennis**

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

Activity: This will be done.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

Activity: This will be and is being done.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

Activity: This will be done.

**PP 6.13.1(a):** Prior to the Fall Board meeting, the nominations and elections committee must determine who will be recommended as candidates for offices for the coming year. To obtain recommendations from the membership, the committee must solicit nominations in advance of this meeting. Solicitation may occur via SASFAA Nine News, listserv, separate mailing, or email to the active membership. Each state should be encouraged to solicit nominations from its membership.

Activity: Sent email to listserv and SASFAA Nine News on July 8, 2013 and August 28, 2013

**PP 6.13.1(b):** The chair sets the date and time for the full meeting of the committee. At the discretion of the chair, this meeting can be via conference call or in person. Normally the meeting is conducted prior to the November Board meeting and avoids conflicts with state association meetings.

Activity: Nominations & Elections Committee met via conference call on 9/25/2013.

**PP 6.13.1(d):** The chair shall prepare and present to the Board a written report that includes the proposed slate, the rules adopted by the committee, members present at the committee meeting, and recommendations for consideration for future committee meetings. This is typically reported at the November Board meeting. The slate must be presented to the Board before being presented to the membership.

Activity: This was done at the November 2013 meeting.

**PP 6.13.1(c):** The chair shall receive and submit candidates' biographical information and other pertinent data. The suggested format includes Name, Institution and/or Organization, Work Experience, Education, Professional Involvement/Activities and Candidate Statement. This information shall be submitted to the Electronic Services chair to be posted on the website.

Activity: This has been done.

**PP 6.13.3(a):** The past president (chair) shall submit the recommendation of candidates to the Board in advance of the annual conference to allow notification to the membership at least thirty (30) days prior to the opening of electronic voting.

Activity: This was done for the November 2013 board meeting. Notification to the membership took place on November 25, 2013 and December 20, 2013 via list serv and December 4, 2013 and December 24, 2013 via SASFAA Nine News.

**PP 6.13.3(b):** The general election shall commence ten (10) calendar days prior to the initial business meeting and close at 3 pm (local time) on the last full day of the conference. The slate of candidates will be presented during the opening session. Each candidate is then introduced.

Activity: This has been done. Elections opened morning of February 7, 2014.

**PP 6.13.3(c):** The nominations and elections chair shall report the results of the election at a business session following completion of voting. Prior to that time, however, the president and each candidate will be contacted and informed of the election results.

Activity: This will be done.

**PP 6.2(a):** Solicit nominations for outstanding, significant and meritorious contributions to the advancement of student financial aid.

Activity: Email to listserv and posted to SASFAA Nine News on September 5, 2013

**Past President's Report (Cont.)**  
**Jeff Dennis**

**PP 6.2(b):** Make award recommendations to the Board.

Activity: This was done at the November 2013 Board meeting.

**PP 6.2(c):** Provide an appropriate plaque to be presented to the recipient(s) at the annual conference, including honorary membership when the recipient ceases to meet membership eligibility requirements.

Activity: This will be done February 18, 2014.

**PP 6.7(a):** Review monitor and evaluate each committee's annual goals as they relate to the long range plan and goals and objectives as approved by the Board of Directors.

Activity: Elected Officers and Committee Chairs should submit reports at each board meeting in the appropriate format, which requires an activity update for the applicable goals outlined in the 2013-14 Goals and Objectives document created by the SASFAA President.

**PP 6.7(c):** Ensure that the incoming Board of Directors has addressed recommendations as written in the GAP report as part of the annual planning cycle.

Activity: This was done in the Goals and Objectives created by the SASFAA President.

**ZB #11:** Using the results of the survey conducted with the membership this past elections cycle, determine how best to conduct the process going forward.

Activity: Emailed listserv and posted to SASFAA Nine News on July 3, 2013. Made a recommendation to board at August 2013 meeting.

**Past President's Report (Cont.)**  
**Jeff Dennis**

**Current**

**6.10 Long-Range Planning**

On a five-year cycle the long-range planning committee assesses future goals and objectives to ensure continued viability and effectiveness of the Association in fulfilling its mission. Additionally, the committee will:

- a. develop a strategic plan for continued leadership and fiscal integrity;
- b. review annual year-end reports to assess committee and Board effectiveness in meeting goals and objectives and to ensure consistency with the mission of the Association;
- c. make recommendations for changing or expanding services, activities and roles of the Association;
- d. make observations regarding Association trends;
- e. gather relevant data and information from the membership, Board, member state associations and other relevant organizations and associations to identify potential internal or external threats to the Association; and
- f. review and assess the Association's mission statement for change on a periodic basis.

To ensure continued assessment the governance and strategic planning committee performs an annual review of the long-range plan. The association's long-range plan (adopted in February 1996 and revised in June 2006) is referenced in Appendix B of this Manual.

**Appendix B**

**The following documents are maintained by the SASFAA Secretary and can be found on the SASFAA website at**

[http://www.sasfaa.org/docs/toc\\_about.html](http://www.sasfaa.org/docs/toc_about.html)

All officers and committee chairs are responsible for the identifying areas below in need of new or revised policy guidance or procedural change and for recommending appropriate changes. The Board must approve all new policies, procedures, and changes. Upon approval, the Secretary is responsible for incorporating the changes and working with the SASFAA Electronic Service Chair to update the documents on the web.

- Articles of Incorporation
- Bylaws

**Proposed**

**6.10 Long-Range Planning**

On a five-year cycle the long-range planning committee assesses future goals and objectives to ensure continued viability and effectiveness of the Association in fulfilling its mission. Additionally, the committee will:

- a. develop a strategic plan for continued leadership and fiscal integrity;
- b. review annual year-end reports to assess committee and Board effectiveness in meeting goals and objectives and to ensure consistency with the mission of the Association;
- c. make recommendations for changing or expanding services, activities and roles of the Association;
- d. make observations regarding Association trends;
- e. gather relevant data and information from the membership, Board, member state associations and other relevant organizations and associations to identify potential internal or external threats to the Association; and
- f. review and assess the Association's mission statement for change on a periodic basis.

To ensure continued assessment the governance and strategic planning committee performs an annual review of the long-range plan. The association's long-range plan was adopted in February 1996, revised in June 2006, revised again in June 2011.

**Vice President Report**  
**Tabatha McAllister**

**Summary of Activities**

**PP 3.3.1 Banners** – It is the responsibility of the Vice President to transfer the banner of the succeeding Vice President.

Activity: Banner is secured and with VP McAllister. The NASFAA award Banner has been located and secured.

**LRP III Professional Development**- Determine the training and professional development needs of members, recognizing categorical distinctions among members such as experience, institutional type, constituencies served and level of responsibility.

- Management Institute or Leadership Symposium [LPR 12.13] – regrettably this event did not occur. Based on extensive planning needed for this event the committee was not able to conduct this professional development opportunity. It is recommended that resources continue to be secured for this event and that it be a separate appointed committee or a specialized subcommittee within professional development.
- One-Day NAOW prior to Annual Conference [LPR 12.9] – Sunday prior to conference from 9:00-3:00 with \$50 registration fee. Event was successfully held on Sunday, February 16, 2014.
- New Aid Officers Workshop (Summer 2014) [LPR 12.10] –scheduled for June 15-20 at the University of South Carolina Upstate, Spartanburg, SC

**PP 6.0 c Committee Chair – Communication/collaboration.** Activity: Keep the membership abreast of committee activity. Used SASFAA blog, listserv and facebook.

**PP6.0 e Committee Chair** – Fiscal integrity will be insured. Activity: currently within budget for committee activities.

**PP6.0 g Committee Chairs** – Maintain records of the Association. Activity: sufficient records have been maintained throughout the year for hand-off to next VP.

**PP 6.14 e VP Professional Development** – coordinate a summer workshop for new aid administrators. Schedule plan and implement summer NAOW.

- Currently 84 individuals are registered for the event as of date of report. The goal is 125.

**LRP 12.11 Professional Development** - Identify experienced members to serve as faculty for planning and conducting professional development programs of the Association. Activity:

- 12 instructor, 5 business partners, 1-curriculum coordinator, 1-site coordinator and 3-staff persons have been secured to assist with the event.
- The team will arrive at the event site on June 13, 2014. Participant will arrive June 15, 2014.

**List of NAOW Instructors** \* indicates also presented at pre-conference workshop or participated in activities at annual conference.

| State | Name               | Type of Institution/Agency | Years of Fin Aid Experience |
|-------|--------------------|----------------------------|-----------------------------|
| AL    | Vickie Adams *     | 4 Yr Public                | 20+                         |
| AL    | Stephanie Miller * | 4 Yr Public                | 12                          |
| FL    | Joan Bailey        | 4 Yr Public                | 17                          |
| FL    | Peggy Myers *      | 4 Yr Public                | 27                          |
| GA    | Jody Darby *       | 2 Yr Public                | 16                          |
| KY    | Lori Mitchum       | 4 Yr Public                | 15                          |
| KY    | Cedric D. Trigg    | 4 Yr Public                | 23                          |
| NC    | Kamesia Ewing      | 4 Yr Public                | 20+                         |
| SC    | Aria Simmons *     | 2 Yr Public                | 12                          |
| SC    | Sarah Dowd *       | 2 Yr Public                | 20+                         |
| TN    | David Haggard *    | 4 Yr Private               | 12                          |
| VA    | Brenda Burke       | 4 Yr Public                | 20+                         |

**List of Business partners**

|                   |                  |
|-------------------|------------------|
| Dana Kelly        | Nelnet           |
| Brenda McCafferty | Inceptia         |
| Jeff Daniels      | PNC Bank         |
| Chester Priest    | KHEEA            |
| Ray Jones         | SCSL EdManagment |



**Vice President Report (Cont.)**  
**Tabatha McAllister**

**List of NAOW Staff**

|                    |                                    |
|--------------------|------------------------------------|
| Sandy Neal         | Curriculum Coordinator             |
| Allison Sullivan   | Site Coordinator                   |
| Bridget Blackwell  | Professional Development Committee |
| Lillian Sims       | Professional Development Committee |
| Nathan Basford     | SASFAA President Elect 1314        |
| Tabatha McAllister | SASFAA President VP                |
| Amy Moser          | SASFAA Treasurer                   |
| Greg Martin        | Federal Trainer                    |

**Respectfully Submitted: 052104 TVM**

**Secretary/By Laws Committee Report**  
**Sharon Oliver**

**Summary of Activities**

**GAP 4.2:** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

**Activity:** Extended an invitation to all volunteers who demonstrated an interest to serve on the bylaws committee. The recommended committee members are diverse.

**GAP 1.1:** The Secretary recommends that if the By-Laws Committee identifies changes that are typos, then the committee should send a request to the President for approval and the changes are immediately updated. The changes should be shared as information at the next board meeting.

**Activity:** The By-Laws Committee members have been requested to review the bylaws and recommended changes we presented and approved at the February Board meeting. The next Secretary is responsible for presenting the recommended bylaw changes to the membership at the annual meeting in 2015.

**GAP 7.1:** Section 1.3 (Updating the Manual) of the P & P Manual should be reviewed to ensure the language requires the SASFAA Secretary to update the P & P after each Board approved change and send the new version to the Electronic Services Chair for posting to the SASFAA website.

**Activity:** P & P changes have been updated and forwarded to the Electronic Services Chair for board meetings held in August, November and February.

**GAP 7.2:** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

**Activity:** The Secretary has reviewed the goals for 2013-14. There are no changes needed.

**GAP 8.1:** Although the secretary is responsible for maintaining SASFAA documents, they should also be readily available to the membership on the SASFAA website and in an obvious place.

**Activity:** The Board meeting minutes have been posted to SASFAA's website for August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014.

**LRP 1.1.:** Review annually to ensure that the By-Laws continue to further the mission of the Association.

**Activity:** The By-Laws Committee members reviewed the bylaws and recommended changes were presented and approved at the February business meeting.

**LRP 4.1:** Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

**Activity:** Extended an invitation to all volunteers who demonstrated an interest to serve on the bylaws committee. The recommended committee members are diverse.

**LRP 4.3:** Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

**Activity:** Extended an invitation to all volunteers who demonstrated an interest to serve on the bylaws committee. The recommended committee members are diverse.

**LRP 4.4:** Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

**Activity:** Extended an invitation to all volunteers who demonstrated an interest to serve on the bylaws committee. The recommended committee members are diverse. There are new and returning members recommended to serve on the Bylaws committee.

**LRP 4.5:** Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

**Activity:** The By-Laws committee members have communicated primarily through electronic mail.

**Secretary/By Laws Committee Report (Cont.)**  
**Sharon Oliver**

**LRP 4.6:** Require that each committee provides a written annual summary of its activities so this information may be included in the president's annual report.

**Activity:** An annual report will be provided to the President by June 4, 2014.

**LRP 7.1:** Establish a procedure to ensure that the policies and procedures are accurate and complete and that the Association complies with them. The review should include an analysis of the minutes of each Board Meeting to be sure policy/procedures approvals have been incorporated.

**Activity:** The minutes for the board meetings held on August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 201, and February 14-16, 2014 have been reviewed to ensure that approved changes to the policies and procedures have been incorporated.

**LRP 7.3:** Recommendations for policies and procedures changes shall be approved by the SASFAA Board of Directors.

**Activity:** Policies and procedures changes have been approved by the board of directors for meetings held on August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014.

**LRP 7.4:** The Secretary shall incorporate policies and procedures as they are approved into the Policy and Procedure Manual.

**Activity:** The policies and procedures manual has been appropriately updated for approved changes for August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014 board meetings.

**LRP 8.1:** Establish procedures to maintain and archive the records of the Association at the close of each fiscal year.

**Activity:** No activity.

**LRP 8.2:** Review periodically the methods for maintaining accessibility, retrieval, security and the location for archival of records.

**Activity:** Documents have been retrieved from archived records.

**LRP 8.3:** Ensure the accessibility and continuity of the Association's records.

**Activity:** The Association's records are accessible.

**LRP 9.1:** Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

**Activity:** Attended transition meeting, board meetings (except November) and the annual conference.

**PP 5.6(1):** All pertinent SASFAA records and documents must be appropriately transferred to the incoming secretary at the end of each departing secretary's term.

**Activity:** During the Transition Meeting, all SASFAA pertinent records will be transferred to the incoming secretary.

**PP 5.6(2):** Ensure all records are backed up for security purposes. These duplicate records should be kept by the Electronic Services Committee chair.

**Activity:** Records have been backed up at my institution.

**PP 5.6(2):** The P&P shall be continually updated as appropriate and updates posted to the SASFAA web site upon approval of the Board.

**Activity:** The policies and procedures manual has been appropriately updated and posted to the SASFAA website for approved changes for August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014 board meetings.

**PP 5.6b:** Records the proceedings of the Board and general business meetings.

**Secretary/By Laws Committee Report (Cont.)**  
**Sharon Oliver**

**Activity:** Minutes have been recorded for meetings held on August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014.

**PP 5.6f:** Serves as chair of the bylaws committee, which annually conducts a review and recommends changes to the bylaws to the Board.

**Activity:** The By-Laws Committee members have reviewed the bylaws and recommended changes were presented at the February board meeting. The incoming Secretary will present the recommended changes to the membership during the annual conference in 2015.

**PP 5.6h:** Prepares and submits meeting minutes with supporting documents and publications, including annual conference programs, special reports, and membership directories to archives.

**Activity:** Meeting minutes for August 2-4, 2013, September 18, 2013, October 14, 2013, November 1-3, 2013 and February 14-16, 2014 board meetings have been archived.

**PP 5.6j:** Distributes agendas developed by the President in advance of Board meetings.

**Activity:** The agenda for the August board meeting was provided to board members on Monday, July 29, 2013 for the board meeting scheduled for August 2, 2013. The agenda was distributed to board members on October 21, 2013 for the November 1-3, 2013 board meeting.

**PP 5.6k:** Sends appropriate cards and gifts to members and colleagues on behalf of the Association; maintains the seal.

**Activity:** The Secretary has sent sympathy and get well cards to members.

**PP 6.0:** Each officer and committee chair must forward documents (as soon as they are finalized) that should be stored in the SASFAA archives to the SASFAA Secretary.

**Activity:** Committee reports for August 2-4, 2013, November 1-3, 2013 and February 14-16, 2014 have been archived.

**PP 6.0a:** Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

**Activity:** Goals, objectives and recommendations were submitted for the bylaws committee and the Secretary.

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News.

**Activity:** An article was submitted informing the membership that the August and November board minutes were available to view.

**PP 6.0c:** Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

**Activity:** The report for the Secretary was submitted for the August, November and February board meetings.

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

**Activity:** An end of the year (GAP) report was submitted for the bylaws committee and the Secretary.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

**Activity:** A travel expense form was submitted for the August and June board meetings airfare.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

**Secretary/By Laws Committee Report (Cont.)**  
**Sharon Oliver**

**Activity:** The recently appointed Communication and Outreach Chairperson was forwarded pertinent documents received for this committee on October 21, 2013.

**PP 6.4:** The bylaws committee, chaired by the secretary, annually reviews bylaws governing the Association. The bylaws committee recommends necessary changes to the Board.

**Activity:** The By-Laws Committee members have reviewed the bylaws and submitted recommended changes during the February board meeting. The approved changes will be presented to the membership by the incoming Secretary during the 2015 annual conference.

**ZB#2:** Explore the possibility of moving the parliamentary role from the president-elect to the past president.

**Activity:** No activity.

**Discussion**

The Secretary has worked with the board members to provide board reports for the June board meeting, obtained attendance and travel plans. State Presidents and President-Elects are encouraged to provide additional events for the 2014-15, 2015-16 and 2016-17 Operational Calendars to the Secretary.

**Treasurer's Report**  
**Amy M. Moser**

**Summary of Activities:**

- LRP 4.1.1** Adhere to the practices outlined in the SASFAA Guide to Financial Management.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5a** Establishes and maintains financial accounts while receiving and disbursing monies of the Association.  
**Activity:** Activity: No additional action has taken place
- PP 5.5b** Maintains adequate and appropriate records of receipts and expenditures.  
**Activity:** Activity: No additional action has taken place
- PP 5.5c** Pays the bills of the Association within thirty (30) days.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5d** Pays reimbursements to the members within fourteen (14) days; receives all payments to the Association including meeting registrations, membership dues, and sponsorship/exhibitor payments.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5e** Submits financial reports to the Board at each meeting and the annual business meeting.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5f** Prepares annual year-end financial statements as of June 30.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5g** Arranges in coordination with the finance and audit chair for an annual independent audit of the financial records.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5h** Files IRS form 990 for the fiscal year by the prescribed deadline, currently November 15, and all financial reports in a proper and timely manner.  
**Activity:** Activity: No additional action has taken place.
- PP 5.5i** Sets up master accounts and obtains credit for the Association as appropriate.  
**Activity:** Activity: Credit card applications to be submitted for new board members and cancelled for those no longer serving.

Treasurer's Report (Cont.)  
Amy M. Moser

**SASFAA, Inc.**  
**Balance Sheet**  
As of June 30, 2014

|   | <u>Total</u>        |
|---|---------------------|
| <b>ASSETS</b>                             |                     |
| Current Assets                            |                     |
| Bank Accounts                             |                     |
| BB&T Checking                             | 146,195.54          |
| BB&T Savings                              | 77,783.01           |
| Edward Jones-Money Market                 | <u>65,594.28</u>    |
| Total Bank Accounts                       | <b>\$289,572.83</b> |
| Other current assets                      |                     |
| Advisory Solutions 20/80 @ Edward Jones   | 100,498.65          |
| Charles Schwab (NASFAA)                   | 294,671.88          |
| Franklin Low Duration @ Edward Jones      | 4,583.57            |
| Short Duration-JP Morgan @ Edward Jones   | 50,680.85           |
| Short Duration-Lord Abbett @ Edward Jones | <u>172,026.29</u>   |
| Total Other current assets                | <b>\$622,461.24</b> |
| Total Current Assets                      | <b>\$912,034.07</b> |
| <b>TOTAL ASSETS</b>                       | <b>\$912,034.07</b> |
| <b>LIABILITIES AND EQUITY</b>             |                     |
| Liabilities                               |                     |
| Total Liabilities                         |                     |
| Equity                                    |                     |
| Opening Balance Equity                    | 757,980.87          |
| Retained Earnings                         | 54,593.37           |
| Net Income                                | <u>99,459.83</u>    |
| Total Equity                              | <b>\$912,034.07</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>       | <b>\$912,034.07</b> |

Wednesday, Jun 04, 2014 06:35:50 PM PDT GMT-4 - Accrual Basis

Treasurer's Report (Cont.)  
Amy M. Moser

**SASFAA, Inc.**

**Budget vs. Actuals: 2013-2014 Budget - FY 14 P&L**

July 2013 - June 2014

|                                    | Total             |                   |                   |               |
|------------------------------------|-------------------|-------------------|-------------------|---------------|
|                                    | Actual            | Budget            | over Budget       | % of Budget   |
| <b>Income</b>                      |                   |                   |                   |               |
| 01 Membership Dues                 | 44,190.00         | 41,475.00         | 2,715.00          | 106.55%       |
| 02 Professional Development        | 53,895.00         | 70,400.00         | -16,505.00        | 76.56%        |
| 03 Annual Meeting                  | 123,853.75        | 116,875.00        | 6,978.75          | 105.97%       |
| 04 Vendors/Sponsors/Patrons        | 101,250.00        | 100,000.00        | 1,250.00          | 101.25%       |
| 05 Advertising                     |                   | 4,000.00          | -4,000.00         | 0.00%         |
| 07 Interest Earned                 | -295.90           | 2,000.00          | -2,295.90         | -14.80%       |
| 09 Transfer from Assets            |                   | 31,500.00         | -31,500.00        | 0.00%         |
| 11 Dividends Earned                | 10,115.14         | 12,875.00         | -2,759.86         | 78.56%        |
| 12 Capital Gains                   | 3,100.92          | 1,000.00          | 2,100.92          | 310.09%       |
|                                    | \$                | \$                | -\$               |               |
| <b>Total Income</b>                | <b>336,108.91</b> | <b>380,125.00</b> | <b>44,016.09</b>  | <b>88.42%</b> |
| <b>Expenses</b>                    |                   |                   |                   |               |
| 101 President                      | 8,288.23          | 8,500.00          | -211.77           | 97.51%        |
| 102 President-Elect                | 6,798.13          | 7,000.00          | -201.87           | 97.12%        |
| 103 Vice President                 | 2,788.68          | 4,500.00          | -1,711.32         | 61.97%        |
| 104 Secretary                      | 1,964.27          | 3,500.00          | -1,535.73         | 56.12%        |
| 105 Treasurer                      | 3,991.68          | 4,500.00          | -508.32           | 88.70%        |
| 106 Past President                 | 2,899.68          | 5,725.00          | -2,825.32         | 50.65%        |
| 201 Membership                     | 2,523.82          | 4,000.00          | -1,476.18         | 63.10%        |
| 202 Electronic Services            | 4,855.79          | 6,000.00          | -1,144.21         | 80.93%        |
| 203 Professional Advancement       | 13,106.22         | 109,000.00        | -95,893.78        | 12.02%        |
| 204 Communications & Outreach      | 795.99            | 3,000.00          | -2,204.01         | 26.53%        |
| 205 Budget and Finance             | 2,789.99          | 4,500.00          | -1,710.01         | 62.00%        |
| 206 Annual Meeting Program         | 129,699.36        | 149,000.00        | -19,300.64        | 87.05%        |
| 207 Site Selection                 | 1,821.49          | 3,500.00          | -1,678.51         | 52.04%        |
| 210 Executive Board                | 32,057.74         | 34,000.00         | -1,942.26         | 94.29%        |
| 211 President's Contingency        | 803.06            | 1,000.00          | -196.94           | 80.31%        |
| 213 Advance Program Planning       |                   | 500.00            | -500.00           | 0.00%         |
| 214 Global Issues                  | 968.87            | 3,000.00          | -2,031.13         | 32.30%        |
| 215 Prior Administration Bills     |                   | 500.00            | -500.00           | 0.00%         |
| 216 Legislative Relations          | 6,241.23          | 6,000.00          | 241.23            | 104.02%       |
| 217 Long Range Planning            | 1,695.84          | 4,000.00          | -2,304.16         | 42.40%        |
| 218 Vendor/Sponsor                 | 2,000.35          | 3,000.00          | -999.65           | 66.68%        |
| 219 Special Projects               | 1,320.05          | 3,000.00          | -1,679.95         | 44.00%        |
| 224 Accounting Fees and Taxes      | 4,623.82          | 5,400.00          | -776.18           | 85.63%        |
| 225 Online Payment Processing Fees | 4,614.79          | 4,000.00          | 614.79            | 115.37%       |
| 227 NASFAA Hospitality 2014        |                   | 3,000.00          | -3,000.00         | 0.00%         |
|                                    | \$                | \$                | -\$               |               |
| <b>Total Expenses</b>              | <b>236,649.08</b> | <b>380,125.00</b> | <b>143,475.92</b> | <b>62.26%</b> |
|                                    | \$                | \$                | \$                |               |
| <b>Net Operating Income</b>        | <b>99,459.83</b>  | <b>0.00</b>       | <b>99,459.83</b>  |               |
|                                    | \$                | \$                | \$                |               |
| <b>Net Income</b>                  | <b>99,459.83</b>  | <b>0.00</b>       | <b>99,459.83</b>  |               |



**Budget and Finance**  
**Terri Parchment**

**Summary of Goals for 2013-2014**

GAP 26 (11-12) Continue to use an outside account firm

Activity: An outside firm was used to file the 990 form with the IRS. This is complete.

GAP 30 (11-12) A committee should be appointed to determine if it is possible to synch banking records and QuickBooks to avoid duplicate data entries.

Activity: The product at BB&T does not prefill the details of the deposits or check transactions that are required by SASFAA. The Treasurer keys in every person covered by one check. If an institution sends one check for 7 staff to attend a conference, there are 7 line items for that one check. The same applies to membership, New Aid Officers, or any other training event. It would be more steps for the Treasurer to use the synching function.

GAP 31 (11-12) & LRP 4.1.5 Efforts should be made to ensure that reserves total 100% of the one year operating budget and contractual obligations should always be less than the total reserves.

Activity: As of December 31, 2012 SASFAA's assets totaled \$831,523.12. The 2013-2014 budget is: \$380,125 and the total contractual obligation is currently at \$154,843.00.

GAP 32 (11-12) Stress to the entire board the responsibility and importance of working within an established budget.

Activity: During the August board meeting, the Budget and Finance Chair reminded all board members of their fiduciary responsibilities and encourage everyone to stay within their respective budgets as well as to submit the necessary documentation in a timely manner.

LRP 1.3.1, 1.3.2, 1.3.3 & 1.3.4 Committees should be of sufficient size and number and represent the diversity of the membership to accomplish the goals of the Association and to develop future leaders while being fiscally responsible.

Activity: The committee members consist of new and returning members, former treasurers and presidents as well as representing various states.

Terri Parchment – TSAC (TN) Chairperson  
Jennifer Priest – Transylvania University (KY)  
Bill Spiers – Tallahassee Community College (FL)  
Sonja McMullen – Sallie Mae (TN)

LRP 4.1.3 & PP 6.3-c Fiscal integrity will be ensured. Review the SASFAA Guide to Financial Management annually to ensure the continuity of sound financial practices.

Activity: There were no changes to be presented to the board.

PP 6.3 (f) Fiscal integrity will be ensured. The B&F Chair will recommend budget adjustments as appropriate to stay within the budget guidelines

Activity: Budgets will be monitored and adjustments will be proposed as needed.

PP6.3 (g) Fiscal integrity will be ensured. B&F Chair will have access to the Association's online financial software. As well, the chair will maintain electronic copies of the monthly reconciliation statements and investment statements.

Activity: The B&F chair has access to the online financial software and will keep electronic copies of the monthly reconciliation statement. Any investment statement that is received by the B&F chair will be scanned and email to the President, Treasurer and President-Elect.

**Budget and Finance (Cont.)**  
**Terri Parchment**

PP6.3 (i) The future financial stability of the Association is provided through careful and regular planning and evaluation. The B&F Chair will work with the treasurer to ensure that all financial reports including tax returns are filed by the established deadline.

Activity: Treasurer submitted all of the necessary reports to Mike Dunn – SASFAA’s accountant. He prepared the report and it was submitted to the President for signature and was filed by the established deadline.

PP 6.3-e Fiscal integrity will be ensured. The B&F Chair will work with the treasurer to reconcile and document daily cash transactions at the annual conference.

Activity: The B&F Chair worked with the treasurer to reconcile and document daily cash transactions at the annual conference.

**SASFAA, Inc.**  
**Hotel Contracts**

**Trade Winds Island Resorts on St. Pete Beach – June 8 - 10, 2014 – Transition Meeting**

Have to meet 80% of guest room commitment

Room Rate is \$159 per night

Tax is 12%

Other Considerations:

- Function room rental charges will be waived based on current Food & Beverage Minimum of \$1,600 contracted. Additional meeting space will be subject to meeting room charges plus 22% service charge tax (taxes are currently 7%).
- Hospitality Events – Housekeeping charge of \$150 per day in addition to the guestroom rate.
- Food and Beverage prices applicable to the functions will be confirmed approximately 3 months prior to the event. Service charges for Food and Beverages is 22% and taxes are 7%. Menu selections must be submitted 21 days prior to the function. Final attendance should be submitted 72 hours prior to the event. Hotel will provide 5% over the guarantee for groups below 100, should last minute additions arise.
- Guestroom Attrition – The resort will allow the Group to reduce the guestroom block of provided in writing. If reductions are taken, group will be responsible for contracted block minus the allowed reductions below. The Attrition Damages will be charged to the Group master based on the number of unused rooms in the block times the room rate. The Group is only responsible for the unused rooms that the Resort is unable to resell.
  - From signing to April 8, 2014 – 10% of total Guestroom block of 84 nights
  - From April 9, 2014 to May 8, 2014 – 10% of the remaining total Guestroom Block
- Food and Beverage Minimum is \$1,600, excluding service charge and sales tax, is required for the space listed above. Any remaining difference from the minimum revenue will be assessed as a room rental charge.
- Self-parking for one car per bedroom. Valet \$8.00 per night additional. Drive-in guest parking is \$20.00 per day.
- One upgrade to a Gulf Front One Bedroom Suite with Balcony at the group rate From June 8 – 11, 2014.

Cancellation provisions:

Food and Beverage

Signing date to May 8, 2014: 30% of each function cancelled

May 7, 2014 to May 31, 2014: 50% of each function cancelled

June 1, 2014 to June 11, 2014: 100% of each function cancelled

Full Group Cancellation:

Signing date to December 8, 2013: 50% of Total Room Revenue Contracted (Currently \$6,678)

From December 9, 2013 to March 8, 2014: 75% of Total Room Revenue Contracted (Currently \$10,017)

From March 9, 2014 to June 8, 2014: 100% of Total Room Revenue Contracted (Currently \$13,356)

**Total liability as of June 2014: Liability charges based on individual contracts and timing \$13,356**

**Budget and Finance (Cont.)**  
**Terri Parchment**

**The Peabody Memphis – February 19-25, 2015**

Room Rate: \$159.00

Tax is: 15.95%

Attrition rate: 80%

Concessions

The following concessions will be provided if 80% of the contracted room block is filled.

- One complimentary room night per 40 rooms
- One complimentary bedroom Celebrity suite
- Thirteen upgraded rooms to Club Level
- Fifteen complimentary VIP welcome amenities
- Complimentary use of the in-house fitness center and pool
- Complimentary meeting room rental with Food and beverage minimum of \$45,000
- Two complimentary VIP roundtrip airport transfers
- Two planning meeting of two days each with complimentary meeting space for 10 people
- One SASFAA Board Meeting of two days with complimentary meeting space for 20
- Complimentary use of 24-hour business center
- Complimentary guest room internet for all guest
- Discounted self-parking at \$10.00 per day
- Ten Complimentary self-parking passes
- \$5 rebate per room to the association based on 1,000 room nights
- Meeting planner points to designated by the association \$50,000 points
- 30% discount will be extended on AV
- Hotel service fee waived
- Reduced staff rate of \$109

Cancellation provisions

More than six months – less than a year - 50% damages = \$79,897.50

More than three months – less than six months – 75% damages = \$119,846.25

Within three months – 100% damages = \$159,795.00

**Total liability as of June 2014: Liability charges based on individual contracts and timing \$79,897.50**

**Sheraton Greensboro Hotel at Four Seasons – February 5-10, 2016 - Conference**

Have to meet 70% of guest room commitment - SASFAA must pay unused portion

Room Rate is \$137 per night

Tax is 12.75%

70% of 1018 guest room commitment = 712 room nights (\$97,544)

Room Rental Fee is \$25,635. This will be offered complimentary if 70% of attrition clause is met.

Exhibit Space Rental: \$225.00 per day for labor charges.

If 70% of the Room Attrition is met the following will be provided

- One complimentary room-night for every fifty occupied, revenue-producing guest room nights
- One complimentary Executive Parlor with both connecting rooms
- 10 upgradable rooms if available
- Complimentary Internet Services throughout the hotel to all hotel guest
- Complimentary Parking

**Budget and Finance (Cont.)**  
**Terri Parchment**

Cancellation provisions

Signing date – 1096 days – one sum of \$5000.00

1095-730 days – 25% of anticipated revenue

729-366 days – 50% of anticipated revenue

365 – 181 – 65% of anticipated revenue = \$63,404 + 25,635

180 days - 91 days - 75% of anticipated revenue = \$73,158 + \$25,635

90 days - 0 days - 100% of anticipated revenue = \$97,544 + 25,635

**Total liability as of June 2014: Liability charges based on individual contracts and timing **\$61,589.50****

**SASFAA, Inc. Inventory as of June 30, 2013**

*The following items are held by the treasurer.*

Sharp EL-1750V Calculator

HP Photosmart 5514 Combo print/copy/scan/web

CN1BK320Q3

*The following items are held by the membership chair.*

Laptop, Printer, and misc software/hardware.

MS Office XP Version 2002 – WO524342-0530-L10

MS Office 2000 – WO509336-0506

2 Port Data Transfer Switch – FIB-024-E

HP Pavilion zt1175 Laptop

**Communications and Outreach**  
**Vickie Adams**

(No Report for June)

**Conference Report**  
**Amy Berrier**

**Summary of Activities:**

**GAP 4.2 (11-12):** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

**Activity:** I worked directly with the President to select committee members from each state while being aware of sector type, ethnicity, gender, and years of experience. I also worked with the President to select the Local Arrangements Chair. The conference committee members were approved by the Board in August 2013.

**GAP 12.1 (11-12):** Priority should be given to determine the training and professional development needs of members, recognizing categorical distinctions among members such as experience, institutional type, constituencies served and level of responsibility. Specific questions should be considered on all events survey/evaluations as well as a listserv solicitation for training needs.

**Activity:** All session requests by the membership have been met. The conference committee made sure that all sectors and individuals had something to attend each time slot.

**GAP 12.2 (11-12):** There needs to be survey instrument coordination with current conference chair and future conference chair in order to gather current conference evaluations, membership and professional development surveys, and consideration of current issues and educational trends and the perceived need of members. It is crucial evaluations are distributed timely after each conference and training/workshop event.

**Activity:** The committee selected Survey Monkey as its evaluation tool. These results have already been made available to the Board.

**GAP 12.3 (11-12):** It has been proven under past conference leadership onsite meetings should be limited to maximum of one two night meeting with the location being at the conference hotel. All other business should take place via conference calls and emails. Each conference chair should pay close attention to budget cutting activity. It should not be assumed the entire conference committee needs to arrive Friday afternoon. Well-planned conferences should only need to bring in the committee members as their onsite tasks are needed to minimize cost to the organization.

**Activity:** Only one in person meeting was needed. All other business has been taken care of by email, conference calls, and WebEx sessions courtesy of Nelnet.

**GAP 12.4 (11-12):** Priority should continue to be placed on providing sessions/training understanding the legislative process and ways to gain confidence when communicating with legislative officials. Efforts should continue to include topics on public policy and operations as well as competencies in management and human relations

**Activity:** The agenda contained two sessions being offered by the Legislative Relations Committee.

**GAP 12.6 (11-12):** The conference committee should consider adding an event or time free from sessions to encourage networking.

**Activity:** The Conference Committee has included time on Monday and Tuesday nights for members to be able to network. On Monday night we are having our Bingo/New Member & First Time Attendee Meet 'n' Greet. We ask that all board members participate to make everyone feel welcome. On Tuesday night after the banquet we are having SASFAA's Got Talent and a DJ. We hope that everyone will participate and we are working with the entertainment committee to make everyone feel included.

**GAP 12.7 (11-12):** It is highly recommended that the membership is solicited at a minimum to gather conference topics and sessions

**Activity:** Task already completed.

**GAP 12.8 (11-12):** It is recommended that SASFAA solicit additional revenue by offering pre-conference opportunities for the exhibitors/sponsors using rooms reserved for SASFAA and SASFAA charging the exhibitor/sponsor to use the room

**Conference Report (Cont.)**  
**Amy Berrier**

**Activity:** As of right now, there is not any additional space available already blocked by SASFAA. If any opportunities become available, I will work directly with the Vendor/Sponsor Chair on options for exhibitors/sponsors. Update – there have been no requests made by vendors.

**GAP 12.9 (11-12):** Review prior year training to identify level and/or sectors for which training should be offered and not assuming certain pre-conference workshops be offered annually.

**Activity:** There was a pre-conference New Aid Officers Workshop offered at the conference.

**GAP 7.2 (12-13):** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

**Activity:** I do not see any needed changes at this time.

**GAP 12.11 (12-13):** The conference committee should promote the "job board" available during the conference, and in the pre-conference materials let the membership know it will be available for conference attendees to post jobs free of charge at the event.

**Activity:** The conference committee will add this to our list of things to take care of at the conference. Several members missed the job board during 2012-2013.

**LRP 4.1:** Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

**Activity:** I worked directly with the President to select committee members from each state while being aware of sector type, ethnicity, gender, and years of experience. I also worked with the President to select the Local Arrangements Chair. The conference committee members were approved by the Board in August 2013.

**LRP 4.2:** Ensure that committees with broadly-defined responsibilities such as legislative relations, professional development, and annual conference include at least one representative from each state in the region. Discuss appointments with the current state presidents at the time of selection.

**Activity:** I worked directly with the President to select committee members from each state while being aware of sector type, ethnicity, gender, and years of experience. I also worked with the President to select the Local Arrangements Chair. The conference committee members were approved by the Board in August 2013.

**LRP 4.3:** Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

**Activity:** I worked directly with President to select a committee member from each state. I also have included the appropriate ex-officio members on the committee already selected by the President as committee chairs.

**LRP 4.4:** Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

**Activity:** I worked directly with the President to select committee members from each state while being aware of sector type, ethnicity, gender, and years of experience. There was also careful consideration to insure that there was a good mix of new and returning committee members on the conference committee. The committee members were approved by the Board in August 2013.

**LRP 4.5:** Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

**Activity:** All other business has been conducted via conference call and email. Only one on site meeting was needed.

**LRP 5.5:** Provide a forum at the SASFAA conference for recognition of any state project(s) submitted to NASFAA.

**Conference Report (Cont.)**  
**Amy Berrier**

**Activity:** No state recognition was needed.

**LRP 9.1:** Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

**Activity:** Task completed.

**LRP 12.2:** Continue to develop and offer an annual conference which integrates observations gathered from conference evaluations, membership and professional development surveys, and consideration of current issues and educational trends and the perceived need of members.

**Activity:** This information has been kept in mind when completing the conference agenda.

**LRP 12.3:** Provide such a conference which incorporates cost-saving measures to encourage participation, emphasizes content, and is self-supported.

**Activity:** The conference committee has kept this in mind when planning the conference agenda.

**LRP 12.4:** Provide a varied conference agenda incorporating legislative, regulatory, public policy and operational topics, as well as, competencies in management and human relations.

**Activity:** The conference committee kept this in mind when planning the conference agenda.

**PP 6.0a:** Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

**Activity:** The conference committee and Chair will make sure that recommendations are taken into consideration from the President & GAP committee when planning the agenda. The committee will also keep in mind the bylaws, the mission statement and LRP of SASFAA when planning the conference agenda.

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News

**Activity:** I will comply with the deadlines to submit articles to the website and SASFAA Nine News.

**PP 6.0c:** Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

**Activity:** I will submit my Conference Committee reports to the Secretary by the published deadlines.

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

**Activity:** Submitted the GAP report for the Conference Committee by April 1, 2014.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

**Activity:** I will adhere to budget and Financial Management Guide when conducting SASFAA Conference Committee business and when planning the conference agenda.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

**Activity:** I will forward all records to the 2015 Conference Chair by August 1, 2014.



## **Electronic Services Report**

### **Angela Black**

#### **Summary of Activities**

**GAP 4.2 (11-12):** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

**Activity:** Committee member information was submitted to the President.

**GAP 6.3 (12-13):** Add a question to the membership application inquiring if mentorship is desired. If so, Membership will assign to an appropriate mentor.

**Activity:** Question was added to membership application as directed prior to July 1, 2013 for the start of the new membership year.

**GAP 7.2 (12-13):** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

**Activity:** A review of the P&P has been completed. It is recommended that references to “list serve addresses” no longer maintained be removed.

**GAP 8.1 (12-13):** Although the secretary is responsible for maintaining SASFAA documents, they should also be readily available to the membership on the SASFAA website and in an obvious place.

**Activity:** Updated P&P, Bylaws, and Meeting Minutes submitted by the secretary have been placed on the website. New website pages were created and placed in a visible and accessible location to house SASFAA’s governing documents. Related updates and enhancements are scheduled to continue.

**GAP 10.2 (12-13):** Assessment of the website, specifically the maintenance and organization of content, in 12-13. This includes implementing any changes identified during the assessment process.

**Activity:** Many updates have been made. Assessment is ongoing and related enhancements are scheduled to continue.

**GAP 10.3 (12-13):** Make the listserv available for all SASFAA members to post.

**Activity:** A SASFAA website page has been updated to ensure members are informed of the process to post listserv messages. New procedures were developed to allow for the utilization of SASFAA’s Wild Apricot member database for email distribution to the listserv group, and a new email address was created to for initial intake, monitoring, and distribution of listserv messages.

**LRP 4.1:** Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

**Activity:** Committee member recommendation included all available to serve in the role, including a new member.

**LRP 4.2:** Ensure that committees with broadly-defined responsibilities such as legislative relations, professional development, and annual conference include at least one representative from each state in the region. Discuss appointments with the current state presidents at the time of selection.

**Activity:** Representation from each state was not necessary or applicable to the role of the Electronic Services Committee this year.

**LRP 4.3:** Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

**Activity:** The recommendation of two additional committee members achieved the goal of functioning with the fewest number of members sufficient to accomplish the goals of the committee.

**LRP 4.4:** Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

**Electronic Services Report (Cont.)**  
**Angela Black**

**Activity:** Committee member recommendation included new and returning members.

**LRP 4.5:** Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

**Activity:** Electronic Services Committee meetings utilized electronic and phone communication; no cost to the association has been incurred or is expected for Electronic Services Committee meetings.

**LRP 9.1:** Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

**Activity:** Participation from all sectors is not available for the Electronic Services Committee. However, different sectors were represented for the current committee.

**PP 6.0a:** Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

**Activity:** The goals and objectives of the Electronic Services Committee were made with consideration given to the committee/liaison charges, bylaws, mission statement, long-range plan and recommendation of the governance and planning committee as outlined in the 13-14 Goals and Objectives spreadsheet completed by the Electronic Services Committee.

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News

**Activity:** The Electronic Services Chair notified the membership regarding a national password exploit. All information submitted to the Electronic Services Committee (from other members of the board) for the website and listserv have been distributed in a timely and cost-efficient manner.

**PP 6.0c:** Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

**Activity:** The report for the June board meeting was prepared and submitted to the secretary. An action item pertaining to a P&P update has been submitted.

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

**Activity:** The end-of-the-year (GAP) report was submitted by the deadline of April 1, 2014.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

**Activity:** Budget parameters have been reviewed, associated expenses have been tracked, and applicable reimbursements have been requested in accordance with guidelines.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

**Activity:** No activity for this time period. Because the Electronic Services Chair will continue in the role for 14-15, the forwarding of records and reports will not be necessary between 13-14 and 14-15.

**PP 6.5(2):** Assist the Communications and Outreach Chair with maintaining SASFAA Nine News

**Activity:** No activity for this time period.

**Electronic Services Report (Cont.)**  
**Angela Black**

**PP 6.5(a):** Provide guidance for the development, maintenance and enhancement of the SASFAA Web site.

**Activity:** Many updates have been made this year to address this policy/procedure item. Assessment is ongoing and related enhancements are scheduled to continue.

**PP 6.5(b):** Encourage development and utilization of cost-efficient, timely means of communication, including the web, list serves and e-mail by the Board, committees and the membership.

**Activity:** The Electronic Services Committee has utilized the website and listserv emails as a timely form of communication for all requested postings by the Board, committees and membership.

**PP 6.5(f):** Assist in the implementation of any long-range plan recommendations concerning communications that are deemed appropriate by the Board and the president.

**Activity:** The goals and objectives of the Electronic Services Committee include long-range plan recommendations. A report of activities is noted in sections LRP 4.1, LRP 4.2, LRP 4.3, LRP 4.4, LRP 4.5, and LRP 9.1 of the board report.

**PP 6.5(h):** Develop and monitor contingency plans to transfer list serve and Web site management to other locations.

**Activity:** Wild Apricot automatically backs up Wild Apricot accounts on a daily basis and stores the backups at a location separate from their data center. These backups protect our data from catastrophic threats to their data center, and can be used to restore lost data only in case of emergency. Additionally, the Electronic Services Chair completes periodic local backups of key data in the database.

**ZB #7:** Work to resolve any remaining issues with Wild Apricot and the Sponsorship process, particularly as it relates to the conference registration process.

**Activity:** This was done as outlined prior to the last board report; there has been no activity for this time period. Further evaluation of system functionality will take place to determine if sponsors should be directed through the standard conference registration process in the future.

**AMB #1:** Review placement of governing documents on website to further assist in compliance with GAP 8.1 (12-13).

**Activity:** Many updates have been made this year to address this goal. Assessment is ongoing and related enhancements are scheduled to continue.

**AMB #2:** Review and enhance overall website layout, theme, and general organization of content to further assist in compliance with GAP 10.2 (12-13) and PP 6.5a.

**Activity:** Many updates have been made this year to address this goal. Assessment is ongoing and related enhancements are scheduled to continue.

**AMB #3:** Review and enhance the Site Map section of the SASFAA Website to further assist in compliance with GAP 8.1 (12-13), GAP 10.2 (12-13) and PP 6.5a.

**Activity:** A review of the general purpose of a site map has been completed. Key documents have been published elsewhere. Associated edits have begun and are scheduled to continue until this goal has been fully met.

**AMB #4:** Complete overall review of web content. Collaborate with executive board members and committee chairs as necessary to ensure information is current, further assisting in compliance with PP 6.5a.

**Activity:** This has been completed. Enhancements will continue.

**AMB #5:** Ensure Wild Apricot security settings are up-to-date and assigned to appropriate members of leadership.

**Electronic Services Report (Cont.)**  
**Angela Black**

**Activity:** Removal of security was completed for those no longer serving in any capacity that necessitates security to the Wild Apricot database and documents. Addition of security has been granted when needed for board and/or committee members to perform the tasks required to conduct SASFAA business.

The Electronic Services Committee recommends that information pertaining to email lists in section 6.5 (Electronic Services) of the SASFAA Policy and Procedure Manual be updated as follows:

Current:

Presently SASFAA maintains the following list serve addresses for member use:

- SASFAA - All active SASFAA members
- SASFAA-Exec Board - Board members
- SASFAA-Conference - Conference Committee and Presenters
- SASFAA-Summer - Summer Workshop Committee
- SASFAA-LegRel - Legislative Relations Committee

Proposed:

Presently SASFAA maintains the following electronic mailing list for member use:

- SASFAA - All current SASFAA members

**Global Issues Report**  
**Michael O’Grady**

**Summary of Activities**

*( F is for SASFAA Board reporting purposes, and report. G is for internal committee purposes.)*

LRP 4.1 F Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

G 1) Will build inclusiveness with all institutional types including 4 yr public, 4 yr private, community colleges and technical colleges and for-profit sectors. 2) Will seek cultural diversity among members that reflects our student demographic.

Activity: Committee complete. Committee members reflect the diversity of SASFAA and are regionally diverse as well.

LRP 4.2 F Ensure that committees with broadly defined responsibilities such as legislative relations, professional development, and annual conference include at least one representative from each state in the region. Discuss appointments with the current state presidents at the time of selection.

G 1) Will build a depository of state organizations with like-minded directed committees (diversity) and list their goals/objectives/activities. 2) All such committee chairs will be included 3) Benchmarking of best practices will be shared through appropriate communication channels.

Activity: 1) Contacted all state ‘diversity’ or likeminded committee chairs. Created a depository of goals and activities for each state/committee. Will have a conference call with committee chairs to benchmark each state’s activities

2) Contacted financial aid chairs for EASFAA, WASFAA, MASFAA (new committee). I have not made contact with SWASFAA yet.

MASFAA just added a diversity committee and I will serve as a member and represent SASFAA.

3) Activity 1/14—Reached out to state diversity committees for update on initiatives.

4) Activity 5/12/14 Initial reach out to MASFAA regarding Retirement committee- brings generation perspective.

LRP 4.3 F Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

G Task-force use will accomplish ad-hoc assignments limiting permanent committee membership

Activity: Taskforce chair established to conduct survey/overview of possible disparities in practices using social media between well-resourced institutions and under-resourced institutions. Meeting with White House HBCU initiative the week of July 29<sup>th</sup> or August 4<sup>th</sup> re: the Taskforce.

Activity continued: 9/26/13 –9/27/13 Met with Department of Education officials responsible for “underserved” institutions to work on partnership with SASFAA including conference participation. Attended the White House Initiative for HBCU’s. Challenging issues include PLUS credit check changes, and severe enrollment declines. CDR also present challenge of possible losses of Title IV funds.

Activity continued: 11/1/13-01/29/13 Met with Dr. G. Jones, NASFAA, Dr. Barry Simmons, regarding substituting social media study with financial education/literacy study. Recent University of Maryland Study cites defaults impacted by financial literacy variations based on socio-economic and ethnic background.

LRP 4.4 F Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

G The committee will build a pipeline of future leadership drawing upon new membership from diverse backgrounds and skill sets.

Activity: Met with Tykesia Myrick from NOVA CC. She has agreed to take a leadership position recruiting other first time members to the committee. This will be her first time participating in SASFAA and comes from a robust background including the for-profit sector, HBCU sector and community college sector. She comes highly recommended by VASFAA/SASFAA/EASFAA colleagues.

**Global Issues Report (Cont.)**  
**Michael O'Grady**

Committee is diverse geographically, ethnically, and by institutional size and mission. Francisco Valines has joined and has agreed to present at SASFAA. Francisco is the financial aid director at Florida International -- the largest Hispanic Serving Institution (HSI) in the United States.

LRP 4.5 F Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

G All meetings will be conference calls, electronic mail or other "green" and financial conscious avenues. In-person meetings will accompany state and regional meetings.

Activity: ON-Going. All meetings to date have been one on one not requiring travel expenditures of significance

Phone meetings with individual state committee chairs (see LRP 4.2 G 1)

LRP 9.1 F Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

G Committee will be pro-active in ensuring programs are of value to all participants.

Activity: Feb 2014 SASFAA session on Recruiting and Retaining a Diverse Student Demographic: Jacksonville, Florida

PP 6.0a F Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

Activity: No activity at this time

G The committee will provide leadership as appropriate regarding multicultural issues that parallel the organizations goals and objectives

Activity: 11/1/13-1/29/14 Preparation for SASFAA conference session on financial aid's role in recruiting and retaining diverse demographics. Committee members Roderick Andrews, University of West Florida, (serves a large veteran population) and Francisco Valines at Florida International (nation's largest Hispanic Serving Institution ((HIS)) will serve as presenters.

PP 6.0b F Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News

G The committee will submit said articles regarding: 1) veteran issues, particularly re-entry issues, and women veteran issues. 2.cutting edge financial literacy and persistence issues. 3) Best practices for "under-resourced" institutions.

Activity: Talked with person at Department of Labor at NASFAA—Women veterans' are four times more likely to become homeless. Will seek more detail.

Activity: 1/29/14 No activity at this time

5/14/14 Pilot veteran award letter comparison link, and link for identifying deceptive practices.

PP 6.19(a) F Provide recommendations to the Conference Committee for pertinent subject matter and training for conferences regarding diversity. Provide pertinent information via the SASFAA website, e-mail, and SASFAA Nine News regarding multicultural matters.

G 1) Review impact of verification on first generation students 2) Review social media disparities if any. 3) Will develop a taskforce to examine social media practices among institutions with a partnership with NASFAA and the HBCU White House Initiative.

Activity: 11/1/13-1/29/14 As per new White House initiatives—financial education/financial literacy survey will be executed before a social media survey. Survey being vetted. See above.

**Global Issues Report (Cont.)**  
**Michael O'Grady**

PP 6.19 (b) F Provide subject matter expertise for other standing SASFAA committees on maintaining and building demographic inclusiveness internally, and cross-cultural outreach externally.

G. See PP 6.19 (a) Column G

Activity: No activity for this time period 5-14-14

Given the name change for the committee that was approved by the board this past year, re-assess information contained within the P & P and make recommendations for any changes.

ZB #8 Will visit the use of "Global" in the committee's name. Persistence, access, inclusiveness, multicultural, retention, and non-traditional are seemingly more reflective of the diversity nomenclature and fitting to the stated goals and objectives of the committee.

5/14/14 Informal feedback at SASFA on lack of clarity in the "Global Issues" naming convention.

## Legislative Relations Philip Hawkins

**GAP 4.2 (11-12)** – The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender, and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**GAP 11.1 (11-12)** – Continue to have joint legislative advocacy with other regions

Activity – August 2013 – I have a conference call scheduled with Justin Draeger and/or Megan McClean from NASFAA to discuss the effectiveness of the combined EASFAA/MASFAA/SASFAA Congressional Hill visits from February 2013. Based on this conversation, plans will develop regarding the specific legislative advocacy activity for the 2013-2014 year.

Activity – November 2013 – EASFAA, MASFAA, and SASFAA held its first conference call on October 11, 2013 to discuss an upcoming “Hill Visit” in 2014. Tentative dates are Thursday, February 13<sup>th</sup> or Thursday, February 20<sup>th</sup>. A project plan is being revised from prior years to ensure that we are enlisting adequate representation from all three regions and are developing with NASFAA leadership a sound “Briefing Document” to provide to our Congressional leaders.

Activity – February 2014 – The EASFAA, MASFAA, and SASFAA “Hill Visits” are scheduled for Thursday, February 27, 2014. So far, six SASFAA representatives are scheduled to be in attendance, representing Virginia, Georgia, North Carolina, and Kentucky.

Activity – June 2014 – Eight SASFAA representatives attended the “Hill Visits” event with EASFAA and MASFAA on February 27, 2014. Together with these other regional associations, we visited with almost 50 Congressional offices to advocate for important Financial Aid issues for our students.

**GAP 7.2 (12-13)** – The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P&P and report if any changes are needed.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**GAP 11.2 (12-13)** - Identify one person from each state to be the “state” legislative contact person.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**LRP 4.1** – Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.



**Legislative Relations (Cont.)**  
**Philip Hawkins**

**LRP 4.2** – Ensure that committees with broadly-defined responsibilities such as legislative relations, professional development, and annual conference include at least one representative from each state in the region. Discuss appointments with the current state presidents at the time of selection.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**LRP 4.3** – Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**LRP 4.4** – Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**LRP 4.5** – Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 – Conference calls have been utilized for committee meetings.

Activity – June 2014 – No activity to report.

**LRP 9.1** – Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**Legislative Relations (Cont.)**  
**Philip Hawkins**

**LRP 11.1** – Promote the SASFAA region’s role in the higher education community.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 - The EASFAA, MASFAA, and SASFAA “Hill Visits” are scheduled for Thursday, February 27, 2014. So far, six SASFAA representatives are scheduled to be in attendance, representing Virginia, Georgia, North Carolina, and Kentucky.

Activity – June 2014 - Eight SASFAA representatives attended the “Hill Visits” event with EASFAA and MASFAA on February 27, 2014. Together with these other regional associations, we visited with almost 50 Congressional offices to advocate for important Financial Aid issues for our students.

**LRP 11.2** – Increase SASFAA members’ awareness of the potential effect and outcome of legislative issues, proposals and actions.

Activity – August 2013 – No activity to report.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**PP 6.0a** – Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

Activity – August 2013 – Objectives under development in conjunction with the 2013-2014 SASFAA President’s priorities.

Activity – November 2013 – No activity to report.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**PP 6.0b** – Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News

Activity – August 2013 – No activity to report.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**PP 6.0c** – Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

Activity – August 2013 – Done.

Activity – November 2013 – Done.

Activity – February 2014 – Done.

Activity – June 2014 – Done.

**PP 6.0d** – Submit by April 1 an end-of-the-year (GAP) report to assess the committee’s effectiveness in reaching its goals/objectives and make recommendations for future activities.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 – No activity to report.

Activity – June 2014 – Done.

**Legislative Relations (Cont.)**  
**Philip Hawkins**

**PP 6.0e** – Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

Activity – August 2013 – In progress throughout the year.

Activity – November 2013 – In progress throughout the year.

Activity – February 2014 – In progress throughout the year.

Activity – June 2014 – Done, and quite certain I stayed within budget!

**PP 6.0g** – Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

Activity – August 2013 – No activity to report.

Activity – November 2013 – No activity to report.

Activity – February 2014 – No activity to report.

Activity – June 2014 - Will complete at the June Board meeting.

**PP 6.8(a)** – Advise members and the Board of federal regulatory and legislative issues

Activity – August 2013 – Sent listserv messages to the SASFAA membership regarding current Congressional activity on student loan interest rates.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**PP 6.8(b)** – Appoint committee members representing each member state, including representation from all sectors and institutional type, as well as agency representatives and members of the lending community.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**PP 6.8(d)** – Community timelines to respond to legislative or regulatory proposals.

Activity – August 2013 – No activity to report.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**Legislative Relations (Cont.)**  
**Philip Hawkins**

**PP 6.8(i)** – Use the SASFAA listserv to inform members of legislative and regulatory activities, as well as information from the 9 state agencies and lending community.

Activity – August 2013 – Sent listserv messages to the SASFAA membership regarding current Congressional activity on student loan interest rates.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

**PP 6.8-c** – Communicate with state and federal legislative relations chairs.

Activity – August 2013 – I requested the nine SASFAA state Presidents to recommend either their own state legislative relations chair or another member of their state to serve on the SASFAA Legislative Relations Committee. This should ensure representation from all SASFAA states on legislative advocacy efforts, especially with Congressional representatives from each of the nine SASFAA states.

Activity – November 2013 – I currently have representation from six SASFAA states. I still need representation from Alabama, Kentucky, and Mississippi.

Activity – February 2014 – I currently have representation from Kentucky.

Activity – June 2014 – No activity to report.

**PP 6.8-e** – Draft correspondence, prepare position papers, and surveys

Activity – August 2013 – No activity to report.

Activity – November 2013 – Beginning October 1, 2013, I started sending update messages to the SASFAA listserv regarding the Federal government shutdown. I designed this to be a “clearinghouse” for questions that schools might be having regarding procedural issues during the shutdown. Several questions surfaced regarding IRS Tax Return Transcripts, availability of certain federal websites (i.e., Selective Service, IPEDS/NCES, etc.), and the impact of possibly breaching the debt ceiling on availability of funds to draw from G-5.

Activity – February 2014 – No activity to report.

Activity – June 2014 – No activity to report.

August 2013 – Summary of Activities

- 1) Selected committee members representing each of the nine SASFAA states.
- 2) Advised SASFAA membership via the listserv regarding current Congressional activity on student loan interest rates.
- 3) Arranged a conference call with Justin Draeger and/or Megan McClean with NASFAA to discuss the effectiveness of the EASFAA/MASFAA/SASFAA Congressional Hill visits from February 2013. These conversations will guide plans for SASFAA’s Legislative Advocacy efforts in 2013-2014.
- 4) Developing a monthly article series that will update membership on Congressional activities, Legislative Relations Committee activities, and tips on effective legislative advocacy.
- 5) Developing ideas for Conference session(s) on Legislative Advocacy for the 2014 Annual Conference in Jacksonville.

November 2013 – Summary of Activities

- 1) Kept SASFAA membership updated regarding activities related to the Federal government shutdown and asking membership for examples of impact to their offices and to students.
- 2) Involved with planning conversations with EASFAA and MASFAA regarding the Joint Associational Congressional Hill visits in February 2014.
- 3) Continue to explore ideas for Conference session(s) on Legislative Advocacy for the 2014 Annual Conference in Jacksonville.
- 4) Continue to explore a monthly article series that will update membership on Congressional activities, Legislative Relations Committee activities, and tips on effective legislative advocacy.

**Legislative Relations (Cont.)**  
**Philip Hawkins**

February 2014 – Summary of Activities

- 1) Continued with planning with EASFAA and MASFAA regarding the Joint Associational Hill visits scheduled for February 27, 2014.
- 2) Continued with planning for two conference sessions on Legislative Advocacy for the 2014 Annual Conference in Jacksonville.

June 2014 – Summary of Activities

- 1) Eight SASFAA representatives attended the “Hill Visits” event with EASFAA and MASFAA on February 27, 2014. Together with these other regional associations, we visited with almost 50 Congressional offices to advocate for important Financial Aid issues for our students.
- 2) Co-presented two conference sessions on Legislative Advocacy for the 2014 Annual Conference in Jacksonville.

**Membership Committee**  
**Marian Dill**

**Summary of Activities**

GAP 6.2 (11-12) Review the most recent membership survey and incorporate any ideas that come forward about membership.

Activity: The most recent survey was conducted in 2009-2010. Ron Day provided the survey and results. This was used as a basis for the 2013-2014 survey. Also at the request of President Barree, Sarah Dowd provided questions about technology preferences which were included.

GAP 6.1 (11-12) and 6.4 (12-13) the membership of the Association should represent the composition of financial aid professionals in the region.

Activity: A survey was conducted to prepare for the Long Range Plan work which will begin during the 2014-2015 year. Kenneth Cole assisted in the dissemination of the survey using the same technology as the conference committee -- Survey Monkey. The survey was open from April 24 – May 9. Emails were sent to active members on April 24, May 1 and May 8 to encourage everyone to respond. There were 337 respondents. The results of the survey were provided to President Barree, President-Elect Basford and President-Elect-Elect Berrier.

GAP 7.2 (12-13) Policies and procedures are accurate and complete in order to provide consistent Associational direction.

Activity: The committee met for a lunch meeting during the annual conference. The committee reviewed the membership categories. Currently the Bylaws (Article IV) and the P&P (4.4) list two classes of membership, active and honorary. The current wording does not clearly allow retirees to participate in association. Some retirees are willing to pay the membership fee in order to continue to receive email updates. They want to stay informed about their SASFAA friends. The committee believes the P&P should be updated to allow their participation.

**The committee makes the following recommendation:**

The P&P 4.4 Membership section should have the following paragraph added as indicated below.

c. Honorary retiree membership – shall be granted to individuals who retire and have been a SASFAA member for at least 10 years. These individuals must pay the annual membership fee and will not have voting privileges. To request *honorary retiree membership* the individual would contact the membership chair and/or submit a membership application. The membership chair in consultation with the president will grant the *honorary retiree membership*. Other retirees with less than 10 years of service can be granted *honorary retiree membership* by a majority vote of the Board.

**Current P&P 4.4b Membership**

b. Honorary membership shall be presented to persons who have performed outstanding service in the field of support and/or administration of student financial aid and who are voted honorary membership by the Board.

Honorary membership cannot be bestowed on anyone who is a practicing financial aid administrator. The Board shall decide if a person's primary responsibility is the administration of financial aid.

All SASFAA past presidents and Distinguished Service recipients who are no longer directly involved in the administration of financial aid shall be automatically granted honorary membership. Unless otherwise eligible, individuals nominated for honorary membership must be approved by a majority vote of the Board.

**{Proposed addition would be added here.}**

LRP 6.1, 6.4, 10.5 & PP 6.0b-d & 6.11 (3 & 8) Disseminate quality information to enhance communications among members in a timely manner.

Activity: A SASFAA Nine article was submitted to Vickie Adams on April 6, 2014 regarding the testimony of Marian Dill at the Senate HELP Committee hearing on student loan reform.

**Membership Committee (Cont.)**  
**Marian Dill**

**LRP 6.7 Provide mentoring opportunities for new members**

Activity: A subcommittee consisting of three membership committee members (Janee Knippenberg, Dana Kelly and Amber Beason) took oversight this project. Additional mentees were added around the time of the conference. Amber Beason coordinated with the new mentees and assigned mentors. To date 126 individuals requested a mentor.

With the assistance of Angie Black, an additional question has been added to the membership application. Individuals will be able to indicate they are interested in being a mentee as well as being a mentor. This should assist the 2014-2015 membership chair in making earlier assignments.

**PP 6.0g. 6.11 (1, 4, 5 and 7) Maintain the records of the Association**

Activity: The membership records of the association are maintained online in Wild Apricot

**PP 6.0d Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.**

Activity: This report was submitted by April 1.

**PP 6.0e Fiscal integrity will be ensured.**

Activity: Due to an insufficient amount of hotel "comped" rooms, the room expense for the membership chair during the conference was charge to the membership line item – as directed by the procedure manual. This unexpected expense was immediately reported to Terri Parchment, Budget and Finance Chair.

**PP6.11(4) Assist the treasurer with on-site registration at the annual conference.**

Activity: Various committee members worked the registration area to assist as needed. It was delightful working with Amy Moser.

**PP 6.11 (5) Provide a list of conference registrants to conference sponsors upon request...**

Activity: No sponsors requested a list of members or registrants. However, an individual from a company who did not sponsor the conference requested an electronic copy of the membership. The company had an active member, but the individual making the request was not an active member. In collaboration with the Sponsorship chair, the request was denied.

**PP 6.11(7) Download the membership list to a personal computer on a periodic basis (twice a year at a minimum) and maintain the most recent copy until the next download occurs.**

Activity: The Wild Apricot database was downloaded on January 27, 2014 and will be downloaded again by June 30, 2014.

**Membership Committee (Cont.)**  
**Marian Dill**

**Statistical Information as of May 14, 2014**

2013-2014

- Active Members: 1271
- Honorary Members: 37
- Renewal Overdue or Lapsed 2051

Active Members by State

- Alabama 107
- Florida 214
- Georgia 190
- Kentucky 75
- Mississippi 34
- North Carolina 111
- South Carolina 176
- Tennessee 106
- Virginia 108

Active Members by School Type

- Independent 2 Years 11
- Independent 4 Years 347
- Public 2 Years 205
- Public 4 Years 361
- Graduate/Professional 56
- Proprietary 47
- Lender 41
- Guaranty Agency 28



**Site Selection Report**  
**Tracy Misner**

(No Report for June)

## **Sponsorship Report** **Janet Nowicki**

### **Summary of Activities**

**GAP 4.2 (11-12):** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

Activity: As a committee of one, only one document was completed and submitted for the year end annual report.

**GAP 12.8 (11-12):** It is recommended that SASFAA solicit additional revenue by offering pre-conference opportunities for the exhibitors/sponsors using rooms reserved for SASFAA and SASFAA charging the exhibitor/sponsor to use the room.

Activity: Only one vendor actively pursued a pre-conference activity and it was a small breakfast meeting that they scheduled through the hotel directly and thus SASFAA did not benefit from it. The chair recommends this item be removed from the goals.

**GAP 7.2 (12-13):** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

Activity: Executed as stated.

**LRP 4.1:** Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

Activity: As a committee of one, this is not applicable. The chair recommends that a Sponsorship Chair be appointed by the incoming President-Elect to act as a shadow of the current Chair.

**LRP 4.3:** Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

Activity: As a committee of one, this is not applicable. The chair recommends that a Sponsorship Chair be appointed by the incoming President-Elect to act as a shadow of the current Chair.

**LRP 4.4:** Ensure that the committee chair, with approval of the Board of Directors, makes every effort to identify an appropriate mix of returning and new members to assure the continuity of committee business and development of future leadership.

Activity: As a committee of one, this is not applicable. The chair recommends that a Sponsorship Chair be appointed by the incoming President-Elect to act as a shadow of the current Chair.

**LRP 4.5:** Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.

Activity: Executed as stated.

**LRP 9.1:** Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

Activity: Executed as stated.

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News

Activity: Executed as stated. A newsletter article was submitted to the Communications Chair for posting on the SASFAA Nine News the month following the conference.

**PP 6.0c:** Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.

Activity: Executed as stated.

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

Activity: Executed as stated.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

Activity: Executed as stated.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

Activity: Execute as stated. As the current Chair has been appointed to be on the 2014-2015 Executive Board, all records will be retained and maintained by said Chair.

**PP 6.16(1):** Each sponsor will be provided with a directory of attendees.

Activity: Worked with the Electronic Services Chair to gain access to Wild Apricot listing of attendees and forwarded an attendee list to the sponsors three times prior to the conference. A final listing was sent once the conference concluded to include those on-site conference registrants.

**PP 6.16(2):** Review the policies affecting sponsorship and make recommendations when appropriate.

Activity: Executed as stated.

**PP 6.16(3):** A reception or some form of public recognition to honor the contributions of the sponsors, by category, will occur during the annual conference and will be coordinated by the sponsorship and conference chairs after consulting with the president.

Activity: Recognition was provided via the Entrance Unit of the Exhibit Area, in the conference program, during the PowerPoint slide presentation, on the SASFAA website and during the luncheon. The Vendors were invited to attend a reception in their honor to thank them for their support. Recommend that all those functions be repeated for 2014-2015.

**PP 6.16(a):** Develop materials and brochures for potential contributors.

Activity: The Sponsorship section of the SASFAA website was updated for 2013-2014. Banner ads and logos were also updated.

**PP 6.16(b):** Identify activities and events for sponsorship opportunities including SASFAA Nine News and directory advertisements, the annual conference, the New Aid Officers' Workshop, other training events.

Activity: In collaboration with the President, Communication and Outreach Chair, Conference Chair and Workshop Chairs, executed as stated.

**PP 6.16-c:** Prepare and mail solicitations of sponsorship opportunities to potential sponsors.

Activity: Sponsorship opportunities was communicated to all potential sponsors in November 2013 once the transition was made from the outgoing Chair to the new incoming Chair who assumed the responsibilities in November due to the previous Chair accepting a position outside of financial aid.

**PP 6.16(d):** Serve as the liaison to the conference committee for sponsorship needs and effective use of exhibitor spaces.

Activity: The space for the exhibitors was identified and the floor plan was finalized after review and approval by conference chair. All aspects of the exhibit area and sponsorship needs were discussed with the President and Conference Chair.

**PP 6.16-e:** Recognize publicly the contributions of all sponsors.

Activity: See PP 6.16(3). Executed as stated

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

**PP 6.16(f):** Review and recommend, with assistance from the budget and finance chair, the standard advertising rates as well as any discounts offered to sponsors.

Activity: Executed as stated.

**PP 6.16(h):** Contract with a drayage company and design an exhibitor floor plan for the conference.

Activity: Bids from potential drayage companies via RFP process were accepted and reviewed. Gilbert Exposition Management Services (GEMS) of Orlando, Florida was selected to provide drayage services and a revised contract was executed by President Barree. The floor plan was created and revisions made according to the number of vendors. There were 32 Standard Training Sponsors and 5 Priority Training Sponsors. Several of the sponsors paid for double booths and/priority placement.

**PP 6.16(i):** Electronically mail special instructions regarding exhibit space and storage of materials to exhibitors in advance of the conference.

Activity: GEMS provided SASFAA with a Service Manual which was distributed to all sponsors.

**PP 6.16(j):** Coordinate all vendor and sponsor activities and benefits.

Activity: Executed as stated.

**ZB #7:** Work to resolve any remaining issues with Wild Apricot and the Sponsorship process, particularly as it relates to the conference registration process.

Activity: Worked with the Electronic Services Chair to prevent any future issues with the Sponsorship process through the SASFAA website as well as with the Treasurer to review comp registrations and payments due. Constantly requested sponsors to register for the conference with an explanation of the comp process the Treasurer and chair utilized to zero out their charges. Sent emails at least twice a week until all designated comps were registered.

**Discussion**

Recommend that whenever possible, use a local Drayage Service. The added costs of utilizing a company that was located 2-3 hours from the conference location made it difficult and cost prohibitive when faced with the impact of the weather on incoming booth supplies for the sponsors and SASFAA.

Continue to coordinate with the hotel AV services to distribute to all sponsors the necessary forms for their AV and Electrical needs. Making sure that the costs by utilizing those same services from the Drayage company is also listed.

The space for the exhibitors needs to be identified ASAP and prospective floor plans included as part of the RFP process.

The Entrance Unit request needs to be included in the RFP with samples from prior year. The same needs to be included for the Registration Booth(s). Along with requests on cost estimates for design, creation and set-up.

SASFAA website was updated with sponsorship and exhibitor information for the 2014 Annual Conference.

Solicitation for sponsorship and advertising yielded 37 sponsors. Five of the 35 were first time vendors for SASFAA.

Solicitation for sponsorship should be initiated as soon as possible. This recommendation is being made due to the response from the informal survey conducted with the 2013-2014 sponsors. Waiting until November was too late for many sponsors who opted out.

Recommendation from sponsors was to ensure that all breaks and if possible all continental breakfasts be held in the vendor area. This would ensure more visibility for them.

Recommend creating some other activity to ensure attendees interact with sponsors. Booth decoration idea was okay, but not great in the numbers who participated.

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

## **6.16 Sponsorship**

A potential sponsor or exhibitor is a company or organization whose activities either supports or is closely related to those of the financial aid community. A sponsor provides resources to be used by SASFAA in accordance with the purposes of the Association. Exhibitors **Sponsors** may display their products and services at the annual conference for the purpose of soliciting business.

All sponsored activities must be coordinated through the ~~vendor/sponsor~~ **Sponsorship Chair**.

The sponsorship committee conducts all solicitations for advertising, exhibitor space, and direct or indirect sponsorship of training events and activities, and selected publications of the Association. As part of the solicitation, the committee will:

- a. develop ~~materials and brochures for~~ a list of potential ~~contributors~~ **sponsors including contact names, email addresses and phone numbers**;
- b. identify activities and events for sponsorship opportunities including SASFAA Nine News and directory advertisements, the annual conference, the New Aid Officers' Workshop, other training events and Board meetings;
- c. prepare and ~~mail~~ **email** solicitations of sponsorship opportunities to potential sponsors;
- d. serve as the liaison to the conference committee for sponsorship needs and effective use of exhibitor spaces;
- e. ~~who choose to be recognized publicly~~ **recognize** the contributions of all sponsors **unless an individual sponsors chooses to opt out of said recognition**;
- f. review and recommend, with assistance from the budget and finance chair, the standard advertising rates as well as any discounts offered to sponsors;
- g. review the policies affecting sponsorship and make recommendations when appropriate;
- h. contract with a drayage company and design ~~an exhibitor~~ a **booth floor plan layout for the conference**; **for the designated area**;
- i. ~~mail~~ **email** special instructions regarding ~~exhibit booth~~ space, **conference registration, shipping information** and storage of materials to ~~exhibitors~~ **sponsors** in advance of the conference; and
- j. coordinate all ~~vendor and~~ sponsor activities and benefits.

### **6.16.1 Sponsorship of SASFAA Conferences**

#### **Conference ~~Exhibitor~~ Sponsorship Policy**

Prospective ~~exhibitors~~ **sponsors** must agree to the rules and procedures outlined below. A prospective ~~exhibitor~~ **sponsor** who does not agree to these rules and procedures will not be permitted to ~~exhibit~~ **utilize a booth space**. ~~and an exhibitor~~ A **sponsor** who violates any of these rules must promptly cease any such action and, at the discretion of SASFAA, may be required to remove his or her ~~exhibit booth~~. The conference chair will attempt, provided adequate space is available, to ensure that conference breaks **and/or continental breakfasts** will be held in the ~~exhibit~~ **sponsorship** area ~~as well as another area not located in the exhibit area~~.

We have eliminated named sponsorship of specific Annual Conference activities and events. We have also discontinued the practice of recognizing "tiers" of sponsorship by contribution level. ~~Contributors~~ **Sponsors** will be acknowledged, at the discretion of the ~~contributor~~ **sponsor**, in the Annual Conference program and at appropriate points throughout the year via a listing in alphabetical order by organization~~al~~ name. However, ~~contributors~~ **sponsors** must agree to abide by the following rules and procedures in conjunction with the Annual Conference:

~~Contributors~~ **Sponsors** are expected not to organize, sponsor or conduct any social activities directed towards Annual Conference attendees, SASFAA leadership personnel and/or workshop/training activity participants **during planned conference sessions/meals**.

~~Contributors~~ **Sponsors** may organize, sponsor or conduct non-social events, such as focus, advisory or user groups. Only non-alcoholic beverages and light snacks may be served. Those ~~contributors~~ **sponsors** will work in conjunction with the SASFAA ~~vendor/vendor~~ **Sponsorship Chair** to arrange accommodations with the conference hotel for such events that occur within the scope of the conference dates.

Gifts or giveaways must be of nominal value (i.e. less than \$10 fair market value). All prize drawings, including scholarships, are prohibited. ~~Exhibitors~~ **Sponsors** may not offer conference participants the opportunity to sign up for or enroll in any contests or to receive gifts or giveaways at a later time in excess of the stated nominal value.

~~Exhibitors~~ **Sponsors** may sell their products and services; however, such sales may include only products and services that are normally marketed by the ~~exhibitor~~ **sponsor**.

All representatives of ~~exhibitors~~ **sponsors** **must register for the conference even if they are the designated complimentary registrant(s).** ~~and Those who are not designated comp registrants must~~ pay conference registration fees in order to ~~exhibit and~~ attend conference activities **and be present in their booth area.**

## SASFAA Sponsorship Options

### SASFAA Training Activities and Advertising Opportunities

*Note: First-time exhibitors at the Annual Conference shall receive a discount of 25% off the below Training Packages. Contact the Sponsorship Chair for more information.*

#### Training Packages

Package A \$6000

Two Conference ~~Exhibit~~ **Sponsor** Booths (includes 4 complimentary conference registrations)  
Priority Booth Location (by date)  
On-line Conference Support Recognition  
Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year  
1/2 Page Ad in NAO Workshop Program  
New Aid Officers Recognition  
Other Scheduled Professional Development Activities

By purchasing this package, you will save \$2500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Package B \$5000

Conference ~~Exhibit~~ **Sponsor** Booth (includes 2 complimentary conference registrations)  
Priority Booth Location (by date)  
On-line Conference Support Recognition  
Web Banner Ad on Web site and 2 SASFAA Nine News Postings for Year  
1/2 Ad in NAO Workshop Program  
New Aid Officers Recognition

By purchasing this package, you will save \$2000 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

Package C \$3500

Conference ~~Exhibit~~ **Sponsor** Booth (includes 2 complimentary conference registrations)

On-line Conference Support Recognition

Banner Ad on Web site and 2 SASFAA Nine News Postings for Year

By purchasing this package, you will save \$1500 on your total package versus sponsoring each item individually. All items listed in the package are training activities and/or advertising opportunities.

Conference ~~Exhibit~~ **Sponsor** Booth \$2500

- Booth, location determined by ~~vendor~~ **Sponsorship Chair**, with notable exception outlined below in high visibility booth location policy.
- Each ~~exhibitor~~ **sponsor** will receive 2 complimentary conference registrations. All other representatives of ~~exhibitors~~ **the sponsor** must register for and pay conference registration fees in order to exhibit and attend conference activities.
- Recognition of conference ~~exhibitors~~ **sponsors** will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. ~~Exhibitors~~ **Sponsors** will be given the opportunity to opt out of this at their own discretion.

Priority Location \$500

- Must be a conference ~~exhibitor~~ **booth sponsor**
- Entitles ~~exhibitor~~ **sponsor** to pre-select a booth location based on drayage company blue line layout
- High visibility booth locations will be honored by dollar amount contributed and then in order of date that web-based sponsor form is completed.

Extra ~~Exhibit~~ **Booth Space** \$500

- Must be a conference ~~exhibitor~~ **booth sponsor**
- Entitles ~~exhibitor~~ **sponsor** to a second booth contiguous to original booth
- Additional booths may be purchased at the same rate as the second booth
- Double booths may be limited due to space availability
- Double booths will be honored in order of date that web-based sponsor form is completed.

External Marketers Booth \$500

- ~~Exhibitors~~ **Sponsors** that do not have financial aid, post-secondary education, or higher education at the core of their mission
- All External Marketers must be approved by the ~~vendor~~ **Sponsorship Chair**, who has the authority to determine if the organization meets the criteria for this category
- The SASFAA Board reserves the right to refuse an External Marketer's request to ~~exhibit~~ **purchase a booth** at the conference
- External Marketers are not permitted to be SASFAA members
- External Marketers may not attend conference functions without paying an additional fee, which will be determined by the board
- Booth location will be at the discretion of the ~~vendor~~ **Sponsorship Chair**, with priority consideration being given to **External Marketers** with financial aid, post-secondary education, or higher education at the core of their mission
- External Marketers are responsible for any costs associated with vending
- Exceptions to this policy must be approved by the ~~vendor~~ **Sponsorship Chair** and **President**

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

Non-Exhibiting Booth Conference Support      \$2500

- Each non-exhibiting booth supporter will receive 2 complimentary conference registrations. All other representatives of conference supporters who wish to attend the conference must register for and pay conference registration fees in order to attend conference activities.
- Recognition of conference supporters will be listed in the conference program, alphabetical by company name and on the SASFAA website from the end of the conference to the end of the fiscal year. Supporters will be given the opportunity to opt out of this at their own discretion.

On-line Conference Support Recognition      \$500

Listed alphabetically on conference on-line registration Web page with hyperlink to supporter's website. Must be a **Sponsor or Non-Booth** Conference Supporter to qualify for this recognition.

**Non-Conference Training Activities**

New Aid Officers Workshop      \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

Other ~~Scheduled~~ Professional Development Activities \$1000

Recognition of conference supporters will be listed in the training program, alphabetical by company name. Supporters will be given the opportunity to opt out of this at their own discretion.

**Advertising Opportunities**

New Aid Officer Workshop Ad      \$500 Half Page

- Ads will be black and white and content is provided by advertiser
- Placement of ads will be at the discretion of the Vice President
- Ads may be limited due to space and will be honored in order of date web-based sponsor form is completed

Banner Ad for Web site and SASFAA Nine News \$2000 for Year (March of one year to February of the next year)

- Ads will be in color and content is provided by advertiser
- Placement of ads will be at the discretion of the Electronic Services Chair
- SASFAA Nine News Posts can include professional, education-based content on products, services, or trainings offered by a contributor. Posts may not be longer than 500 words and may include appropriate graphics, such as logos and links. Content and editorial discretion to approve SASFAA Nine News submissions shall be vested in the SASFAA Communications and Outreach Chair.

Additional SASFAA Nine News Postings within the March to February year are available for \$200 per posting.

Please send digital ad copy and web link to the Communications and Outreach Chair.



**Sponsorship Report (Cont.)**  
**Janet Nowicki**

**6.16.2 Additional Sponsorship Policies**

- 1) All sponsors may purchase mailing labels of SASFAA members at cost. Interested sponsors should be directed to contact the membership chair.
- 2) All sponsored activities must be conducted through the ~~vendor/~~**Sponsorship Chair**.
- 3) Refunds of ~~vendor/~~sponsor fees may be considered by written request to the SASFAA ~~Vendor/~~Sponsorship Chair at least sixty calendar days prior to the event. Requests for a refund will be reviewed and voted upon by the President, Budget & Finance Chair, and ~~Vendor/~~Sponsor Chair. Approved refunds will be made according to the original method of payment (i.e., by check for payments made by check; by credit to account for credit card payments).
- 4) ~~All sponsors may purchase mailing labels of SASFAA members at cost. Interested sponsors should be directed to contact the membership chair.~~
- 5) ~~All sponsored activities must be conducted through the vendor/sponsor chair.~~

**Sponsorship Report (Cont.)**  
**Janet Nowicki**

**SASFAA Drayage RFP 2015**

To Whom It May Concern:

The Southern Association of Student Financial Aid Administrators (SASFAA) is a non-profit organization comprised of over 1,300 financial aid professional members working at colleges and universities within nine southern states – [Alabama](#), [Florida](#), [Georgia](#), [Kentucky](#), [Mississippi](#), [North Carolina](#), [South Carolina](#), [Tennessee](#), and [Virginia](#). As part of our function, we hold training opportunities each year for our membership. One of those opportunities is an Annual Conference which was most recently held in Jacksonville, FL at the Hyatt Regency Jacksonville Riverfront. SASFAA will hold its next Annual Conference in Memphis, TN at The Peabody Memphis on February 21-24, 2015. The hotel is located at 149 Union Ave, Memphis, TN 38103.

This is a request for your organization to provide a proposal for drayage services at this conference and for its exhibitors. Your proposal should include: services available, pricing of each, your experience in providing such services, and five (5) references including contact information for organizations similar to ours for whom you have provided similar services within the last two years. If you have provided similar service for SASFAA in the past, please indicate in what year(s) you did so.

We are expecting 35-40 exhibitors to participate. Booth sizes in the past have been 8' X 8', 8' X 10' or 10' X 10' depending on the facility with some exhibitors requiring two booths. We are currently slated to be in Grand Ballroom sections D/E/F which will include making use of the walkway area usually available between those sections and sections A/B/C for approximately 5700 sq.ft. The floor plan is available on their website: [www.peabodymemphis.com](http://www.peabodymemphis.com). It will take a creative layout for it to work for that many exhibitors. Should you need additional information about the hotel property and our space in their conference area, please contact Ms. Debbie Butterick. You may reach her via email: [debbie.butterick@peabodymemphis.com](mailto:debbie.butterick@peabodymemphis.com), or phone: (901) 529-3677.

Attached is a spreadsheet which we request you utilize in submitting your proposal to me in an electronic format via e-mail to [jdnowicki@gtcc.edu](mailto:jdnowicki@gtcc.edu). A hard copy of the proposal, along with any attachments, should be sent to me at the address below. The deadline for submission of your proposal is **Monday, June 2, 2014** as we will have our Executive Board meeting the following week in order to discuss viable RFPs. This will also give the Executive Board members an opportunity to review your proposal and develop any questions they may have. This way I can get responses from you and have them available prior to our next Executive Board meeting at the end of July. We hope to reach a final decision at that meeting.

If you have questions or need additional information, please feel free to contact me. We appreciate your willingness to work with SASFAA so please feel to visit our official website at [www.sasfaa.org](http://www.sasfaa.org) for any additional information you may need in regards to our association.

Janet D. Nowicki  
SASFAA Sponsorship Chair  
Guilford Tech Community College (GTCC)  
P.O. Box 309  
601 High Point Rd.  
Jamestown, NC 27282  
(336) 334-4822 x50389 (office)  
(336) 454-2510 (fax)  
[jdnowicki@gtcc.edu](mailto:jdnowicki@gtcc.edu)

**Technology Assessment & Integration**  
**Sarah Dowd**

**Summary of Activities**

**GAP 4.2 (11-12):** The President needs to provide the GAP committee with a comprehensive listing of all SASFAA Board and Committee members with demographic information that includes sector type, ethnicity, gender and years of experience. It is the responsibilities of the committee chairs to have each of the committee members complete this document.

**Activity:** Approval granted for the following committee members for the Technology Assessment & Integration Committee:

- Angie Black
- Dana Kelly
- Lester McKenzie
- Janet Nowicki
- Ashley Reich
- Doug Tanner

**GAP 7.2 (12-13):** The President should include a Major Section/Subsection Goal on the Goals Spreadsheet for each Board member to review their section of the P & P and report if any changes are needed.

**Activity:** complete – there is no P&P section for the TA&I committee.

**GAP 10.2 (12-13):** Assessment of the website, specifically the maintenance and organization of content, in 12-13. This includes implementing any changes identified during the assessment process.

**Activity:** Complete recommended changes in maintenance attached.

**LRP 4.1:** Appoint committee members, to the extent possible, to reflect a practice of inclusiveness.

**Activity:** Extended an invitation to all members recommended by state presidents and SASFAA president. The recommended committee members are, to the extent possible, diverse.

**LRP 4.3:** Ensure that committees, unless otherwise specified in the By-Laws or by policy, function with the fewest number of members sufficient to accomplish the goals of that committee.

**Activity:** TA&I Committee has 7 members.

- ➔ **LRP 4.5: Pursue alternatives to on-site meetings whenever possible to keep costs at the most reasonable level. Such alternatives include conference calls, electronic mail and arranging committee meetings in conjunction with other meetings where some committee members would normally be in attendance.**

**Activity: The committee met via conference call. Special thanks to Dana Kelly for providing the technology to facilitate the conference call.**

**Activity:** Complete. The committee met via email during this quarter.

**LRP 9.1:** Work with all sectors of the region's financial aid community to ensure representation and participation in all Association programs and activities.

**Activity:** Complete.

**PP 6.0a:** Develop goals and objectives in keeping with committee/liaison charges, the bylaws, the mission statement and long-range plan and in consideration of the recommendations of the governance and planning committee.

**Activity:** Complete.

**Technology Assessment & Integration (Cont.)**  
**Sarah Dowd**

**PP 6.0b:** Submit articles to the Communication and Outreach Chair and/or Electronic Services Chair information for the website and SASFAA Nine News.

**Activity:** No activity.

**PP 6.0c: Prepare and submit reports to the secretary and make reports and submit action items at Board meetings.**

**Activity: Report complete and submitted to the Secretary for the June Transitional Board meeting.**

**PP 6.0d:** Submit by April 1 an end-of-the-year (GAP) report to assess the committee's effectiveness in reaching its goals/objectives and make recommendations for future activities.

**Activity:** Complete.

**PP 6.0e:** Comply with budget parameters and approve expenditures and requests of reimbursement in accordance with guidelines outlined in the Guide to Financial Management.

**Activity:** No activity.

**PP 6.0g:** Forward to their successors all pertinent records and reports by August 1 and in the event of a committee chair's resignation or removal from office, all records must be submitted to the successor or to the Association secretary, as appropriate, within 30 days.

**Activity:** Complete. No successor as this was an AdHoc committee.

**ZB #7:** Work to resolve any remaining issues with Wild Apricot and the Sponsorship process, particularly as it relates to the conference registration process.

**Activity:** Complete.

**ZB #4:** Review and assess the use of the listserv versus blog versus Facebook. How can each be used most effectively?

**Activity:** Survey Completed. Recommendation is that the 1415 Communications committee utilize results to provide appropriate and desirable modes of communication to the membership.

**ZB #5:** Consider whether the SASFAA Nine News blog is working at its fullest potential.

**Activity:** Survey Completed. Recommendation is that the 1415 Communications committee utilize results to provide appropriate and desirable modes of communication to the membership.

**ZB #13: Review all areas of the P & P with any aspect to communications or the web-site and make any needed recommendations for updates based on how things should work going forward.**

**Activity:** Complete. Recommendation from the committee to the Executive Board and President attached.

**ZB #14: Review who has administrative rights to update Wild Apricot and determine the validity of each person having those rights. Make recommendations for any changes in assigned rights.**

**Activity:** Complete. Recommendation from the committee to the Executive Board and President attached.

**ZB #15: Evaluate Wild Apricot - cost/benefit analysis and how can the current issues with it be resolved?**

**Activity:** Complete. No current issues.

## Proposed Changes to P&P recommended by the Technology Assessment and Integration Committee.

The TA&I Committee presents these recommendations to remove existing text (marked with strike thorough) and replace with text in red. All text in black is current P&P.

### 6.5 Electronic Services

~~The electronics services committee explores ways to enhance the internal and external communications of the Association using a variety of media.~~

The electronics services committee provides web based support for the association's mission, vision, initiatives, and operational tasks. The committee chair will coordinate the tasks and services of the committee. The committee composition will follow LRP 4.1 and 4.3 and include the rising chair who will be appointed by the President-elect early in the year to allow for training and a seamless transition year to year. In this capacity the committee will:

- a. Provide guidance for the development, maintenance and enhancement of the SASFAA Web site.
- b. Encourage development and utilization of cost-efficient, timely means of communication, including the web, list serves and e-mail by the Board, committees and the membership.
- e. ~~Provide guidance and suggestions to the Board and committee chairs on ways to improve communications with the membership.~~
- c. Provide Administrator access for website update to the rising chair, Conference Chair, and others, with approval of the President, as deemed appropriate to accomplish tasks associated with SASFAA business or goals and expected outcomes.
- d. ~~Survey the membership as to their needs and satisfaction with information provided by SASFAA and solicit suggestions for improvement on a periodic basis.~~
- ed. Evaluate, on a periodic basis, software options and make recommendations to the Board about the purchase of software that will enhance and facilitate the business of the association, and communication and transmission of data between the treasurer and membership chair and within the Executive Board and between committees. Such software applications may include, but are not limited to word processing, database, spreadsheet, presentation and e-mail software.
- fe. Assist in the implementation of any long-range plan recommendations concerning technology communications that are deemed appropriate by the Board and the pPresident.
- gf. Provide an annual report or of committee activities to the gGovernance and pPlanning committee and the pPresident for inclusion in the annual evaluation of the long-range plan and the Association's annual report.
- hg. Develop and monitor contingency plans to recover data and/or transfer list serve and Web site management to other locations.
- ih. Maintain groups in relevant formats or social media for various communications as deemed appropriate by the Communications Committee and Executive Board. *(Example: electronic mailing list consisting of current SASFAA members)*

~~Presently SASFAA maintains the following list serve addresses for member use:~~

- ~~SASFAA All active SASFAA members~~
- ~~SASFAA Exec Board Board members~~
- ~~SASFAA Conference Conference Committee and Presenters~~
- ~~SASFAA Summer Summer Workshop Committee~~
- ~~SASFAA LegRel Legislative Relations Committee~~

**Florida Board Report  
Wayne Kruger**

**(No Report for June)**

## **Georgia Board Report** **Cathy Crawley**

### **Summary of Activities**

GASFAA Executive Board members and their committees continue to dedicate many hours to insure that our annual goals are achieved during 2013-2014. Most of our spring activities have involved preparing for our annual Spring conference.

Susan Smith, President-Elect, and her committee have finalized proposals and signed contracts for our conference sites for the 2015 and 2016. The 2015 conference will be held at the Wyndham Peachtree Conference Center in Peachtree City, GA on May 20-22, 2015. The 2016 conference will be held at Marriott Savannah Riverfront in Savannah, GA on May 18-20, 2016. Susan attended the NASFAA's Leadership Conference in March 2014.

Past-President, Philip Hawkins, and his committee presented the following slate of officers and currently elections are underway. Voting will end on Thursday, May 22 during the conference and the results will be announced at the evening's awards banquet. Additionally, his committee will be presenting three (3) awards which include recognition for two members that are retiring this year by granting Honorary GASFAA Membership and one for the GASFAA Achievement Award for Outstanding Service to Students.

#### President-Elect

Sarah Baumhoff, Kennesaw State University

#### Vice President for Professional Development

Pat Barton, Clayton State University

Larry Mitcham, Gordon State College

#### Vice President for Programs

Felicia Ailster, Georgia Perimeter College

Rebecca Ethredge, Southeastern Technical College

#### Secretary

Kimberly Morris, Southern Crescent Technical College

Marcia Slade, Shorter University

#### Treasurer-Elect

Marcia McConnell, Berry College

Amber Singletary, Georgia Southern University

Sarah Baumhoff, Vice President of Programs, and her committee have worked furiously this spring to finalize the annual conference details. The conference will be held at the Macon Marriott Conference Center on May 21<sup>st</sup> – 23<sup>rd</sup>. Macon, Georgia is rich in music history making this year's conference theme appropriate... "Music in the Macon: GASFAA On My Mind". In addition to our own Amy Moser providing the SASFAA update due to scheduling conflicts for Zita and Nathan, Sarah has been successful in hosting many other special guests that will enrich the content of conference training. Some of these include:

Tracy Ireland, President of Georgia Student Finance Commission

Dr. Steven M. Sheeley, Vice President, SACSCOC (Keynote Speaker)

Rick Renshaw, US Department of Education, Training Office Dallas, TX

Amanda Sharp, NASFAA

Cyekeia Lee, National Higher Education Liaison for Homeless Youth

Edly Vliet, US Citizenship & Immigration Services, Department of Homeland Security

Yessyca Santana, Special Agent in Charge, US Department of Education, OIG

Bobby Whatley, Edward Jones Financial Services

Ron Day, NASFAA Past-Chair

Pat Barton, Treasurer, and Jody Darby, Treasurer-Elect have proved to be a dynamic duo this year by establishing definitions of duties of these positions with the Treasurer-Elect position being added during 2013-2014. In addition to their collaborative implementation of on-line payment capability with Mitchell Fagler (Communications & Technology Chair), Jody's aggressive work ethic has attributed to other electronic capabilities this year. He has led the project of creating a separate module for vendor/sponsorship registration and payment as well as a mechanism for members and non-members to make donations to GASFAA for scholarship or general funding. Jody attended the NASFAA Leadership Conference in March 2014.

Pennie Strong, Budget & Finance, and fellow committee member, Doug Tanner, have met with GASFAA's Edward Jones representative to review our investment plan. She has scheduled our representative to present strategies to the Board on May 20, 2014 and invitations were sent to the officer candidates to attend to learn more about our investments. Additionally, our rep will be presenting a concurrent session during the conference regarding personal financing. Pennie will be presenting a budgeting and budget amendment proposal at the May meeting with final discussion and consideration being addressed at the final meeting just prior to transitional meeting in July 2014.

**Georgia Board Report (Cont.)**  
**Cathy Crawley**

Communications & Technology Chair, Mitchell Fagler, has worked collaboratively and been the liaison with ATAC for implementing our many on-line services this year. In addition to Mitchell's technology expertise, he has proved to be the parliamentary expert on the board this year. Thus, from my directive, he has prepared a special report for consideration regarding committee appointments and the nominations process for board review and consideration that will be presented at the May 20, 2014 meeting with final review during the July 2014 transitional meeting.

Amber Singletary, Diversity & Community Action Chair, and her committee have been successful in revitalizing this committee this year. They have been busy in preparation of our annual conference with initiatives to raise money for the GASFAA Memorial Scholarship fund as well as to support a charity event. A Silent Auction has been scheduled with proceeds going to the scholarship fund. As a charity event, Amber has adopted the Georgia Boys & Girls Club of the Macon area by performing a book drive. Cathy Snook, Vice President of Development for BGC, will be attendance at the opening session and will bring BGC children to give a "musical" performance to members (in keeping with the conference theme). Ms. Snook will return on Friday at the closing session for the book presentation. As an incentive to donate books, Amber has advertised a "Books for Jeans" concept. Members bringing books will receive a ribbon for their name tag which allows them to wear jeans on Thursday at the conference.

Nancy Ferguson, Leadership Development Chair, and her committee have organized an invitation only Leadership Development workshop (through a nomination process) which will be held Wednesday A.M. prior to the conference beginning at noon. Invited members were allowed to submit questions to "proven leaders" regarding anything. Questions were submitted to Ron Day (NASFAA Past-Chair), Brad Barnett (SASFAA Past President), and Commanding Officer Mario Mifsud, United State Navy. These leaders' responses will be integrated into the workshop agenda.

Felicia Ailster, Legislative Affairs Chair, participated in the SASFAA Legislative event in late February 2014.

Truitt Franklin, Vendor/Sponsor Coordinator, has been busy this spring communication with our vendor and sponsors exceeding our projected income as of the end of April 2014. He proposed and the board adopted a new structure of support tiers this year. In preparation for member support to our vendors and sponsors, Truitt has planned the popular Vendor Binjo activity at the conference.

**Discussion**

None presented at this time.



**South Carolina Report**  
**Katie Harrison**

**Summary of Activities**

The SCASFAA Annual Conference was held March 30 – April 2 at the Sheraton Hotel and Convention Center in Myrtle Beach, with very special SASFAA guests Zita Barree, Rachel Cavenaugh, and Lisanne Masterson joining us as guests and session presenters. The conference committee planned a great variety of sessions, which were well attended by our members. Other highlights of the conference included a fun Presidents Reception with a beachfront view, photo booth shenanigans, and even a balloon twisting stilt walker, and a fun Tuesday evening team trivia activity (who knew financial aid administrators were so competitive?) During the conference, SCASFAA bestowed the Fearless Nine Service Award, the highest award available to our members, to Nancy Garmroth, as well as the Distinguished Service Award, which acknowledges the work of non-members, to Justin Draeger. Other award recipients were Kevin Perry and Ken Bernard. Conference Chair Kevin Perry reported final expenses which were roughly \$6000 under budget.

The Professional Development committee also offered a pre-conference leadership symposium geared toward mid-level financial aid administrators. Although there were less than 15 attendees, each of them had very positive reviews and comments, and the workshop was deemed a success. Because of the low numbers in attendance, SCASFAA will continue to evaluate the continued feasibility of offering a pre-conference workshop.

Leading up to and during the annual conference, SCASFAA elected its officers for the upcoming year. The following SCASFAA members were elected to serve during the 2014-2015 year under the leadership of Kenneth Cole, who begins his year as President on July 1<sup>st</sup>:

|                  |   |  |
|------------------|---|--|
| President-Elect: | Elizabeth Milam, Clemson University     | <a href="mailto:milamm@clemson.edu">milamm@clemson.edu</a>             |
| Vice President:  | Carolyn Sparks, Wofford College         | <a href="mailto:sparksch@wofford.edu">sparksch@wofford.edu</a>         |
| Secretary:       | Kevin Delp, Bob Jones University        | <a href="mailto:kdelp@bju.edu">kdelp@bju.edu</a>                       |
| Treasurer-Elect: | Earl Mayo, SC Tuition Grants Commission | <a href="mailto:earl@sctuitiongrants.org">earl@sctuitiongrants.org</a> |
| Member at Large: | Allison Keck, Greenville Tech College   | <a href="mailto:allison.keck@gvltec.edu">allison.keck@gvltec.edu</a>   |

Melanie Gillespie and Katie Harrison will round out the 2014-2015 Executive Board as Treasurer and Past President, respectively.

The investment portfolio approved by the Executive Board continues to produce positive results, with a net gain of over \$3100 since Fall 2013. The overall 2013-2014 expenses for SCASFAA are on track to be well under our planned budget of \$54,900, which means we will not need to tap into the approved contingency allowance. The status of the 2013-2014 budget will be communicated with all members as soon as possible after the end of the fiscal year. In another positive trend, SCASFAA has a total of 402 members this year, an increase over the past several years.

The Executive Board has reviewed a new five-year Long Range Plan and is scheduled to approve the plan, which will provide guidance for the Association through 2019, prior to our upcoming transitional board meeting. The transitional board meeting is scheduled for June 19<sup>th</sup> and 20<sup>th</sup> at the Embassy Suites Greenville Golf Resort and Conference Center, which is the location of our 2015 conference. Following the transitional board meeting, all financial account access and contact information will be transitioned, and the Electronic Services committee will work to prepare Wild Apricot for the transition to the new year beginning July 1<sup>st</sup>.

I appreciate the opportunity to serve SASFAA this year as a state president on the Executive Board and would like to thank Zita Barree for her leadership and the state presidents group for their continuous support and encouragement.

Submitted by Katie Harrison, 2013-2014 SCASFAA President

**North Carolina Board Report**  
**Rachel Cavanaugh**

**Summary of Activities**

Theme "It Starts With Us Making a Difference to Shape the Future"

- 580 members for 2013-14 as of April 13, 2014
- Transition board meeting Harrah's, Cherokee, NC June 26-28, 2013
- Attended NASFAA in Vegas July 14-17, 2013
- First board meeting July 29, 2013 held at CFI Headquarters in Raleigh, NC.
- Second board meeting September 27, 2013 held at CFI Headquarters in Raleigh, NC.
- Fall conference held at Harrah's, Cherokee, NC. November 3-6, 2013  
Heather Willet-Chair  
Third board meeting Sunday November 2, 2013  
227 total number attended conference  
Theme "It Starts With Us Making a Difference to Shape the Future, Crafting tomorrow's Leaders"  
Pre-conference -New Aid Workshop-37 attended  
First time NCASF AA has had NASFAA trainer at conference. Amanda Sharp presented 3 sessions  
Students from Southwestern Community College, Sylva, NC brought pottery to conference which was used as center pieces and then sold to those attending conference  
Nathan Basford attended conference as guest representing SASFAA (presented 1 session)
- Fourth board meeting February 28, 2014 held at Union Station, Cape Fear Community College, Wilmington, N.C.- 2 guests present
- Spring conference held at Holiday Inn Sunspree, Wrightsville Beach, N.C. April 13-16, 2014 for NCASF AA's 48<sup>th</sup> Year  
Jenelle Handcox-Chair  
Conference bag and portfolio given to each attendee  
Fourth board meeting April 13, 2014-one guest present  
216 total number attended conference  
Theme "It Starts With Us Making a Difference to Shape the Future", Calming the Choppy Financial Aid Waters"  
Pre-conference workshop-Intermediate Aid Workshop-37 attended  
Award of Merit to Anthony Jones  
New Member Award to Jamie Pendergrass  
Election Results:  
President Elect 2014-15 Joey Trogdon Randolph Community College  
Vice President Jenelle Handcox UNC-Pembroke  
Nominations & Election Committee-2 yr. Public Jason Johnson GTCC  
Nominations & Election Committee-Proprietary Kirstie Bryant ITT Tech.  
42 in attendance on Sunday night for conference/board/visitors dinner at Oceanic Restaurant in Wrightsville Beach, N.C.  
Luncheon for new members of 2013-14 Tuesday, April 15, 2014  
Zita Barree attended conference as guest representing SASFAA  
Katie Harrison attended as guest from South Carolina (presented 2 sessions)
- FAFSA Day February 22, 2014 held at colleges and universities across the state and State Employee Credit Unions
- Proclamation for Financial Aid Awareness Week signed by Governor Pat McCrory in February
- Welcome card from President Cavanaugh to each new member during 2013-14

**North Carolina Board Report (Cont.)**  
**Rachel Cavanaugh**

- President-Elect Cathy Shell and Treasurer-Elect Kyle McMahan attended NASFAA Leadership Conference in Washington, D.C. in March, 2013
- Middle School Enrichment Scholarship to attend camp this summer 6 winners  
Each winner sent a card of congratulations from President Cavanaugh  
\$10,000.00 transferred from NCASFSA for the Enrichment Scholarship  
Enrichment Announcement also translated to Spanish by Vice President Andrea Simpson for Latino Students  
Number of scholarships increased from 6 to 9
- Professional Development-NCASFSA One day webinar, 2 webinars completed:  
Eligibility-Citizenship and Selective Service presented by Dana Kelly (Nelnet)  
R2T4 presented by Rose Mary Stelma (CFI)  
Third one by Biz Daniel (Great Lakes)
- Audit for Budget and Finance completed April 13, 2014 for 2012-13-no findings
- Professional Affiliates for 2013-14 total of 20 for \$29,000.00
- Vendor Reception held for Professional Affiliates at spring conference on Monday April 14th
- Mike O'Grady and Rachel Cavanaugh presented "Issues Facing Student Veterans" at SASFAA Conference in February and at NCASFSA Spring Conference in April
- Technology Chair Cedric Barksdale purchased 5 new projectors for conferences, 7 laptops, (5 for conferences and one for the secretary and one for the treasurer)
- Visited South Carolina spring conference March 30-April 2, 2014 for visitation of conference for 2013-14 state presidents
- SASFAA State Presidents Project-working with the other 8 Presidents of SASFAA on the guide for a President-Elect moving to President
- North Carolina's gift for charity at SASFAA-3 pieces of pottery from students at Southwestern Community College, Sylva, NC
- A week before every board meeting an e-mail was sent via the listserv to membership inviting them to the meeting (details of the meeting-place and time)
- NCASFSA's actual will be under budget for 2013-14

**VASF~~A~~A President Report**  
**Ashley Reich**

**Summary of Activities**

- On Friday, May 21, 2014, the Spring Non-Conference Workshop took place at the University of Mary Washington in Fredericksburg, VA. The topics presented were 14/15 Verification, State Programs and Updates, and Unusual Enrollment History. I was privileged to present the UEH session at this particular one-day conference. There were approximately 43 attendees.
- On May 19-21, the annual VASF~~A~~A Conference was held at the Omni in Richmond, VA and approximately 150 attendees were present. The Board Meeting took place on Sunday, May 18, 2014. In addition, on Sunday, May 18, 2014, the New Aid Officers Workshop took place and there were approximately 15 attendees. The curriculum provided case studies that walked a student through various aspects of Financial Aid (e.g. Verification) and the experience in the room ranged from 2 weeks to over 20 years.
- The annual VASF~~A~~A Transitional Retreat will take place on Monday, June 23, 2014-Tuesday, June 24, 2014 at Wintergreen Resort in Roseland, VA.

**Discussion:**

- No items for discussion at this time.

Thank you for the opportunity to serve on the SASF~~A~~A Board this year. I have truly enjoyed meeting all of you and working with an excellent group of State Presidents.

Respectfully submitted,

Ashley Ann Reich, 2013-2014 VASF~~A~~A President

**Alabama Board Report**  
**Kevin Ammons**

**Summary of Activities**

The Alabama Association of Student Financial Aid Administrators held its annual conference on April 22-25<sup>th</sup> at the historical Battle house Hotel and Spa in Mobile, Alabama. This was a special treat for the association because the past five years we held our annual meetings Guntersville State Park in Lake Guntersville, Alabama. We had 114 register for the conference, 10 attendees for the one training on Wednesday April 23<sup>rd</sup>, 12 one day registrations on Thursday, April 24<sup>th</sup> for a total of 136 participating in AASFAA's training.

During our conference we received training on the following topics:

|   |                    |
|---|--------------------|
| A Comprehensive Approach to Financial Literacy                            | Donna Miller       |
| Banner Financial Aid Update   | Jim Bradsher       |
| Clock-To-Credit Hour Conversion   | David Bartnicki    |
| Federal Update  | David Bartnicki    |
| One Thing 100% of Schools Should Care About: Tending to Your Default Rate | Paul Mittelhammer  |
| R2T4  | David Bartnicki    |
| Rock and Roll Leadership  | Darron Grussendorf |

At our conference we received superb training from Dave Bartnicki, who I am glad to see will still be our "fed". I would like to congratulate our newly elected officers for the 2014-2015 year:

President

Stephanie Miller - Jacksonville State University

President-Elect

Phillip Nelson - Auburn University – Montgomery

Vice President

Betty Edwards - Trenholm State Technical College

Secretary

Dana Kitchens - University of Alabama – Huntsville

Treasurer

Jay Powell - Not affiliated with an institution

Treasurer-Elect

Debra Moody - Lurleen B. Wallace Community College

Past President

Kevin Ammons - Enterprise State Community College

John H. Buchanan, Jr. Distinguished Service Award

We awarded the John Buchanan Jr. Award to Ms. Cheryl Newton who has over 22 years in the profession. This is one of the two highest awards given by the association and is named for former Alabama Congressman Buchanan who served with distinction on the House Education Committee during the 1970s and 1980s. This award is presented to an individual or group who may or may not be a member of the association and who is not generally considered a practicing student financial aid administrator in recognition of outstanding and dedicated service in the area of student financial aid over a sustained period of time. The award is intended to recognize outstanding contributions to higher education and student assistance programs in Alabama..

We also awarded Ms. Vicki Adams the M. Cecil Padgett Award. This is one of the two highest awards given by the association and is named for the distinguished financial aid director at Spring Hill College in Mobile for many years. Mr. Padgett passed away in April, 1999. This award is presented to an individual who is a member of the association and who has provided exemplary service in the area of student financial aid over a sustained period of time. The award is intended to recognize outstanding contributions to higher education and student assistance programs in Alabama.

We have already planned our transition meeting for July 10-11 at Jacksonville State University.

I have been honored to serve AASFAA and SASFAA this year.

Kindest Regards,

Kevin

**Tennessee Board Report**  
**Jeff Gerkin**

**Summary of Activities**

My goals for this past year were to review and revise the TASFAA Bylaws and policies relating to the areas of Bylaw amendment procedures, nominations and elections of non-school members, and the location and effectiveness of the Annual TASFAA Conference and fall training events. As of the Association Member Business Meeting at the conference in April, all of these goals were addressed.

The annual conference in Nashville was a great success under the leadership of Karen Hauser. We welcomed some very special guests as we were joined by Craig Munier, NASFAA President and Nathan Basford, SASFAA President Elect. Conference attendees totaled 267, which was the highest number of attendees in over 5 years. Although institutional budget constraints are still prevalent within the State, conference and training event participation continues to rise each year.

The TASFAA Transition meeting was held June 2-3, 2014 in Murfreesboro, TN and I have full confidence that next year's Executive Board, under the leadership of Celena Tulloss, will serve the Association well.

Efforts continue to prepare for the upcoming NASFAA conference in June/July 2014 in Nashville, TN.

Several issues are currently on the table at the national and state levels and I continue to make every effort to represent all Tennessee colleges and universities as these issues unfold. A particular legislative issue at the State level is the recently approved implementation of "free tuition" at all Tennessee community colleges. This legislation was developed to support the Tennessee Governor's initiative to increase the number of college graduates in the State. At issue is the cost associated with the proposed legislation, the award amount level revisions of the Tennessee Education Lottery Scholarship program, and the impact it will have in not only increasing community college attendance, but the projected decrease on student enrollments at both private and public four year institutions. The outcome of this legislation will have a definite impact on higher education within the State of Tennessee, which will be felt for years to come.

I am thankful for the opportunity to have again served on the SASFAA Board and for the many friendships that I have made during this time and am looking forward to actually serving in the role of Past President next year.

Jeff Gerkin  
TASFAA President

**Kentucky Board Report**  
**Runan Pendergrast**

**Summary of Activities**

KASF<sup>AA</sup>'s 2014 Spring Conference was held April 14 – 16 at the Louisville Marriott Downtown Louisville, KY. The conference theme was *KASF<sup>AA</sup> Proud - The Heroes Within*. Conference Chair, Mayme Clayton, along with her team provided an outstanding Spring Conference. During the conference a check from SASF<sup>AA</sup> was presented to the WHAS Cascades for Children. A representative from WHAS Cascades for Children, along with Jonah Boutell, Heather Boutell, Nathan Basford, and many KASF<sup>AA</sup> members were on hand to for a photo opt with the Cascade. On behave of KASF<sup>AA</sup> and the citizen of the Commonwealth I would like to thank the SASF<sup>AA</sup> membership for their generosity. The conference concluded with a final Federal Update from David Bartnicki. David was presented a framed KASF<sup>AA</sup> logo signed by conference attendees. David has been a friend to KASF<sup>AA</sup> and will be greatly missed by our membership.

Our final board meeting and transition meeting will be held June 12 and 13 in Bardstown, KY. President-Elect Kristi Hughes is working on plans for the meeting.

**Mississippi Board Report**  
**Greg Windham**

**Summary of Activities**

Man has the time flown by. It has been a whirlwind of a year but at least we can all say we made it.

Our Financial Aid 101 workshop was held at beautiful Lake Tiak-O'Khata, on March 25-27. We had wonderful reviews from this year's meeting. We were able to fill every slot we had available. I was able to attend/present this year and from everyone I spoke with it was a well-received training.

The MASFAA 2014 Conference was held in beautiful downtown Natchez, MS, on May 14 – 16. We had a very successful conference. Megan Smith and her conference committee did an outstanding job. We had about 95 registered attendees. This was about the same as last year. While the numbers was disappointing we still had a great slate of speakers. I want to personally thank Zita for coming and doing a couple of sessions.

Nicole Patrick, MS University for Women, was elected President-Elect

Alex Washington, Mississippi State University, was elected Vice President

Steven Taranto, University of Mississippi, was elected Treasurer

Laura Diven-Brown, University of Mississippi, was elected as a Director

Congratulations to each of these fine people.

I look forward to turning over the gavel to Carrie Cooper, she will be an outstanding president for Mississippi.

Thanks and God Bless.