

SASFAA Annual Report
2013-2014
Southern Association of
Student Financial Aid Administrators, Inc.
July 2014



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SASFAA President, 2013-2014
In Compliance with SASFAA Bylaws, Article VII, Section 1

SASFAA Annual Report 2013-2014

This annual report is a review of the activities of the officers, state presidents, and committees for 2013-2014. It also serves as the President's report to the SASFAA membership. This report summarizes the goals established by each of the officers and committee chairs, and will focus on highlights of their accomplishments. The entire Executive Board, including elected officer and committee chairs, should be commended for their achievements this year.

President

The 2013-2014 SASFAA Board and committee chairs met to transition on June 3, 2013 immediately following the final meeting of the 2012-13 Board. We did a team-building exercise titled "Clock Questions" that Past President Brad Barnett had used at his Transition Board meeting in 2011. It was an opportunity for the 2013-14 Board to get to know one another better as well as a way to obtain everyone's input regarding SASFAA specific questions and issues. I went on to use the "Clock Questions" for two more of our Board meetings during the year to continue our team building and address additional concerns.

During the Transition Board Meeting, we also held Board orientation, explained expense reimbursement procedures, discussed the SASFAA calendar, reviewed a proposed budget for 2013-14 and discussed goals and objectives. Since the 2013-14 Board did not become official until July 1, 2013, there were no actions taken but it was a great way to do pre-planning for the new year and also to allow officers and committee chairs to transition with their 2012-13 counterparts.

Following the transition Board meeting, I attended the NASFAA Conference in Las Vegas, NV but primarily for the NASFAA Board orientation that occurred on July 12, 2013. Changes to the SASFAA Policies and Procedures Manual were approved by the 2012-13 SASFAA Board at its June 2013 meeting which authorized reimbursement for travel, two nights lodging and any meals not covered by NASFAA for me to attend the orientation. This was a great way for me to meet the other people who would be serving on the 2013-14 NASFAA Board and also to become acclimated to how the NASFAA Board operates.

The SASFAA Board held a conference call Board meeting on September 18, 2013 to authorize a day rate for the 2014 annual conference and to approve changes to the Policy and Procedures Manual Section 6.16, Sponsorship to remove all year-specific language so that the information would not need to be updated each year. An electronic Board meeting was also held by e-mail on October 14, 2013 to approve a registration fee of \$50 for the one day pre-conference New Aid Officers Workshop to be held at the 2014 SASFAA Annual Conference. Conference call and electronic Board meetings provide a great deal of flexibility at a low cost, particularly when issues arise between in-person Board meetings.

The state conference schedule started with Kentucky's fall conference in early October. Nathan Basford, SASFAA President-Elect represented SASFAA at this conference as well as the fall

North Carolina conference, the Tennessee conference and the spring Kentucky conference. Amy Moser, SASFAA Treasurer, represented SASFAA at the Georgia conference. I was able to attend conferences in Alabama, North Carolina, Mississippi and South Carolina. I was scheduled to attend the Florida conference as well but had to cancel at the last minute due to a family medical situation. I would like to thank Nathan and Amy for assisting me with visiting the SASFAA state conferences and to each of the states for the warm hospitality they provided all three of us. My visits to the states were one of the highlights of my year as President. Each of us provided a SASFAA update at each conference and Nathan and I also presented sessions at several of the conferences.

The SASFAA Board held an in-person meeting in Raleigh, North Carolina November 2-3, 2013. Highlights included the presentation of the Nominations and Elections report which included the slate of candidates for the election held in February 2014, an executive session to discuss awards nominations, reports from all nine states and the committee chairs in attendance, an update on SASFAA hospitality for the 2014 NASFAA Conference to be held in Nashville, TN and an overview of discussions that had taken place with EASFAA, Tri-State, MASFAA and NASFAA regarding the 2014 Joint Regional Hill visits.

On November 10, 2013, I traveled to Nashville, TN for my first NASFAA Board meeting as an observer. We met starting in the early morning on November 11 and concluded at the end of the day on November 12. I was honored to provide the Board with a welcome from SASFAA. Other SASFAA members on the NASFAA Board this year were Ron Day, Past National Chair; Brent Tener, 3rd year Rep-at-Large; Lisanne Masterson, 1st year Rep-at-Large; and Jeff Dennis, our SASFAA voting regional representative.

Justin Draeger, President and CEO of NASFAA, convened a first of its kind meeting at the NASFAA office in Washington, DC on Thursday, January 16, 2014 with all 6 of the regional financial aid association presidents; the current, incoming and past NASFAA chairs and several NASFAA staff. The meeting was an opportunity for the regional presidents to share successes and challenges we face in our respective associations, for NASFAA to solicit input from us on various current and proposed initiatives and finally to explore ways that NASFAA might be able to offer assistance to the regions. One such example that is already in place is the ability for states and regions to participate in the same investment advisory services that NASFAA does. The meeting was very worthwhile the intent is for it to continue in the future, particularly since NASFAA discontinued its inter-regional visitation program which allowed regional presidents-elect to attend other regions' conferences or Board meetings.

My second NASFAA Board meeting as an observer occurred March 17 – 18, 2014 in Annapolis, MD. We covered a lot of ground over those two days, including an update provided in person by Jeff Baker with the Department of Education.

In between the January meeting in DC and the March NASFAA Board meeting, there was our SASFAA Annual Conference in Jacksonville, FL and our Joint Hill Visits in DC. The 2013-14 Board also had its final meeting at the Tradewinds Resort in St. Pete Beach, FL on June 9, 2014. Updates on the conference and hill visits will be covered in their respective Conference and Legislative Relations sections of this report and actions taken at our final Board meeting will be

mentioned in other areas of the report. Finally, my last official activity as SASFAA President was to attend the 2014 NASFAA Conference in Nashville, TN where I had the honor of providing a welcome from SASFAA first to the NASFAA Board on our first day of meeting (June 27th) and then to all conference attendees at the Opening Session on Sunday, June 29th.

The Board, committee chairs, and other SASFAA members and volunteers accomplished a great deal this year. A summary of many of our accomplishments is included in the applicable sections below.

If you have questions about any of the activities conducted by SASFAA please do not hesitate to contact any member of the 2013-2014 SASFAA Board of Directors, but you may also reach me at 434-223-6265 or at zbarree@hsc.edu.

Immediate Past President

Jeff Dennis (South Carolina, 4-Year Private), as Immediate Past President, was responsible for Nominations and Elections, professional recognition and awards, and compilation of the Governance and Planning (GAP) report.

The Nominations and Elections Committee worked extremely hard to identify qualified candidates for SASFAA elected positions. I'm happy to report that a full slate was provided for every office. Information was provided on the SASFAA listserv, SASFAA Nine News, and SASFAA Website informing the membership about the upcoming elections. Details about the online voting procedures, photos, bios and candidacy statements were also available on the website and SASFAA Nine News.

Online voting commenced 10 days prior to the annual conference. Candidates were Amy Berrier and Sharon Oliver from North Carolina for the office of President-Elect, Brenda Burke from Virginia and Marian Dill from Tennessee and for the office of Vice-President, and Vickie Adams from Alabama and Kimberly White-Grimes from South Carolina for the office of Secretary. Amy Berrier was elected President-Elect, Marian Dill was elected Vice-President, and Vickie Adams was elected Secretary. I would like to thank all of the candidates who ran for office and sincerely appreciate their volunteerism and desire to serve the association and its members.

The following awards were presented at the annual conference:

- The SASFAA Distinguished Service Award was presented to David Mohning, Vanderbilt University, Tennessee.
- Honorary memberships were awarded to Karen (Koonce) DeFilippo, SASFAA Past President; and Carney McCullough, U.S. Department of Education.
- Heather Boutell from Kentucky was presented the NASFAA State and Regional Leadership Award by NASFAA National Chair Craig Munier.

The GAP committee held an in-person meeting in mid-May to compile the annual report. The GAP report is available for review on the SASFAA website.

It was a pleasure to present Jeff with his service plaque at the conference for his tenure as President-Elect, President and Past-President. He served a total of 6 consecutive years on the Board, serving as SASFAA Treasurer before becoming President-Elect and South Carolina State President prior to being Treasurer. He has worked tirelessly and with much dedication and personal commitment. On behalf of SASFAA, and personally, I thank him for what he has done for SASFAA. His wife Sheryl also deserves a big thanks from SASFAA for all she has done to help, whether it was at conference registrations over the years, opening up their home for meetings, or the special touches she provided at the numerous President's Hospitality events.

Vice President

Tabatha McAllister (South Carolina, 4-Year Public), Vice President, was responsible for the professional advancement (i.e. training) activities of the Association. The majority of Tabatha's work, and the work of the Professional Development Committee, occurred at the SASFAA New Aid Officer's Workshop. The week workshop was held from June 15-20 on the campus of University of South Carolina – Upstate in Spartanburg, SC. There were 95 participants this year and 12 SASFAA members were selected as faculty and represented a cross-section of the membership and institution types. Five SASFAA members from the non-school community were selected to assist the Vice President, Curriculum Coordinator, and Local Arrangements Coordinator, with on-site activities and functions at the workshop. Assistance during the week was also provided by David Bartnicki, a U.S. Department of Education training officer.

Tabatha also brought back the one-day pre-conference New Aid Officers workshop at the Annual conference after a one-year absence. There were nineteen participants.

Tabatha, her committee, and the instructors, staff and business partners are to be commended for providing quality training for SASFAA's new aid professionals this year. The New Aid Officer training has always been a hallmark for our Association and the tradition continued this year.

President-Elect

Nathan Basford (Florida, 4-Year Public) served as the SASFAA President-Elect. His responsibilities during the year included:

- Conducted an orientation session for the state presidents-elect at the February SASFAA Annual Conference.
- Made preparations for the 2014-15 year.

In preparation for 2014-2015, Nathan became more familiar with the SASFAA Policy and Procedures Manual, was involved in many future planning discussions with me and other members of the Board, promoted the 2015 SASFAA conference at this year's conference in Jacksonville, promoted volunteerism, updated the SASFAA volunteer form, selected committee chairs, and assisted committee chairs in selecting members to serve on their committees. Nathan has selected an excellent Board for 2014-2015 and will lead us in the next year with great enthusiasm and leadership.

Secretary

Sharon Oliver (North Carolina, 4-Year Public) completed the second year of her two-year term as SASFAA Secretary. Her responsibilities and accomplishments for the year included:

- Reviewed the Policy and Procedures Manual for corrections and made necessary revisions throughout the year.
- Worked extensively on the maintenance of records.
- Sent sympathy and congratulation cards to SASFAA members and others as needed.
- Prepared all Board minutes and posted them to the SASFAA web site.
- Compiled and assimilated all reports for Board meetings and disseminated the compiled reports electronically before each meeting.
- Bylaws Committee recommendations were approved by the Board and will be presented to the membership for a vote prior to the annual conference in February 2015.

Sharon kept our records current and made changes to the SASFAA Policy and Procedures Manual during the year. I very much appreciate her service these past two years as SASFAA Secretary.

Treasurer

Amy Moser (Georgia – Servicer) completed the first year of her two-year term as SASFAA Treasurer. Her responsibilities and accomplishments included:

- Posted budget reports to the web.
- Ensured that Pay-Pal could continue to be used to pay membership fees, conference fees, professional development fees and sponsorship payments.
- Worked with the CPA firm to successfully file the 990 and 990-T for the past fiscal year.
- Paid all bills in a timely manner
- Utilized QuickBooks on the web to allow the necessary people to have anytime access to budget information or fund information.

Amy continued a timeline for providing budget line updates to Board members and committee chairs who had responsibility for specific lines of the SASFAA budget. The job of the Treasurer is a voluntary one and crucial to the long-term fiscal stability of the association. The hours that are required to perform all of the necessary duties are numerous, especially at peak processing times. Amy performed her duties accurately and timely and with a great deal of diligence and enthusiasm.

State Presidents

The state presidents have essentially two goals as they serve on the SASFAA Board. These goals include:

- To become an integrated part of the SASFAA Board with vested interest in the leadership and activities of SASFAA.

- To actively report to and involve the nine state's respective membership in the activities and concerns of SASFAA.

The State Presidents represented not only their respective states well, but also always kept the best interests of SASFAA in the forefront. They were very active this year by attending Board meetings in-person, and via conference call, to represent their members within SASFAA and actively communicate issues and concerns to the President and the Board. If for some reason a State President was unable to attend a meeting, they appropriately designated another individual on the board to represent their state. The State Presidents served with dedication, a great sense of teamwork and a lot of humor.

Additionally, this year, the state presidents decided to take on a project of their own as well as offer to participate in and present sessions at the annual conference. Their project was to put together a brochure/guidebook for new state presidents-elect and while they did not complete the project by the end of the year, it will be passed on to the 2014-15 state presidents for them to complete. This will be a great resource going forward not only for new state presidents-elect but also for members in our states who are considering running for that office.

I sincerely appreciate the involvement and support of all the state presidents this year. It has been a pleasure working with them, and visiting with many of them at their state conferences.

Conference Committee

The 51st SASFAA Annual Conference was held at the Hyatt Regency Riverfront in Jacksonville, Florida from February 16-19, 2014 (once we weathered Winter Storm PAX). The conference theme was "Hitting our Stride by Celebrating our Strengths" and Amy Berrier (North Carolina, 4-Year Public) served as chair of the committee. Her committee included individuals from all nine of the SASFAA states.

The conference committee was also supported by a host of Florida Association of Student Financial Aid Administrators (FASFAA) members that provided general assistance. The Local Arrangements Committee, chaired by Kristi Jones (Florida, Agency) did a fantastic job hosting SASFAA in Jacksonville.

The following are some highlights of the 2014 Conference:

Sunday

- A State President-Elects' Workshop was led by President-Elect Nathan Basford.
- Tabatha McAllister, SASFAA Vice President and Sandy Neel, Curriculum Coordinator, brought back the one-day pre-conference New Aid Officer's Workshop that 19 people attended.
- The Conference opening session included the Presentation of Colors by the Jacksonville University Color Guard, the singing of the National Anthem by the SASFAA Singers, Jacksonville welcome from Paul Astleford, President & CEO of Visit Jacksonville, a Florida welcome from Wayne Kruger, FASFAA President, a presentation for our selected charity – WHAS Crusade for Children and a business meeting.

- Patrick House, Season 10 winner of the Biggest Loser, was our keynote speaker and brought us a message of perseverance, encouragement, motivation and hope.
- A President's Reception was held following the opening session, which provided an opportunity for SASFAA members to connect and reconnect and the First Coast Wind Ensemble performed during the reception.

Monday

- Patrick House offered a boot camp workout session at 6 am that I can personally attest was quite challenging and over 40 attendees participated! He also offered a concurrent session later in the morning titled "Staying Healthy."
- A Washington Update general session was presented by Justin Draeger, President & CEO, NASFAA.
- During the luncheon, Janet Nowicki recognized the conference vendors, and Craig Munier, NASFAA National Chair, provided the NASFAA Update and presented the NASFAA Regional Leadership Award to Heather Boutell from Bellarmine University.
- The day was also full of information concurrent sessions and a night capped off with a SASFAA favorite...bingo which had over 200 in attendance – one to go down in SASFAA history! This year, the Bingo was combined with a Meet "N" Greet so that everyone could have the opportunity to meet and greet our new SASFAA members and First Time Conference attendees.

Tuesday

- More concurrent sessions were held throughout the day as well as state meetings.
- There were two general sessions offered at the same time in the afternoon – one on 150% Direct Subsidized Loan Limits and the other on Current Challenges Facing Financial Aid Administrators and the Students they Served.
- Pre-banquet music was performed by the First Coast Wind Ensemble and then after a fabulous Italian buffet dinner, we held our concluding business meeting where the election results were announced, outgoing officer recognitions were presented, several awards were given that were mentioned in the Past President section of this report and I provided my closing remarks and thanks to all that made my year as President so rewarding.
- Following the Awards & Recognition Banquet, a SASFAA's Got Talent show began and a great number of our conference attendees stayed for the entire time listening to the DJ and the talent acts and enjoying the conference photo booth. We had 13 Past-Presidents at the banquet.

Wednesday

- Heather Boutell of the Conference Committee provided an update on the conference charity. More than \$4,000 was raised for WHAS Crusade for Children!
- I passed the ceremonial gavel to Nathan Basford, President-Elect and he provided an update on his plans for the 2014-15 year including information about next year's conference at the Peabody Hotel in Memphis, TN.

- A Federal Update general session was conducted by Jeff Baker from the Department of Education.

Other highlights from the conference included:

- Several outside agencies presented sessions but almost 75% of the presenters were from schools.
- 14 Past Presidents were in attendance.
- Despite a snowstorm that affected travel on the east coast, the attendance at the conference was 528 as compared to 579 for the prior year (which was held in Atlanta, GA and was SASFAA's 50th anniversary celebration).
- It came in under budget and evaluations were great. Suggestions and feedback from the evaluations have been passed along to the 2014-15 Conference chair.

Overall, the committee did an amazing job providing a conference with session content that matched the theme, the speakers were motivational and educational, attendance and vendor/sponsorship participation was strong, donations to the charity were impressive, and there were many positive comments about the conference.

I would like to thank Amy, the Conference Committee, Local Arrangements Committee, Vendor/Sponsors, the speakers, and the moderators for making this such a great event.

Global Issues Committee

The Global Issues Committee was chaired by Mike O'Grady (Virginia, Other).

Highlights of the committee's accomplishments include:

- Coordinated and/or presented concurrent sessions on diverse topics at the annual SASFAA conference.
- Provided articles for the SASFAA Nine News blog and/or listserv, including an update on new tools for veterans and military personnel from the U.S. Department of Veterans Affairs.
- Achieved a partnership with the White House HBCU Initiative to examine social media practices among institutions.

I want to thank Mike and his committee for all of the work they accomplished this year.

Electronic Services Committee

Angie Black (Kentucky, 4-Year Public) served as chair for the Electronic Services Committee. The goal of this committee per the Policies and Procedures Manual is to explore ways to enhance the internal and external communications of the Association using a variety of media, but with particular attention to the SASFAA website.

Highlights of the accomplishments of this year's Electronic Services committee include:

- Implemented the new membership application and renewal process including the addition of a question to the membership application asking if the member would like to be assigned to a mentor.
- Updates to the SASFAA Policy and Procedures Manual and Board meeting minutes were posted as needed throughout the year.
- The website was given a new, more professional look and a complete re-organization of its contents was done, including the re-assignment of all items previously housed solely under the Sitemap area.
- A new page was created to explain the listserv process, a new listserv e-mail was created and new procedures were developed to allow for the utilization of the Wild Apricot (SASFAA's web-hosting provider) database for e-mail distribution while providing the end-user an experience similar to a traditional listserv.
- Changes were made to the sponsorship registration process to work in a more coordinated fashion with the conference registration process.
- Wild Apricot security settings were reviewed and security was removed from people who no longer needed that level of access to the administrative section of the website.
- Updated conference website to include all session power points submitted and added in a separate registration process for the pre-conference New Aid Officer's workshop.
- Updated the New Aid Officer website and registration form for the summer 2014 NAOW.
- Continued to work on and document the conversion from ATAC to Wild Apricot. This has had conversion pains but hopefully we are almost through the painful section and will enjoy the benefits of a new database and website.

Angie has worked tirelessly this past year to enhance the look and functionality of SASFAA's website. When SASFAA moved from ATAC (full-service provider) to Wild Apricot, two years ago, it meant that we are now responsible for the maintenance of the website which is a huge job. Angie has done a great job with a very tough and complicated task.

Budget and Finance Committee

Terri Parchment (Tennessee, Agency) served as Budget and Finance chair and her committee's charge was to ensure that the association remained financially sound. The financial stability of the Association is provided through careful and regular planning and evaluation.

The Chair, along with the President and the Board of Directors established an operational budget for 2013-2014 and managed the association's reserve funds. These reserve funds have been established to protect SASFAA in the event that the association is unable to meet its contractual obligations.

Activities conducted by the Budget and Finance Committee included:

- Completed an annual review of the financial records, which detailed the positive work of our Treasurer.

- Maintained the SASFAA Contract spreadsheet to review ongoing liability and to monitor hotel deposit amounts and due dates.
- Prepared an annual SASFAA budget for adoption by the SASFAA Board.
- Worked with the Treasurer and President to adjust budget line items as necessary.

Terri has done an exceptional job in her first year as chair of the Budget and Finance Committee.

Legislative Relations Committee

Philip Hawkins (Georgia, 4-Year Public) was the chair of the Legislative Relations Committee.

This committee was charged with reviewing proposed federal legislation affecting the administration of financial aid, keeping the SASFAA membership updated on pending legislation, and making recommendations to the Board as to possible positions that the Board might take related to legislation. Additionally, the committee's charge included keeping its eye on the lending community and agency issues, and reporting to the Board on any issues we should address as an association. Accomplishments this year included:

- Participated in several NASFAA legislative conference calls.
- Notified SASFAA members via listserv alerts of federal legislative issues.
- Posted articles to SASFAA Nine News.
- Assisted in coordinating the EASFAA/Tri-States/SASFAA/MASFAA joint legislative event in February 2014. The February event was a coordinated Hill visit, where teams of members from the associations met with Congressional members and/or legislative staff in their respective offices. This was the third joint regional event of this nature, and the feedback we received from it was very positive. Individuals participating with SASFAA affiliations included Felicia Ailster (GA), Amy Berrier (NC), Nancy Garmroth (SC), Philip Hawkins (GA), Shelley Park (KY), Chad Sartini (VA), John Snow (FL) and me.

Philip is to be commended for his work to educate our members and/or call attention to important issues, and I sincerely appreciate his dedication during a challenging year.

Membership Committee

Marian Dill (Tennessee, 4-Year Private) served this year as chair of the Membership Committee. She worked with her committee to encourage financial aid professionals to join SASFAA. As of the end of June 2014, SASFAA (based on membership dues revenue generated) had 1257 paid members for the 2013-2014 year.

Other highlights of the committee's accomplishments include:

- Conducted a survey of the membership with the results to be provided to the Long Range Planning Committee when they start their work in 2014-15 on developing a new Long-Range Plan for SASFAA.
- Matched up Board members with those who indicated on their membership applications that they wanted to be assigned to a mentor.

- Proposed a new membership category for retired administrators to participate in SASFAA as a non-voting member. The proposal was tabled for this year but will be further investigated during the 2014-2015 year.
- Coordinated the Financial Aid Appreciation Day in October 2013.

Marian and her committee did an outstanding job in surpassing the budgeted goal of 1185 paid members by 72 among all of their other activities.

Communications & Outreach

Vickie Adams (Alabama, 4-Year Public) took over as chair of the Communications and Outreach Committee this year when Jane Moore (VA) resigned. The objective of this committee is to disseminate information of interest to the financial aid community and post articles to the SASFAA Nine News blog throughout the year.

Vickie did a great job in ensuring that articles were posted to the SASFAA Nine News promptly.

Site Selection Committee

The purpose of the Site Selection Committee was to identify sites that will provide a suitable physical environment for conferences, committee meetings, Executive Board meetings and professional development workshops. Tracy Misner (Florida, Proprietary) chaired this committee.

Major accomplishments of the Site Selection committee included:

- Completed contract negotiations for the November 2013 Board meeting held at the Embassy Suites – Brier Creek in Raleigh, NC.
- Completed contract negotiations for the June 2014 Transition Board meeting at the Tradewinds Resort at St. Pete Beach in Florida.
- Worked with the Hyatt Regency Riverfront in Jacksonville, FL to hold a successful 2014 Annual Conference.

Tracy has been an amazing asset to the site selection process to represent and protect the interests of SASFAA with our contract negotiations. She did a great job identifying viable, more affordable, options for the association.

Vendor/Sponsors Committee

Janet Nowicki (North Carolina, 2-Year Private) chaired the Sponsorship Committee for 2013-2014 after Brett Barefoot (MS) resigned. As a committee of one, Janet did an outstanding job coming into the year past the point that prospective sponsors should have been contacted. She more than met the original budget goal of \$100,000 in vendor/sponsor income.

Listed below are highlights of Janet's accomplishments:

- Coordinated the logistics for our sponsors, including the exhibit space, at the Annual Conference, including the Vendor Appreciation Reception.
- Provided the sponsors with multiple conference attendee lists, three prior to the conference and one afterwards.
- Worked with the Electronic Services chair to streamline the website sponsorship registration process and through having administrative rights to Wild Apricot, Janet was able to keep better track of sponsorship activity, thereby reducing the need for involvement from the Treasurer and Conference chair.
- Secured 32 standard training sponsors and 5 priority training sponsors for the Annual Conference, including 4 first time companies.
- Publicly thanked each sponsor during Monday's luncheon at the conference and also provided personal goodie bags for each exhibitor and took photos that were used in a slideshow when the sponsors were thanked at the luncheon.

Janet should be commended for all her hard work on sponsorship this year and a special thanks also to her husband Walter who gave so much of his time throughout the year but particularly at the conference. The vendor/sponsors respect Janet highly and it is because of that respect that we are in our current position with having a strong number of exhibitors at our conferences.

Technology Assessment and Integration

Sarah Dowd (South Carolina, 2-Year Public) agreed to chair an ad-hoc committee I added this year to review all of SASFAA's communications as well as our website to make recommendations to the Board about how we can more effectively and efficiently keep in touch with our members. When SASFAA took over its own web maintenance two years ago (using Wild Apricot), replaced the former newsletter with the SASFAA Nine News blog and began using Facebook to promote and publicize SASFAA activities, it created some overlaps and a need for a more careful analysis of our communications flow.

Sarah and her committee did an excellent job in reviewing the SASFAA Policy and Procedures Manual and brought recommended changes to the June Board meeting that were adopted. These changes re-assign some functions from the Electronic Services chair to the Communications and Outreach chair as well as provide more up-to-date language concerning the functions of both committees.

In addition, the committee proposed questions regarding communications methods for the membership survey that was conducted in the spring of this year. This will help the Long Range Planning committee determine how to address the association's communications needs in the next Long Range Plan.

Sarah did an outstanding job chairing this ad-hoc committee. While I provided her some initial thoughts on goals for the committee, she took on the challenge and the committee clearly made their accomplishments their own.

Summary

This was just a brief summary of the activities of the SASFAA Board. SASFAA is a very strong organization and I am excited about all that was accomplished this year. The “downturn” years are behind us and momentum moving forward is in the future. SASFAA is in good hands next year with Nathan Basford as President and the Board he has in place.

It has truly been an honor to serve as the President this year. When I gave my President-Elect remarks at the conference in Atlanta in 2013, I indicated we would continue to build upon the key components of SASFAA – professional development, legislative advocacy, communication, the development of future leaders and fiscal integrity but that we would give expanded attention in 2013-2014 to the areas of communication, legislative advocacy and professional development. I ended my remarks back then with a favorite quote of mine from T.S. Eliot: “Only those who risk going too far can possibly find out how far one can go.” Thanks to the efforts of everyone who was involved in SASFAA in any capacity during this year who found out how far they could go. I believe we made great strides forward and I know the Association will continue to succeed.

I sincerely appreciate everyone who volunteered when asked and worked so hard to help put SASFAA in the position we are today. I also want to thank my husband, Michael, for the many hours he has helped and supported me, often quietly behind the scenes. I will look back with fond memories of this year, the people who served on the 2013-2014 Board, and all that we accomplished for the membership. I look forward to continuing my service as Past-President.