

Southern Association
of Student Financial
Aid Administrators
October 2021



Agenda and
Board Reports

Prepared by Secretary Sarah Dowd

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AGENDA
SASFAA Board Meeting
October 25, 2021
Zoom

Say what you wanna say
And let the words fall out
Honestly, I wanna see you be brave

Sara Bareilles, Brave

11:00 AM

Call to Order

Celena

Roll Call / 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.***

Action Item: ***Approval of minutes of August 7 meeting of the board.***

Motion/Action Items

Celena

Action Item 1: ***Approval of the fall training (management Institute) being held in conjunction with the NCASF AA conference. institute training.***

Round of Successes (2-3 minutes each)

All

New Business

Celena

Conference Charity Selection

Old Business

Celena

Adjournment

Celena



Southern Association of Student Financial Aid Administrators

Celena Tulloss/President

Executive Board Report/October 2021

Committee Members:

Past SASFAA Presidents will be utilized as an advisory group

Committee Goals for 2022-2022:

- Review Bylaws and Policies and Procedures for accuracy, completeness and compliance
- Strengthen Business Partner relations and opportunities for input
- Begin to transition the Executive Board to an Association Governance model
- Create Board position description documents with estimated time commitment and responsibilities
- Review and update the volunteer form process
- Review the member statuses and online renewal process
- To provide effective financial stewardship to ensure the sustainability of the organization
- To provide opportunities for leadership development for the growth and longevity of the association, through the inaugural year of the SASFAA Diversity Leadership Program

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

None at this time

Policy & Procedure: Changes/ Recommendations:

None at this time

Activity Summary:

Budget & Finance Planning –

- Zoom meetings have been held with Budget and Finance, as well as the Treasurers, Conference Co-Chairs, Vice-President and Sponsorship to review budget amounts
- Based on the final 2020-2021 budget, began discussions with Budget and Finance about potential opportunities to invest the overage back into the membership during the 2021-22 year

Conference-

- Attended site visit to the 2022 Conference Hotel, the Renaissance Montgomery Hotel and Spa, Montgomery, AL, October 1-3, 2021

State Conferences-

- Attended the SCASFAA Annual Conference, October 17-19, 2021, Myrtle Beach, SC

NASFAA –

- Attended NASFAA Board Meeting July 15, 2021 via Zoom
- Attended NASFAA Board Meeting September 24, 2021 via Zoom
- Attended NASFAA Regional Presidents meeting August 3, 2021 via Zoom
- Attended NASFAA Regional Presidents meeting October 22, 2021 via Zoom



Southern Association of Student Financial Aid Administrators

Michael D. Morgan / President-Elect

Executive Board Report/October 2021

Committee Members

Committee Goals for 2021-2022:

- Review all SASFAA By-Laws, Policies and Procedures, and governing documents.
- Review the Long-Range Plan to ensure all issues are being or have been addressed and serve on this year's committee.
- Represent the President as requested, including state conference travel.
- Establish all committees and have chairs in place by February 2022.
- Establish goals for 2022-23 year by January 1, 2022
- Conduct the President Elect Workshop in conjunction with the annual conference in Montgomery.
- Participate in the Inter-Regional Exchange Program. (if applicable)
- Participate in the NASFAA Leadership Conference.

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

Will create a survey for the State Presidents and Elects begin dialogue on how SASFAA can best partner with the states moving forward.



Southern Association of Student Financial Aid Administrators

Bill Spiers / Past President

Executive Board Report / October 2021

Committee Members

Committee Goals for 2021-2022:

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:



Southern Association of Student Financial Aid Administrators

Leigh Ann Hussey / Vice President

Executive Board Report / October 2021

Committee Members

April Tretter – NAOW Curriculum Coordinator

Committee Goals for 2020-2021:

- Host 4 webinars for membership
- Host SASFAA Management Institute
- Host a pre-conference workshop
- Host an in person (if possible) New Aid Officer Workshop

SASFAA LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

- The HEERF III/Verification Webinar in August was a success. The maximum number of people registered, and approximately 75 people attended.
- 130 people (as of 10/13/2021) are registered for the “Pandemic Paradoxes and Professional Judgement” Webinar to be presented on 10/28/2021 by Sandy Neel and Bill Spiers.
- Plans are being made for a Management Institute in December. This event will be virtual.
- I joined the Conference Co-Chairs, the President, and the Site Selection Chair in Montgomery for the conference site visit in order to make pre-conference plans. We will have 2 pre-conference programs – a 2-day Director’s Summit on Saturday & Sunday and a R2T4 NASFAA Credential on Sunday.



Southern Association of Student Financial Aid Administrators

Sarah Dowd / Secretary

Executive Board Report / October 2021

Committee Members

Nancy Ferguson, University of Georgia

Committee Goals for 2020-2021:

- Review, recommend, and update P&P as needed in a timely manner.
- Review, recommend, and update By-Laws as approved by the Executive Board in a timely manner
- Submit reports for blog according to established schedule for the year

SASFAA LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

None at this time

Policy & Procedure: Changes/ Recommendations:

None at this time

Activity Summary:

- Conducted Doodle polls for September and October board meetings
- Sent report notices, reminders
- Compiled reports and agenda for October meeting of the board



Southern Association of Student Financial Aid Administrators

Sarah Baumhoff / Treasurer

Executive Board Report / October 2021

SASFAA, Inc.
Budget vs. Actuals: 2021-2022 Approved Budget vs Actuals - FY22 P&L
July 2021 - June 2022

	Actual	Budget	Total	over Budget	% of Budget
Income					
01 Membership Dues	11,900.00	37,625.00		-25,725.00	31.63%
02 Professional Development Income	40.00	50,625.00		-50,585.00	0.08%
03 Annual Meeting		82,500.00		-82,500.00	0.00%
04 Sponsorship	13,500.00	50,000.00		-36,500.00	27.00%
07 Interest Earned	2.06			2.06	
08 Miscellaneous Income	0.46			0.46	
09 Transfer from Assets		90,125.00		-90,125.00	0.00%
11 Dividends Earned	5,743.09	20,000.00		-14,256.91	28.72%
Total Income	\$ 31,185.61	\$ 330,875.00	-\$	299,689.39	9.43%
Gross Profit	\$ 31,185.61	\$ 330,875.00	-\$	299,689.39	9.43%
Expenses					
101 President	663.27	13,500.00		-12,836.73	4.91%
102 President-Elect	237.44	7,850.00		-7,612.56	3.02%
103 Vice President	317.75	3,000.00		-2,682.25	10.59%
104 Secretary	461.40	3,100.00		-2,638.60	14.88%
105 Treasurer	1,069.83	3,700.00		-2,630.17	28.91%
106 Past President	106.87	5,425.00		-5,318.13	1.97%
201 Membership		1,900.00		-1,900.00	0.00%
202 Electronic Services	1,248.17	6,450.00		-5,201.83	19.35%
203 Professional Development Expense	20.00	65,000.00		-64,980.00	0.03%
204 Communications & Outreach	200.48	2,600.00		-2,399.52	7.71%
205 Budget and Finance	180.32	4,500.00		-4,319.68	4.01%
206 Annual Meeting Program	917.53	120,000.00		-119,082.47	0.76%
207 Site Selection	1,009.39	2,500.00		-1,490.61	40.38%
210 Executive Board	10,901.46	35,500.00		-24,598.54	30.71%
211 President's Contingency		2,000.00		-2,000.00	0.00%
213 Advanced Program Planning		500.00		-500.00	0.00%
214 Equity, Inclusion & Global Issues	129.17	2,500.00		-2,370.83	5.17%
216 Legislative Relations		2,500.00		-2,500.00	0.00%
217 Association Governance (LRP & GAP)		4,100.00		-4,100.00	0.00%
218 Vendor/Sponsor	529.80	3,500.00		-2,970.20	15.14%
220 Resource Partner Liaison	284.24	1,800.00		-1,515.76	15.79%
224 Accounting & Legal Fees	2,361.81	18,250.00		-15,888.19	12.94%
225 Online Payment Processing Fees	484.48	4,500.00		-4,015.52	10.77%
228 Inter-State Travel		4,500.00		-4,500.00	0.00%
229 Awards	113.41	3,000.00		-2,886.59	3.78%
231 Insurance	425.00	2,700.00		-2,275.00	15.74%
232 Bookkeeper	1,500.00	6,000.00		-4,500.00	25.00%
233 Miscellaneous Expense	10.98			10.98	
Total Expenses	\$ 23,172.80	\$ 330,875.00	-\$	307,702.20	7.00%
Net Operating Income	\$ 8,012.81	\$ 0.00	\$	8,012.81	
Net Income	\$ 8,012.81	\$ 0.00	\$	8,012.81	

Saturday, Oct 16, 2021 01:16:04 AM GMT-7 - Cash Basis



Southern Association of Student Financial Aid Administrators

Marian Dill / Budget and Finance Chair

Executive Board Report / October 2021

Committee Members

- Sarah Baumhoff (GA), Kennesaw State University
- Amy Berrier (NC), University of North Carolina – Greensboro
- Kathy Bialk (KY), University of Kentucky
- Heather Boutell (TN), Vanderbilt University
- Katie Conrad (FL), Florida International University
- Jennell Handcox (GA), University of GA

Committee Goals for 2021-2022:

- Conduct the 1st quarter review for a new treasurer / bookkeeper
- Assist president in preparing and monitoring zero-based budget
- Assist with the external audit which was approved by the 20-21 Board
- Assist the president and treasurer with financial oversight

LRP and GAP Goal Activity to date:

Allocation of Assets

Operating Funds (15-25% target) Bank Accounts -	\$180,305.59	Currently 17.8%
Short Term (30-45% target) – Advisory Solutions	\$454,838.00	Currently 44.9%
Long Term (30-45% target) – Charles Schwab	\$377,821.84	Currently 37.3%

Fund allocation currently meet the established guidelines. Based on the existing market conditions and current limited cash flows needs, no funds will be transferred at this time.

The balance sheet as of October 25, 2021 is provided below.

Southern Association of Student Financial Aid Administrators

Balance Sheet As of October 25, 2021

	TOTAL
▼ ASSETS	
▼ Current Assets	
▼ Bank Accounts	
2 BB&T Checking-ACH Only	100.00
BB&T Checking	129,480.04
BB&T Checking-closed Jan 2019	0.00
BB&T Savings	47,913.57
Edward Jones-Money Market	2,811.98
Total Bank Accounts	\$180,305.59
▼ Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
▼ Other Current Assets	
Advisory Solutions 20/80 @ Edward Jones	454,838.20
Charles Schwab (NASFAA)	377,821.84
Undeposited Funds	0.00
Total Other Current Assets	\$832,660.04
Total Current Assets	\$1,012,965.63
TOTAL ASSETS	\$1,012,965.63
▼ LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
▼ Equity	
Opening Balance Equity	757,980.87
Retained Earnings	248,087.19
Net Income	6,897.57
Total Equity	\$1,012,965.63
TOTAL LIABILITIES AND EQUITY	\$1,012,965.63

Cash basis Monday, October 25, 2021 10:24 AM GMT-04:00

Motion/ Action Item(s):

None at this time.

Policy & Procedure: Changes/ Recommendations:

None at this time.

Activity Summary:

- The external audit has been completed by Blankenship CPA Group, PLLC. They prepared financial statements and found no material deficiencies. They did acknowledge the 21-22 membership income that was received prior to June 30 and provided the following statement.

As of and for the year ended June 30, 2021, we believe that the effects of the uncorrected misstatements aggregated by you and summarized below are immaterial, both individually and in the aggregate, to the financial statements taken as a whole. For purposes of this representation, we consider items to be material, regardless of their size, if they involve the

misstatement or omission of accounting information that, in light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement.

	Debit	Credit	Decrease in Net Assets
Membership Dues	9,240		9,240
Deferred Revenue		9,240	

- The SASFAA website has been updated to reflect the final 2020-21 Budget vs Actuals and balance sheet. The 2021-22 revised budget has also been added to the SASFAA website.
- Monthly reconciliation reports and expense approvals have been received from the bookkeeper and reviewed.
- Reviewed allocation of assets on a periodic basis as required by the GFM
- Monthly expense reports are scheduled on the 20th of each month. Board members should receive this information throughout the fiscal year.
- The first quarter internal review is being conducted virtually and through a series of meetings. Sarah Baumhoff, Jenelle Handcox, Jeff Dennis, and Marian Dill are completing this process as set forth in the GFM. The initial meeting was October 13th and the next meeting is scheduled for October 28th. Our goal is to ensure compliance with SASFAA guidelines, digital records are properly stored and available, the P&P is updated as needed to reflect the new roles of treasurer and bookkeeper, and to support the work of the work of the bookkeeper.

Outstanding Contractual Obligations:

Renaissance Montgomery Hotel & Spa at the Convention Center – Montgomery, AL – February 4-9, 2022 – Conference

- Room rate is \$159 plus 15% plus \$2.25
- 1,095 contracted room nights
- \$10 rebate per room, per night will be credited to the master account
- \$65,000 F&B minimum
- Waived room rental for all hotel space with \$65,000 F&B minimum
- Complimentary Presidential Suite over conference dates
- Complimentary Governor’s Suite over conference dates
- 10 Executive Suite upgrades for VIPs
- 10 Concierge Level passes for VIPs
- 1/40 comp room ratio
- Complimentary Wi-Fi in guest rooms
- Waived fees for shipping/receiving of packages (up to 25)
- Hotel will sponsor the Saturday morning board breakfast (30 max)
- VIP amenities will be delivered to 10 designated VIPs
- Double Marriott Reward Points for planner
- 21 day cut off
- Attrition at 75%
- Group rate available 3 days pre/post based on availability
- 10% discount off spa services for all attendees
- \$3.00 discount off self-parking
- Cut-Off date is January 25, 2022

Total liability until November 3, 2021: \$113.052

Total Liability until January 28, 2022: \$130,463 (4 business days prior to arrival)



Southern Association of Student Financial Aid Administrators

Felicia Ailster & Melissa Smith / Conference

Executive Board Report / October 2021

Committee Members

Committee Goals for 2020-2021:

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:



Southern Association of Student Financial Aid Administrators

Dr. Stephanie Watson / Sponsorship

Executive Board Report / October 2021

Committee Members

Shannon Jones
Felicia Ailster
Melissa Smith

Committee Goals for 2021-2022:

Secure \$50,000 in sponsorship for the 21-22 SASFAA Conference

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

Worked with Shannon Jones to communicate with 20-21 sponsors:

- Responses: 17 out of 132 (representative of a good number of possible vendors):
- Will you attend – Yes = 11, No = 1, Maybe = 5
- Could that change – 50% 50% chance that the 5 could change.
- Will you know more by November – 4 out of 5 said yes

Specific notes on what vendors would like to see offered as new – continued – etc.:

- ✓ Worked with Daniel to get sponsorship section of the website updated with 2021-22 options
- ✓ Opened sponsorship registration on the website on 09/21
- ✓ Sent 1st email to potential sponsors on 09/23
- ✓ Received 1st paid commitment on 09/23
- ✓ \$15,000 in total commitments as of 09/28 (2-Leadership level, 2-Advocacy Level, 1-Support Level and 1-President's Reception)



**Southern Association of Student Financial Aid Administrators
April Tretter / Communications and Outreach Committee Chair
Executive Board Report / October 2021**

Committee Members

Committee Goals for 2020-2021:

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:



Southern Association of Student Financial Aid Administrators

Daniel Barkowitz / Electronic Services

Executive Board Report / October 2021

Committee Members:

- Daniel T. Barkowitz, Chair
- Jonah Miller
- Zachary Christian
- David Alexander (pending Board approval)

Committee Goals for 2021-2022:

- Support all aspects of SASFAA's website
 - Webinars
 - Website changes
 - Event registration
 - Conference registration
- Support conference and other in person events
 - Laptops and projectors
 - On site a/v liaison
- Support online events
 - Webinar moderator

LRP and GAP Goal Activity to date:

- None

Motion/ Action Item(s):

- None

Policy & Procedure: Changes/ Recommendations:

- None

Activity Summary:

- Set up DLP pages for participants and created email series for membership
- Set up 4 conference event registrations (conference base registration, guest registration, preconference for R2T4, preconference for Director's Summit) and associated conference web pages
- Established Zoom webinar account and set up first Zoom webinar
- Set up Zoom meetings account and established SASFAA Board Meetings
- Met with Conference Committee as part of committee meeting structure.



Southern Association of Student Financial Aid Administrators

Wayne Kruger / Legislative Relations Committee

Executive Board Report / October 2021

Committee Members: All committee members are paid and active members.

Chair: Wayne Kruger Kruger.wayne@spcollege.edu

Florida Rep: Kris Hatcher kristopher_hatcher@hotmail.com

Georgia Rep: Joe Buchholz joe.buchholz@campuslogic.com

North Carolina Rep: Krista Ringler kmringle@ncsu.edu

South Carolina Rep: Adam Ghiloni aghiloni@tctc.edu

Virginia Rep: Adam Bailey adamrb@vt.edu

Mississippi Rep: Edward Harrison eaharrison@muw.edu

Alabama Rep: Stephanie Miller stmiller01@cacc.edu

Kentucky Rep: Theresa Lowder lowdert@bera.edu

Tennessee Rep: Ron Gambill rgambill@edsouth.org

Committee Goals for 2021-2022:

1. Hold monthly meetings with the committee
2. Continue to refine and produce a SASFAA one-page legislative priorities sheet and revise the Legislative Guide
3. Continue to update the membership on Legislative Activities
4. Coordinate and share state legislative information
5. Have a legislative information webinar and/or conference session

LRP and GAP Goal Activity to date:

(listing below all the LRP/GAP Goals and will indicate when activity took place.

GOAL: Educate membership on legislative advocacy.

OBJECTIVES:

1. Update and republish the SASFAA Legislative Guide.
2. Provide on-going legislative advocacy training to the membership.

GOAL: Provide opportunities for legislative advocacy.

OBJECTIVES:

1. Ensure the Legislative Relations Committee keeps the membership apprised of impending legislation and regulation.
2. Where appropriate and where consensus exists, provide the membership with appropriate analysis of legislation and regulations.

GOAL: SASFAA should be an influencer in the legislative and regulatory process.

OBJECTIVES:

1. Where appropriate and where consensus exists, write letters or emails to the appropriate agency.

2. Inform the membership of any action taken by the Board and encourage membership participation in the advocacy process.

GOAL: Provide for Congressional visits when needed and included in the budget.

OBJECTIVES:

1. Congressional visits shall be for information purposes and not lobbying.
2. The President in consultation with the Budget and Finance Chair should determine if funds are available to underwrite the cost of Congressional visits when determined to be needed.
3. Congressional visits are not required each year. External factors, such as travel restrictions and the availability to meet with legislative staff, should be considered in determining the need.
4. The President in consultation with the Legislative Relations Chair should determine the SASFAA representatives to participate in Congressional visits.
5. The Legislative Relations Chair should coordinate Congressional visits with assistance from the Site Selection Chair for travel and accommodations.

Motion/ Action Item(s): None at this time

Policy & Procedure: Changes/ Recommendations: None at this time

Activity Summary:

- Continued to have the NCHER Weekly rundown sent out weekly.
- Scheduled meeting of the committee for 10/20, and sent out the legislative guide for review.
- Will pull down the one-page document finished last year and seek recommendations for any updates at the meeting.



Southern Association of Student Financial Aid Administrators

Zachary Christian / Membership Chair

Executive Board Report / October 2021

Committee Members:

Christina Bowen, Bluegrass Community and Technical College (KY)
 Jaime Missimer, Pearl River Community College (MS)
 Nicole Patrick, Mississippi University for Women (MS)
 Kyle Wade, Spartanburg Methodist College (SC)
 Janee Knippenberg, PNC Bank (NC)

Committee Goals: Continue to maintain the Membership database; create a how-to document to leave for future Membership Chairs in regard to account merging and how to perform basic maintenance on Membership database within Wild Apricot to ensure clean and concise data; Maintain Membership tracking documentation to monitor membership trends; work to increase membership to at least a pre-COVID-19

SASFAA LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations: None at this time.

Activity Summary: Fixed the issue within Wild Apricot that caused auto-renewal of 2020-2021 Members before the start of the Membership year (July 15) - COMPLETED; began cleaning up membership database – using “State Old” to update “State New” to allow for consistency within the membership database; ongoing, but currently up-to-date

Solicited committee members to assist with goals

2021-2022 Membership Data (As of October 19, 2021):

	<u>2021-2022</u>	<u>2021-2022</u>	<u>%Change</u>	<u>Number Change</u>
Active	525	795	51.43%	270
Associate	5	9	80.00%	4
Honorary	18	18	0.00%	0
Retired	0	0	#DIV/0!	0
<u>Total</u>	548	822	50.00%	274
Alabama	45	67	48.89%	22
Florida	57	96	68.42%	39
Georgia	66	131	98.48%	65
Kentucky	36	49	36.11%	13
Mississippi	28	37	32.14%	9

North Carolina	69	86	24.64%	17
South Carolina	78	138	76.92%	60
Tennessee	75	90	20.00%	15
Virginia	63	89	41.27%	26
Other	31	39	25.81%	8
Total	548	822	50.00%	274
Public (4 Year)	154	226	46.75%	72
Private non-profit (4 Year)	149	236	58.39%	87
Public (2 Year)	139	201	44.60%	62
other	19	30	57.89%	11
Graduate/Professional	10	22	120.00%	12
Government Agency	8	13	62.50%	5
Lender	18	22	22.22%	4
Consultant	11	15	36.36%	4
Guaranty Agency	5	10	100.00%	5
Servicer	5	7	40.00%	2
Private non-profit (2 Year)	7	7	0.00%	0
Not Specified	8	10	25.00%	2
Private for profit (Business School)	1	4	300.00%	3
Private for profit (Technical/Trade)	10	13	30.00%	3
Secondary Market	1	2	100.00%	1
Retired Financial Aid Professional	3	3	0.00%	0
Health Related/Nursing	0	1	100.00%	1
Total	548	822	50.00%	274
Male	126	187	48.41%	61
Female	394	601	52.54%	207
Not Specified	28	34	21.43%	6
Total	548	822	50.00%	274
White/Caucasian	351	507	44.44%	156
Black/African American	122	206	68.85%	84
Not Specified	50	70	40.00%	20
Hispanic/Chicano/Mexican American	16	26	62.50%	10
Asian/Pacific Islander/Filipino	8	12	50.00%	4
Native American	1	1	0.00%	0
Total	548	822	50.00%	274
As of date:	7/30/2021	10/19/2021		



Southern Association of Student Financial Aid Administrators

Joan Bailey / Site Selection Chair

Executive Board Report / October 2021

Committee Members

FL – Irma Molinares
GA – Tarik Boyd
AL – Stephanie Miller
VA – Chad Sartini
GA – Aria Simmonds

Committee Goals for 2020-2021:

- Ensure timely communication of pertinent travel related and site information to board members/committee chairs with responsibilities for hosting events, as well as provide travel related site information to the entire board for meetings etc.
- Coordinate with the President/Vice President/Conference Chairs/President Elect to solicit proposals for trainings and events as well as be the bridge with hotel staff and SASFAA, representing the association as the point of contact for all meetings and events.
- Coordinate with site location staff to ensure SASFAA funds are managed in a fiduciary and responsible manner.
- Submit rooming list meal selection etc. in a timely manner to ensure SASFAA is meets all required deadlines.
- Negotiate/renegotiate and secure contracts for locations to host SASFAA meetings and events. These include but isn't limited to:
 - Fall training event
 - Annual conference
 - Board meetings
 - Transition meetings
 - Conference 2023 location
 - Transition 2022 location

SASFAA LRP and GAP Goal Activity to date:

- Secure proposal for fall training management institute (will be presented for an approval)
- Secure and finalize location for first in person board meeting – Nashville Tennessee
- In negotiation process with 2021 conference hotel for site visit.

Motion/ Action Item(s):

Maybe – if not previously approved to vote on the approval of the fall training (management Institute) being held in conjunction with the NCASFAA conference. institute training.

Policy & Procedure: Changes/ Recommendations: NONE

Activity Summary: Will be able to speak on 2022 Conference hotel site visit.



Southern Association of Student Financial Aid Administrators

Jacquelyn LeSueur / Equity, Inclusion, & Global Issues Chair

Executive Board Report / October 2021

Committee Members

Morgan Chandler- **Jefferson State**
Wilmani Humphries- **West Georgia**
David McMillion – **University of North Georgia**
Rhonda Bryant- **University of Kentucky**
Alexander David- **ECPI**
Regina Gilbert- **Lipscomb University**
Natasa Novicevic- **University of Mississippi**
Danie Barkowitz- **Valencia College**

Committee Goals:

1. Obtain approval from the Board to change the name of the Global Issues Committee to **Equity, Inclusion, and Global Issues Committee** for the 2021-2022 year.
2. Obtain active representation from each state on the Global Issues Committee
3. Ensure that training opportunities provided are inclusive to all who we serve in SASFAA.
4. To have a successful year one of the SASFAA Diversity Leadership Program
5. To provide SASFAA communication outlets with articles or relevant information as it pertains to diversity, inclusion, and equity. This will occur monthly and will begin in August 2021.
6. Provide session topics for the annual conference, workshops, or trainings that focus on current global issues and diversity.

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

- The Equity, Inclusion & Global Issues Committee held its first meeting on Monday, September 27th. We discussed sending out information through SASFAA communications each month, and any knowledge that would be beneficial to the SASFAA community as it relates to equity and inclusion.

- Discussed the diversity session for the SASFAA Conference. Will try to come up with a topic within the next month. Possibly considering having a panel discussion for this session.
- Discussed possibly having a virtual Happy Hour for new new members of SASFAA and underrepresented groups

SASFAA DLP –

- Each of the three SASFAA DLP participants have/will be spotlighted through SASFAA communications. Under the DLP section of the SAFAA page, Daniel Barkowitz created a section that provides a headshot, bio, and a Q&A of each of the participants.
- Dameion Lovett has agreed to serve as mentor for the state of Florida SASFAA DLP participant. David McMillion will serve as the mentor for the state of Georgia SASFAA DLP participant and lastly, Katie Harrison will serve as the mentor for the state of South Carolina SASFAA DLP participant.
- SASFAA DLP Mentors will have a meeting to discuss responsibilities within the next couple of weeks.



Southern Association of Student Financial Aid Administrators

Dr. James Theeuwes / Alabama President

Executive Board Report / October 2021

Committee Members

Committee Goals:

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

AASFAA held its state conference on October 10 – 13th. AL Together was the theme, it was about our AASFAA family being able to come together can celebrate what we do. This conference was 3 years in the making. 70 members and guest attended the event which was held at the Battle House in Mobile.

Our guests included Mr. Michael Morgan President Elect from SASFAA and Dr. Megan Smith, President of MASFAA. Dr, Smith was our visiting state president.

Our charity this year was RAPAHOPE. This organization brings joy to the childhood cancer journey through recreational and support programs for those with childhood cancer and their families. For more information see <https://www.rapahope.org/about>. Over \$1100 was raised for this worthy cause.

Things to come:

AASFAA will be offering spring training in either March or April

AASFAA will have a Fall conference for 22-23. This will be held at the Marriott Resort Auburn-Opelika Grand National from Monday 09/19/22 to Thursday 09/22/22. Come one come all!!



Southern Association of Student Financial Aid Administrators

Katie Conrad / Florida President

Executive Board Report / October 2021

FASFAA Goals for 2021-2022:

The newly developed 5 year [Strategic Plan](#) will guide our efforts, as we will strive to accomplish as many goals and objectives as possible in the coming year.

1. Increase membership and member engagement by promoting the distinctiveness and differentiation of FASFAA to various association stakeholders.
2. Offer professional development opportunities to meet FASFAA members' needs.
3. Develop the leadership pipeline and infrastructure to grow and support future and current leaders within FASFAA.
4. Advocate for and promote student aid and postsecondary education's values and benefits to stakeholders in various communities and contexts while keeping diversity, equity, and inclusion at the core of FASFAA's efforts.
5. Create an infrastructure for sound financial stewardship to provide ample funding to support FASFAA's ongoing mission to be a best-in-class not-for-profit educational corporation.

Activity Summary:

Conducted first in-person board meeting since February 2020. The meeting was held at the Sawgrass Marriott in Ponte Vedra, FL where FASFAA will hold the Annual Conference. The 2021-2022 operating budget was approved at this meeting. The Conference Committee also met to begin planning for the conference. Plans to hold an in-person conference remain in place and the hotel is unwilling to adjust contract at this time. We attempted to decrease room commitment and food/beverage minimums, as this contract is based on numbers from one that was signed in 2019.

FASFAA partnered with Florida College Access Network (FCAN) and Florida Office of Student Financial Assistance (OSFA) to offer two virtual **High School Counselor workshops** on September 21 and 24. We had 470 participants and approximately 20 volunteers presenting or answering questions via chat. We covered the FAFSA basics and spend time delving into the difficult topics of unique family situations, professional judgments, and how to support our students who are ineligible for federal aid. The training was very well received, and we have requests to offer a "FAFSA walkthrough" for the same group. FASFAA and FCAN representatives will present a session at the College Board Forum in October on our experience with this training event.

Our 5 Region Representatives will join to offer a virtual 'Statewide Workshop' on November 5th from 9-3. The workshop is free and open to all FASFAA members. The agenda will include a NASFAA Authorized Training for COA, and sessions on DEI, PSLF, and personal finance.



Southern Association of Student Financial Aid Administrators

Angela Tate / Georgia President

Executive Board Report / October 2021

Committee Members

Committee Goals for 2021-2022:

- Provide training that address the needs of all institutions.
- Encourage opportunities for networking which we hope will lead to members becoming resources for each other
- Develop and inspire leaders to invest their time, talent, and skills within GASFAA.

SASFAA LRP and GAP Goal Activity to date:

None

Motion/ Action Item(s):

None

Policy & Procedure: Changes/ Recommendations:

None

Activity Summary:

Since the August meeting our board had an e-meeting to set the Budget, Partner membership rates, and Sponsorship rates. The planning of the Fall training, Winter workshop, and Conference are underway with the scheduled Fall Training for November 3rd and 4th, Conference for June 1st-3rd, and anticipated timeframe of March for the Winter Workshop. We have our in person board meeting scheduled for October 15th.

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:



Southern Association of Student Financial Aid Administrators

Rhonda Bryant / Kentucky President

Executive Board Report / October 2021

Committee Members

None

Committee Goals for 2021-2022:

Increase membership in SASFAA

Provide funding to facilitate increased participation in the New Aid Officer's Workshop

Share relevant information with SASFAA colleagues.

LRP and GAP Goal Activity to date:

Provided KASFAA conference dates to be included on SASFAA's calendar.

Motion/ Action Item(s):

Discuss whether SASFAA should pay for state president travel to in-person board meetings. Members of my association who served on the board previously indicate that a decision to permanently implement this was made two years ago. However, there is no documentation of this in the meeting notes that I can find.

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

Canceled in-person fall conference scheduled for October 6-8 due to the extreme spike in COVID cases in Kentucky. Developing virtual sessions to be offered to members throughout the fall. Planning to offer in-person NASFAA-U training at various sites throughout the state in the spring.



Southern Association of Student Financial Aid Administrators

Megan Smith / Mississippi President

Executive Board Report / October 2021

Committee Members

N/A

Committee Goals for 2021-2022:

My personal goal was to invite new people who have never served on the board to volunteer. In doing so, we are increasing participation from groups who are not always represented and encouraging more people to get involved and understand MASFAA thus leading to an opportunity to serve in other board/exec board positions. Our overarching goal is to develop ways to connect and increase membership by increasing consistent communication and outreach to institutions. Within this task, we have identified several ways to accomplish this goal.

- Contact each institution individually at least once before fall training.
- Develop a Q&A listserv within the website -identify different subgroups to utilize.
- Create a newsletter that highlights various happenings within MASFAA, SASFAA, and other associations that would benefit members; recognize members for accomplishments (professionally and personally); introduce various diversity and inclusions topics.
- Increase social media presence (Facebook and LinkedIn and possible Twitter and Instagram) and fully-utilize the website's capabilities.

SASFAA LRP and GAP Goal Activity to date:

N/A

Motion/ Action Item(s):

N/A

Policy & Procedure: Changes/ Recommendations:

N/A

Activity Summary:

- Board accepted resignation from Renotta Shedd as Past-President. Gail Muse-Beggs, 2019-2020 President has agreed to serve in the Past-President capacity.
- Newsletter was sent outlining upcoming events, new directors in the state, and etc.*
- Board meeting will be held October 4th.
- In-person fall training event will be held October 5th.
- Postcards were sent to each institution with details about fall training. Handwritten notes were sent to each director by the Member-at-Large. *
- Will be attending and presenting at AASFAA conference October 10-13th.

*Committee Goal



Southern Association of Student Financial Aid Administrators

Zilma Lopes / North Carolina President

Executive Board Report / October 2021

Committee Members: N/A

Committee Goals for 2021-2022:

1. Gain an understanding of my role and the SASFAA association and operations.
2. Contribute in any capacity to the President's visions & goals and SASFAA's LRP & GAP goals.
3. Ensure that North Carolina is appropriately represented in all SASFAA matters to include increasing our membership in the association.
4. Collaborate with other State Presidents to continue to foster great partnerships and relationships among the region.

LRP and GAP Goal Activity to date:

n/a

Motion/ Action Item(s):

n/a

Policy & Procedure: Changes/ Recommendations:

n/a

Activity Summary:

- Preparing for first in-person Fall Conference since the pandemic
 - **Location:** Wilmington Riverfront:
 - **Dates:** Sunday, November 6th to Wednesday, November 10th, 2021
- Working with committees & board officers on goals for their roles.
- Working on establishing 21/22 budget & financial stability of the association (*met with investment banker*)
- Established subcommittees for various tasks & projects to include a ***Strategic Long-Range Committee*** & a ***Scholarship Committee***
- Worked with Leigh Ann & Joan on possibly co-hosting SASFAA's Management Institute in conjunction with our Fall Conference.
- Attended all SASFAA meetings



Southern Association of Student Financial Aid Administrators

Carolyn Sparks / South Carolina President

Executive Board Report/October 2021

Committee Goals for 2021-2022:

- To further advance the mission and reputation of SCASFAA by providing professional development opportunities, advocacy opportunities and networking opportunities for the membership.
- To observe and learn functions of other state associations to better equip SCASFAA in its mission.
- My theme this year is Commitment. The board will create ways to incorporate commitment and what it means to ourselves, students, careers, families, etc. in our continued planning for the year.

SASFAA LRP and GAP Goal Activity to date:

- Not applicable

Motion/ Action Item(s):

- None currently

Policy & Procedure: Changes/ Recommendations:

- None currently

Activity Summary:

- Plans are underway for our annual conference to be held in person at Embassy Suite Oceanfront Myrtle Beach October 17-20, 2021. Our conference charity is the Parkinson's Foundation of the Carolinas. During the conference, the committee is planning a Tulip Trot as one of our charity fundraisers with virtual and in-person participation options. Our two precon topics are Satisfactory Academic Progress and Cost of Attendance; both NASFAA-U Credential sessions.
- Our first webinar was launched on Thursday, September 23, 2021. Topic: Eight Dimensions of Wellness and Mental Health, which was presented by Angel Onley-Livingston and Dr. Lashia Bowers; counselors at Coastal Carolina University. Great material and helpful ideas were shared!
- Sam Hicks, SCASFAA Vice President and Chair of our Professional Development Committee, will begin a SCASFAA book club. The book to be read and discussed is *The Privileged Poor* by Anthony Abraham Jack. I am looking forward to witnessing this unfold!

Respectfully submitted,

Carolyn Sparks
September 27, 2021



Southern Association of Student Financial Aid Administrators

Jeff Norrod / Tennessee President

Executive Board Report / October 2021

TASFAA Executive Board & Committee Members (V indicates voting members)

- President – Jeff Norrod, Tennessee Technological University (V)
- Past-President – Danette Seale, Carson Newman University (V)
- President-Elect – Charles Harper, Belmont University (V)
- Secretary – Jo Wallace, Tennessee Student Assistance Corp (V)
- Treasurer – Haley Greenway, Tennessee Board of Regents (V)
- 2-Year Public Representative – Kacee Hardy, Dyersburg State Community College (V)
- 4 Year Public Sector Representative – April Wolford, University of Tennessee(V)
- 4-Year Private Sector Representative – Regina Gilbert, Lipscomb University
- Proprietary Sector Representative –Randy Cotterell, Mind Body Institute, LLC (V)
- TCAT Representative – Mark Voeltzke, TCAT Nashville (V)
- Member At Large – Jonathan Looney, SallieMar (V)
- Association Governance Chair – Jeff Gerkin, University of Tennessee Knoxville
- Awards Chair – Joe Myers, Motlow State Community College
- Budget & Finance Chair – Melissa Smith, Vanderbilt University
- Conference Chair – Ashley Edens, Tusculum University
- Diversity Chair – Eric Farmer, TN Student Assistance Corporation
- Electronic Services Chair – Laura Harkelroad, University of Tennessee
- Governmental Relations Chair – Ron Gambill, Edsouth
- Historical Chair – Kacee Hardy, Dyersburg State Community College
- Membership Chair – Lacey Weese, TN Wesleyan University
- Public Relations/Blog Chair – Tori Watson, EdAmerica
- Site Selection Chair – Leah Louallen, TN Student Assistance Corporation
- Sponsorship Chair – Tina Rich, Carson Newman University
- State Programs Chair – Jason Seay, TN Student Assistance Corporation
- Training Chair – Dick Smelser, Pellissippi State Community College

Committee Goals for 2021-2022:

- Ensure that TASFAA is represented at all SASFAA Board meetings
- Encourage TAFSAA members to join SASFAA, if not already a member
- Encourage TASFAA participation in SASFAA events
- Appoint a Committee to review, update, and file a new three-year Strategic Plan for the period July 2021 – June 2024 for consideration
- TASFAA President-Elect will participate in the SASFAA Presidents' exchange
- Offer Fall training across the State's three regions

- Consider alternatives if necessary
- Offer pre-conference events at the TASFAA annual conference
- Continue to build TASFAA membership
- Keep membership and conferences costs as low as possible
- Work with TASFAA Governmental Relations on State Hill visits

LRP and GAP Goal Activity to date:

N/A

Motion/ Action Item(s):

N/A

Policy & Procedure: Changes/ Recommendations:

N/A

Activity Summary:

- TASFAA President attended the in-person SASFAA Executive Board meeting, August 6th, Nashville, TN.
- Nominated Reed Allison, Financial Aid Director at Chattanooga State, to serve on NASFAA’s New State Advocacy Board.
- Attended (virtually) the September 2021 SASFAA Board Meeting.
- October 28, 2021, TASFAA Annual Conference Meeting, Holiday Inn, Cookeville, TN.
- October 29, 2021, TASFAA Executive Board Meeting, Holiday Inn, Cookeville, TN.
- November – TASFAA Training, information will be released ASAP.
- November 4, 2021, New Aid Officers Workshop (NAOW), Virtual, 9am – 3pm, hosted by TSAC.
- November 18, 2021, TSAC Nuts and Bolts, 1pm – 3pm, hosted by TSAC.

The TASFAA Annual Conference is scheduled for April 10-13, 2021 at Cool Springs Marriott, Franklin, TN.



Southern Association of Student Financial Aid Administrators

Beth Armstrong / Virginia President

Executive Board Report / October 2021

Committee Members:

Committee Goals for 2020-2021:

LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

- VASFAA hosted its Director's Summit virtually and in-person on September 30, 2021.
- VASFAA Board met in Blacksburg on October 1.
- Fall Training Team doing a great job planning fall virtual training which will be held over 4 weeks beginning mid-October.



Southern Association of Student Financial Aid Administrators

Sandy Neel / Special Project – Association Governance

Executive Board Report / October 2021

Committee Members - All are active members of SASFAA

Stephanie Miller, Central Alabama Community College, AL
Runan Evans, Bluegrass Community and Technical College, KY
Brenda McCafferty, ECMC, VA
Cara Suhr, Tennessee Board of Regents, TN
David Alexander, ECPI University, VA
Michael Morgan, Rhodes College, TN
Laura Diven-Brown, University of Mississippi, MS

Committee Goals for 2020-2021:

Determine the function of the Association Governance Committee: Develop the committee, determine the combined duties/functions of the committee, determine who should chair the committee, and develop a name that aligns with the duties/functions.

February 16, 2019 Minutes to establish an Association Governance Committee:

Joan made a motion to accept the movement to a comprehensive committee, association governance committee, to include GAP, LRP, By-Laws, & P&P review. The President will assign a task force to assemble all the changes necessary to move forward with a vote to the membership. 2019 transition meeting deadline. second. Motion carries.

The vote and results from the Membership were not found on the website so it is not clear if this was ever put to vote by the membership.

Currently the P&P states the following for these two Committees:

6.7 Governance and Strategic Planning

The Governance and Planning Committee evaluates and monitors the progress of the Association toward meeting its long-range plan and makes recommendations to the Board regarding future goals and objectives. The Committee is chaired by the Past President, preference for two returning committee members and two new committee members, and inclusion of both current and incoming presidents-elect as observers. The committee will support efforts that encourage the integration of strategic planning into the broader perspective of the Association. The committee will: (1) review, monitor and evaluate each committee's annual goals as they relate to the long-range plan and the goals and objectives as approved by the Board; (2) monitor progress toward the committee's objectives at the mid-year and the end-of-year and report, as appropriate to the Board of Directors; (3) ensure that the incoming Board has addressed recommendations as written in the GAP report as part of the annual planning cycle; (4) undertake a survey of membership satisfaction two years prior to the completion of the Long-Range Plan; (5) provide recommendations for appointment of a Long-Range Planning Task Force two years in advance of the next long-range planning cycle; (6) annually update the regional profile for the membership; (7) establish a committee list serve, if necessary, and provide updates and evaluations of the long-range plan in the SASFAA Nine News and on the website; and make recommendations to the president and Board of Directors.

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. Two years prior to the expiration of the current Long-Range Plan, the Long-Range Planning Committee shall be formed to develop a strategic plan for continued leadership and fiscal integrity. In developing the Long Range Plan the committee will: (1) make recommendations for changing or expanding services, activities and roles of the Association; (2) make observations regarding Association trends; (3) 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 (4) 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 SASFAA Policy and Procedure Manual September 1, 2020 Page 36 of 114 adopted in February 1996, revised in June 2006, and revised again in June 2011. A new long-range plan was adopted in February 2016.

SASFAA LRP and GAP Goal Activity to date:

Emailed Committee about researching other organizations Committees for Governance and Planning or a Long-Range Planning Committee to gather information.

Motion/ Action Item(s):

Nothing at this time

Policy & Procedure: Changes/ Recommendations:

Activity Summary:

Reviewed the minutes over the last few years to determine if the official committee was ever established.



Southern Association of Student Financial Aid Administrators

Shannon Jones/Special Project – Partner Advisory Board

Executive Board Report / October 2021

Committee Members:

Stephanie Watson – Vendor Sponsor Chair

Kathleen Donahue - Ocelot

Committee Goals for 2020-2021:

1. To engage all business partners on a regular basis to seek new ideas.
2. To engage all business partners on a regular basis to gain knowledge on how we can improve their experience with SASFAA.
3. To engage all business partners on a regular basis to get feedback on what has been positive about their experience with SASFAA and what can we do better.
4. To stay in contact with each business partner to include them as we make plans for SASFAA 2022.

SASFAA LRP and GAP Goal Activity to date:

Motion/ Action Item(s):

Policy & Procedure: Changes/ Recommendations:

Activity Summary: