AASFAA Quarterly Board Meeting Minutes
12/14/17

3:02 p.m. **Call to Order by Diana Dowling**

In attendance: Diana Dowling, Dianne Fulmer, Rebecca Salcedo, Ryan Taylor, Sherri Svedberg, Mary Frances Causey, Nicholas Dehaan, Mary Kate Ashcroft, Bee Sena, Shaundra Coleman, Phil LeBlanc, Amanda Cornelius, Aurie Clifford, Kim Murphy, Deena Lager, and Kelly O'Brien

Motion: Shaundra moved that the agenda for the December 14th meeting be approved and Ryan seconded the motion. All agreed and the **motion carried**.

Approval of Minutes

Motion: Shaundra moved the minutes of the previous meeting of September 14th, be approved and Kim seconded the motion. All agreed and the **motion carried**.

Vice President Position

Diana indicated that she received notice from Melissa Moser that she is no longer with Pima College and has retired. We need to fill the position of Vice President. Mary Frances looked into the bylaws and found that the Board can appoint someone if they have been a Past President in a prior year. Diana asked Phil if he would be interested in filling this position and he accepted the appointment.

Motion: Shaundra moved that Phil be appointed our Vice-President for the remaining part of the 1718 year and Dianne seconded the motion. All agreed and the **motion carried**.

Communication Team

The Communications Team report moved up on the agenda so they could talk about the new AASFAA logo. Mary Kate indicated that they have two submittals for the logo contest, which makes a total of three from which to choose. The committee will put the logos out for a vote in the next three weeks or so. Nic gave an update on the website. He is compiling a list of who our current sponsors are as the current rotating banner is not accurate and out of date. Dianne indicated that Discover, Campus Logic and Great Lakes are current, however, Great Lakes is the only one who has paid. The other sponsors listed on the banner need to come down. Nic said there were a couple hiccups when the new website was up and running, but everything seems to be running smoothly now.

Nominations for 18-19 Board

Mary Frances questioned if she should work on getting the information for nominations for the 1819 Board on Listserv now or if she should wait until after the conference in April. At the conference we have encouraged members to participate which was always a help but it might be nice to put a call out earlier and reach out to different schools for volunteers. Nic indicated that we like to have at least two people on the ballot for each position. Rebecca thought it might be better to know who would be on the new Board prior to the Conference so a deadline for nominations will be worked on after Christmas break.

Memberships

Bee related that we are behind on our memberships based on where we were at the same time last year, however, she was wondering if this had to do with the website update. Nic did indicate that there has not been any issues with payments or navigating the website since the first issues were reported. Nic indicated that membership is handled differently because of the grace period and that notifications are going out differently – it is more manual work to get members in the system. The reminders are 90 days before membership is due, then 60 days, and then 30. We did not have this reminder system in place last year. Diana asked that Bee give her a list of who has not renewed their membership so she can reach out to them. We had 76 members at the end of last year and we have 45 that have renewed thus far.

Treasurer Update

Ryan related that our bylaws will not allow investing in anything beyond a CD – we need to have an investment policy within the bylaws. He talked with an investment banker about this. Our operational account must be maintained only in an FDIC insured account as defined by the current policy.

When comparing a CD and mutual funds, a CD rate of return is half of 1% and the mutual funds through JP Morgan Chase (a conservative mutual fund) have an annual fee of 1.5 – 1.75% and the return rate is 3.5 – 6%. Risk tolerance is 6 – 8% and they do have a penalty of 1% if the funds are pulled before a year.

Ryan indicated that to amend the bylaws a majority of voting members, present at any regular meeting or special meeting - either in person, electronically or by mail - has given intention to alter, amend or appeal a bylaw at the meeting. Institutional memberships and associate memberships are afforded one vote but individuals do not have votes.

There was discussion about whether we should forward this information to the members for a vote or wait for the conference and do this at the business meeting. Diana thought that it may be easier to just do it at the conference and to call for a vote there. We will need to remind members that they need to be up to date on membership to be able to vote. Mary Frances asked if it makes sense to send it out sooner, along with the question about changing the bylaws in regard to awards so we could do it electronically, and therefore more efficiently, prior to the conference. It was decided that in January we will send out the email with the link to vote for the change in the bylaws. We will target the institutions voting members and not put it out through Listserv.

Bee wondered how people get the Listserv and if it has been updated recently. Phil stated that if you were a member in the last couple years you should stay on Listserv so you can maintain engagement with your audience, however, there are 551 people on Listserv and definitely less than that are actual members. Bee said that we would find a way to do some testing to see if everyone is receiving the information who needs to. She will work on finding a way to do this. Phil said to check Member Clicks to see if that would validate what has gone out and to whom.

Awards & Scholarships Update

Sherri indicated that they have only received one nomination for the Advocacy and Honorary Lifetime Members Award. She and Aurie would like to have these awards in place sometime in February. It was mentioned to present Bruce Horner with a special award. After some discussion, it was decided to give him a plaque, however, Diana did mention that he received an award from Nevada's Association for his upper management abilities, though she could not remember what kind of award it was. Aurie and Sherri will design the award and send as a draft for everyone to see prior to finalizing it.

Aurie indicated that it would be more helpful if a local vendor was able to provide the awards needed rather than utilizing the specific vendor as listed in the bylaws. This would be more convenient and there would be no shipping costs. This change in the bylaws will be addressed in an electronic form to the voting membership as mentioned previously in these minutes. Diana recommended that the change stating that the trophy is to "be at the discretion of the award committee". **(See email communications at the end of minutes)**

Any Lifetime Member Award nominations need to be sent to the Award Committee asap.

Awareness & Outreach

Deena indicated that so far, 69 high schools signed up to host 97 College Goal FAFSA workshops and 15 community sites signed up to host 20 workshops. About 4,000 students and parents have been assisted and we still have 10 more workshops scheduled between now and the end of February. Last year our total was around 2300. Deena thanked everyone who participated.

Vendor Relations

Dianne and Steven went over the Vendor Package Proposal that was presented to the Board:

- One exhibitor table at the Annual Conference
- One complimentary conference registration
- Recognition of sponsorship printed in Annual Conference Program
- Recognition of support of AASFAA during the conference
- One minute time slot during the conference opening to introduce yourself and your company to the membership

-Recognition of sponsorship displayed on AASFAA website with sponsor's logo and hypertext link
-Banner Ad at bottom of AASFAA website
-List of conference attendees including email addresses two (2) weeks prior to the conference

Last year the package was $875 and after much discussion, it was suggested to leave the price the same.

Motion: Rebecca moved to approve the vender package as written above and Phil seconded the motion. All agreed and the **motion carried**.

Training Update

The NASFAA training in Flagstaff had a great turnout – 30 people registered but half of them were through web-streaming which was very popular. Twelve people registered for the Consumer Information training held in Tucson, with 11 actually attending, and the final training will be held in Phoenix for R2T4 on February 16th.

Conference

Tom is talking with the Double Tree Inn in the Gilbert area and feels he is getting a good rate with them prior to negotiations – about $135 per person. When asked what we should set the conference cost at, Diana suggested at least $135 as it would be nice to break even. We also need to take into consideration the free board members and vendors. There was discussion about early registration or perks for registering early, however, it was decided to wait and get more information once Tom locks the price down. Diana thought it might be good to send a "Save the Date" type of email prior to the holiday break. Diana will get back to everyone with more conference information so that we can make a more informed decision. The dates have been set for April 19th and 20th.

Other Business

Diana asked if there was any other business and there was nothing left to discuss. Diana adjourned the meeting at 4:10 p.m. Our next meeting will be held in April at the Conference, however, there will be various email communications being sent between now and then.

These minutes are respectfully submitted by Kelly O'Brien

EMAIL COMMUNICATIONS

Motion: On February 19, 2018, Shaundra Coleman moved to change the bylaws in section 4.3.2.1ii to be changed to, "*The provider of plaques will be at the discretion of the*

Awards and Scholarships Committee." This motion was seconded by Ryan Taylor. All approved and the **motion carried**.

Motion: On March 9, 2018, Kim Murphy moved to nominate the following for our honorary lifetime membership:

Pat Peppin
Terri Eckel
Shirley Vaden
Dan Lupin
Dan Melosi

Mary Frances Causey seconded the motion, all approved and the **motion carried.**

Though more of a member vote than a Board vote, after the new responses for the new logo survey were read, a new logo was chosen to represent AASFAA from this point on – Nic will update all the website materials.