AASFAA Transition Meeting
2017-2018 Board Meeting Minutes
Friday, June 23, 2017

1:21 p.m. **Call to Order by Diana Dowling**

- In attendance: Diana Dowling, Diane Fullmer, Phil LeBlanc, Kim Murphy, Mary Kate Ashcroft, Nicholas Dehaan, Rebecca Salcito, Ryan Baker, Shandra Coleman, Diana Logger, Steven Young, Mary Frances Causey, Kelly O'Brien

Motion: Motion by Rebecca Salcito to approve Diane Fullmer and Shaundra Coleman as Representatives at Large. Mary Frances Causey seconded the motion. All in favor, **motion carried** and their appointment approved.

Conference Committee Chair

- Phil indicated that Leslie Levy moved to North Carolina and we need a new Conference Committee Chair due to Leslie Levy moving to North Carolina. Melissa Moser has agreed to the appointment.

Vender Relations

- There was discussion about the current package offers and what is included in that package: on-line membership directory – full page color ad; recognition in on-line membership directory; on-line newsletter – 2 full color ads; three 10 second loop banner ads; the organization name listed on and a link to their website from the Thank You page of the Sponsor Section; use of AASFAA Listserv for non-product based announcements. It was agreed that this is a good package.

- There was a situation brought up about a vendor indicating that they were going to vend and then they ended up not vending, but just attending. The question was asked, if vendors should be allowed to come to an event as vendors IF they are not vending. After a brief discussion, it was proposed that perhaps they should have to pay a higher amount when not in a vending role. Paul suggested he had heard about the same type of situation and that depending on what type of member you were, the price was based on that. An example being if it costs $1,000 to participate as a vendor, it should cost them $500 to come to the conference as an attendee. Mary Causey indicated that it may be good to outline the information more clearly so that they would choose "vendor", "not vending", "attendee", so there are no question as to the reason they are participating.

  Phil brought up how it is not realistic choosing different prices for different members (e.g. volunteers, committee chairs, members donating time). Diana suggested that we table this discussion to a later meeting to figure out if we want to comp committee chairs for conferences. Mary Causey suggested we do not change prices for this year.

Development of Communication Team

Motion: Motion by Mary Frances Causey to approve forming a new Development of Communication Committee. Diane Fullmer seconded the motion. All in favor**, motion carried**. Nicholas Dehaan will be the Committee Chair.

Newsletter/Social Media

- There was brief discussion regarding designing and having a newsletter available through the AASFA website versus putting pertinent information out through social media. Phil suggested using various methods of social media and the general consensus was that social media had the advantage over the website newsletter. Vendors do advertise in the newsletter, however if was felt that we could provide more engagement in other ways such as a community forum or having the website drive people to a Q&A page.

  Phil talked about our history in selling ad space on the newsletter and it was agreed that perhaps a bi-annual newsletter would be more meaningful. Phil also asked Nick about the possibility of a Discussion Board where the members would have the ability to network. Mary Kate thought if we had a Discussion Board that someone should moderate it to keep it moving.

Motion: Diane Fullmer moved to discontinue the newsletter and Ryan seconded the motion. All agreed and the **motion carried**.

Nick wondered if our membership needs to know that the newsletter is over. If we need to indicate that, "the newsletter has moved to our ______". Discussion ensued over mentioning this the same time as the membership drive and the logo contest: during a final blast and wrapping it all up together.

Membership

- Nick brought up putting together a preliminary communications package for the membership renewal drive. August 1st is the deadline for dues so not sure if we want to go past that date. Rebecca suggested that the dues should be $75 due by October 31st and then $100 if they are paid later. Phil related that he would hate for the August deadline to pass and then we do not let them renew – they would not see the information about the conference, etc. He also thought that maybe having to pay a higher fee after a certain date will encourage them to pay earlier.

  The membership drive began in May but Nick is thinking that we should wait until our website upgrade. There was discussion about having our first communication with members be able their membership renewal and the 50th Anniversary Logo Contest. The prize for the winning logo could be their membership fee or conference registration. Nick also suggested highlighting all the logos we receive.

Discussion followed regarding our institutionalized memberships and wanting the individual members to receive emails. It was asked if we have a "distribution list" so everyone could receive the emails. Nick indicated that an organizational member would be able to register everyone in the organization, however, it's hard to change things over if that person leaves. We have talked about individual members versus the institutional one. Nick followed the discussion with the idea of setting up the email with an "opt-out" feature rather than an "opt-in" feature.

Motion: Rebecca moved that the regular membership fee be $75 (early registration) with a late registration fee of $100. All approved and the **motion carried**. The membership drive will be from August to the end of October.

Development of Training Committee

- It has been suggested to re-establish the Training Committee. Steven Young will be the Committee Chair and will set up the NASFAA Drive In sessions again.

Drive-In Trainings for 2017-18

- Mary Frances suggested that we talk with other schools around the state to hold the trainings. Discussion followed about the codes to be credentialed were to last a whole year but now they are only good for 60 days. May only hold trainings for fall due to spring conference.

AASFAA 50th Anniversary

- We are looking to work the Spring Conference around AASFAA's 50th anniversary celebration. Tom Rector is currently looking at a site in the Phoenix area, however, we will need a Conference Chair. Shaundra Coleman asked for more information on the Chair position. The Chair is responsible on deciding the theme, getting the program together and formulating the sessions. Tim Wolsey and Pat Peppin did everything for this past conference and it was noted that it can be helpful having Co-Chairs and to delegate a lot of the work to various committees. Shaundra then volunteered for the Spring Conference Chairman.

  Mary Kate suggested that we put the information about the conference and our anniversary out on social media and all agreed. Phil mentioned that since this event is very important, that Shaundra may want to reach out to past Conference Chairs for help and suggestions. Mary Frances indicated that she has a time-line she can share and Diana offered to be on the committee as well.

  Nick spoke about how the 50th anniversary is unique so we should try and keep it fresh and new. A contest was mentioned to establish a new logo for the 50th anniversary. It was asked if the winner should receive free conference registration.

- It was entertained that conference committee chairs should be comped for the conference since the Board of Directors are. There was a brief discussion and no real decision as Mary Frances indicated we should look at our potential income versus last year's income prior to making a decision.

- Marcy Frances asked if we have any swag to give away – perhaps we could have a small contest each month for a swag bag with a gift card in it. We could ask the vendors for items to fill the bag.

- It was also suggested that we have t-shirts either for sale, or included in the cost of attendance, for the conference. Nick said it would cost about $7 per shirt if we kept them to one color.

- We will revisit the price for the conference at the next meeting as we cannot decide on the price without the site costs.

Awards and Scholarships

- Sherri talked about increasing the scholarships to be awarded for the NASFAA and ASFAA conferences. Discussion followed regarding the possibility of not including the motel in the award so that more people could be awarded. Phil thought that if the member lived more than 30 miles away, the motel would be included but that if they lived in Phoenix, we should not include the motel.

- Diana is hoping that this 50th anniversary conference will generate more revenue to increase the scholarships.

- Kim questioned splitting the scholarships into 3 with conference entry fees and 2 with the conference fees AND motel room.

- Mary Kate did not apply for a scholarship as the information was not real clear. We need to look at the qualifications and application. Maybe we can say, "Here's your opportunity to win…" so there is more clarity.

- Phil suggested that we could put forms out at the conference to encourage people to apply for the next year's scholarship. We could ask for their personal information and get back with them prior to the next year's conference.

- Diana asked if the application is on line and Sherri said it is, under award nominations, but that it is outdated from 2015. Sherri will go in and just remove the deadline date.

Set Quarterly Meetings

- We will be meeting quarterly – the next meeting will take place on September 14th, December and in April at the conference.

3:22 p.m**.** With nothing further to discuss, the meeting was **adjourned.**

Minutes respectfully submitted by Kelly O'Brien