AASFAA Quarterly Board Meeting Minutes
September 14, 2017

3:07 p.m. **Call to Order by Diana Dowling**

- In attendance: Diana Dowling, Dianne Fulmer, Rebekah Salcedo, Ryan Baker, Melissa Moser, Steven Young, Mary Frances Causey, Nicholas Dehaan, Mary Kate Ashcroft, Kim Murphy, Bee Sena, Amanda Cornelius, Shaundra Coleman, Kelly O'Brien.

Motion: Rebecca moved that the agenda be approved and Amanda seconded the motion. All agreed and the **motion carried**.

Approval of Minutes

- There were some corrections made to the minutes of the June 23rd meeting: Melissa Moser agreed to the appointment as Vice President, NOT Conference Committee Chair as previously reported; Dianne Fulmer gave the correct spelling of her name; The proposed budget information that was approved and will be discussed further in our meeting…

AASFAA 17-18 Budget Proposal

Expense by Committee	**Description**	**17-18 Board Approved**	16-17 YTD	16-17 Budget
Awards & Scholarships	1 WASFAA Summer Institute, $625 AASFAA Events, $300 plaques	**2,250**	950	1,975
Board of Directors	2 NASFAA conference attendees & Board conference	**8,500**	6,111	4,960
Conference	TBD	**TBD**	21,938	17,000
Information Technology			6,827	3,600

Motion: Ryan moved that the minutes of the June 23rd meeting be approved with the noted changes and Kim seconded the motion. All approved and the **motion carried**.

Communication Team

- Nick and Mary Kate discussed the new website which will be launching on the 25th of September. They had a delay coordinating the data import that needed to be completed. Nick will need to work with Ryan on getting the credentials for the payment processing system transferred over. We will have the ability to create fillable forms or forms for membership.

- Ryan will schedule some time with Bea to show her the data management side so that she can manage membership. One key feature will allow separate contact for the institution and all their contacts so that when a member moves from one institution to another, it will be an easy transfer of information.

- The last data import will also be on September 25th prior to the launch so that we can capture anyone whose membership needs to be transitioned to the new site. There will be no black out period so this date will not cause any problems with the proposed webinar scheduled with Bruce Horner. Bea indicated that this would be a good time for a membership drive to renew before the webinar. Diana indicated that we haven't received a confirmation from Bruce at this point if the webinar is a go or not. He has not received the official word to proceed.

- Mary Kate indicated that a list serve message should be sent out, as well as our President introducing the new site, logo, board members. Nick will need an updated message from Diana to place on front page. Mary Kate also discussed our twitter account which hasn't really caught on yet and our Facebook Page and how these sites really need to updated as well. She is also pushing the logo contest on social media but we have no submissions at this time. Mary Kate and Nick have come up with some logos but asked if we should extend the contest or pick from what they have designed. Diana thinks we should send out another listserv due to people being so busy at the beginning of the semester. Now that things have begun to level off, perhaps they will have time. It was decided to extend the logo contest to the end of October.

Membership

Bea has been working on coordinating the membership drive with everything else that has been going on such as the logo contest. Diana agreed that it would be easier if the dates were the same.

Motion: Bee moved that the membership fee be $75 through October 31st and after that the fee will be $100. Rebekah seconded the motion, all approved and the **motion carried.**

- Diana will get with Mary Kate on what information to get out for the President's letter and membership drive. We can do a separate communication for the membership drive because as Nick indicated, the more we communicate the better so that we will be in the forefront of everyone' minds.

Treasurer Update

- Ryan and Diana went over the 1718 Budget, the end results being on the changes mentioned above from the previous meeting minutes (see on page 1). The monies for the conference are not noted yet as we will discuss those further. Ryan will be moving funds into an investment account with Chase next month, as previously approved.

Awards and Scholarships Update

- Sherrie indicated that at the last meeting we talked about increasing some scholarships to include two awards that will include the conference fees and a motel room and three awards that will just include the conference fees. Will check with Nick on how to have candidates submit their applications on line.

- There was a question brought up on if we want to keep scholarships for the conference and other prizes for other awards (e.g. Scholarships for WASFAA and NASFAA but all other awards would be "prizes"). Ryan suggests calling the conference awards "sponsorships" instead of scholarships. Rebekah said she would work with Bea to get more people involved. Sherri wondered if we are using the sponsorship name, would we want to build that into our vendor packages. This way, the winners would also get something from the vendors to promote them further. Bea offered to go out to vendors and pitch for donations. Dianne wasn't so sure because she indicated that with tight budgets it's hard enough to get them to participate in conferences, so asking for more money may be tough. Sherri related that it would be saying it is part of their vendoring, when we give sponsorships we are saying that you were sponsored by these 7 or 8 vendors, so they are not really asking for more money. Dianne though that would be a good idea as she has not seen that at any other state or regional conference and it would be unique – maybe we would be starting a trend.

Awareness and Outreach

- Grace let us know that Deena could not be on conference call with us today but that she did want to provide a brief update on College Goal FAFSA. As the FAFSA opens in October, the post secondary ed folks are busy working on getting sites ready across the state and events will be happening statewide from October through Spring. Approximately 60 high school locations are set up and the high schools will set their own dates. Listserve will send out information to start recruiting volunteers to help.

Volunteer Information

- Phil posed this question to the group, "I think if my goal is to go out and solicit volunteers for support for different committees, I will be more effective if I have specific requests such as, I need somebody to…. Or, I think you would be really good at…..". It may also be better doing this with the membership drive. Amanda and Steven are looking for volunteers, so if they just let Phil know specific jobs the volunteers are needed for, he can work on direct outreach or email campaigns for these specific positions.

Vender Relations

- Dianne brought up our discussion at the previous meeting our charging a higher price for vendors who did not vend but attend the conference. Dianne recently spoke to a vendor relations person for the Colorado conference and he indicated that this was a big topic. They had a round table meeting at the end of the conference where it was thought to be an unfair practice because of the price actual vendors pay to vend, that vendors who did not vend should have to pay a higher price for attending the conference. Dianne's opinion as a vendor, is that it should be half the price of vending. Steven agreed, however, Diana questioned whether we should charge half the price of vending or double the price of the conference.

- Dianne indicated that her price to vend was $875, however, this included the conference registration. The conference registration was $125. It was also suggested that if a vendor had not paid their membership dues, they would need to pay those along with their vendor fee.

- Dianne has questions on what was included in the vendor package because it wasn't really followed through with. There was not a log of communication with the vendors as to what was included and things that were, banner adds, a banner run on the website, a full-page color add in the directory – none of those things ever happened. So going forward, we really need to make a conscious effort to make sure vendors are getting what they were offered.

- Dianne volunteered to get with Stephen and figure out a new vendor package. They will do research on what other states are charging, etc. Diana thought this was a great idea. Dianne and Stephen will report back at our next meeting.

Training

- Amanda indicated that we are looking to do the NASFAA drive-ins again as they were highly successful last year. We will look at who received their certifications the last two years and try to reach out to them for leading some of the trainings. We need to decide on what topics we would like and if we want varying levels of difficulty. Ryan wondered if labeling the trainings Beginning, Intermediate and Advanced may discourage people from attending and Sherrie asked if there were any broad subjects such as year round PELL, or Return of Title 4 Funds. After a brief discussion, the three trainings will be on Year round Pell, R2T4 and 1819 Verification – backups could include Campus Based Programs and Consumer Information.

- Sherrie asked if we would be doing the trainings in 3 different areas again. We did have attendees who went to all 3 trainings. Diana indicated that the only problem is time as it's already September and last year the first training was on October 28th. Sherrie said that last year they only had about a two week lead time and it worked out. Sherrie also said she can commit two trainers for any of the topics that were discussed but she would like to coordinate with someone else for meeting space.

- Diana offered to send out an invite to all the voting members to see if they have space they want to utilize and we can choose from those. NAU can host again –

Diana will reach out to Phoenix based schools and Stephen volunteered Campus Logic as they just moved into a new location with lots of space.

Conference

- Tom and Diana are checking out the new Hilton in the Phoenix area for the site of our conference. We will have to wait on establishing the conference costs until we have a site procured. It was suggested to have the Board Meeting on April 18th, and the conference all day on the 19th and half a day on the 20th. WASFAA begins that Sunday, April 21st.

4:13 Diana Adjourned the meeting after letting everyone know that updated budget information will be forwarded to them.

These minutes are respectfully submitted by Kelly O'Brien