AASFAA Quarterly Board Meeting Minutes
4/18/18

11:52 a.m. **Call to Order by Diana Dowling**

In attendance: Diana Dowling, Dianne Fulmer, Sherrie Svedberg, Rebekah Salcedo, Ryan Taylor, Mary Kate Ashcroft, Nicholas Dehaan, Phil LeBlanc, Kim Murphy, Shaundra Coleman, Bee Sena, Tim Woolsey and Kelly O'Brien

Motion: Rebekah moved that the agenda for the April 18th meeting be accepted as read and Dianne seconded the motion. All agreed and the **motion carried**.

Approval of Minutes

Motion: Shaundra moved that the minutes of the previous meeting on 12/14/17 be approved and Rebekah seconded the motion. All approved and the **motion carried**.

Results of the Election for Board Positions

President Elect – Amanda Cornelius
Vice President – Shaundra Coleman
Treasurer – Kim Murphy
Treasurer Elect –
Secretary – Kelly O'Brien

Reps at Large – are yet to be determined; hoping for a rep from GCU and a Tribal affiliate; Diana will check with Shirley Tunney from ONNSFA tomorrow to see if she would be interested

Committee Chairs

Membership – Bee Sena
Awards & Scholarships – Sherrie Svedberg & Aurie Clifford
Conference – Tia Smith
Awareness & Outreach – Grace Smith & Deena Lager
Vendor Relations – Dianne Fullmer
Communications Team – Nic Dehaan and Mary Kate Ashcroft
Information Technology/Web Site Development – Nicholas Dehaan

Communication Team (see Attachment #2)

Mary Kate indicated that they have three social media contests planned for the conference utilizing Facebook Twitter and Snapchat. During the welcome announcement, she will let everyone know how to be involved in the contest and the winners will be announced at the awards ceremony. The winners will receive Amazon Gift Cards. There will be table tents with all our social media sites listed on them and this information will also be projected onto a screen on stage.

There will be a photo booth where attendees can get headshots throughout the day and 40 -50 people have already shown an interest in this. Diana will mention this during her welcome as well. We will plan on having this booth all day Thursday and will play it by ear to decide if we should open it up Friday morning. Friday will be a short day and the vendors will be gone so it might not be needed. All the photos will be added to our database and if an attendee already has a headshot, they can send Nic a copy and he will add their photo to our website and social media. He would like to start a "throw back Thursday" area on the website utilizing the photos from the database.

IT/Web Site Development (see Attachment #1)

Nic provided us with a report on the website update (see Attachment #1). Of interest to note is that our page views increased by over 2000 from last year and we received the most hits on the membership page. There were 288 hits on last years Spring Conference Presentations which is a great reason to post this year's presentations after the conference.

We will be sending reminders to members on when to renew their memberships through the website 60 days prior to their expiration date. There will be 30/15/5 day reminders. The key contact for the institution will be able to view this information, however, Diana expressed concern that some members at larger institutions may not know who their key contact is – or the key contact has moved on and no one took their place.

Memberships (see Attachment #3)

Bee indicated that the membership numbers may not be complete accurate due to the Memberclicks upgrade that caused some confusion and delays. Bee will get with Nic on the difficulties navigating the registration list (who has paid and who still owes). For 1718 48 institutions & individuals have paid for membership and 8 others have a pending membership.

It was brought up that it may be confusing putting out the membership renewal at this point when many members did not renew for 1718 until registering for this conference. There was a lengthy discussion about when to pull out registration for 1819. Kim brought up the fact that when we had the fall conference, the timing for renewal was better, however, we changed the conference to the spring to allow for Bruce Horner's availability to provide his updates. The Drive-In Trainings have basically taken the place of the fall conference.

Membership renewal prices were discussed being $75 initially and then $100 for a late payment. Bee suggested that we wait to decide on the price until after the Treasurer's Report. It was proposed to advertise the benefits of our membership at the Drive Ins giving members plenty of time to renew prior to the spring conference.

Rebecca suggested the membership renew for 1819 be 50 for 50 – a $50 membership fee in honor of our 50th anniversary. Phil thought this was a good idea and mentioned that by lowering the price we may actually increase our funds by receiving more memberships.

Bee indicated that we do have a good contact list with about 697 in the database with 255 of them being active. Nic and Bee agreed that there may need to be clean up due to some people having more than one record in the system. Kim questioned the fact that when we went to Memberclicks, she thought we were supposed to get rid of ListServ. The new site can have more information than the old site but the key contact within the institution needs to go in and update their members profiles.

Motion: Phil moved that in honor of AASFAA's 50th anniversary and to rebuild our membership that we offer a $50 AASFAA Membership fee for registrations submitted prior to September 1st, 2018. After September 1st, the membership fee will return to the standard fee of $75. Shaundra seconded the motion. All approved and the **motion carried**. Attachment #4 is a copy of the email that will be sent to members.

Treasurer Update

Ryan indicated that the conference registrations were updated yesterday with 127 regular registrants @ $150 each, totaling $19,050 in revenue and the 11 vendors @ $875 totaling $9,625 with a rough total revenue of $27,000. After expenses, we should net somewhere between $6,000 and $7,000. Ryan will send an updated printout of actual expenses versus revenue later.

The AASFAA tax returns for 2017 have been completed.

Awards & Scholarships

Sherrie reported that we do not have any applicants for the WASFAA Summer Institute and wondered if we should change the word “scholarship” to “sponsorship” to see if we have more interest. Bee said that she would be willing to get up and talk about the scholarship tomorrow to see if anyone will apply. All expenses are paid, and it even includes access to ALL 16 NASFAA credential tests.

Sherrie and Aurie will put awards out to display on table in front of meeting room during lunch and they will be presented on Friday after the business meeting.

Awareness & Outreach

Deena emailed us with her update:

- 2017-18 College Goal FAFSA workshop host sites:
  - 71 high schools
    - 29 more high schools than in 2016-17
    - 69% growth in high school participation!
  - 14 community sites (colleges, universities & community centers)
  - 7,590 students and parents assisted
    - 5,235 more than in 2016-17
    - 222% growth in students/families assisted

287 individuals signed up to volunteer at events (many more than once)
89 volunteers specifically identified themselves as a FAFSA Expert, a FAFSA professional, or a Bilingual/Spanish FAFSA expert
Multiple FAFSA training sessions were hosted by AzCAN, ASU, College Depot & the Commission to help further develop the knowledge Of high school counselors, high school staff & their community Volunteers.

Vendor Relations

Dianne indicated that all the vendors have paid that that there are more this year with a total of 11 vendors. She will be getting together with Nic to update the banner ads with the new companies and removing the old ones. They will also develop a resource page with their names, logos and websites. We also need to send a final registration list to the vendors.

Dianne did not have the vendors register since they receive a free registration, however, Bee said that everyone needs to go on the website and register, including Board Members, even though they do not have to pay the registration fee as this affects the actual attendee numbers and causes issues with meals, seating, and name tags.

After Diana welcomes everyone on Thursday morning, between 9:15 and 9:30, the vendors will get a chance to introduce themselves and what services they offer. Dianne reminded Diana to please mention the various times that attendees will have to visit the vendors throughout the day.

Conference

Shaundra took everyone around to see the main conference room, where the breakout sessions would be and the patio where lunch would be served. Registration will be in the hallway. They will be setting the room up for 140. Shaundra talked about doing a networking Bingo game and the first one with a Bingo would receive a gift card.

There was discussion about if Conference Chairs and Co-Chairs should be comped for the conference. Shaundra indicated that in the past, no committee chairs were comped. Phil said that the Keynote speaker generally shows up for that and then leaves so he/she does not pay.

Motion: Phil moved that any decision on if a Conference Chair or Co-Chairs should be comped at the conference, it will be on a case-by-case basis. Kim seconded the motion, all approved, and the **motion carried**.

Shaundra asked if anyone would like to be on the panel for "How to Get Involved" and Nic, Kim and Diana all said that they would love to help. Diana also suggested that a past-President would be a good panelist.

Rebekah suggested that next year's conference be held in Tucson and change the date to sometime in February to stay further away from the WASFAA conference.

Dianne asked about the future of the conference in that most are two and a half days long and this one is only one – sometimes this is hard for our vendors. It was decided to talk about this more at our transition meeting.

Other Business

Our Board Transitional Meeting will be held on Friday, May 18th at Campus Logic in Phoenix. (there was a change to the meeting site – it will now be held at the University of Phoenix, 4025 W. Riverpoint Pkwy., Phoenix).

Adjournment: Diana adjourned the meeting at 2:54 p.m.

These minutes are respectfully submitted by Kelly O'Brien

Attachments to these minutes include the Training Committee Report (attachment #5) **submitted by Amanda Cornelius and the Past Presidents Report from Mary Frances** (attachment #6)