AASFAA Board Meeting
September 20, 2018

2:34 p.m. **Call to Order by Rebekah Salcedo**

In attendance: Rebekah Salcedo, Dianne Fulmer, Mary Kate Ashcroft, Shaundra Coleman, Aurie Clifford, Chris Linderson, Amanda Cornelius, Nic Dehaan, Kim Murphy, Deena Lager, Margie Cross, Tia Smith, Akhtar Parvez, Maggie Thom and Kelly O'Brien

Approval of Minutes

Motion: Kim moved that the minutes of the previous meeting on 5/18/18 be approved as read with the exceptions/changes below:

Mary Kate will be changing companies so she will be working for Honeywell and will have to resign her Chair. She will work with the new person to help acclimate them to her job, so we will need to start planning for that.

Need to add that Diana expressed a concern on if we have a place to house the Memberclicks. Nic indicated that we can store them anywhere and it was decided that we only want members to have access to this information.

There were a couple spelling issues under the spring conference wrap up: "...all feedback was *positive*", not position and in the third paragraph, it was Deena Lager that asked for specific feedback, not *Gina*.

Shaundra seconded the motion that the minutes be approved with these changes – all approved and the **motion carried.**

Requested changes to By-laws

Sherrie and Margie of the Awards and Scholarships Committee proposed the following changes to the Arizona Association of Student Financial Aid (AASFAA) by-laws:

1. Change the word "Scholarships" to "Sponsorships" in all forms.
   This change is due to having members not understanding the term and therefore, not receiving many applications – Shaundra indicated that they are not getting money, but the chance to go to the conference free, etc.

2. Change the name of the "John Medley Financial Aid Advocacy Award" to "Financial Aid Advocacy Award" and the "Robert Thompson Memorial Leadership Award" changed to "Financial Aid Leadership Award".
   These two items will be revisited once we find out more about these two gentlemen – Askhar will reach out to a long time member he knows, to find out more about them and why the awards are named after them. Kim indicated that if they were "honoring" the person, we should keep the name and not change it.

3. Add a "Vendor Innovation" Award
   Dianne mentioned that when this was discussed it sounded like awarding a vendor for their production for innovation, as something special to offer to encourage the vendor's participation. She also said this was new territory and definitely worth thinking about. There was a question brought up on if the Board felt that the venders were not engaged enough. Mary Kate brought up that it may be better for the vendors if we increase what they get for membership rather than picking one vendor specifically – so that ALL vendors get more. Deena agreed with this as well.

Motion: Mary Kate made a motion to approve the changes of #1 and we will revisit #2 once we have more information on the two gentleman whose names the awards are on. The consensus on #3 was to increase what the vendors receive for membership. Amanda seconded the motion and everyone approved and the **motion carried.**

Site Selection/Conference Committee Reports

Azkah went over the spring conference budget (see attachment A). Ryan questioned the possibility of using a conference app but they are expensive and the budget does not include this. Ryan recommended Drive Up but there is a flat fee of about $1500 to $3000 if you want everything included. Guide Book has you pay per attendee but it only offers some basic options and could still be about $1250. Mary Kate indicated that this could replace printing costs because all the information would be on the app, however, the functionality may not be there to load a nice schedule.

Mary Kate said that we can demo it but she doesn't think you can host any documents in there which would be a limitation. Shaundra asked if attendees will be engaged through it, if there is an "interaction" feature and Mary Kate said it would have an interactive map, attendee list, things to do, links to social media, list of speakers, place for sponsors and even give live updates. There is no forums or voting options, however. Mary Kate will demo it and see if it will be worthwhile or not.

Tia related that the committee met regarding their finalized schedule and the list of possible sessions that people can volunteer to present. They will be allowing vendor time during both days of the conference, two times specifically each day. Dianne questioned the 4:30 – 5:00 last session may not be that effective as people are trying to hurry and go back to their rooms to get ready for the President's Reception. Askah said that is why they provided the 2 hours in the morning, so that everyone will have time for the vendors. They will put these times on the agenda. Askar also suggested that perhaps they could put some vendor time in before the last session.

There was more discussion regarding the actual budget – Shaundra asked if everyone thought 139 was a realistic number to propose when only 102 are actually paying. Since the conference is more than one day, do we think we will get as many people as the Phoenix conference...ASU sent 25 people to the day conference but may only send 3 – 4 to Tucson as they won't pay for the hotel stay. Mark Kate suggested we look at the last out of town conference (Sedona) to check attendance from the southern schools...Nic said he may be able to check through Memberclicks. It was noted that people will travel if the agenda is good and that as Board members, we should encourage people to attend.

Motion: Mary Kate moved to approve the conference budget as is and Kim seconded the motion. All approved and the **motion carried**.

Updating Bylaws – Job Description Edits

Shaundra indicated that we all need to check on our board positions within the bylaws and get them updated as soon as possible, or at least get any revisions to her by the next Board meeting in December. She will pull the current descriptions up and send to everyone for updates.

Shaundra also indicated that someone was going to follow up with Deana regarding volunteer events as a Board. She also said that it would be nice to do events outside of the conference throughout the year for members to participate in. There was discussion about doing a Survey Monkey to see what our members are interested in and to propose some suggestions.

Training Committee Report

Aurie indicated that all three drive-ins are scheduled for October and November. The sites have been set up and the site coordinators are in place. An announcement has been sent to the membership to sign up. Mary Kate and Nic have been helping Aurie and Maggie navigate through this by helping with getting the link live for registration and the social media promotions for the drive-ins. Everyone chimed in on how they were going to miss Mary Kate. Dianne suggested she become a vendor ☺

Other Committee Reports

President-Elect – Amanda followed up on committee members and talked with Shaundra regarding the Policies and Procedure Bylaw Task Force. She has a group of people working on that.

Past-President – Diana was excused from the meeting.

Vice-President – Shaundra

Treasurer/Treasurer Elect – Kim has sent out her report. She has seen alot of membership transactions the last couple of months but has not checked the PO box as she has been out of town. Not sure if the high yield account moved some of our savings over yet, but Ryan would have the update on that since he began working on it last year.

Secretary – Kelly indicated that she is just busy getting to know everyone; she wanted to know if the minutes are too detailed or if she should only discuss the main points – everyone was in agreement that they are better with the detailed information.

Reps at Large – Chris has been working on membership calls but has been a bit disappointed on the feedback he has received. Bee asked if Mary Kate could send out one more membership renewal reminder to encourage everyone who hasn't to renew their membership. Would like to get them registered prior to the drive-ins beginning. The people who are in lapse status get emails every 15 days, according to Nic, so memberships are still trickling in.

Membership/Volunteer Committee – Bee and Phil

Awards & Scholarships Committee – Margie indicated that they are taking a lead role with scholarships and hope to get more applications for the conference. They are starting the app now as last year they did not get many people to apply.

Amanda followed up on committee members ……talked with Shaunra Policy and procedure bilaw task force..four people working on that…

Outreach Committee – Deena has been working on College Goal FAFSA and all the flyers and posters just came in so they will be distributed to high schools across the state. They have the new AASFAA logo on them. She will get Mary Kate the links so that she can put them on the website. Deena asked if we could listserv an email to encourage AASFAA members to volunteer and Nic said he will have those announcements sent out beginning October 1st. The Governor is endorsing a new statewide goal that they would like 50% of high school seniors to complete the FAFSA. Deena also said that she talked with Rebekah about working with the DACA program, A-Z to see how to partner with them and ways to fundraise at the conference.

Vendor Relations – Dianne asked Nic if there was some other spot on the website to put the vendor information on so that visitors to our site would see the information. They currently are on a page that only members see. Dianne also asked if we could change the name from sponsors/exhibitors to development partners, however, Rebekah diad it really depends on how the name is mentioned in the bylaws…it may have to be changed there first. Dianne asked for a tab under the quick links and Nic said he could do that. Mary Kate thought listing it under member resources would be great so Nic will get that done. Mary Kate also thought that highlighting the information on social media would be a good idea as well as there is more traffic.

IT/Web Site Development Committee – Nic indicated that views on our website are up compared with this time last year however, the bounce rate and pages per session are down a bit. He believes that people are using the site to register for events and not really traveling around it…most of the hits are for those registration pages.

Communications/Social Media Committee – Mary Kate said that we should all get on Facebook and like the AASFAA page so that we can keep track of each other. There is also a Linkedin page for AASFAA but there is not much engagement on that site yet. We have increased our following on Twitter and we have a big opportunity to work with vendor partners with our social media. Rebekah asked if anyone else has been working along side her who can take her place, but Nic is the only one who has been helping her. Nic indicated that he may have a colleague who might be interested in helping, but he has not approached her yet. Chris asked if we could post it as a job opening on the website. Mary Kate will have to get them access and permissions to do that. Rebekah asked her to document everything so we can keep the information in the archives for later as procedures for when we turn over the position to someone else.

Other Business

Rebekah mentioned that if we receive any weird emails from her, Ryan or Kim, that they are not legitimate and are actually spam. Rebekah will never ask any Board members to buy them gift cards...this is happened in WASFAA as well.

Our next meeting will be held Thursday, December 15th at the resort so we can all check it out prior to the conference. We will still have a zoom meeting from there at 2:00 p.m. if you cannot make it to the hotel.

Dianne asked Askah to send her a copy of the conference schedule

Meeting adjourned at 4:03 p.m.

(Attachment B are the suggestions for fundraiser activities received by email for the conference)

ADDENDUMS to MINUTES AS PER EMAIL NOTIFICATIONS

1. We had talked about asking Committee members to create a job description because it would help us inform future volunteers about the different opportunities available and hopefully recruit more volunteers to assist the Committee chairs. These job descriptions wouldn't necessarily go in the by-laws, but we could post on our webpage for our members to see.

   Thanks everyone!

   Rebekah

2. We welcomed David Donderwicz, from Pima Community College, as our new Awards and Scholarships Co-Chair.

3. Aurie made a motion that we take advantage of having the AASFAA Training Committee offer the "Administrative Capability" NASFAA Credential for the Pima Community College staff for a flat fee of $500 and travel expenses for the trainer (Amanda Cornelius). All approved and the **motion carried.**

4. After a vote, it was decided that the two sessions we will have Bruce Honer facilitate at the conference will be: Administering Overawards and Overpayments AND Administering Adds, Drops, and Withdrawals.

5. We have two members who are interested in attending the NASFAA Leadership Conference, along with Amanda. We can only select one of them, so it has been suggested by Phil to ask if either member has an interest in pursuing the Treasurer-Elect or President-Elect position in the

future. This could be a strong recommendation for them if they attend the conference. Amanda, Kim and Shaundra all thought this was a good idea as well.

These minutes are respectfully submitted by Kelly O'Brien

Attachment A

2018-2019 AASFAA Spring Conference Estimated Budget Analysis

Revenue				
Registration Fees	139 registrants $150 each - 102 paying	20850		
Vendor Fees	15 @875	13125		
Transfer from Awards & Sch budget	2 sponsorship ($150 each) w/ room	650		
Registration Discount (Contra-Revenue)	Budgeted 9 board, 13 Committee chair, 15 Vendors, 2 scholarships	5850	leaving out since not booked as income yet	
Net Revenue				28775
Expenses				
Conference App		2500		
Food/Site Charge	Estimate based on what's billed	15000		
AV		600		
Comp Hotel Rooms (9 Board, 13 Chair, 2 scholarship, 1 Speaker = 25)		3335		
Supplies		657	name tags and printing	
Total Expenses				22092
Net Income (plus)				6683

ATTACHMENT B

From Shelley:

Hi everyone,

I do a lot of fundraising during the football season (Go Browns!) so I have tried a lot of different things. Based on my experiences, here are my thoughts on the ideas suggested:

Balloon Pop: sounds like fun. could be messy, the popping sound could startle people especially since its indoors and not expected at a conference.

Scavenger Hunt: these are great team building exercises, but everyone seams to do them.

Silent Auction: Easy to manage, is a great way to get people back to the vendor area (they will check their bid), it can be hard to get auction items.

Raffle - again can be hard to get prizes. Have to have a person sit and sell tickets.

Draw Down - never heard of this one but it is interesting. It would again bring people back to the vendor area but again we need to sit and sell tickets. This is hard because there is one prize and if Im not interested, Im not going to buy a ticket. So funds raised could be limited.

Personally I like the idea of the silent auction. You can get some random, yet general prizes (bought or donated) that most people would like and it requires little oversite (which is important with so much going on during the conference).

From Aurie

Here are my thoughts:

- Silent auctions are great if you find a variety of interesting and appealing items
  - We need to figure out what our minimum bid would be
  - Need to identify how or who the items will be collected
  - previous events I went to had high return on crafty type items
    - handmade quilts
    - baby blankets
    - jewelry
  - Electronics are also popular
  - Tickets to events
- Seems like it would be advantageous to do an activity to bring awareness to the DACA student plight...
  - Maybe we can invite a guest speaker(s) - potentially a DACA student
    - The guest speaker could promote donation to the scholarship link so people could donate from the comfort of their seat at the conference
    - We could advertise at different points in the conference how much has been donated
- Maybe we can create a poster board of wishes/thoughts
  - Attendees who donate could place a comment card/sign a board/something to place their personal wishes for students in this situation on some type of display
  - This sign could be provided to the A-Z organization when we provide the check

Aurie Clifford, M.Ed.

Fundraising ideas for the Conference

Balloon Pop: Tuck dollar bills, candy, gift certificates, other small prizes, or vendor business cards into balloons before blowing them up. Participants purchase the chance to pop one or more balloons. Fill a large room with balloons, some containing prizes and others containing fakes. If someone pops a balloon with a prize or a ticket/card to retrieve a prize from a vendor, they keep that prize.

Scavenger Hunt: Create a list of items participants must find during the conference and bring back or take a picture with. Charge an entry fee for each team, then give out donated prizes to the teams who find the most items in the shortest amount of time.

Silent Auction: In this fundraiser new items are donated similar to a raffle. Each item is set next to a blank bidding list where guests place their name and bid. Each auction sheet stays open until the end of the event and the last person on the paper with the highest bid wins.

Raffle: Solicit community businesses for prize donations then raffle them off by selling tickets guests can use to enter each drawing.

Draw Down: Sometimes called a reverse raffle, guests purchase event tickets ahead of time or at the door. All ticket numbers and the name of the ticket holder are displayed on a large board. Periodically throughout the event numbers are drawn and those matching tickets are eliminated from the drawing. The last ticket number left on the board at the end of the night wins the grand prize.