

West Virginia Association of Student Financial Aid Administrators  
Executive Committee Meeting  
Panera Bread  
Clarksburg, WV  
June 10, 2009

Members Present: Sharon Howard, Martha Persinger, Cindy Hudok, Karen Lay, Sandra Bennett, Kaye Widney, Tresa Weimer, James Buchanan, Buck Eagle, Faye Waggoner, Patricia King, Summer Boggess, Amanda Sites, Nina Morton

Meeting called to order 10:05am

**Secretary's report:**

Sharon made motion to approve minutes with no corrections to be made. Faye Waggoner seconded, motion passed.

**Treasurer's report:**

Sharon emailed reports for May and passed out reports for June. The only outstanding expense is for computer because it has not come in on Sharon's credit card yet. The computer was \$1100. We still have \$820 outstanding in registration fees from conference at Canaan not paid yet. Sharon has sent multiple invoices to the members with no success. Schools that we have not received funds for include Eastern, WVU, and HEPC. If their membership is not paid, they are not a voting member and they do not get emails from the list-serv. Buck questions if we should tighten up our rules on paying for conferences. Schools must close out the fiscal year on June 30 so we will likely receive payments by the end of the month. We printed a list of paid members when we did ballots at Canaan so that ensured that no non-members were voting. Kaye suggests that we monitor this and Sharon report on it at the next meeting. Kaye wonders if we can charge a higher rate for people that register after a second date but the people that have not paid were not necessarily people that registered late. All of our bills are paid. We made \$3452.19 from conference at Canaan. The one day registration brought in \$500.

The expense of allowing members to use credit cards is too large to be worth us paying the expense. Sharon doesn't believe we should allow use credit cards to pay for registration and membership fees.

Karen moved and Kaye seconded to accept treasurers report. Motion passed.

**Policies & Procedures and Constitution:**

Cindy will send updates to Karen for website update. Karen suggests that new people be informed that they can go out to the website and look at committee duties and job descriptions. The only meeting minutes being posted to the website are for the business meetings. Karen wonders if we should post the Executive Committee meeting minutes. Everyone thinks this a good idea because it keeps a good history for new people to see.

**Awareness and Guidance Counselor Workshops:**

Guidance Counselor's workshops - Nina has eight sites now and she would like to have a few more. Nina has talked to Judy about HEPC's commitment to the workshops and Judy will talk to Jack to make sure dates are ok. She is looking at the 2<sup>nd</sup> and 3<sup>rd</sup> week in November. Cindy asks that the materials be sent a little earlier this time than it was last year. Evaluations for last time were excellent. One of the biggest complaints was that attendees wanted notebooks. Some schools went and bought notebooks to give to attendees. The counselors were not interested in the CEU credits. We don't have to offer the credit to participate in this program. Not one person in the state of WV sought out the credit for the counselors'

workshop. It was only a fraction of a credit and not worthwhile to attendees. Nina will be putting out invitations to list-serves, but some schools have sent their own invitations, which works well for schools. James' first communication for workshops went out early. We discussed getting invitations out by mid-August. We will continue to invite Rehab. Counselors to the workshops. Nina is working with Barbara Ashcraft with DOE on that.

Awareness: Nina has a meeting next week at HEPC about College Goal Sunday. They were approved for a \$4500 grant to start the program. Nina will be working with the group to raise funds to continue the program because we will no longer get funding for the program. There is no money from the lending industry and it will be difficult to raise money. A date has not been set yet for College Goal Sunday. It is typically the Sunday after Super Bowl. HEPC two years ago wanted WVASFAA to pick up the cost. A year ago we voted to partner with HEPC to do the program, but there is no indication of where the money is coming from to pay for all costs associated with College Goal Sunday. Nina will send out an email after her meeting on Monday to update on anything new.

#### **Newsletter:**

Buck spoke with Lake about the newsletter being outdated. Everyone is pretty much in agreement that we should do email blitz's instead of an actual quarterly newsletter. Lake agreed with Buck and thought that would be much easier to handle than begging for information for a newsletter. This will be more timely information getting out quicker. Buck sent her some pictures from conferences and information about award recognition and that should be the first email blast.

#### **Government Issues:**

Kay provided information on the PJ situation. The yellow ribbon paperwork must be in by the 15<sup>th</sup>. The financial aid advisory committee has been resurrected and Kay Widney and Karen Lay have been appointed to serve on that committee.

#### **Web Page:**

Since the conference, there have been adjustments to the database. Little changes have been made...spring conference taken down and a little information about fall conference out there. Costs look good for what we are paying for. Our upgrade should happen over the summer. All directory information is on the site and links to all the things like legislatures, DOE, etc. She is keeping awards updated. Buck should be writing a history for association since the time that Neil left. Costs of balloting is large and we will be continuing paper balloting. Carla had asked about a different registration form for associate members and we should have that ready for next conference. Carla will send the template to Karen before fall conference.

#### **NASFAA Training:**

Tresa does not know what the training topic will be for this time. They typically have topics by July and then set up training for September. Nina wants to know if training will be worked into the conference. Tresa says that she would be more than happy to do sessions at the conference this time. Jenny Dyer from UC is interested in helping with NASFAA training in any way she can. Tresa will definitely call her and pull her in to help with some of the sessions so that she is not doing it all herself.

**Membership:**

No actions items to report on at this time. We do not know how many paid members we have but that will be checked and reported on after lunch. (After checking at lunch time it was determined that current membership is 138 people, 67 institutions, 14 lenders.) There was some discussion about whether we should do a "benefits of membership" brochure or email and who at the institutions it should be sent to such as the president, fiscal office, etc. to make sure that it has the possibility to reach non-members to encourage them to attend conferences. We only have about 8 or 9 institutions that are not represented in the association. WV Business colleges don't have a member in the association. New River does not have a member in the association and they have not hired anyone yet, but they are advertising for New River right now. Our angle should be that membership is not an institutional membership but an individual membership and encourage more people at each schools to become members.

**Nominations:**

Brian was not present because he was going through an audit. Elections were conducted at Canaan.

**Recruitment and Retention:**

Jean Ann Bevins was not present. She did send out thank you cards to the 27 new people that attended spring conference. She will be doing special invites to these 27 people to attend a newcomers' session at the fall conference. We should have a standing procedure to give pins and a small box of chocolates to all newcomers. Let the program committee decide when the appropriate time to present the pins and chocolate. If there is a newcomers' session, then they should be given at that time, but if we don't have a newcomers' session then the program committee will decide. They will also have a sticker on the nametag so that they are easily recognizable. James will send the information about ordering ribbons for nametags to Buck.

**Awards:**

At the fall conference we will be giving meritorious service and president's awards. We will give Jeff his years of service at the fall conference during the opening luncheon. Other awards will be done during Thursday dinner. Award nominations for MASFAA need to be submitted as soon as possible.

**Archives:**

Amanda created an online photo album through [www.photobucket.com](http://www.photobucket.com). The logon is: wvasfaa and password is: wvasfaa (both are all lowercase). We can upload anything we want to the album. Amanda will try to scan the old printed pictures and upload those to the website. She also has some CD' to go through and upload.

We archive treasurer's report, minutes, programs, and we were trying to include committee reports but it was not consistent. Nina has a lot of the old newsletters still and she could send to Amanda. Patricia will forward all newsletters done during her tenure on newsletter. Donna Smith still has the missing tote with archive information.

**Long Range Planning:**

Comfort Suites October 7-9, 2009, Pipestem April 7-9, 2010, Canaan Valley October 27-29, 2010. Problem with going back to Canaan is that MASFAA will be the week directly before WVASFAA. But not many people from WVASFAA go to MASFAA. Contracts have been signed and a deposit has been made to Comfort Suites. Trish Harmon faxed job descriptions to both site and program committees and Amanda Green and Summer Boggess were faxed contact info for Comfort Suites along with menus.

## **Associate Member Representative:**

Last meeting we discussed what was being offered to vendors. Vendors did not get the chance to talk to the attendees because of the small room. Steve from Ed America did not feel like he got what he paid for at the conference. He felt he could register for the conference and mingle with attendees rather than pay to vend. Vendors are recommending that the fees be \$1000/year and would be for both conferences. They suggest for this \$1000/year that we offer one conference registration to attend both conferences but not a membership. At our meeting at Canaan it was questioned whether or not offering a conference registration to vendor was considered an inducement. It was determined that this is not an inducement. The goal for site committee should be to keep a larger room in order to accommodate people coming in for breaks in order to get people in the room to talk to vendors. We cannot tell vendors that they cannot just register for a conference and that they have to vend. **Sharon makes motion that we leave the price at \$750, but give only one conference registration and all associate members pay membership fees. Sandra seconded. Motion passed. (P&P)**

## **Fall Conference:**

Program: Angie Holley would be willing to present a session on College Goal Sunday at the conference. We need a presenter for Wednesday for just business office staff. If we can get Greg Martin in early enough to do a session just for them then that is a good possibility. We also could consider a Deloitte and Touche person to present. Someone from DOE that is very familiar with the Blue Book would be a good choice also. The luncheon speaker will need to be aware that we have a mixed audience during that session and two sessions afterwards.

The newcomers' session should be Wednesday before dinner.

We should have info on web by August 1, that is only 8 weeks before conference.

Kay says that Terry Miller from WVU can do a session on how to develop a veteran friendly campus in addition to Skip and Ron doing a session on VA benefits.

When moderators are selected send an email to give a quick reminder of their duties. Amanda will forward the evaluation forms to Cindy to reference for planning conference.

Program committee will need folders to insert programs and other items.

Site: Summer will arrange for big room for vendors. All breaks will be in the room. There should be two – three breakout sessions at a time. Summer will go early next week and figure out what rooms are available. She has menus and prices are a little high. She will ask for state per diem to see if we can get a better rate. Dinner on our own will be Thursday evening so we will move awards to Wednesday. Summer will check on all options and get back to the committee.

We will have a schedule for the registration table so that the same couple of people do not have to stay at the table the entire time. We will have nametags to print for people coming in and registering on site. We will buy around the neck type nametags.

Tuesday night we will have the transition meeting and Sandra's group will meet on Wednesday morning. We really need to cut back the meal on Tuesday night to as cheap as possible and do an exec breakfast Wednesday morning and afterwards meet with Sandra's committee. We also need a storage closet with a locked door close to the registration area.

**Old business:**

Sharon would like to know if the association did anything when Janis Winkfield of Marshall University passed away. We did not do anything but Buck thinks we should. Then there was discussion that we had decided a while back not to do that as an association. We will place a donation jar at the Registration table during fall conference for donations in memory of Janis.

Buck sent a letter on WVASFAA letterhead in support of the co-existence of FFEL and DL to legislatures but only response we received back was Byrd's office.

**New Business:**

Spring 2010 conference – Pipestem: April 7-9, 2010. We do have site people. Trish Harmon's staff will take care of site. We still need a program group for spring.

Fall 2010 Conference – Canaan: We need program and site people for fall conference.

James was elected Secretary as MASFAA beginning October 1, 2009. James wants to remind everyone about the MASFAA conference scholarship and he has had only one applicant so far. Buck urges people to get involved in MASFAA in any way possible.

No further business, meeting adjourned at 1:45pm.