

OREGON ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS  
Executive Board Meeting  
July 18, 2007  
Hilton Hotel, Eugene OR

**MEMBERS PRESENT:**

Leslie Limper, Tracey Lehman, Crisanne Werner, Donna Fulton, Ryan West, Melinda Dunnick, Cindy Pollard, Nancy Hanscom, Dennis Johnson, Patrick Downey, Patti Brady-Glassman, Jennifer Knight, Peter Goss, Sue Shogren, Judy Saling, Frankie Everett, Susan Degan, Lydia Tanev, Terri Crawford, Glendi Gaddis, Jim Gilmour, Andrea Maison.

**CALL TO ORDER:**

President Leslie Limper called the meeting to order at 9:35 am.

Welcome by Leslie, housekeeping and introductions of guest, Jim Gilmour for an update on NASFAA as attendee for OASFAA and Andrea Maison, update on mentoring program.

Leslie requested approval of May minutes. Tracey L. motioned to accept minutes as corrected from May 15, 2007 meeting. Donna F. seconds to accepting minutes as corrected. Motion approved.

**OFFICER REPORTS:**

*Treasure Report:* Donna F. gave report on final budget for 06-07. The balance sheet was corrected and she will be sending the report to the accountant. She noted about \$400 from on-site registrations from the Annual Conference fees were not paid for 06-07. Tracey asked if presenters need to pay conference fees and be registered. She noted in PP section 4.9.2 committee expenses, committee members are expected to attend the event and pay fees. But what about presenters, do they register and pay? Leslie indicated if only presenting, they do not register, but if stay for workshop, they do need to register and pay fees. Andrea M. suggested that vendors pay registration fees. Lydia will check with vendors for feedback to discuss on next agenda. Tracey L. will write up proposal to clarify when school or vendors as presenters register and pay fees. Treasure report was accepted.

*Secretary:*

Patti BG. noted laptop computer and printer were purchased with adobe software.

*Past President:*

Tracey L. had no report

*President Elect:*

Crisanne W. noted we usually have bags to give at the conference and she suggested a type of date/note book to include in the bags for this years gift. Discussion: Smaller notebook appears more acceptable. Nancy H. noted maybe only new comers should get at notebook. Crisanne emailed report on scholarship selection process. Melinda D. asked if we were considering a special logo and Crisanne said yes, there will be a special logo for the conference.

*VP Segmental Presidents:*

2 Year Public: Melinda D. noted she had one response from email request. She is not getting information on changes from segmental folks. There is a new director at LBCC. Rod Boettcher retired May 1<sup>st</sup>, may need to get more help for Frankie and support staff committee.

Private: Terri C. has not communicated with her group. She asked how she could get ways to communicate more effectively. Leslie noted it may come up more with mentoring. Dennis J. suggested contacting Gary Andeene to help contact segment folks. Judy S. suggested going out with an issue or specific item to start a discussion. Tracey L. noted OUS directors meet quarterly and could use this type of group to get feedback. Sue S. noted could use the newsletter as a communication trigger and suggested having an issue to be discussed.

4 Year Public: Carolyn P. was not in attendance.

**OLD BUSINESS:**

*ACTION POINTS FROM MAY MEETING:*

Crisanne has done some work on PP for scholarship guidelines and is checking with segmental VP's. Leslie noted VP position descriptions seemed OK, no changes suggested.

*Segmental VP – Proprietary:*

Leslie L. noted Anny Hawkins, from Everest, was looking forward to doing this position. Not in attendance at this meeting. She is new to OASFAA.

*Statement of Ethics/Code of Conduct for OSAFAA:* Leslie indicated at WASFAA, Dallas Martin noted that states should buy into one code of conduct and use what NASFAA did. She suggested two discussion items. 1) do we need one code of conduct for OASFAA to adopt 2) do we need to be Oregon specific. Tracey L. noted OUS already has a code of conduct in place. Jim G. indicated a tendency for “states” to not adopt individual codes of conduct. Some states did adopt a code of conduct for executive board members, but what do you do if a member does violate the code of conduct. Generally, do not have individual state code and wait to see how things play out. Discussion: Peter G: Seems more political, cannot assure compliance or sanctions. Tracey L: if we adopt a code, seems we think our peers are not ethical, don't want to start that up. Dennis J: reaffirm existing principals, something to be gained. Narrow frame of reference on those FAO folks being scrutinized. Maybe should reaffirm existing by-laws to give to public. Not all FAO folks are members of NASFAA. Crisanne W: giving a general statement is good. Judy S: does not like the general statement idea, as we have done no wrong. Andrea M: could be done on a positive note. Glendi G: seems focus is on “conduct” part, but maybe we feel ethics are being challenged. Our type of institutions all run differently with different codes. Reiterate ethical standards to indicate we do have principals we follow. Tracey L: we are going to far to have a code of conduct for the whole state, maybe have one just for EC members. Jim G: Maybe a letter in the newsletter about NASFAA code of conduct, this way we are able to share publicly our stand. Leslie L: can do a lot with what we have for by-laws and mission statement. Perhaps make more visible on our web site the things in the by-laws that control our EC members. We need to take a look at our PP and see if they reflect what we do as an organization as EC members. Dennis J: With vendors at the conference, this may look questionable. Having a general statement maybe helpful. Sue S: suggest we put something in the newsletter, what is happening in general with this issue and what OASFAA is doing, will have a history of the issue.

Leslie L: elected officials could work on reinforcing our current mission statement, not controlling our members but training members. All elected officials will work on something for the website. I want the website to reflect more of who we are.

## **NEW BUSINESS:**

*Report from NASFAA:* Jim Gilmour attended the informal state presidents meeting in Leslie's absence. Jim noted it seemed hot and more anger expressed for those states closer to New York. They discussed ethical principals. NASFAA seemed to have created hard feelings, not intentionally, but alienated some states based on their response to the issue. Despite this, congress is still looking to NASFAA for guidance and leadership. There is some value in the preferred lender list and will be used in an ethical manner. Regions are getting different feedback from the Dept of Ed (region10) on what they can and can't do. They are withdrawing some of their support and this is an issue. Need to know with Region 10 the type of support they intend to lend. Tracey L. suggested Leslie talk with the Dept of Ed rep at the support staff workshop to see their view. Jim G. suggested wait for dust to settle and see how views are coming out. See how NASFAA conference handled vendors to see how states should deal with conference for next year or two. See as a model for next few years. Vendor area was very different; no drawings were done and had a different flavor. See role of vendor in "training". Recast how we do things and NASFAA could be good role model. Peter G. noted NASFAA had business solutions space with the vendors. Jim G. noted vendor spot not visited as much, saw minimal supplies. Andrea M. noted vendors didn't sponsor individual session or food/non-tier vendor support. Jim G. suggested we wait to see what Congress does, as NY is still working through their issues, but this does not impact other states. "What defines a lender"? Professional organizations that take money from lenders. Tracey L. noted one region, EASFAA was raising vendor table cost since not accepting support.

*Development issues and OASFAA Budget:* Lydia T. asked how to encourage schools to mingle with vendors since this did not happen as much at the NASFAA conference this year. Leslie L. noted having breaks or meals in the vendor room to encourage visiting and learning about products. Peter G. asked what are vendors doing to draw people in to see their product beyond pamphlets and pen displays. Andrea M. noted vendor area availability, to have it open all the time or certain times to allow vendor participation with the conference; are they there do to business or to participate. Leslie L. noted we need to work with the vendor liaison to determine what we need to do at our conference. Judy S. noted we used to close down to make sure participants attended sessions and did not stay in the vendor area.

### *Mentoring Project:*

Leslie L. noted she wants to get the website beefed up for people to know what we do. Sue S. and Andrea M. got together to talk about the project. Andrea M. shared two handouts. 1) Increasing functionality/usage of OASFAA web site. 2) bringing in new members. Discussed topics on handout. Leslie L. noted need to form committee for form structure of mentoring program. Sue S. discussed the evolution of these concepts. Making information available as people join, not just at the conference. The conversation has evolved to creating community within OASFAA from time when person is new throughout their membership. Look at an integrated approach and not just e-mentoring, to include all membership. Look at continuing members and what OASFA does for them, need to grow future leadership and how to help members come into roles and identify mentors to recognize them and have them help newer members. Suggest surveying membership to propose idea of mentor program and see if there is

value and interest. Check to see if people want to get involved. Mentors could help develop a plan to get the person involved. Provide opportunities for members and mentor, maybe face-to-face or small group. Help to develop the relationship and provide a context for them to grow. Tracey L. noted WASFAA just did a mentoring survey and could share it on survey monkey. Since this is a change from e-mentoring, Leslie L. as president could form an ad-hoc committee. Pat D. noted there is no cost on survey monkey for 10 questions for 100 surveys. Cost is \$19.00/mo for 1000 surveys and limited questions. \$200 year for unlimited surveys and questions. Pat D. confirmed this is the same tool used for the conference evaluation. He recommends the \$200 year option for evaluations on events, they could also do e-mentoring or other surveys. Noted we could practice on summer and support staff workshops. Leslie asked if Pat could get this done for summer drive-in. Pat D. noted survey monkey provides templates and custom survey options, and yes he could do it, just needs to know the questions. Ryan W. as registration chair will email survey to participants of event since he has access to all participant information. Leslie L. and registration chair would let Pat know when information is ready. Leslie came back to mentoring. Andrea M. noted committee does not need money, could look at next year for budget, since they met by phone and had no travel cost. Leslie L. noted since committee is forming structure, we need to have a proposal for minimal cost and curtail activity to develop the structure and then the EC would decide if we want to adopt the program. Dennis J. noted best mentoring programs take into consideration experience and time availability, should get a roster on who is willing to help and their expertise and skill sets. Create a survey on the front end to identify mentors as well as areas people are interested in learning about. Leslie L. proposed to appoint a mentoring ad-hoc committee to work with Sue S. and Andrea M. and others who may be interested. Leslie noted they could proceed.

*OR Attorney General Investigation of OR lenders and schools:* Leslie L. noted nothing asked from OASFAA, so she is not doing a response. We have not been asked for information as an organization by the attorney general. Each school is doing their own response.

*Survey Monkey:* Pat D. proposed the \$200 option so we don't have limitations. Sounds like we will have enough surveys to justify the cost. Leslie asked for a motion to spend \$200 from the EC fund. Melinda D. moved to use \$200 for survey monkey. Tracey L. seconded the motion. In discussion, Pat D. need to have someone approve the survey questions, except event evaluations. Leslie L. noted EC needs to approve survey questions and this could be done by email. Motion was then passed.

*NASFAA Training of the Trainers:* Leslie L. noted she received an email from NASFAA on how the venue is going to be different and wanted to know what she should she do with it. Cindy P. noted Melinda D. could share it with Bert Logan to follow-up with NASFAA.

## **REPORTS:**

*Annual Conference Committee:* Cindy P. noted: 1) 26 volunteers on the committee with 16 at the first meeting, they meet again on August 10<sup>th</sup>. Have assignments for researching speakers, with 4 good recommendations. 2) Will make decision on the 10<sup>th</sup> for direction with themes. 3) Thinking of 40<sup>th</sup> year and how to promote and celebrate. "Connect and commemorate" was sense and feel to remember past and connect with the future. 4) Promotional item will be researched and come back to EC. Will have a special logo for the event. Suzie P. talked with facilities staff. She submitted 3 names to add to the committee: Jodi Cashman, COCC, Carol Cornacchia ECMC,

Donna Fossum WOU. Leslie asked for motion, Donna F. moved to approve 3 new members, Ryan W. seconded, motion was passed.

*Archives:* Ryan had nothing to report.

*Development Committee:* Nancy H. noted sending our letters to sponsors (invitation letters), there is some discussion on neighboring states so waiting for more clarification. It was decided with guidance of EC board and they went forward and sent out letters. One reply from Bank of America declining support in 07-08. The letter included tiering options. They are working on calendar and logo recognition. Judy S. noted vendors not supporting the event, that the advertising logo is OK. She indicates WASFAA is staying with their norm, vendors supporting training for the event and advertising. Leslie L. indicated asking for training support and cost is for advertising. We should continue this year with what we are doing. Judy S. noted vendors waiting to see what legislation pans out. Melinda D. noted they are listing sponsors by tiers for the summer drive-in. She will check with Nancy for the names. Lydia T. indicated she reached out to 12 vendors and only 2 of 9 said OK, 5 will not sponsor and will only pay table fee and advertising. Andre M. noted if cannot do active sponsorship, we may want to send out advertising information separately. Lydia T. noted 5 known vendors declining to do sponsorships. Nancy H. asked what is value of table or OPB recognition as there is nothing out there in writing. Donna F. cautioned how we do transition with table cost, don't raise so high we don't get them. We have funds in reserve while we wait to see what vendors do. Glendi G. asked if all vendors are lenders? If not, we need to reach out and think of others we do business with. Nancy H. suggested sending out a secondary list (not only sponsorships) to invite to participate, like the clearinghouse. Judy S. noted with some vendors, decisions are not made at the FAO level, but higher up, we need those interested in FAO. Nancy H. asked what to do with the 06-07 sponsors listed on the web site. Remove them but leave the 07-08 names. Lydia asked when would vendors get table information on cost. Leslie L. indicating shooting for September 1 to get that planned out and on the web page. Tracy L. asked who would discuss table cost. Leslie L. noted elected officials would work via email and meet with fund development committee to set pricing. Dennis J. suggested call them a "partner", support the professional standards and training instead of using "sponsorship", turn around how we use this. Nancy H. noted we talked about this last year and the definition and if we keep vendor or sponsorship. Lydia T. indicated it has to do with the exchange of funds. Dennis J. said it does not preclude how we talk about it. Lydia T. said issue is money can't go into the general fund for sponsorship, not into a big bucket. Pat D. noted to delineate what the vendor is buying. Leslie L. noted to pull off sponsor add and get together on pricing to include banners on the web and look at "partner" language instead of sponsor. Pat D. asked could we get this turned around quickly so Chase could be a sponsor? Lydia T. felt no, as they needed to talk with their legal counsel. Leslie L. said Chase could buy a banner. Judy S. will join conversation on pricing as WASFAA and OPB contact. Newsletters will stay, pull ads for banners, directory and website for everyone to be year specific. Pat D. noted to have them do a new membership since directory is year specific. Sue S. noted there might be some holdover on ads for sponsors in newsletter if looking for their advertisement. She and Nancy will check and see if any have leftover time from past. New ad allowances are year specific for 07-08. Leslie L. noted need to look at funding since may not be the same as the past, but to remember we have reserves. Time to look at cost saving measures within committees. Do not want to hurt training events, but need to be frugal. We were looking at buying a promotional item and maybe not do that this year, or do it only for newcomers, maybe make a game of it and save \$2500. Tracey L. noted no decision has been made on a service project, but maybe bring your own backpack to use and then donate it. Leslie

L. does not want to lessen the training and celebration, but look at ways to save funds; she wants feedback on saving on promotional item. She will bring OASF AA pad to summer drive in or get them to Ryan W. Melinda D. asked if we were not having a promotional item with this year being our 40<sup>th</sup>. Tracey L. said but we don't celebrate us, we do training. Donna F. said maybe do something for lesser cost for promotional item and still celebrate with reduced cost. Cindy P. said don't get too far into discussion and if the EC is not going to sponsor a promotional item it would need to come out of the conference budget. Leslie L. said since the 40<sup>th</sup>, it's OK to have a commemorative thing, but not spend \$2500, but do only something for the annual conference and have the committee decide on an item and bring a proposal to the EC to decide if we could fund it or not. Crisanne is relieved of the responsibility to identify a promotional item. Everyone will be frugal in expenses, but have an accurate reflection on cost to run events. Dennis J. suggested putting out call for OASF AA memorabilia to exhibit at the conference and offer prizes to make it be fun.

*Elections Committee:* Crisanne W. had nothing to report.

*E-mentoring (ad hoc):*

*FAI01* Peter G. reported having an agenda and will email it. Had their 1<sup>st</sup> meeting and looking at Nov 16 at U of O, noting the Friday idea was intentional. A lot is going on in November for FAO stuff, maybe not a lot of crossover, maybe change the date of this event in the future. Trying to create a flow throughout the day. Sue S. noted maybe having this event sooner than later, like Oct. Peter G. noted they do not have to limit attendance and expanding outreach to admissions and registrar folks.

*Legislative Committee:* Susan D. noted OSAC bills went through except Jobs Plus, but she noted it is OK if Jobs Plus goes away as it is a lot of work for little money. SB4 not funded. Federal side: budget for fiscal year 08 house version passed. 1) Sunshine Act – student loan bill, house side passed 413-3, lost of reporting requirements on preferred lenders, provisions on gifts to schools, must have 3 unaffiliated lenders if have preferred lender list. Loan NPRM- looks at two different proposals: one on lenders, one on schools and what they can and cannot do. Look at rule carefully to see what is OK for lenders to do. 682.00 and 682.401E guarantee agency, may want to send comments back, to take effect next July 1, 2008. Ryan W. noted July 26<sup>th</sup>, NAFSAA has session on these NPRM. Sue S. note school affiliated is defined so need to see if OASF AA is “school affiliate” by looking at the definition.

*Membership Committee:* Jane Reynolds was not present.

*Newsletter:* Sue S. noted there is still time to submit articles, and she hopes to have it out by the end of the month.

*OPB Broadcast:* Judy S. noted the number of calls were dwindling, format remains the same and is it time to say we are not doing it this year. We could save \$15,000 or tell OPB we do not have the funding. Tracey L. noted College Goal Sunday is now in place, which we did not have before. Donna F. noted we have money for College Goal sites and people could volunteer. Judy noted she would contact OPB to see if there are funding issues and if they want to do it again.

*OSAC Liaison:* Dennis J. shared a handout.1) Update on development of model on shared responsibility model. A) Changes – flat amount to variable amount, students will be notified of eligibility from OSAC using early notification to influence behavior, estimator of award amount. B) Not changing – name of program, still the OR opportunity grant, FAFSA remains as application, award notification to campus via web refresh, funds advanced to campus, PJ still accepted, same procedure for disbursements and reconciliation.

*Registration:* Ryan W. had nothing to report. Noted 64 registrants for summer drive-in to date.

*Site Selection:* Tracy L. reported 2010 proceeding, holding off on 2011 for budget constraints. Visited 2 sites in Portland with visits planned for Seaside and Salem. Will make a site recommendation in October.

*Summer Drive In:* Melinda D. noted agenda is on the website. Leslie L. asked if there was any issues with money. Donna F. sent the down payment for the facility. Melinda D. asked Leslie L. to do the morning welcome, the end and to introduce the speaker and run the business meeting. She will talk with Nancy H. on display of sponsorships.

*Support Staff Workshop:* Frankie reported that George Fox is reserved for 14<sup>th</sup> of November for no cost with free parking. Called for approval of her committee. Leslie called for a motion. Tracey L. motioned to accept committee members as presented. Ryan W. seconded the motion. Motion passed.

*Technology Committee:* Pat D. noted the laptop computer and printer were purchased. Survey monkey was discussed. Pat asked for approval on credit card use at conference registration. Cost is \$650 with \$25/mo support fees. Leslie L. asked for motion. Donna F. moved to authorize credit card use on website, Melinda D. seconded the motion. Donna F. discussed how increased fees for conference to cover the credit card use. Motion was passed.

*Training Committee:* No report submitted. Glendi G. asked if have ideas on HS training. Ryan W. indicated OLI would happen after summer. Leslie L. indicated information would be promoted in the newsletter. Sue S. needs to get information for this edition in by Monday of next week.

*Vendor Liaison:* Lydia noted she just needs to follow up with some action items on getting vendor feedback.

#### **OTHER BUSINESS:**

No other business reported.

Crisanne motioned to close meeting. Melinda D. seconded the motion.  
Meeting was adjourned at 3:29

Respectfully submitted,

Patti Brady-Glassman  
Secretary