# OASFAA Executive Council Meeting

# March 12, 2015

# Chemeketa Community College

# Building 2, Room 170

**Present:** Helen Faith, Michelle Holdway, Susan Degen, Kathy Campbell, Mary McGlothlan, Donna Fulton, Stacie Englund, Ashley Coleman, Kara Westervelt, Suzie Petersen, Molly Walsh, Heather Hall Lewis, Rob Lewandowski, Jennifer Knight, Mark Diestler, Kevin Multop, Elisa Lais, Casandra Rhay, Rob Smith, Lyssa Thaden, Abril Hunt

**Not present:** Lois DeGhetto, Kim Pound, Mike Johnson, Sue Shogren, Kathy McCutchen

Meeting called to order at 10:12am by President Mary McGlothlan, opens with a small story.

**Housekeeping items:** Introductions, Wifi access, restroom location, sing happy birthday to Kara.

**Review of previous meeting’s minutes:** No discussion. Helen moves to approve. Jennifer seconds. No discussion. Motion approved.

**Treasurer’s report:** Treasurer’s report is up to date and a good place to start when we have the budget discussion. Questions? Getting to end of fiscal year, likely will go over what we budgeted this year but we have reserves. More discussion during budget discussion for next year. Molly motions to approve. Stacie seconds. No Discussion. Motion approved.

# Old Business:

* Kathy reported on the Student Success Conference in Portland which conflicts with OASFAA conference the last couple of years. Kathy recaps the issue we discussed last time. They have their dates set out in advance like we do and they have been conflicting the last few years. They have signed their contract through next year but Kathy’s boss will go back and discuss the possibilities of moving the date in the future. There is some interest from membership to attend both but we do not know how much it is an issue. Put it on the survey to the membership to find out what the interest is. Also an issue for the vendors who have to decide where to send people. Helen thinks that it is important for aid administrators to have a presence and/or possibility to present at the Student Success Conference. Lyssa raises the point that it might be interesting to try and collaborate some year but could cause scheduling issues. Some states do co-host and do multiple state conferences. Other option might be to have them sequentially, go from one to another. The Student Success is shorter, February 5th /6th and they have about 150 attendees. Student Success is becoming more and more important for the Dept of Ed so it is interesting that we are now running into issues with conflicts. Kathy is going to look into it more and pass information along to Helen who will take it into consideration for site selection.

**Committee Reports**

**Annual Conference:** Ashely and Donna reported that we had an awesome conference, really positive reviews. 146 conference attendees, which is a big increase over previous year. Slightly under on budgeted income and over on costs which can be attributed to the rise in Salishan food prices. Conference charity was a huge success; we raised $7500 and ECMC matched the $7500 so we raised a total of $15000. Overall session evals and evals in general were really positive; the magician in particular got great reviews. People liked Salishan but missed karaoke.

Questions raised for EC… Do we want to continue giveaways? Think about having big ticket keynote speaker – as much of draw as training at conference? We have to be competitive with the other conferences at the same time. Scholarships, do we want to continue or not? Ramifications for the budget, we will discuss changes during the budget discussion. Speculation about major increase in participants this year, do we need a keynote speaker if we had such an increase? 150 is much more normal attendance based on the past. Office budgets, communication was much better and started much earlier. NASFAA presence was big, federal training was important and what are the hot federal topics offered and covered. We need to make sure we are covering the important pieces. Is attendance higher when the national conferences are both on the east coast? Can we look at this? NASFAA will be Vegas again next year. Not sure how big of a draw a keynote is, think that people will go for strength of program rather than just a keynote. Justin was a big draw, his name brought a lot of people in. Not sure keynote will motivate to register but really good keynote speakers and experiences will create a positive conference experience. Keeps people coming back from year to year. Attendance in the past: for 2014 – 119, 2013 -150, 2012 -139, 2011-160, 2010 -169. Does that have to do with vendors and their participation? After 2010 with Direct Loan change was when we had the big change in vendor participation. 40th anniversary which was in Eugene, 2008 – 208 attendees.

**Archives:** Archive boxes have been transferred from Ryan to Elisa. The boxes will be stored in a locked room at Lane CC, the vault! Elisa will be working on getting those transferred to digital slowly for easier access. There is a whole box of hard floppy disks that we need to figure out how to read. The old treasurer’s laptop will read those. Are the lost handbooks possibly in that information? Believe that we have 7 years of financials that we are holding on to, we have the paper records on a retention schedule, why are we not doing the same thing with our digital information? Elisa will look into it.

**Fund Development:** Suzie has what Kara sent her but cannot open it because of technical issues. Earned $12,250 for the conference. Suzie is now the chair for the Fund Development.

**FA101/201:** Kathy reported that FA 101/201 had 35 attendees this year which is down from previous years. Want to get the save the date out earlier next year. Don’t know if attendance was down because it was so close to the OASFAA conference or because we had such a large new comer section at the OASFAA conference. One idea: put something in the OASFAA newsletter sooner than it might draw more attendees. Have also looked at some other associations and what they are offering in their trainings, we are very competitive. Evaluations were positive. The small group was nice because people spoke up more. Easier for people to speak up and people were more willing to talk. Nice to have it after the conference so we can advertise at the conference and encourage people to attend. As OASFAA it is nice to offer trainings by the quarter so we have offerings each quarter. There was some feedback that people were hoping that the 201 track would be more advanced and give more offerings. Committee did mix it up and have different offering this year than we have in the past. Kathy is going to send out a survey out to the attendees to see what they thought and how they felt about the training.

Mary and Jennifer had a conversation about having something in the fall for newcomers and then invite them to the next training to started them out and get them motivated. It was suggested that perhaps the training should be moved to October. What about November instead, offices might be slower and more options for people to attend? If we can spread trainings out through the year, then we’ll get more overall attendees. Some states are doing more of a combined training with business offices, registrar’s office and financial aid, interesting idea and concept. Some states have been having success with this model, especially with the new enrollment reporting requirements. Some interest from Admissions offices or business offices trying to get a more in depth understanding. A lot of outside offices are being asked to understand the financial aid side a lot more so this could draw a lot of interest. We have very affordable training options compared to others, and might draw more outside offices to our one-day trainings. WA/CO state conferences both had separate admissions tracks that were well attended. Rob L. raised issue if any other schools will have issues sending admissions to financial aid trainings? Proprietary institutions will have issues with the State of Oregon if they try to train admissions on financial aid policies; the state of Oregon would not allow it. The intent would not necessarily be to train admissions officers in financial aid but to help them understand our policies. Just a track at the conference or trainings to help them understand, basic issues. Michelle thought that her school would be very interested.

We would have to really think if we want to use FA 101/201 to do that kind of training, would have to make a decision as an EC. Would the general topics of a FA 101/201 benefit those outside audiences? We have had all kinds of people that have attended in the past. We are planning the event before we know who we have attending so it is hard to know what our audiences will be. Lyssa, who has worked for admissions in the past, attended financial aid trainings in her job previously and really found it helpful to attend those kinds of trainings. Maybe it would prevent admissions or others offices from offering suggestions or things that they can’t deliver on in the future. Another option would be offering to attend one of their conferences or trainings and offer a financial aid track at one of those events. Perhaps Support Staff workshop might be a more appropriate training to redo or redesign to make it more open to a wider audience. What about combining Support Staff Workshop and FA 101/201 together with different tracks since we already have faculty on staff for the trainings?

**High School Counselor Training:** No Report sent. Leslie did not get the report sent to Jennifer who was going to share. Leslie does want to continue as chair. One thing that has come up: Kevin approached by Oregon Community College Association to see if he would like to do some training for high school guidance counselors. He knew that we already did it through OASFAA and thought it would be nice to see a broader representation of the segments in that training. Conference call scheduled for tomorrow to discuss.

Jennifer shared that National Training for counselors and mentors was brought to OASFAA in 2008 or 2009 as a resource. 10 different agencies or organizations that have their stamp of approval on the information. Since we have limited budgets and the Oregon system has a fall counselor conference with regional locations, this gives financial aid an hour to talk in the morning split between us and OSAC. Jennifer and Mike have developed a “what’s new” in financial aid during the morning. In the afternoon, do a half a day training-- basically a FA 101/201 training in half day – but what ends up happening is that people don’t want to stay in the afternoon. Had a shortened program in the afternoon due to time constraints but people say it is the best program. Why don’t more attend? Hot Topics in the last few years, ATB, modified diploma.

Couple of things to consider: OUS is no longer in existence, is the fall training even going to be available in the future, no really good list for high school counselors to get info is hard to invite them to these things. Other thought is that ASPIRE has grown so much and maybe our target should be different. OCCA approached Kevin so obviously there is a need. They have three options or locations this fall: Portland, Eugene and LaGrande. Try to alternative the locations depending on where OUS has their locations. Jennifer and/or Kevin should have something to report next meeting, depending on the call tomorrow.

Does OASFAA have a presence at the ASPIRE conference? Jennifer said that we did but the communication has broken down. Do an extended presentation but people moving in and out every 50 minutes but people didn’t like it. Did we get invited this year? Susan is going to talk to ASPIRE folks to find out what they want to do or think they want to do. A lot of people who were at ASPIRE sessions were already at other OUS trainings or maybe they got the information somewhere else. Expectations have changed. Have we considered doing something virtual? Would there be an audience? We have not done it lately but did years ago we did a satellite outreach, recorded it so that schools could not attend could watch it later. As a 501c3 it is in our bylaws and mission to do that training and outreach so we don’t want it to go away but what form do we want it to take?

**OSAC Liaison:** Susan Degen reported that the first award list is posted Monday for the year. Trying to figure out what a safe date will be, for the moment the cute off will be Feb 5th but that is conservative. Think the date will go out further but not sure how far for now. Scholarship application closed March 2nd. 28,522 applications that were started, just over 11,000 were submitted and complete. To date 8500 have been reviewed. About 8000 were good and the rest were rejected for being incomplete. Agency budgets play a role in deciding on the award lists. Moved under HECC authority last July, by this July OSAC and OCC will all move under the HECC. All of the agencies have to submit a request budget, governor reviews and governor creates a governor recommended budget. Co-chairs of ways and means also presented a recommended budget. Don’t know what the real budget will be until after the revenue forecast comes out in May. Don’t know how much money we have to work with at this point. $117 million if status quo, governor’s budget $143 million, so don’t know where we should be. Trying not to overspend the budget in year one of the biennium. Basing on the governor’s budget at this point, since that is what they were told to do. Once we know exactly what to spend, we can award more money. Models have been run for all of the budgets to determine how far out the dates can go. Right now Feb 5th is the safe date for all of the budgets.

**Legislative:** Susan reported that we have a trio of bills, out there tomorrow. Referred to as the higher 1 bills. They all deal with some kind of potential state approval for contracts that schools have with financial aid management services. Some of the bills state that schools would have to share the whole contract, some stating that could be some redacting, some that only parts would have to be shared. Higher One bills referring to the debit card thing. One that would have the HECC, negotiate the bills for all financial aid offices. The bills are all being heard tomorrow morning. The bill numbers are HB22.54, HB 28.32, HB 31.84?. OSAC clean-up bill, essentially gets rid of old things out of the bill. Another bill that affects OSAC: curriculum for the ASPIRE program. Opportunity Grant redesign (HB 24.07) has been appended but is still being worked on. One OOG bill requires 4 year institutions to have written protocol for sexual assault. One OOG bill would remove 529 funds from the student EFC calculation. We are already doing this and they were told that yesterday. Some bills that affect the HECC; Pay it Forward and free community college. New book buying bill that would require HECC to create a book buying consortium for all state schools. Another bill would require schools to include the cost of supplies/books in a standard cost of attendance or include it in the standard cost of tuition. More work will be done on this. Usual conversations about standardizing curriculum and course numbering, etc. $10,000 bachelor’s degree, interesting to see how this would happen for schools. Reason moving forward is that there is a long standing legislator who is interested in this, really pushing it because Texas is doing it. Only reason that Texas can manage to do it is because the courses are very subsidized, specific courses and limited to students who have 3.5 GPA, lots of credits from high school. Hearing on March 6th about Pay it Forward.

**Membership:** Last EC meeting, it was brought up the option of renewing membership at the same time as registering for an event. Going to work with Tracy and ATC to see if possibility. Possibility of membership year change, going to include as part of strategic planning survey to ask members. Stacie reported that as of yesterday 292, still down between 15-20 people. Could have a few more added for support staff workshop. Does any outreach happen to people who do not renew to see why they don’t renew? Stacie has reach out with specific emails to renew to them but that is as far as she has taken it. Kara can look into that in the future, if she wants to do more targeted emails. Jennifer thinks that we have explored the option of doing members and cost of conference before and we actually changed it. As long as we have both options then we should be fine, can’t limit it to one option or other. We need to find out what the costs are associated with the change from ATC, make sure we can have all the options. Minimal costs then we should be able to move forward.

**Mentoring:** Donna reported that mentoring has completed the second year cycle. In the process of recruiting new mentors and mentees. They are still waiting for applications for people who want to participate on the mentee side. Any activities planned in for the next couple of months? Planning a meeting for April but waiting for applications so they know who to include.

**Newsletter:** Heather reported that Newsletter had lot of goals this year and most are accomplished; some are still pending. Still working on collaborating with technology to figure out if we want to pursue a new form for the newsletter. Also looking for a better way to store photos or somewhere to keep them so everyone can access the photos. They are on track to publish March newsletter towards the end of the month. Since Heather and Sue are stepping down, not sure when the next one will come or be published but hopefully we have a new chair. Perhaps this is a chance to re-evaluate how we see the newsletter moving forward.

The need for the newsletter…part of that is promised advertising space to vendors. That is one of the first hurdles that comes up and what happens if we change it. More conferences are having this conversation and going away from it, some charge extra for the option to write or use it, they are not going to pay for that. We do one of the best jobs in the country with our conference and giving the vendors the access there. Not sure if they need access to newsletter too. Liked how the conference did the Facebook page and how it was just in the feed. Some people will not use those options or don’t use the Facebook at all, like the newsletter and do read it. Comes back to what people are reading in the newsletter, what’s new and what’s valuable to put in the newsletter. Another thought from Suzie, requirement for the VPs of the different segments to provide something for the newsletters. Mary thinks that is a good idea, what should the VPs be doing? How can we make those positions more effective, be re-evaluated. Rob raises the idea of VPs each taking a newsletter and writing an article. Molly raises the concern of VPs having to provide something each newsletter when membership does not respond to requests. Suzie points out that at least some outreach is being done but that doesn’t happen in all segments. Ashley points out some of the differences between OASFAA and WASFAA newsletters, perhaps have more EC involvement or articles from the EC. Kathy points out that if you are not a director in the VP position then it is harder to find out what is going on in your segment. There is someone who goes to the segment meetings, can contact that person to help with the sharing of information. Perhaps we should go to less newsletters per year, perhaps move away from 4 times a year so that it is less of a burden on co-chairs.

Heather raises the point that the idea of 2 co-chairs, good theory but doesn’t always work really well in practice. It is hard to have two people actually put the newsletter together, the collaboration doesn’t really happen. The idea of having so many people on committee, there was a method to the madness. It included segmental VPs, president, president elect, etc. It is nice to have a good group because not everyone can make all of the meetings and conversations about the newsletter or give feedback. The ideas of co-chair were established to have primary chair, second chair follows along and then the primary falls off and the secondary takes over. That hasn’t always happened in practice. There is value in that theory, what happens if you only have one person and they fall off. It was brought up again if the newsletter and vendor articles are monitored to some extent. Idea of making the committee a communication committee instead of newsletter alone. Then if we had two chairs one could take on the newsletter side and the communication (Facebook, etc) and then a large committee could work better. Heather does like the idea of 2 smaller newsletters, member news only and then 2 bigger newsletters.

**Site Selection:** No Report.

**Strategic Planning:** Donna passed out a draft of the survey to go out to the membership. Don’t want to go over more than 25 questions. Donna requests that people take a look and give feedback soon. Trying to get feedback and then try to apply this to find out what we need to do with newsletter, trainings and volunteers. The last time we did a survey was in 2009 and nothing happened with the information collected through that survey. Questions were raised about whether it was important to include questions about education level and positions held. Not sure what we would use that information for but thought since the surveys are anonymous to ask the question. Could be something that we need and we don’t even know that we need in the future. The point was raised that with NASFAA credentials and trainings that are happening, there could be a requirement in the future that financial aid administrators are required to have some kind of credential. Potentially, there could be some ramifications for those who work in the community, with high school counselors, students, families. What are their qualifications to work with people. Jennifer asked how the survey came about. Donna said that we do not currently have a strategic plan, so we do the same thing over and over without any strategic plan. This is the start of this plan. Lyssa and Abril are going to share the WASFAA survey that was used a few years ago. Feedback given to remove the blog questions from the survey since we have decided that is not the route we want to go. Add the question to the survey, what are you looking for the conference to determine if you are going to have someone attend, keynote, strength of program, location, cost, etc. Discussion about the location questions and the importance of location in decision-making process. Membership year is in the bylaws, so it would have to go to the whole membership to vote on it if we really want to change the membership year. Michelle is going to take the question to the accountant about what the cost would be to change our fiscal year. The question has been posed to bring our fiscal year into alignment with school’s fiscal year. Proposal to add question about office size and/or population size but still want to keep the survey as simple as possible so that people will respond. Donna is going to send the survey by email and asks for feedback.

**Summer Drive-in Workshop:** No Report.

**Support Staff Workshop**: Kate reported that the date is April 17th. Agenda is on the website. Registration is not up yet, we are waiting for ATC. The request for registration was sent to ATC 3 days again. For next year, Chippi is retiring from this event. Kate will continue for next year but we will need a new co-chair. Some registrations from fall that will roll into spring.

**Technology:** We need to update the leadership information on the website. People need to submit pictures and info to Tracie to update website. Mary is going to reach out to Tracie.

**Vendor Liaison:** Lyssa reported that the feedback from all of the vendors at the conference was really positive. They really liked having vendor person on the committee this year. Early communications about the conference was great for the vendors. Having an activity that brought people to the vendors was really nice at the conference.

**Volunteer Committee:** Ashley reported that we had volunteer appreciation at the conference which was nice. Sent out an email in Feb to update volunteer preferences, was successful. Going to send out an email with the list of volunteers to the committee chairs so they can email the volunteers. Heard feedback at the WASFAA meeting about people who volunteered and never heard anything about volunteering so we want to make sure that volunteers are hearing back.

# Officer Reports

**Past President:** Helen Faith – nothing new to report

**President Elect:** Jennifer Knight – nothing new to report

**President:** Mary McGlothlan – nothing new to report

**Segmental VP 4yr Public:** Mark Diestler – nothing new to report

**Segmental VP 4yr Private:** Kathy McCutchen – nothing new to report

**Segmental VP 2yr Public:** Casandra Rhay – nothing new to report

**Segmental VP Proprietary:** Rob Lewandowski – nothing new to report

# Other or New Business

* **Committee Chairs approval:** 
  + Annual Conference – Donna Fulton/ Ashley Coleman
  + Archives – Elisa Lais
  + Fund Development – Suzie Peterson
  + FA 101 – Kathy Campbell/ Mike Johnson
  + HS Counselor – Leslie Limper
  + Legislative – Susan Degan
  + Membership – Kara Westervelt
  + Mentoring – Donna Fulton/ Sue Shogren
  + Newsletter – ?
  + OSAC – Susan Degen
  + Site Selection – Helen Faith
  + Strategic Planning – Donna Fulton/ Suzie Peterson
  + Summer Drive in – Abril Hunt/ Shelle Riehl
  + Support Staff – Kate
  + Technology – Tracie Bristol
  + Vendor – Rob Smith
  + Volunteer – Ashley Colman

Helen moved to approve. Jennifer seconded. There was discussion about trying to get more people involved over the next year. Motion approved.

* **Budget:**

Michelle reported that we are currently over budget, we over estimated income but spent less than we were planning to spend. We are going to be over budget by about $1500. Last year, we had a conversation about our carry forward and brought that forward to this year. Our budget for 1516 is about $4000 less than last year; this budget is based on what actually happened in 1415. The total budget is about $63,400 with no changes to what we want to charge at events. We thought we had budgeted more in fund development and membership fees.

Last year we raise all training events by $5. Did conference fees this year cover all of our costs or do we need to look at raising prices again by $5 or $10? Michelle thinks that we should raise annual conference, it is our most expensive event and is cheap in comparison to other conferences. Proposal to raise the annual conference to $230 which would help cover the actual costs. Annual Conference asking for $45,000 budget approval this year. Last year was $43,566 total costs for the conference. What if we increase annual conference to $250, but what if that increase is too much and deters someone from attending? We could increase annual conference more minimally and increase membership instead; that might have to go to the membership to vote. It was determined from the constitution that to change the membership fees, it would have to be voted on at a regular business meeting of the membership. It was mentioned that we should wait until after the strategic plan survey goes out and then take a vote at the next regular business meeting. If we increase to $235 then we would only have a shortage of about $2600 which maybe we can absorb this year or cut costs in some other ways. Need to look at mentoring committee amount of $500, proposal to increase to $1500.

Discussion about scholarships and providing scholarship for all events or just some over the course of the year? We did scholarships for annual conference this year which were a surplus from last year. Annual conference decided that we don’t need to budget it out but we can rather if we have overages look at scholarships. We do have 3 years of overages, financial security in the organizations, so why can’t we pull some of those funds out and provide scholarships? We are requiring some kind of volunteer participation in return for a scholarship.

How are we going to balance this budget? Are we just going to focus on membership development, increase to help balance the budget or increase the cost of annual membership? Focus on annual conference costs, from Kevin’s supervisor perspective it is better to keep the costs low and introduce people to OASFAA through the conference. Can we subsidize through the reserves? We should get closer to costs and expenses evening out with the conference. Support from Helen as a supervisor to raising the costs from $20-30, she doesn’t think that will break the bank. Raising the conference to $240 brings us to a shortage of $2170. $250 brings the shortage to $1420. What about interest income? We have $200k in investments that will generate some interest next year since it is our first year with NASFAA investments.

Heather mentions as well that we seriously need to look at increasing membership to $30 next year to help with the deficit from the annual conference. Going to talk about this line item at our next meeting.

Mary moved to approve the increase the Annual Conference fees to the following:

* + Early bird members - $250
  + Non-member early bird - $275
  + Members pre-register - $280
  + Non-member pre-register - $305
  + On-site member registration - $325
  + On-site non-member registration - $350

Seconded by Helen. No discussion. Motion approved.

Motion to approve the Budget by Stacie. Cassandra seconded. No discussion. Motion approved.

Mary will send out a Doodle poll so we can pick the next meeting date.

Jennifer motions that we adjourn the meeting at 3:17. Stacie seconded. No discussion. Motion approved.