

West Virginia Association of Student Financial Aid Administrators  
2017 Executive Committee Winter Retreat Meeting  
Canaan Valley Resort & Conference Center, Davis, WV  
February 6, 2017

MEMBERS PRESENT

Katie Cooper, Karen Martin, Debbie Turner, Kathy Bialk, Sarah Musgrave, Candi Frazier, Matt Nettleton, Chester Priest, Carla Strawn, Alicia Nicholich, Jeanie Spitznogle, Danielle Duvall, JoAnn Ross

CALL TO ORDER

Meeting called to order by Katie Cooper at 6:49pm

SECRETARY'S REPORT

2016 Fall Executive Committee Meeting Minutes were provided. Candi Frazier pointed out names that were spelled wrong. Danielle will correct. **JoAnn Ross moves to approve corrected minutes. Candi Frazier seconds. Move carries unanimously.**

SURVEY RESULTS & REVIEW

WVASFAA Financial Aid Professionals Survey 2017 was formatted and provided by Karen Martin for review and discussion. Survey had 46 responses of which 37 were self-reported as WVASFAA members.

Katie – impressed that we had non-members complete it. What sticks out is the budget constraints that institutions are facing and causing members to choose between different memberships and conferences. Training is a number one priority. Conference discount is encouraging; could we work with that to encourage attendance at conferences? Possibly package membership in with conference? Many responses noted that they are in it for the training, if we offer more training, will that help membership? Discussion on how to work credentials into conference. Will continue discussion during tomorrow's meeting. Shocked that we have 17 MASFAA members. Diversity responses were interesting and enlightening. Could we offer more professional development opportunities(Excel, etc.)?

Kathy – as a director, she has staff that is not interested in conferences. Not sure what we can do for those people. Offer more tricks of the trade than regulations. Can we do something on the regional level to help with perception?

Jeanie – can we just build membership into conferences and do away with an actual membership year?

JoAnn – Having a diversity speaker or minority representation can make a big difference. Katie agrees. Carla suggested doing it as a general session and not a breakout. Can we offer tracks for bursars, admissions, etc.? Could we hold a student forum on perception?

Matt – If we amped up diversity would institutions be more encouraged to send employees to conferences because we would be covering more than just Financial Aid. Matt is in agreement with Katie on including professional development opportunities as well. Diversity integration might also encourage voc rehab counselors to start attending again.

Candi – Suggested tying in the Denmark Experiment at conference as a diversity activity. Different from privilege walk. Can we have a diversity track? As part of that can we invite voc rehab to give session on some of the students they work with? Perception – be reflective of how students view us. How to get staff to be more compassionate in general?

PRESIDENT'S REMARKS – Katie Cooper

Good discussion and great ideas. We definitely have a lot to build on for tomorrow's meeting so we would like to get started promptly at 8:30am tomorrow.

MEETING SUSPENDED AT 8:02pm

West Virginia Association of Student Financial Aid Administrators  
2017 Executive Committee Winter Retreat Meeting (continued)  
Canaan Valley Resort & Conference Center, Davis, WV  
February 7, 2017

MEMBERS PRESENT

Katie Cooper, Karen Martin, Debbie Turner, Kathy Bialk, Sarah Musgrave, Candi Frazier, Matt Nettleton, Chester Priest, Carla Strawn, Alicia Nicholich, Jeanie Spitznogle, Danielle Duvall, JoAnn Ross, Brian Weingart

MEETING RECONVIENED AT 8:50am

PRESIDENT'S REPORT – Katie Cooper

MASFAA Representative - Attended MASFAA Board meeting in Dayton last week. Should we have the President-elect be our representative on MASFAA Board to help prepare them for WVASFAA Presidency?

Kathy – it can be a lot to do both at the same time, maybe have a past president serve as an option as well. Agrees that it makes sense to not go as president.

JoAnn – can see the value in both president elect or past president serving

Brian – look at what everyone does, should our president-elect plan the conference? Would that be a better job for past president since they would have more experience? Look at all the responsibilities and divvy them up.

Candi – Should the last few presidents get together and discuss further? Discussion about forming a committee that Brian will chair, with Candi as co-chair.

State Exchange - Will be attending IASFAA conference in Illinois in April 5-7. Will be doing training for NASFAA Verification Credential, and Young Leaders session.

Summer Institute - Will be acting as faculty at Summer Institute in June.

Conferences - Discussion about bringing in Admissions, Bursars, Etc. to conferences continued from last night. Will do more research and report back.

PAST PRESIDENT'S REPORT – Kathy Bialk

Elections - Moved elections for officers earlier, and they were held at Fall Conference. Email went out to the membership a few weeks later with results.

MASFAA - On MASFAA Road to Relevance Committee, programmatic side. Looking at conference opinions to take back. Why is representation to MASFAA Conference from West Virginia so low? Discussion:

Carla – FSA and funding, should we be moved to another regional association?

Candi – We are not really in the Midwest. Interested in data on WVASFAA members in MASFAA. (17 self-reported on our survey).

JoAnn – Awareness, many do not know what MASFAA offers. We used to advertise a bit more than we do now.

Debbie – What is involved in switching regional associations?

Matt – Would central location of conference help improve membership from West Virginia? MASFAA has lost numbers over the years.

Brian – Not sure centralization will increase attendance from West Virginia

Kathy – It is easier to be involved on a national level now moreso than a regional level which has changed over the years.

## TREASURER REPORT – Jeanie Spitznogle

General Ledger – Provided. Earned interest in January. Memberships fees Collected \$3600(two schools outstanding for Fall Conference, ACT and Glenville), Exhibitor Fees from Fall Conference \$7200. One Outstanding check from High School Counselor Workshop at WVU.

Carla – How did we come out for Fall Conference? Jeanie will report in Spring.

Audit - Arranged from two administration members at Fairmont State to audit our books.

JoAnn – Do we file taxes? Discussion.

## PRESIDENT ELECT – Joann Ross

NASFAA Leadership Conference - Elected not to go since she has been several times. Jeanie and Danielle will go.

NASFAA Conference - On NASFAA Program Committee for San Diego(only representation from MASFAA).

MASFAA Exchange - Discussion on Exchange Program – 17-18, West Virginia will go to Indiana.

## FALL CONFERENCE – Debbie Turner

Evaluations were sent out.

## SPRING CONFERENCE – Chester Priest and Joann Ross

50<sup>th</sup> Anniversary - We have been working hard, last night's discussion was very helpful for programing. It is our 50th so we want to make it big with as much participation as possible. Looking to Katie for ideas. Would like to do a Black Tie evening. Looking forward to robust program. Fall Survey helped with planning for that. Looking into a good favor for everyone since it's a milestone year. Chester looking into DJ's and entertainment.

Katie- MASFAA President, Thomas Ratcliff, will be attending. Should exhibitors get a minute to introduce themselves to the group in the opening lunch?

Matt – If you moderate as an Exhibitor, should you get to give a 1 minute “commercial” to that session? Some other conferences do that. Debbie suggested a “50 Seconds for 50 Years” pitch.

Candi – Does anyone have a list of Bursars to reach out to them? State can forward info onto Bursars via email

Past Presidents – Possible dinner for past presidents. Would WVASFAA be able to cover cost for that? Would like to add bios to program booklet along with WVASFAA History.

Meals - Should we do a meal on your own? There is nowhere to go out near Canaan. We should cover all dinners due to location.

DOE - Made contact with Department of Ed, they are willing to do presentation

Katie – Michigan Conference had Federal Update canceled at last minute, please confirm that they will be allowed to do it.

Candi – Possible other presentations or sessions to be made by DOE?

Pricing – Do we need to vote on Registration Fees? We can vote electronically after crunching numbers.

Chester – Need to look at numbers before setting fees.

Carla – Lots of great packages, many depend on number of nights sold. Some AV included, can bring in own AV as well.

Meeting Rooms - \$900 for all rooms for the week

Hotel Rooms - \$89/night, booked by March 25, rooms guaranteed until then

Meals – Breakfast Buffet \$11.75/person; Taste of Italy Lunch Buffet \$16.00/person

Hospitality Suite - complementary(president will stay in there)

Karen – need to keep registration as low as possible to encourage attendance

Candi – One Day fee needs to be reasonable to encourage Bursars; Suggests \$50

Discussion on if Bursars would need to be members for conference. Would have to set up website to handle their registration – auxillary?

Kathy – Easy to separate. Just charge them enough to cover meals for the day

Brian – If we can go to the conference without being a member we undervalue membership.

Matt – Possibly look at Michigan’s structure

Katie - \$75 one day fee, includes membership, cheaper than usual \$99 day rate.

**Kathy makes a motion to set the one day fee at \$75, JoAnn seconds. Motion passes unanimously.**

#### PROFESSIONAL DEVELOPMENT & TRAINING – Brian Weingart

NASFAA Training at Fall Conference - 73 In attendance, 283 credentials, 567 total in West Virginia. We are currently third in country, 13 people in the state have ALL credentials.

Candi – WVU is first in Country as an institution!

Karate Belts - We are out of Karate Belts, we need \$175 more to get us caught up.

**Carla – Motions to have WVASFAA pay \$175, Debbie seconds, Candi amended motion to have WVASFAA pay half of the cost for the belts foing forward with request for that payment coming from HEPC to the President and Treasurer of WVASFAA. Karen Seconds amended motion, amended motions passes unanimously.**

Candi – We want to support this effort. Thank you Brian for supporting this effort.

PROMISE & Higher Ed Grant - Upcoming changes to PROMISE and Higher Ed, look for trainings coming this Spring. Dates not set yet. Trainings will be at institutions regionally.

NASFAA Training at Spring Conference - Thinking of offering credential training for: R2T4, Consumer Information, Administrative Capability, and Cash Management, those that we hold the least credentials in.

Katie – Rumor that testing time is 30 days. We got backlash about putting training up against other sessions. If we do it as part of the conference it needs to be a track.

Candi – Please don’t rush through training.

Kathy – If we are looking to bring in Bursars, maybe we should do a one-day workshop

Jeanie – Can we extend Friday for training?

#### LONG RANGE PLANNING – Carla Strawn

Fall 2017 Conference - Eastern Panhandle possibility for Fall, proposed dates are 10/25-10/27; 10/31-11/3.

Bavarian Inn – Out, too expensive. Clarion Inn – Out, dates don’t work. Hollywood Casino – Can’t accommodate us. Four Point Sheridan in Charleston - \$116 room rate, working on negotiating prices. Stonewall Jackson – Out. Fairfield Inn, Wheeling – Possible free meeting space. Ramada Inn, Morgantown – Remodeled.

#### FINANCIAL AID TRAINING FOR COUNSELORS – Karen Martin

Fall Workshops - Sending reminders for September Workshops. Dates not chosen yet.

Kathy – Our attendance is very high and it's very expensive to train them. Voc Rehab is coming to workshops instead of conferences

Sarah – Can we plug Fall Conference at Workshops?

#### MEMBERSHIP – Alicia Nickolich

Fall Conference - Newcomers reception went really well. We had 9 newcomers there.

Spring Conference – Looking for ideas with a “50” theme for newcomers reception.

#### SOCIAL MEDIA – Sarah Musgrave

Facebook is going well. Looking forward to advertising Spring Conference. Will plug Facebook page at Conference we have 140 likes on Facebook right now

#### AUXILLARY MEMBERS – Chris Baker

Not in attendance. No report.

#### ASSOCIATE MEMBERS – Matt Nettleton

Spring Conference - Looking for costs for exhibitors to share information - \$750 Vending Fee, \$50 Membership, One comped registration fee. Vendors are starting to choose one conference, not both.

Kathy – What if we discount fee in Spring if they come to Fall?

Jeanie – We would rather have them attend at a lower cost than not attend at all.

Katie – Table discussion until Spring meeting

Fees - How can we give vendors value for their fees? Some ideas include introductions, “commercials” for session moderators, advertising within slideshows, presenters, vendor reception.

Vendor Participation - Goal to increase vendor participation. We are up against Virginia so they will already be in the area that week. We had 9 vendors at Bridgeport. Looking at vendors for Bursars.

Website - Banners are updated on website with the exception of Inceptia.

#### CONSTITUTION & BYLAWS, POLICY & PROCEDURES – Candi Frazier

Policy & Procedures are updated. Reimbursement form formula is fixed and on website

#### AWARDS – Joann Ross

Will be soliciting membership for retirees and years of service. Retirees get \$100 gift card. Should non-members get gift cards? Discussion.

Looking for other award nominees from Katie.

#### DIVERSITY & INCLUSION – Consuela Phillips

Not in attendance. No report.

#### OLD BUSINESS

Carla – Asking for dates for Spring 2018 Conference. Avoid Easter.

Carla – Contacted by Andrew who will be president of TriState presentation, asked if we wanted to combine conferences

JoAnn – worth conversation

Karen – Do that instead of Fall Conference?

Katie – Expensive plus we will lose money

Chester – Other states have looked into it and it didn't work because of money, worth conversation

Brian – would it be more beneficial to work with other groups in-state(Bursars, voc rehab, TRiO, etc.)

## NEW BUSINESS

Danielle cannot fulfil second term(2017-2018) as secretary. Section 3 of the Bylaws states that a vacancy can be filled by president. JoAnn will fill at Summer Transition Meeting.

Jeanie & Danielle going to NASFAA Leadership Conference.

MASFAA Fall Conference in Dayton, Ohio, October 8-11 2017

MASFAA Summer Leadership Symposium June 5-9<sup>th</sup>. We get to appoint one person from each state. Do we have any recommendations? JoAnn will appoint person.

Brian – Recommends someone willing to take leadership within state association

Kathy – Nominates Sarah

MASFAA Summer Institute June 5-9<sup>th</sup>. Registration will be available in March.

MASFAA Blog – let Katie know if you have anything to share.

MASFAA website – MASFAA is working on new website. Do we have anyone who might be able to help with that?

MASFAA President-Elect – MASFAA needs President-elect nominee, submit names to Sue Swisher, but Katie is happy to take any nominations forward

Kathy – We need to keep WV relevant for MASFAA

Kansas Access Program, do we want to replicate that in Charleston?

JoAnn – If we did it as designed it wouldn't be as chaotic as Kansas. In Michigan they did it on the road as an evening program

Katie – Need to do in a bigger city, happy to run with it.

Brian – When MASFAA was here last time, in Charleston, we were not able to get into a school to do it

## OTHER

Kathy – Did anyone do a College Goal Sunday Event? Discussion, overall low attendance

Candi – Can we get a draft of minutes within a week or so?

Candi – Lifetime membership applications for a few people will be coming

Karen – Need to draw a number for gift card, number 10 was chosen, Mike Murry wins \$25 gift card. Jeanie will get gift card and send to Mike.

ADJOURNMENT

**Motion to adjourn made by Karen, seconded by Kathy. Meeting adjourned at 11:52am.**