

West Virginia Association of Student Financial Aid Administrators
2017 Executive Committee Winter Retreat Meeting
Bridgeport Conference Center, Bridgeport, WV
February 6, 2017

MEMBERS PRESENT

Katie Cooper, Jeanie Spitznogle, Danielle Duvall, JoAnn Ross, Tresa Weimer, Candi Frazier, Karen Martin, Debbie Turner, Kathy Bialk, Matt Nettleton, Consuela Phillips, Chris Baker, Chester Priest, Carrie(MASFEE Exchange), Alisha Nicholich

CALL TO ORDER

Meeting called to order by Katie Cooper at 6:36pm

SECRETARY'S REPORT

Karen Martin moves to accept minutes as presented. Candi Frazier seconds. Move carries unanimously.

PRESIDENT'S REPORT

Membership – Membership runs July 1-June 30, which causes problems for voting and Fall Conference. Discussion about why it changed in the first place. Should we make a Grace Period through Fall Conference or change dates completely. Electronic correspondence is biggest concern. Without changing membership year, instituting a grace period through October or 120 days might help. Can we let non-members continue to get correspondence but prohibit voting until membership is reinstated? Kathy brings up spam concern with emailing non-members. She has cleaned up the database a bit when she was president elect, but when messages went out they were getting caught in spam filters, so may not be the best option. Most recent voting messages went to spam or block folders. Past members not getting information, we have 50th coming up to think about as well. We have a gmail account for WVASFAA that could be used. Missouri does January to December year, with incentive for conferences, but they use institutional memberships, not individual. Should we change how we do elections? Why have a membership fee? Should we back up membership drive into the Spring, to be due by July 1 to avoid the issue all together? Most people pay membership when attached to the conference. Check with ATAC to see what the capabilities are. How much do we make in membership fees? Fees help to pay for transition meeting, administrative fees, mileage, etc. We rely on those funds. Why aren't people coming to the conferences? Budgets, Core Training, etc. Credentials are a definite draw, but bring their own concerns for conference. Collect in the Spring for a future July to June year? Should we make a change to policy or plan to communicate better? Find out what our options are technically and check with other states to see how they handle similar situations? Discuss at Winter meeting to implement plan in Spring

Survey our members – Find out why conference attendance is so low. We have gone from 110 to 54 in a year and a half. Katie would like to survey membership. Consuela would like to add diversity questions as well.

JoAnn-Offer amazon card to fill out survey? \$10-\$25 drawing.

Kathy – Would survey be electronic? The listserv is only members, consider a mailing or gmail to reach recent past members as well? Survey is a great idea.

Karen- Has survey software to build survey in. Results come in to an excel spreadsheet. "What would bring you to a conference?"

Matt- "What would you like to see as a member benefit?" What do they want out of membership other than voting. Maybe look into institutional memberships? Vendors look at who goes to conference and how many when deciding on attendance. Possible new fee structure.

Carrie- We do if a director registers and attends conference, anyone can come to the conference from that institution. Offer one-day drive in trainings for members? Open training up for other offices at the institutions maybe at every/other conference?

Carla- Budget is a factor and we compete with FSA in the Fall

JoAnn- There has been a lot of turnover, so we could reach new people across the 50+ institutions we have in West Virginia. We have to make things exciting.

Consuela- Leave an open comment box for members to add any other feedback we don't ask about directly.

Winter Retreat – Do we want a winter retreat or conference call? Week of February 6th tentatively and weather permitting? In Canaan.

2017 MASFAA – Dayton, OH – October 8-11, 2017 – Katie would like to have 8 people at least in attendance if possible. Keep in mind that we can room together and save on costs.

PAST PRESIDENT'S REPORT - Kathy

Nominations & Elections – Created committee and nominated a whole bunch of people. Committee did not receive external nominations. Add question about nominations or serving on Executive Committee on membership survey? Elections will close on Thursday at noon. Please vote.

TREASURER'S REPORT – Jeanie

15-16 General Ledger & Cash Detail provided, please look over it and let Jeanie know if you have any questions before it goes to audit.

JoAnn- Do we need an official auditor? Possible conflict with Susan Durante, current auditor being a past member and past treasurer? Jeanie will look into options.

16-17 General Ledger & Cash Detail through today provided, still have money to collect this week and next week from conference.

Spring Conference Report provided. We profited by \$1,632.47. Glade Springs was expensive.

Katie- Should WVASFAA be paying for half of room charged for Tuesday night for Executive Committee? Put a reimbursement in for half of Tuesday night's lodging. Exclude state tax fees. WVASFAA will reimburse school.

Candi- Should be submitted as reimbursement.

PRESIDENT-ELECT'S REPORT – JoAnn

Nothing to report.

Discussion about exchange program.

FALL CONFERENCE – Tresa & Debbie

Katie- Thank you both for all of your hard work.

Tresa – Logistics, exhibitors and registration will be in hallway. Dinner will be Tuesday not Wednesday. Fun night with entertainment is planned for Tuesday.

Debbie- Wants to publicly thank Carrie Waters for her hard work on the programs.

Katie- We will add evaluations into packets. Sarah is not here to take pictures, Alisha volunteered to do that this week.

SPRING CONFERENCE – JoAnn & Chester

Canaan Valley – April 25-28, 2017 – Plan is to make it fun. Candi will assist with programming. Would like to have as many past presidents as possible. Site visit is in the plans right now. Once Fall Conference concludes, communications will start for Spring. Have a formal night with guest option for dinner. Possible casino night.

Karen – Carrie is asking for anything you might have for a powerpoint presentation from years past.

Kathy- We are due to have NASFAA come to us and sing the federal update.

PROFESSIONAL DEVELOPMENT & PLANNING – Brian(absent)

Nothing to report

LONG-RANGE PLANNING – Carla

Spring 2017 – Canaan

Fall 2017 – Shepherdstown/Martinsburg

Spring 2018 - Charleston

FINANCIAL AID TRAINING FOR COUNSELORS – Karen

Provided report from counselor workshops which reached 397 counselors which was a 12% increase over 2015. One new location this year was in Parkersburg. Evaluations are down, possibly because of volume in offices. Karen will email evaluations. Good service for high school counselors. Reimbursing \$350 per school. First time trying September. Save the dates in Spring helped.

Kathy- Wants to thank Karen for all of her hard work for these critical events. High School counselors help make our jobs easier when students get to us.

Katie- Great job with communication.

Matt – Vendor sponsorship consideration? Sell banners on website? Facebook?

MEMBERSHIP – Alisha

Nine new members at this conference. New Member welcome will involve candy slogan icebreakers. Gifts are Mugs with cocoa and coffee. Kathy has pins.

Katie- Please stop by if you can to introduce yourself.

Tresa – New members will be denoted on nametag. Please reach out to them.

SOCIAL MEDIA – Sarah(absent)

Update from Katie. Facebook page is up to date, great memes. Sarah will start advertising spring after this week as well.

AUXILIARY MEMBERS – Chris Baker

Has not heard back from auxiliary members. Please let me know how I can help in anyway.

ASSOCIATE MEMBERS – Matt Nettleton

Nothing to report.

Discussion about electing associate member chair and member chair-elect. Kathy motions to defer this change from Summer meeting to next election cycle. Karen Martin seconds. Discussion about lapse in service for chair from July to Fall Conference. Associate members will pick new elect for 17-18. Passes unanimously.

CONSTITUTION & BYLAWS, POLICY AND PROCEDURES- Candi

Updated C&B are on website.

Will add current P&P to website.

So much history is in P&P, is it possible to hide all of that under a link?

Minutes distribution. Previous minutes sent to President, President didn't send to committee. In the future they will be distributed after submitted to president.

Kathy- Amount of reimbursement for counselor workshops not updated.

AWARDS – JoAnn

Solicit membership for retirement and years of service.

DIVERSITY & INCLUSION – Consuela

Report from Katie(goals and action plan)

Katie- Masfaa making big push for this as well. Must start with leadership. We need to be the voice so that our membership feels comfortable to talk about it. Backs goals and vision completely.

Candi- Agree that it needs to be on agenda, and should have a session at every conference. This is very important and goes past our membership. Much more than black and white, includes sexual orientation as well.

Karen- Visual representation can help as well(stuffed animal idea).

Kathy- Points out inclusion as well as diversity. Let's start with us and new members.

JoAnn- Suggests "Privilege Walk" ...trial run at winter retreat

OLD BUSINESS

None.

NEW BUSINESS

Karen- First NASFAA training was had 9 attendees, 75 this time. Incentive program was huge with that. Karen had to justify the expenses for the belts(\$1200). Depending on how many credentials are taken after this we may need more belts. May need to discuss possible funds match at Winter Retreat. We are 4th currently in credentials. She appreciates all of the support for the trainings. Tabled.

Kathy- Core training is great for individuals, but shows the need for these types of trainings both from NASFAA Core and from conference sessions. Attendance is showing what institutions are able to financial support. Training is competing with conferences.

OTHER

Consuela-Thank you for sending me to leadership symposium at MASFAA. Discuss next on at Winter meeting.

ADJOURNMENT

Karen moves for Adjournment. Debbie Seconds.
Meeting adjourned at 8:44pm.