

SDASFAA Strategic Plan 2022 to 2026

The SDASFAA Board adopted the following strategic at the Fall 2021 board meeting. The plan is designed to serve as a guide for SDASFAA Board members and committees. SDASFAA will use this plan to ensure the needs of its members are being met while focusing on initiatives that align with SDASFAA's purpose. Recognizing the need to remain financially strong and promote volunteerism and leadership development, the plan focuses on these four areas.

1. Support and Promote Training - One of SDASFAA's primary purposes is "to promote standards of professional preparation". SDASFAA will provide quality training opportunities to enhance the financial aid knowledge of its members and others who work in financial aid. To support and promote training, SDASFAA will

- Continue holding annual conferences/training events with sessions presented by U.S. Department of Education officials, NASFAA representatives, members, and others as appropriate.
- Offer NASFAA Authorized Training in conjunction with SDASFAA conference/training events.
- Survey members regarding virtual training opportunities and training topics.
- Continue to provide financial aid training at High School Counselor Workshops.
- Offer events via Zoom to reach a broader member base that include but are not limited to roundtables/trainings/conferences.
- Provide training on Diversity/Inclusion and Mental Health awareness.

2. Facilitate communication to and amongst the membership – SDASFAA recognizes the value of open exchange of ideas, information, and best practices. To encourage communication, SDASFAA will

- Establish a new committee, "Communication and Website", that would consist of at least 3 members, with one member from the executive council.
- Create opportunities to facilitate questions, networking and sharing ideas through multiple avenues including opportunities at conferences, zoom round table discussions, through the listserv, and through the website.
- Survey the membership at least every second year for feedback.
- Publish a quarterly newsletter that would provide updates to the association and communications from the executive council.
- Research ways the association can better utilize the website to share communications and documents with the association.

3. Provide support for activities to grow SDASFAA's volunteer base – To remain sustainable as an association, SDASFAA must have members who are willing to volunteer for Executive Council positions and committees. To support and encourage volunteerism, SDASFAA will

- Provide scholarships for SDASFAA members who are selected to participate as mentees in RNASFAA's Leadership Pipeline.
- Provide funding for SDASFAA President-Elect and Treasurer-Elect to attend the NASFAA's Leadership & Legislative Conference.
- Membership Committee will oversee communication with both new and experienced members to encourage volunteerism.
- President or their designee will communicate with Financial Aid Directors requesting support of their staff to volunteer.
- Provide financial or reward incentives for volunteers.

4. Ensure that SDASFAA remains financially strong – SDASFAA recognizes that sound financial management is needed to keep the association viable. To encourage a financially stable organization, the Board will

- SDASFAA will hold in reserve funds to cover a minimum of three years of annual expenditures.
- Develop and review budgets annually to ensure reserves are maintained at recommended levels.
- Review conference fees to ensure that the expense of holding events is not outpacing the income generated from the events.
- Review membership fees for institutional and associate members on an annual basis and adjust as appropriate.