



SDASFAA EXECUTIVE COUNCIL MEETING
Tuesday, July 14, 2015 -10:00 AM Central Time
The Missouri Winds Meeting Room, Cedar Shores
Resort – Chamberlain, SD

Executive Council Members

Ken Kocer, (Mount Marty)	President
Micah Hansen, (SDSU)	President-Elect
Cheryl Bullinger, (NAU)	Past-President
Monica Gannon, (NAU)	Secretary
Caleen Jandel, (NSU)	Treasurer
Melinda Fedeler, (DSU) and Carmen Neugebauer, (MIT)	Members at Large through 2015
Julie Hamer, (SDSU) and Kim Nida, (BHSU).....	Members at Large through 2016
Laura Schultz, (Wells Fargo).....	Associate Member at Large

Call Meeting to Order: Ken Kocer called the meeting to order at 10:15 a.m.

Approval of Agenda and Consent Agenda: Carmen Neugebauer motioned to accept the agenda and consent agenda as written. Melinda Fedeler seconded the motion. All members approved the motion, motion passed.

Approval of March 23, 2015 Executive Council Meeting Minutes: No corrections were suggested for the meeting minutes. Julie Hamer motioned to accept the meeting minutes as written. Caleen Jandel seconded the motion. All members approved the motion, motion passed.

Officer Reports – Consent Agenda

President-Ken Kocer

Since our last board meeting, I have been working on coordinating the 2015 High School Counselor Workshop and the 2016 SDASFAA Spring Conference. (See committee reports)

SDASFAA 2016 Conference

I contacted Megan McClean, Managing Director of Policy & Federal Relations at NASFAA, on June 4, 2015 and submitted a request for a NASFAA Presenter at our 2016 SDASFAA Spring Conference. Megan informed me that they were currently shorthanded since Jesse O’Connell had left NASFAA and they could not guarantee SDASFAA would be able to have a NASFAA presenter at our 2016 conference. She said they review the requests all at the same time and will notify me on whether a NASFAA presenter would be able to attend.

Decentralized Training

On June 5, 2015, I signed the contract with AmericInn for our decentralized workshop to be held there on November 16-17, 2015.

2015 High School Counselor Workshop

Our numbers for the SDASFAA Counselor Workshop have been down a little from prior years. I contacted Paula Carlson from Great Lakes to ask what training GL has been giving to counselors to see if maybe some of the training is overlapping which is resulting from our lower numbers. We will be discussing in more detail as one of our agenda items.

President Elect-Micah Hansen

One of my main responsibilities is the Decentralized Training Committee. I have submitted the contract to our president for the AmericInn, Chamberlain, for our board meeting and decentralized training November 16-17, 2015. I am working with my committee to secure the resources needed for the conference, brainstorm topic ideas, and create the program. I have not looked at information for a NASFAA topic as of yet.

I will continue to assist the association and its members in any way I can throughout the year.

Past-President-Cheryl Bullinger

See individual reports from Spring 2015 SDASFAA Conference Committed and Recognition Committee.

Secretary-Monica Gannon

The draft Board and Business meeting minutes from March have been posted to the SDASFAA website. The approved Board meeting minutes from February have been corrected. Draft has been removed from the February Board meeting minutes and the 2014 Business meeting minutes, and both have been posted to the SDASFAA website.

Officer Reports**Treasurer:** Caleen Jandel

See 2015 Balance sheet and 2015 Asset Statement attached to the end of the minutes. Thank you note from Cheryl Glazier do we keep this? It was suggested to send this to the committee of record. Since April the state annual report has been filed and have received a few more dues payments. High School Counselor Workshop (HSCW) is wrapped up. Micah was able to save on his trip to DC, by bargain hunting. No changes with the savings.

Old Business2015 SDASFAA Spring Conference Review: Cheryl Bullinger/Board Discussion

The Spring 2015 conference committee did a great job taking care of all of the details for the conference held at the Lodge in Deadwood, South Dakota. We had 45 register including 2 non-paying speakers for the conference. The agenda had a variety of great speakers with break out session to provide training and needed information to the SDASFAA membership. A big thank you to my spring 2015 SDASFAA conference committee Deb Henriksen, Carrie Jordanger, Carolyn Halgerson, Ken Kocer, Monica Gannon, Kim Nida and Lisa Ketcham great job everyone!

Suggestions for next year, start planning early and send out monthly reminders of the conference with the agenda.

Discussion: Budgets really prevent people from being able to send more people. The agenda this year was really good but budgets prevented from sending people.

We rotate east to west river each year, but do we stay with Sioux Falls and Rapid City as the population centers and hope for more attendees?

2016 SDASFAA Spring Conference: Ken Kocer

The Committee met on March 23rd at The Lodge at Deadwood in conjunction with the 2015 SDASFAA Spring Conference. The meeting was called to order at about 6:10 pm after food had been ordered.

There was discussion on the SDASFAA Conference site for 2016, which is the Rushmore Plaza Holiday Inn Hotel in Rapid City, SD on April 4-6, 2016. This is the same hotel which will be hosting the RMASFAA Conference in 2016.

Conference Committee Assignments were then selected as follows:

Site – Carolyn Halgerson and Laura Schultz

Program- Micah Hansen, Erin Richards, Molli Getting and Morgan Huber

Registration- Sharon Kienow and Monica Gannon

Decorations/Door Prizes- Deb Henriksen

There was some very good discussion that followed regarding different themes for the conference which included:

- The Journey, which could tie into the Journey Museum
- Building the Foundation
- The Corner Stone
- 75th Anniversary of Mount Rushmore

It was decided to go with a Journey Theme which could be expanded different ways. The next meeting will be a phone conference scheduled for June. Ken and Micah will work on budget items.

The 2016 SDASFAA Spring Conference Committee held the second meeting via phone conference on June 29th.

The meeting began with a review of the 2016 SDASFAA Spring Conference location - the Holiday Inn Rushmore Plaza Hotel and confirmed the dates April 4-6, 2016. The committee then discussed the "Journey" theme and tying it to the 45th SDASFAA Anniversary.

Laura mentioned no new items, but asked for a copy of the conference contract. Deb will pass the contract on to the entire committee. Laura also had a question on the budget for the conference. Ken will involve Micah and pass the budget information on to Laura.

Micah is working on some ideas for the program and will be meeting with the program committee in the near future to put together a "draft" program to send out to the entire conference committee for comment. Ken had contacted Megan McClean of NASFAA and completed an online request to have a NASFAA rep at the conference. Megan stated that NASFAA was a little short-handed and could not guarantee a presenter. No word from NASFAA yet as to the availability. Possible presenters mentioned for the conference were: Paul Turman, John Gritts and Eileen O'Leary. It was also suggested that the program committee look at sessions that would have interest for our Native American schools and organizations. The program committee will also handle entertainment for the conference. Micah mentioned trying to put time in the agenda for RNASFAA 2016 Conference planning while also keeping the program balanced with sessions which will attract members not necessarily on RNASFAA 2016 planning. Micah will contact Joe Massman from the US Department of Education, with the conference dates and request him as a presenter for the conference.

Sharon had no new items to report for "Registration", but did ask if registration was responsible for the conference "logo". Sharon agreed to come up with the logo. Sharon/Monica will work with Kristy O'Kief and Beth Vollan to set up registration on the SDASFAA Website as time approaches.

Deb gave an update on decorations, and was thinking for the banquet we could do something relating to the SDASFAA 45th Anniversary.

It was decided to have another phone conference in September to keep the committee on track with a goal of having program and registration information for the conference available on the SDASFAA Website by January.

Respectfully submitted,
Ken Kocer

2015 Decentralized Training Update: Micah Hansen
Committee members: Jessica Bivens, Kassandra Boyer, Brenda Murtha, Marlene Seeklander, Carmen Neugebauer, and Micah Hansen

We have that dates of November 16-17, 2015 set at the AmericInn in Chamberlain, SD. The committee has looked at several ideas for topics, and is looking at more ideas. Ideas that have been sent so far are on homeless/unaccompanied youth, and scholarship search resources. We are also working to secure any AV items that will be needed for the conference (projectors, computers, etc). We are exploring opportunities to increase interest and participation for this conference, and are open to any suggestions from the board. We would like to see a good turnout for the training, but have discussed that budget issues may hinder that.

We will be assigning more specific areas and formulating task lists on Thursday (July 9th) during a conference call we have scheduled.

Waiting until after NASFAA to see what the hot topic is, and then determine other sessions to offer at Decentralized.

New Business

2016 RMASFAA Fall Conference Update: Laura Schultz

No formal written report.

Publicity committee is really moving forward, because they have to do the skit at the 2015 at the RMASFAA conference. Kristy O'Kief stepped down as publicity co-chair and Carmen Neugebauer stepped into her place. When Carolyn Halgerson returns from leave, she and Laura Schultz will sit down and really work on the budget. They are also setting up a calendar for RMASFAA conference planning.

Mt Rushmore will be on Sunday night. The National Guard cannot help us with transportation. David Martin is researching bus companies in Rapid City. Will need ask if they need transportation on their registration for planning purposes.

They are also working with the 2015 RMASFAA committee and getting suggestions from them.

RMASFAA 2016 is not on the NASAA calendar and Ken Kocer and Laura will work on getting it onto the calendar.

Ken said he contacted Jeff Baker about speaking and it is too early to get on his calendar. We need to have a back-up plan in case Jeff cannot add us, so that we have a speaker in person. Justin Draeger already put us on his calendar.

A suggestion was made to have a spiel on the bus ride to Mt. Rushmore of what is to be seen on the way or the history of the area.

Ken stated he was really proud of what Laura and Carolyn have been doing. We are so far ahead of what other states have done. And we do not expect the surprises with the budget that other states have had.

2016 Executive Council Nominations: We have a great slate of candidates and multiple people for the slots that are open. Ken will send it on to Kristy and Beth to get the election going.

Vender Sponsorship Notifications for 2016: Board Discussion

Early December is when the billing goes out. In the past we have had vendors sponsor the conference program, but Starla has done all of the typesetting, and NAU has done all of the printing. We have almost no cost but still have money coming in for it. But we can't always expect that from our members. Do we still need a conference program or just an agenda?

In addition to their institutional member dues, Vendors pay for a booth, ad in the program, and an update presentation all separately. No vendors specifically support breaks or lunches. Vendors also had the opportunity to support the Support Staff Workshop and provide materials at the HS Counselor Workshop.

Laura advised that Wells Fargo can only sponsor a booth. Most other lenders are the same. Great Lakes is different.

Tradition has been to print an agenda, conference program and a banquet program. It seems that these could be combined. Many associations are going to having everything on line.

Can we reach out Great Lakes because they seem to do more than just a booth. Great Lakes does a lot for us. We should ask them how they would like to support us. General support or specific support for different things.

Laura will see if she can get us examples as to what other states do.

2016 Membership Fees: Board Discussion

Current fee is \$75 per year for the institution. The Membership Fee has not changed at least since 2009. We will have money in our savings, so we may not need to increase. If we start having more members on the board that need to go to leadership training, then our savings will be drawn on. We are in agreement that we can keep the membership fee at \$75.

SDASFEE High Counselor Workshop and Great Lakes College Advising Service: Board Discussion

The Committee met on March 25th at The Lodge at Deadwood in conjunction with the 2015 SDASFEE Spring Conference.

The meeting began with a review of the 2015 workshop sites: Aberdeen, Madison, Mitchell, Pierre, Sioux Falls and Spearfish

Next the committee reviewed the 2014 Workshop Survey Results. The survey results were very positive although the numbers were down last year. Ken will call Mike Mutziger to inquire on the counselor training done through Great Lakes to find out more information on what kind of training is being done.

Then there was a review of SDASFEE reimbursed allowable costs, which are printing costs and continental breakfast costs. If one of the sites has other costs, such as room rental this needs to be disclosed at this time as if other types of costs are involved this would need to be determined ahead of time to insure we have a proper workshop fee charged or if that location can be used.

There was very good discussion regarding the presentation. Sharon Kienow will share role playing (skit on who is in your household) practices done at the Aberdeen site, Kristy O'Kief will share the demo on needs analysis done at the Mitchell site. These types of activities can assist in engaging the counselors and keep their attention during the workshop. It was also suggested that Infographics from the Department of ED Tool Kit can be used to promote better understanding. It was also discussed that the NASFAA slides would be used for the workshop if available on time. It was also stressed that the locations need to make sure to promote event as a SDASFEE sponsored event in order to increase awareness of SDASFEE to the counselors.

It was also suggested Ken Kocer bring to the next board meeting discussion on ways SDASFEE can be more proactive in this training process, such as contacting Tom Cool to see if he would like us to be part of his counselor meetings.

It was decided to have another phone conference meeting around July.

The second 2015 SDASFEE Counselor Workshop Committee meeting was held per phone conference on June 25, 2015. The meeting began with a review of the "Save the Date" flyer and verifying information at each site. Ken Kocer verified the information at the Pierre site on June 23rd with Mary Jorgenson, the coordinator at the Capital University Center. All sites approved the information on the flyer.

The next item of business was a review of the SDASFEE reimbursed cost for the workshop, which includes the continental breakfast and cost for printing of materials at each site. Each site will be sent a PDF of the presentation and the site will be responsible for printing the presentations for the attendees at their site. SDASFEE relies on each site to provide the meeting area, as this cost is not included in the \$25.00 registration fee.

Ken will send the "Save the Date" flyer to Tom Cool to have available for the counselors. Ken sent an email to Tom Cool on May 20, 2015 offering to have a SDASFAA representative available at DACAC meetings to answer questions from counselors on the workshop. Ken has not heard a response yet.

It was discussed whether a direct email from SDASFAA to counselors may assist in making them aware of the workshop SDASFAA offers. Sharon mentioned that in the past Tom Cool had forwarded an email from SDASFAA to counselors and provided an email notification Tom had sent out. Ken will provide the same notification and use Tom Cool as the mechanism to inform counselors about the SDASFAA Counselor Workshop.

Next the committee discussed the actual presentation. We plan on using the NASFAA Training Slides as in the past with the SDASFAA opening slide as the header informing the group that this is a SDASFAA sponsored event. South Dakota state programs will also be integrated in the presentation. Ken asked for a volunteer to put the presentation together, anyone interested is to contact Ken.

The focus then changed to Great Lakes College Access and if their activities are overlapping with the SDASFAA Counselor Workshop. Great Lakes did provide a FAFSA step-by-step webinar training in February where 14 were in attendance from South Dakota. It was also questioned whether Great Lakes College Access was conducting FAINs. Ken will ask. In a letter from Paula Carlson, she stated she didn't feel comfortable promoting the SDASFAA counselor workshop due to the registration fee. It was questioned whether college access would recommend the SDASFAA workshop to a new counselor that may benefit from this training, even though there is a small registration fee. Ken will follow up with Paula on this. The final topic with Great Lakes was the recommendation by Paula Carlson that SDASFAA look at reaching out to "tax preparers" and charging a higher fee to gain more attendees and make it more of a money maker for SDASFAA. Input from each site was taken on this recommendation and it was unanimous that the group did not want to veer from the original intent of the counselor workshop to focus on "tax preparers" instead of high school counselors.

Ken will contact Kristy O'Kief and Beth Vollan to put the new "Save the Date" flyer on the website, noting registration to begin in November.

Finally, different presentation strategies were shared such as role playing to decide "who is in my household" and quiz breaks to involve the participants and encourage dialog from the counselors. Sharon and Deb will send these strategies to the group for them to evaluate and possibly implement.

Respectfully submitted,
Ken Kocer

We have seen a slight decrease in attendance in the last few years. Great Lakes does a lot of work with the HS counselors, it that having an effect on our numbers, do we need to partner with them? College Access goes out to the HS, can they promote our workshop. College Access does not do FA nights per se, but they do go in on evenings and work with families. They pay 2 people to go out and do these things. When they go out to HS, they will mention our HS Counselor workshops.

It is fairly consistent in terms of our numbers, many schools are now sharing counselors and combining positions. We maybe need to look at a higher paying audience and look at marketing to tax people. We could not do them both at the same time, because they have different purposes and needs.

Is our concern money, training, or importance in the community? What is our mission?

SDSU would like to know if they can publicize their dual enrollment program at our HSCW statewide.

Do we need to look at using other sites than schools? Chamber of Commerce, VFW or something so that we are not promoting one school over the other. Add space for the schools or a flyer in the materials

would not be a bad idea as long as it is a member institution and the same material is presented at all of the sites.

Tom Cool was contacted to see if SDAFAA could take a larger role at their meetings? He said that Jessica from Great Lakes is already taking care of the financial aid part. He did say that we were welcome to attend their meetings.

We need to make sure we notify Tom early about our HSCW so that they can get it on their calendar, as their conference is in May. We already sent out our dates to them. In August or September we send a reminder to him, so that they can remind their people again.

We may need to make the HS counselors more aware of who and what SDASFAA is. We may need to make them more aware of that on our printed materials, registration and a short spiel on SDASFAA at the beginning of the presentation.

How do we get the HS counselors more involved in the presentations, so that it is not just lecture? In their meetings they have had some good suggestions. We should solicit questions from the HS counselors on the registration form which we can work into the presentation.

SDASFAA Member Involvement in lieu of the Support Staff Workshop: Board Discussion

How can we get the rest of our staffs involved in SDASFAA. The biggest problem is the budgets. We don't know who is support staff anymore and many offices no longer have support staff. We could poll the directors as to who their support staff are and what do they do? Then what would we do with that information.

How many schools no longer have support staff, Federal Work Study students have become their support staff. What is our purpose? Is it to increase our volunteerism and involvement? Ask Kristy O'Kief and Beth Volan to contact the Directors to update the directory. Are there people in the SDASFAA directory who are not on the listserve and that is why they are not involved?

NeASFAA has one board member or committee member send out an e-mail to the membership each month as to what they do. When do we want to start this and what order do we want to do this in? We will do this in the order on the heading in the minutes, start in July with Ken. Then on the first of each month for everyone. Discuss our position and any committee we are a liaison for.

Committee Activity from Liaisons: Board Discussion

2015 HS Counselor Workshop – Ken Kocer

See President's report.

Spring 2016 Conference –Ken Kocer

See President's report and Old Business agenda item.

2015 Fall Decentralized Training – Micah Hansen

See President-Elect's report and Old Business agenda item.

Spring 2015 Conference Committee – Cheryl Bullinger

See Past-President's report.

Recognition Committee – Cheryl Bullinger

I sent several e-mail communications out to the SDASFAA membership requesting nominations for the Douglas Steckler Professional Development Award and the Outstanding Service Award. I did not receive the participation I was expecting from the SDASFAA members; however, I did receive nominations for both awards. The executive council voted by secret ballot using survey monkey on the Outstanding Service Award and the Recognition Committee voted by secret ballot for the Douglas Steckler Award.

Erin Richards from SDSMT received the Douglas Steckler Professional Development Award
Ken Kocer from Mount Marty received the Outstanding Service Award

Committee of Record and Website – Julie Hamer, report from Kristy O’Kief

While on my forced vacation I had begun on creating the procedures to update the website. I did not finish this due to not having some information I needed for the Filezilla software that allows me to transfer files from my computer to godaddy. Once I had this I was in the middle of getting everything ready for the big move to Rapid City. I do plan to finish these procedures so I can train Beth Vollan on updating the website. I planned to work with Beth soon but I am currently being trained on NAU processes and once I am turned loose I will better know my work schedule to set up some time with her to do this.

- A link to the spring 2015 conference photos have been added to the website: <http://sdasfaa.org/> and I have sent an e-mail to the group to let them know they can see them.
- The HSCW web page has been updated this week with the information provided by Ken Kocer. I have e-mailed the site coordinators to review to make sure the information I listed is accurate.
- The 2015 SDASFAA electronic ballot will be updated as soon as I have names to put out there for the positions.

I look forward to continuing on as webmaster for SDASFAA. I believe I should be able to get things done more timely with the website.

Additional comments from Beth Vollan

I am very excited about the opportunity to serve on the Committee of Record and Website. I look forward to working with Kristi and the other committee members. In addition to the cross-training on the website that Kristi mentioned, I would like to start having regular committee meetings. I hope that meeting as a group will encourage involvement and team-work and help make our committee as effective as possible.

Support Staff Workshop Committee-Carmen Neugebauer
Nothing to report.

Membership Committee-Melinda Fedeler
Nothing to report.

Caleen reported that we have 15 associate members and 20 institutions. Would it be worth contacting PHEAA for membership?

2015 Review Committee – Kim Nida
Nothing to report.

Other: 18 will be from SD at NASFAA.

Announcements

Next meeting – November 16, 2015 at Decentralized training.

Adjourn: Micah motioned to adjourn the meeting. Julie Hamer seconded the motion. All members approved the motion, motion passed. Meeting was adjourned at 1:08 p.m.

BEGINNING BALANCE

Checking		<u>6,895.54</u>
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INCOME

Membership Dues	2,625.00	
Sponsorship Income	3,550.00	
Workshop Income	3,930.00	
Spring Conference	3,855.00	
Support Staff Workshop	0.00	
Decentralized Training	0.00	
High School Counselor Workshop	75.00	
* 2014 H.S.Counselor Workshop (\$75)		
Miscellaneous Income	0.00	<u>10,105.00</u>

TOTAL INCOME**EXPENSES**

Workshops	5,160.97	
Spring Conference	4,793.02	
Support Staff Workshop	0.00	
Decentralized Training	0.00	
High School Counselor Workshop	367.95	
*2014 H.S. Counselor Workshop (\$367.95)		
Executive Board	0.00	
Travel	1,624.58	
NASFAA Leadership Conference	1,624.58	
RMASFAA Board Meeting	0.00	
RMASFAA Conference	0.00	
Education Activities	386.20	
Review Committee	0.00	
Membership Committee	0.00	
Committee of Record	0.00	
Recognition Committee	386.20	
General Postage	0.00	
General Printing	0.00	
Miscellaneous Expenses	60.00	<u>7,231.75</u>

TOTAL EXPENSES**TOTAL TRANSFERS**0.00

Savings	0.00	
CD's	0.00	

ENDING BALANCE -- Checking\$9,768.79

Savings -- Balance Sheet

Beginning Balance	\$ 22,870.31
Interest Income	\$ 6.76
Transfers	
	<hr/>
Ending Balance	\$ 22,877.07
(personal savings acct, no fees, 0.05% interest, \$300 min. bal.)	

CD's -- Balance Sheet

<u>CD - US Bank</u>	
Beginning Balance	\$ 30,041.20
Interest Income	
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Ending Balance	\$ 30,041.20
(purchased 5/30/14, matures 4/30/19, 59 months, 1.73%)	

Balance Sheet Summary

Checking Account	\$ 9,768.79
Savings Account	\$ 22,877.07
CD - US Bank	\$ 30,041.20
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Total Available Assets	<u><u>\$ 62,687.06</u></u>