



SDASFAA EXECUTIVE COUNCIL MEETING MINUTES

Wednesday, November 14, 2018 – 8:30 AM Central Time
AmericInn, Chamberlain, SD

Executive Council Members

.....	Beth Vollan (SDSU)	President
Erin Richards (SDSM&T)	President-Elect	
Becky Pribyl (NSU)	Past President	
Melinda Fedeler (DSU)	Secretary	
Carrie Jordanger (LATI)	Treasurer	
Marlene Seeklander (LATI) and Julie Pier (USD)	Members at Large through 2018	
Melissa Simpson (BHSU) and Amber Brockel (PC)	Members at Large through 2019	
Lucas Winterberg (BND)	Associate Member at Large	

Call Meeting to Order

Present – Melinda, Beth, Carrie, Marlene, Melissa, Amber, Erin, Lucas (phone) and Becky (phone), and incoming 2019 Executive Council members Morgan Huber, Carissa Koerner, Tresse Evenson, Katie Maley
President Vollan called the meeting to order at 8:40am.

Approval of Agenda

Motion to approve the agenda was made by Marlene and seconded by Erin, motion carried.

Approval of August 1, 2018 Executive Council Meeting Minutes

Becky found 2 errors that will be corrected and Melinda will send final minutes to the Executive Council (EC) by email and to Kristy O’Kief for posting on the web site.

Officer Reports – Consent Agenda

Past President (Becky Pribyl)

2018 Election

The election was conducted in July, with institutional voting members deciding the President-Elect and Members at Large, and associate voting members deciding the Associate Member at Large. Thank you to all who volunteered to serve! The newly elected members of the Executive Council who will take office on January 1st are:

PRESIDENT-ELECT:

Carissa Koerner, University of Sioux Falls

MEMBER AT LARGE:

Tresse Evenson, Augustana University
Morgan Huber, Mitchell Technical Institute

ASSOCIATE MEMBER AT LARGE:

Katie Maley, South Dakota Board of Regents

From the P&P, revised summer 2018: “The ballots should be destroyed at the end of the calendar year of the election.” All of the ballots from the 2018 election have been deleted. This committee is composed of Beth Vollan, President; Micah Hansen, Past Past President; and myself, Past President.

Policy Recommendations

One of the responsibilities of the Past President is to “Review constitution and policy and procedure manual and make recommendations when necessary to the Executive Council prior to the fall Executive Board meeting.” However, earlier this year, the full Executive Council reviewed the documents and made recommendations for changes as part of the five-year review. As a result, I defer to that discussion and the changes already suggested.

SDASFAA is committed to the belief that no one should be denied access to post-secondary education because of a lack of family resources or knowledge of the financial aid delivery system or application process. SDASFAA’s goal is to assist those seeking assistance through all Title IV regulations.

Thank you very much for this opportunity to represent SDASFAA. I am proud to have served with you over the last 3 years and am grateful for your encouragement and support. This has been a very rewarding experience for me, both personally and professionally, and I hope you all discover similar benefits from your involvement in SDASFAA. Thank you!

President-Elect (Erin Richards)

2018 High School Counselor Workshop Committee

I served as vice-chair of the 2018 High School Counselor Workshop Committee and was the site coordinator for Rapid City. It was a good experience and I appreciate the support of all of the SDASFAA members who help to make these events successful. I will continue on to chair the 2019 HSCW Committee.

2018 Fall Decentralized Training Committee

I am excited that our 2018 Fall Decentralized Training has arrived! I want to thank all of the members of this committee for their efforts and time spent planning this event. It is going to be a fantastic training, and I will have more updates on this as an agenda item under Old Business.

2018-19 RMASFAA Board of Directors

I was pleased to attend the 2018 RMASFAA Board Meetings and Conference in Fargo in October. The incoming 2018-19 Board of Directors met on Friday, October 5th. The state delegates were able to participate in a break-out session specific to our role on the Board, with tips and advice on how to have a successful year. We were then invited to observe the official meeting of the 2017-18 Board on Saturday, October 6th. Sunday, October 7th wrapped up our last day of 'unofficial' board meetings. At the conclusion of the conference, the 2018-19 Board officially took office. I am excited for the opportunity to represent SDASFAA on the RMASFAA Board. It is a great group of people with lots of enthusiasm and thoughtful ideas.

Membership Committee

I will provide a committee update under New Business.

2019 Proposed Budget

I have prepared a proposed 2019 budget to be reviewed later in the agenda under New Business.

2020 Spring Conference

Currently, I'm looking into sites and dates for the 2020 spring conference. This will be discussed further under New Business.

As we approach 2019, I will be looking for volunteers to fill SDASFAA committees. I would welcome any suggestions of members to reach out to who may be willing to volunteer. It has been a busy, exciting year as President-Elect! I want to thank all SDASFAA members and the Executive Council for the opportunity to serve and the tremendous support and guidance that I have received.

President (Beth Vollan)

Ad Hoc Strategic Plan Committee

The draft Strategic Long-Range Plan was submitted to the Board for discussion at the August 1 meeting. The Board expressed support for the plan with a few minor wording changes. The updated version will be brought to the Board for a vote at the November meeting.

2018 High School Counselor Workshop Committee

Dates and locations for this year's workshops were

Sept. 5: Aberdeen, NSU

Sept. 6: Watertown, LATI

Sept. 10: Rapid City, SDSMT or WDTI

Sept. 11: Pierre, Capitol U Center

Sept. 12: Mitchell, MTI

Sept. 13: Sioux Falls, STI

SDASFAA again coordinated with the Council on College Admission in South Dakota (CCASD) to present in the afternoon at each of their six events. Continuing last year's precedent of limiting printed materials, participants received a web link that allowed them access most of the materials online. This year's link is http://www.sdasfaa.org/hscws_2018.html. There were 181 counselors in attendance—up 13 from last year. The survey results were overwhelmingly positive showing that counselors appreciate the information we provide and like the combined event with CCASD.

I owe a big thank you to the site coordinators and Kristy O'Kief from the Committee of Record and Website who did the work to make sure these events were successful.

2018 RMASFAA Executive Board Meeting and Annual Conference

In October, I attended the RMASFAA Conference and Board Meetings held in Fargo, ND. RMASFAA is 50 years-old this year, and the conference kicked-off with an anniversary celebration/banquet. Four SDASFAA members participated in the Leadership Pipeline program offered in conjunction with the conference. Carissa Koerner and Micah Hansen graduated from the program, and Carrie Jordanger and Tracey Buisker were part of the new cohort of participants. All four received SDASFAA scholarships to help cover the costs of the conference.

The day before the conference started, I participated in my final RMASFAA Executive Board meeting as the South Dakota State Delegate. The Board adopted a Strategic Long-Range Plan for RMASFAA covering 2019-2021. The plan directs RMASFAA to focus on:

1. Strengthening the Annual Conference Experience
2. State and Regional Collaboration and Support
3. Fiscal Stability and Transparency

2019 Spring Conference Committee

The 2019 conference will be held in Deadwood at the Lodge at Deadwood April 15 through 17. The conference planning committee has held several meetings to choose a theme, divide up responsibilities, and discuss programing, decoration, and menu options. We plan to offer a NASFAA credentialing topic and have live presenters from NASFAA, RMASFAA, and the U.S. Department of Education.

Thank you for this tremendous opportunity to serve as SDASFAA President. I have really enjoyed this experience, and I am so grateful for all of your support.

Amber made a motion to approve the consent agenda officer reports. Melissa seconded the motion, motion carried.

Treasurer's Report (Carrie Jordanger)

Citizens Bank joined since our last meeting. We received payment from Tom Cool of \$3,290 for the High School Counselor Workshop (may have an additional payment as he was still waiting for payments). Payments are still coming in for Decentralized Training. Adjustments were made to the balance sheet to correct RMASFAA Conference expenses. We will need to discuss the CD at the next EC meeting as it matures April 30, 2019.

SDASFAA Balance Sheet 1/1/18 to 11/8/18			
BEGINNING BALANCE			
	Checking		3,765.81
INCOME			
	Membership Dues		2,700.00
	Sponsorship Income		2,950.00
	Workshop Income		8,136.00
	Spring Conference	4,046.00	
	Support Staff Workshop	0.00	
	Decentralized Training	800.00	
	High School Counselor Workshop	3,290.00	
	Miscellaneous Income		0.00
TOTAL INCOME			13,786.00
EXPENSES			
	Workshops		4,092.82
	Spring Conference	3,267.42	
	Support Staff Workshop	0.00	
	Decentralized Training	618.30	
	High School Counselor Workshop	207.10	
	Executive Board		1,641.54
	Travel		5,616.23
	NASFAA Leadership Conference	2,342.75	
	RMASFAA Board Meeting	0.00	
	RMASFAA Conference	3,273.48	
	Education Activities		366.25
	Review Committee	0.00	
	Membership Committee	0.00	
	Committee of Record	0.00	
	Recognition Committee	366.25	
	General Postage		0.00
	General Printing		0.00
	Memorials		100.00
	Miscellaneous Expenses		33.65
TOTAL EXPENSES			11,850.49
TOTAL TRANSFERS			0.00
	Savings		0.00
	CD's		
ENDING BALANCE -- Checking			\$5,701.32

8.9.2018 Citizens Bank paid membership dues.

11.1.2018 Received payment from Tom Cool for SD HSC Workshop \$3,290

11.8.2018 still collecting Reg. Fees Decentralized Training

SDASF AA Asset Statement 1/1/18 to 11/8/18				
Savings -- Balance Sheet				
Beginning Balance				\$22,929.26
Interest Income				\$ 13.71
Transfers				\$ -
Ending Balance				\$22,942.97
(personal savings acct, no fees, 0.05% interest, \$300 min. bal.)				
CD's -- Balance Sheet				
CD - US Bank				
Beginning Balance				\$31,641.46
Interest Income				\$ 552.15
Ending Balance				\$32,193.61
(purchased 5/30/14, matures 4/30/19, 59 months, 1.73%)				
Balance Sheet Summary				
Checking Account				\$ 5,701.32
Savings Account				\$22,942.97
CD - US Bank				\$32,193.61
Total Available Assets				\$60,837.90

2018 HSCW Totals

Income:	\$3,290.00
Aberdeen	436.08
Mitchell	436.08
Pierre	399.74
Rapid City	581.44
Sioux Falls	1017.52
Watertown	417.91
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	\$ 3,288.77

Tom Cool did not provide the specific income per site. I divided \$3,290 by 181 attendees, then multiplied by the number of attendees at each site, to get our approximate income per site.

\$18.17 received per attendee

Expenses:	\$207.10
Aberdeen	0.00
Mitchell	0.00
Pierre	207.10
Rapid City	0.00
Sioux Falls	0.00
Watertown	0.00
Materials	

Attendees:	181
Aberdeen	24
Mitchell	24
Pierre	22
Rapid City	32
Sioux Falls	56
Watertown	23

Cost per Attendee per Site:	
Aberdeen	\$0.00
Mitchell	\$0.00
Pierre	\$9.41
Rapid City	\$0.00
Sioux Falls	\$0.00
Watertown	\$0.00

Average cost per Attendee:	\$1.57	Total cost per Attendee:	\$1.14
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Old Business

2018 High School Counselor Workshop (Beth Vollan)

SDASFAA received approximately \$18 per registrant for the 181 people that attended. Site coordinators only printed essential items and provided a link to other resources on SDASFAA site. Sites were very generous

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absorbing printing costs and we paid mileage to SDSU for the Pierre presenter as usual. Beth handed out results from the HSCW participant survey. Cathy Mueller from MYF contacted everyone who said they wanted more information on FAINs. She set up about 40 FAINs in South Dakota in 2018-19.

2018 Fall Decentralized Training (Erin Richards)

26 participants are registered for this week's training (29 originally registered but 3 cancelled), including 1 person from North Dakota. The registration fee is \$50 and the committee is offering the NASFAA Direct Loan credential session. David Bartlett, Dept. of Education trainer, will give a Federal update Wednesday afternoon via Zoom session/call. Training will conclude Thursday at noon. The committee offered the training opportunity to state organization members from Nebraska, North Dakota and Wyoming (NEASFAA declined to pass on the information to their members as they are offering something very similar soon). It cost \$500 to purchase the training materials and voucher codes from NASFAA (\$400 last year, \$300 prior year).

2019 SDASFAA Spring Conference (Beth Vollan)

April 15-17, 2019 at The Lodge at Deadwood, Deadwood, SD

The committee is working on preparations. Deb Henriksen and Kim Nida have been working with The Lodge and have planned the menu. The hotel will host a slot tournament Monday night. The theme is not finalized yet but will be Wild West-related.

Strategic Plan (Beth Vollan)

Beth distributed copies of the revised plan. Becky sent an email to Melinda pointing out 2 typos that need to be fixed. Melinda will revise the document and send out to the EC and to Kristy to post on the web site. Erin made a motion to approve the 2018-2021 SDASFAA Strategic Plan as revised. Carrie seconded the motion, motion carried.

Policy & Procedure Review (Beth Vollan)

Becky made a motion to approve the revised SDASFAA Policy & Procedures Manual. Marlene seconded the motion, motion carried. Melinda will make Becky's proposed changes and resend the document to EC for final review before it is posted to the web site.

Website Upgrade (Carrie Jordanger)

Kristy O'Kief is working with MYF. Committee of Record and Website has chosen the web format (#2 of 3 examples provided) that will be used. Next step is for SDASFAA to send photos to MYF. Laura Brinkman will continue to build the site using info from our current site. Decentralized Training registration was done with JotForm and we will continue to use it for events. We are very grateful to have this partnership.

New Business

2018 Budget Review (Board Discussion)

Beth distributed her updated 2018 budget. One small change, April EC meeting expenses were taken out of spring conference line item and put in the April Board Meeting line item.

2019 Budget (Erin Richards)

Erin distributed her proposed 2019 budget, which includes 2017 and 2018 figures for comparison. She estimated 19 associate members and 18 institutional members (same as our current membership) and used most of the same numbers from 2018. She estimated 50 attendees for the Spring Conference and worked with Beth to develop a conference budget. Decentralized expenses may go up if NASFAA increases the price for credentialing materials. Erin included the NASFAA Leadership Conference expense for the Treasurer next year. The budget is not balanced as expenses are \$4,080 more than income, but this has been the case the last few years. She expects to use savings to cover deficit spending. SDASFAA currently has \$55,135 in

savings and CD funds so we are fiscally sound. The new EC will vote on the 2019 budget after the first of the year at which time NASFAA Leadership expenses can be paid.

Membership Survey (Board Discussion)

The idea for a membership survey came from the Strategic Plan. This is a way to survey people who don't regularly attend events to see if we can meet their needs. Beth distributed a draft of survey questions. EC discussed the proposed questions and what we want to learn from the survey. Beth would like to create an ad hoc committee to finalize the survey questions and she would create an online survey for the membership. Erin will take the draft to the Membership Committee for survey execution instead of creating an ad hoc committee. Everyone was to send their comments to Erin ASAP so the survey can be distributed in 2018.

Mapping Your Future Update (Marlene)

Cathy Mueller completed 4 in-person financial aid events in September and 2 in October. She received very positive feedback from hosts and families, but not every school has responded to her survey. She received feedback to shorten the presentation, so they have done that for remaining presentations. MYF has been advertising to high schools through emails, phone calls and a monthly online newsletter. They thanked SDASFAA for partnering with them and recommending their service to our high schools. Several EC members shared their FAIN experiences this year. MYF performed 42 financial aid presentations in 2018-19 compared to 21 in 2017-18. 17 schools were repeats in 2018-19 and 25 were new schools.

Mapping Your Future Article (Board Discussion)

Some of the HSCW participants said they would like more information throughout the school year. Beth distributed a link to the MYF SD College Access News online newsletter. Cathy Mueller says we can submit an article or other information to include in the news. Carissa mentioned we could have an "Ask a Professional" column where we could provide answers to specific questions or frequent issues we see in our offices. It was discussed who would be in charge of the column and track topics covered. The group thought an MYF column would fall under the HSCW committee duties. Beth will work with Cathy at MYF to see what they think about a quarterly SDASFAA contribution. Becky brought up the CCASD listserv and how we could use that to communicate with HS counselors for more immediate notices, such as new FAFSA site, federal site outages, etc. The President-Elect could serve as the SDASFAA contact since they are in charge of the HSCW. Erin suggested that the new MYF-hosted web site have a "contact us" link where we can have MYF send questions to us for answering. Beth will contact Tom Cool about listserv access.

Membership Dues (Board Discussion)

Discussed the current corporate support options in our membership materials. We need to make sure we are being fair to our associate members and providing them value for their support, without reducing the dollar amount of support we are currently receiving. Lucas reminded everyone of the NDASFAA pricing structure and that packages may be more attractive than our current a la carte options. He recommended surveying the associate members to see if there is a way to get them engaged. It was recommended to add a support level for those who do not want to have a table at the conference but want to provide materials. Erin has done some research on other state association corporate support options. Erin and the Membership Committee will work on a new pricing structure before the end of the year. Melinda offered having an option for associate members to sponsor leadership development scholarships. Erin has updated the membership list and Yahoo email group by emailing each member.

CommonBond Membership Application (Board Discussion)

Erin received a membership application from Jeff Recker at CommonBond. They are members of several state and regional associations and do have borrowers in South Dakota. After review and discussion, Erin made a motion to approve CommonBond's membership application. Marlene made a second and the motion was approved. Welcome new SDASFAA Associate member – CommonBond!

Committee Activity from Liaisons (Board Discussion)

Committee of Record & Website (Kristy O’Kief, Co-Chair)

The main focus of this committee in recent months is working with Mapping Your Future to begin the designs of the new SDASFAA Website. On October 1st Kristy O’Kief and Micah Hansen through conference call met with Cathy Mueller, MYF to discuss moving forward with the website per SDASFAA Board approval. On October 4th, Kristy O’Kief on behalf of SDASFAA signed the contract with Mapping Your Future. Lora Brinkman, Project Manager from MYF was tasked to begin creating some home page designs for us to review before working on the content of the Website. On October 31st, Lora provided 3 choices that the committee will review and determine which one is the most favorable between the team. The project is believed to take about 8 weeks to complete.

The Committee worked with the SDASFAA High School Counselor Committee to update the website in preparations for the workshop in September. The committee also worked with the 2018 Fall Decentralized Training Committee to update the website along with creating the registration through Jotform.com.

Committee members are Kristy O’Kief, Micah Hansen, Carrie Jordanger, Sydney Chapman

Membership Committee (Erin Richards)

We are ending 2018 with 18 associate members, 18 institutional members. We have 1 new associate for 2019 already (CommonBond) and the online membership list has been updated. The committee would like to see the corporate support structure changed and will send their recommendation to the EC before dues invoices are sent out. Invoices will be sent to members in late December or early January.

Review Committee (Lucas Winterberg)

Lucas is the current committee Chair to review the 2018 bookkeeping records in 2019. There are 3 other members on the committee; Katie will replace Kassi Boyer. Need to review books before the February EC meeting to report at the meeting.

2020 Spring Conference (Erin Richards)

Erin wants to review the membership survey results before working on a location for 2020. She will be looking at other RMASFAA association dates to avoid conflicts. She will add a question to the member survey asking if the membership is open to having conference on a college campus versus a hotel to cut costs.

Other – Board decision by email prior to the meeting

Mapping Your Future drew up a contract for the SDASFAA web site conversion and web hosting. The contract was emailed to Executive Council members September 15th by Beth for discussion in order to vote on it and begin work with MYF as soon as possible. The SDASFAA Constitution gives the EC authority to enter into contracts. It was decided that Kristy O’Kief would be the contact person for SDASFAA as Chair of the Committee of Record and Website. On September 17th Marlene made a motion to approve the MYF Design and Hosting Services Contract. Melissa seconded the motion, and the contract was discussed further. One typo was corrected and it was decided to add the committee co-chair as a second contact on the contract. On September 19th the motion was approved by email vote and the revised contract will be sent to Cathy at MYF.

Announcements

NASFAA Leadership Conference: February 25-27, 2019

Next meeting: TBD 2019

Adjourn

The meeting was adjourned by Beth Vollan at 11:26 am.