



SDASFAA EXECUTIVE COUNCIL MEETING
Monday, November 16, 2015 – 8:30 AM Central Time
AmericInn – 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

Members absent: Julie Hamer.

Call Meeting to Order: Ken Kocer called the meeting to order at 8:38 am.

Welcome to Transitional Board Members: Becky Pribyl (NSU)-President-Elect, Marlene Seeklander (LATI)-Secretary, Jacob Schuring (BH Beauty)-Member at Large

Approval of Agenda and Consent Agenda: Cheryl motioned to accept the agenda and consent agenda as written. Kim Nida seconded the motion. All members approved the motion, motion passed.

Approval of July 14, 2015 Executive Council Meeting Minutes:

The following corrections need to be made to the 7/14/15 draft minutes.
Page 2-Treasurer’s Report-Change Sheryl Glacier to Cheryl Glazier
Page 4-New Business, 2016 RMASFAA update-Change Schulz to Schultz in 2nd paragraph
Page 5-SDASFAA High School Counselor Workshop, change Sharon Martin to Sharon Kienow will share role playing...
Page 6-Last sentence of the first paragraph on page should read Ken has not heard a response yet.
Carmen motioned to accept the meeting minutes as amended. Melinda seconded the motion. All members approved the motion, motion passed.

Officer Reports – Consent Agenda

President-Ken Kocer

Over the summer I have been communicating with Paula Carlson of Great Lakes Education to get a better understanding of what types of services that the counselors for Great Lakes College Access are providing in South Dakota. There had been questions of whether services between what SDASFAA is offering and what services Great Lakes College Access are offering may be overlapping. This first came to light after the 2015 SDASFAA Spring Conference when Paula did a session on the services Great Lakes College Access was offering in South Dakota and some of the services seemed very similar to what SDASFAA were offering. Paula and I discussed this in great detail and Paula mentioned that the Wisconsin state financial aid association had asked very similar questions of Great Lakes College Access activities in Wisconsin.

Paula assured me that Great Lakes is offering very different types of support to counselors and never intend to circumvent any activities SDASFAA is doing. She mentioned that two Great Lakes College Access counselors located in Sioux Falls are fairly new she hopes they will now be more active in SDASFAA activities so the two organizations have a better understanding of each other’s activities and goals.

SDASFAA 2016 Conference

Being chair of the 2016 SDASFAA Spring Conference has been one of my ongoing projects and the conference is shaping up nicely. See SDASFAA 2016 Spring Conference Committee Report for details on what has happened since the last board meeting.

2015 High School Counselor Workshop

Also as chair of the 2015 High School Counselor Workshop, I have been working on the main presentation and logistics for the workshop. See High School Counselor Workshop Committee Report for details on what has transpired since our last board meeting.

RMASFAA Board Meeting October 10, 2015

David Martin went over the RMASFAA reimbursement policy.

Erin Brogan and Natalie High, Colorado Conference update. Snowball is on its way downhill. Had budget challenges with meal prices and AV prices. Trying to be frugal, while still putting on a good conference. Food won't be lavish, but hoping content of conference will be good. 63 first time attendees out of 230. Budget amount was 225.

Breakouts should be nearly full. One room designated for exhibitors, with snacks.
Tuesday after reception, awards night and DJ.

President's report

Membership interactive (listening sessions) survey at state conferences. All eight states involved in survey. AG reviewed all information. Went through the survey.

Should we open up employment openings to anyone by "view only", but need to be a member to post an employment opening. It was motioned to have this reviewed by the Electronic Initiatives committee for a report at the next meeting. Financial Aid Professionals Day "the third Wednesday in October". Ways to promote it? How do we celebrate this and get information out to campus leaders. Can RMASFAA take a role in informing college administrations of the changing role/increased work loads that financial aid administrators must take on and administration may not be aware of this.

President Elect report

Destroying Ballots from last election.

NASFAA/RMASFAA partnership possibilities. ADHOC committee to pursue possibility of possible partnerships. Three principle areas: 1. RMASFAA's financial dealings 2. Membership, ways to target so mutually benefit both groups and marketing this. 3. Contracts, could we use NASFAA's contract resources to get better contracts. 2015-16 Board will be looking at this going forward. About \$13,000 annually for NASFAA to take on RMASFAA's financial duties. Might be too high for RMASFAA as local sources were less. (20% of this cost)

Membership data base was more complicated for NASFAA than originally thought.

Contracts is something NASFAA could help out with immediately. Deviate from 8 state rotation?

Vice President Report

RMASFAA Archives have a got a big boost in data this year.

Secretary Report

One goal was to create template for minutes, work in process. Basically take the agenda and put the minutes in place.

Need to also have in place how to be more deliberate in spelling out how to handle minutes outside board meetings such as phone conferences.

Past President Report

Draft Strategic Long Range Plan.

1. Build on strengths
2. Build Relations with states and members
3. Review financial policies
4. Review governance and committee structure

Leverage our resources and don't duplicate resources. Use core materials from summer institute for other training.

Maximize networking opportunities.

Provide training opportunities with states such as officer training.

Associate Member Delegate Report

More discussion on changes for corporate support.

Associate members that can vend at conference that do not need to be members need to be looked at. An exhibitor or vendor should need to be registered for the conference, also.

Treasurer Report

Investment, what does RMASFAA want to do with investment. Not making a whole lot. \$250,000 at Wells Fargo has lost \$13,719 in value since July 2014. Charles Schwab, formerly \$150,000 lost in value

\$ 12,772. Question from the auditor on "What does RMASFAA really want to do with investments?" Why does RMASFAA have so much money? There has been a conscious effort to be better with handling money. The question to the board is "what does RMASFAA want to do with these investments"?

Association News

Committee handbook created. "How To", More posts on the BLOG, more members signed on to it. Encourage new board to look at listserv, if more members are going to the listserv.

Diversity and Multicultural

More and more scholarship applications 14 for 2014, awarded 4 last year. Session at RMASFAA Conference on intercultural competency. Created committee handbook.

Finance and Audit

Becky accounted for all RMASFAA Equipment and found no problems with treasurer reports.

Complete audit is only required every 4 years or when treasurer changes hands, otherwise just annual review is required.

Looking at expanded role for Finance and audit.

Electronic Initiatives

Still working on handbook. Had first Webinar last week which was well attended. Will not do recorded sessions at RMASFAA Conference this year. Didn't seem worth it, members did not look at sessions very much afterward.

Need to revamp website, it is necessary, but a huge undertaking

Leadership Pipeline

Has had some attrition, new trainees down from 9 to 8 to 5. This was due to new applicants getting new positions outside financial aid.

Plan to try and have training groups continue to enroll each year instead of taking a one year break. Now have a curriculum framework. Working on finishing committee handbook.

Creating "Leadership Resource" page.

Membership

205 paid memberships, 5 outstanding so will be at 210. Individual members are 1590, but not easy to keep this number accurate with changing positions. 32 paid associate member numbers 3 outstanding.

Membership is trending down. Most common reason for not renewing, had to make a choice either state or region or national or decide 2 out of the three. Updated committee handbook.

Summer Institute

Tweaked registration so site and registration worked better together. Went with flash drives instead of CD's with materials. Increasing attendance was a struggle by 10% as requested, but didn't happen. Had all instructors in place.

Believe with cost and being out of the office 150 attendees is about all can expect.

Training

Presentation "Communicating with 21st century students, last year's training topic, was done at all eight states.

Decentralized Training revival? Board needs to decide what to do with it. Webinar, 91 registered, 76 attended 49

responded to survey. Estimated about 128 actual viewers. Had very good presenter and was well received. Survey also asked for more webinars in the future. Most said would depend on budget if they would be willing to pay for a webinar.

Handbook has been expanded and updated.

Corporate Development

Add value to corporate sponsorship and insure revenue neutrality. Three options', 16 sponsors

- 1 Leave as is, which doesn't leave much incentive for sponsors
- 2 Eliminate some packages as they were not being used
- 3 create new single exhibit option

Sponsors looking for more recognition.

Committee doesn't have a handbook, but a 10 point guide was established for guidance.

Art encouraged committee chairs and officers to continue to keep handbooks current as a resource for the next person.

PPY and RMASFAA Conference dates

Not sure what other time the RMASFAA Conference could be set for. Right now contracts are out for the 2016 and 2017, so could not change until 2018. Really not enough data to see how PPY will affect. RMASFAA in SD will be first indicator.

Overlap of State Conference Dates

Deb Tarpley will be retiring so Joe, will not be able to go out to all conferences. Department of Education may not be able to attend all unless the states work well together to spread it out to make it more possible for Department of Education to attend. This would also help vendors attend the state conference.

Nominees for NASFAA Leadership Positions

Names nominated Mary Sommers for National Chair and Tony Lubbers for Rep at Large

State Reports

CAFAA

Now going to a spring conference instead of fall conference

Hybrid Dues Model. CAFAA has always had individual membership, now have an individual membership option or institutional membership option.

KASFAA

In flux in Kansas as to who we are and who do we serve. Have a lot of Fin aid people retiring and the new ones aren't willing to do the same level of involvement. Taking a look at everything and reevaluating with to continue/change activities

MASFAA

Combined state conference with MCAN (Montana College Access Network). Made \$4000 from this combination, as attracted more diverse group.

Some afraid would lose MASFAA identity when combining. Don't plan on doing this every year, but maybe every couple years.

NeASFAA

Changing out by-laws, now don't mention committees at all. No more standing committees, used to have committees now 6. Combined some committees. Fall Training offers more training like neophyte training are more advance training sessions. Change conference dates Wednesday and Thursday due to Good Friday.

NDASFAA – no report

SDASFAA

Went over plans for RMASFAA 2016. Meetings to date, logo, skit, other updates.

Contact Tom Broshied on sessions that were not taken at RMASFAA 2015 to see if any sessions might work.

Utah

Changed the timeline as when state delegates serve on RMASFAA board

WYASFAA

Jackie Burns retired. HS Counselor Workshop had been done over WEN network, which now has gone away. Now doing on-site workshops as well as one overall workshop via Chrome Box.

Old Business

Voted to approve Feb 15 Board Minutes

Action item A– changes to corporate support

Approved to go with option 3

Action item C

Destroy ballots approved

Action item D
Approved audit report
Approved Form 990

Action E
Wells Fargo Signatures, need to have signatories for bank accounts
Approved to add signatories

Actions F
Credit Cards, president, past president, treasurer, SI Chair and conference chair have cards. All cards are destroyed after officer leaves or person is no longer active. Wells Fargo needs to know who is receiving cards. Approved

Need to discuss at SDASFAA Board Meeting

Actions Item G
Wells Fargo needs the signatories for investments
Approved to give them the individuals on the account

Action Item H
Charles Schwab needs the signatories for investments
Approved to give them the individuals on the account
President, President Elect, Treasurer and Secretary, same as Wells Fargo investments

Action Item B
North Dakota Conference Site in Fargo two choices – Holiday Inn and Ramada Plaza Suites and Convention Center.
Approved site.

President Elect-Micah Hansen

The decentralized training is one of my main responsibilities I have been working on. The conference is slated for November 16 -17, 2015 in Chamberlain at the AmericInn. At this time the estimate is 30 attendees (before registration was closed). We will be hearing about campus safety from Donald Challis, VP of Safety and Security at SDSU, and Joe Massmann, Dept. of Education, on top audit findings and some federal updates. We will also have discussions on some of the hot topics: FSA ID, Prior-Prior Year, Perkins, and 150%. I will provide updates on costs for the conference at the meeting on the 16th.

I was also pleased to represent SDASFAA at the RMASFAA conference as the incoming state delegate. It was a great opportunity to observe the outgoing board and prepare for my year with RMASFAA. There were also some great updates provided that I will defer to being reported by Ken.

I am also currently working on a projected budget for 2016 and several scenarios that we shall discuss on that agenda item.

Past-President-Cheryl Bullinger
None to report.

Secretary-Monica Gannon

The draft meeting minutes from the Executive Board Meeting held 7/14/15 were posted on the website and sent to the Board members. The finalized meeting minutes from the Executive Board Meeting held 3/23/15 were also posted to the website, www.SDASFAA.org>Officers and Committees>Board Meeting Minutes.

Treasurer-Caleen Jandel

Attached at the end of the meeting are the 2015 Balance and Asset Statement.
Monica motioned to accept the Treasurer's report as presented. Micah seconded the motion. All members approved the motion, motion passed.

Old Business**2015 Decentralized Training-Micah Hansen**

Review of final details for the Nov. 16-17, 2015 event, attendee roster, and budget impact

See President-Elect report. As of now 35 registered for conference. Numbers are fairly consistent with prior years.

2015 High School Counselor's Workshop-Ken Kocer

Sharon Kienow and Becky Pribyl have graciously volunteered to put together the slide presentation for the SDASFAA Counselor Workshop. Thank you for their great work. Last meeting today. We will be using the NASFAA presentation and adding information on state programs. We will also be adding a brief informational slide on SDASFAA this year to make counselors more aware of our organization and our mission.

I have contacted Kristy O'Kief and Beth Vollan to update the SDASFAA website and get the on-line registration up and running for early November. On this year's registration form, the counselor has the opportunity to ask a question which they would like addressed during the workshop.

Melinda Fedeler (SDASFAA Membership Committee Chair) provided a listing of the SDASFAA Member Institutions with their "FAFSA Priority Filing Dates" which counselors had requested in the past during the SDASFAA Workshop. Thank you for doing that.

Our next meeting will be at 4:30 on Monday November 16, 2015. Registration go live is Nov. 2.

Kim Nida stated that some of the counselors would like a binder. They feel they pay money for the conference but only get the materials not a binder. Kim will check into pricing for the next meeting. Last year income from the HSCW made money. DWU is hosting in Mitchel instead of MTI because Morgan Huber in on maternity leave at MTI during the workshop.

2016 SDASFAA Spring Conference-Ken Kocer

The 2016 SDASFAA Spring conference committee met via phone conference on October 1, 2015. All members were present for the phone conference.

Our conference theme "The Journey" will be relating to SDASFAA's past and present financial aid history. It is also SDASFAA's 45th Anniversary. Sharon mentioned also tying Journey's song "Don't stop believing as part of the theme. Members thought this was a good idea and could be background music at the conference.

Ken noted that Stephen Payne from NASFAA committed to presenting at the conference.

Carolyn/Laura didn't have any updates from site committee, but noted they will have more to add when they review menus and when the program committee has information on breakout rooms.

Micah stated that the program committee is planning on having breakout sessions. He will also be contacting Paul Turman on speaking again at the conference. He has contacted the central site for Region VIII and indicated to them we would like a trainer to present and that we would also like to have John Gritts present if possible. Ken noted that last year he needed to contact Joe Massman directly to schedule him to attend as Joe's direct supervisor had not been out of the Region VIII office. Micah will contact Joe Massman and inquire on the procedure to request that he present at our conference and give him our conference dates.

Micah also is working with Dee Lawrence on possible sessions she could offer. Micah is planning on meeting with the program committee after the RMASFAA Conference to put together an agenda or tentative agenda.

Sharon mentioned that topics for the program will develop as time goes by, but these topics were discussed as possibilities:

Prior Prior

Perkins Closeout

150% Sub limit (especially important since 2 year programs are now applicable)

Verification – new requirements, this topic might be more pertinent for the fall decentralized.

Deb mentioned that it was a good idea for the program committee to send out a speaker sheet request to each presenter including requests for a bio and picture. The speaker needs would be sent to the site committee for equipment needs and the bio/picture needs to be sent to Starla for program layout.

Ken will check with Caleen on vendors for the conference as sponsorships go out.

Ken will check with Starla at Western Dakota Tech to see if she can still put together the layout for the conference program as she has done in the past. Starla has agreed to do the layout of the program. Ken will also check with NAU to see if they would print the programs as they have kindly done in the past. There was a question of "do we need the agenda in the program" also or just as a stand-alone sheet or if there needs to be a separate program for the "Awards Night Banquet"? Discussion on this will continue at the next meeting. Plan to have program, meals, & logo set, so that Registration can be opened in January. The program could be given end of February so that it could be printed in time.

Carolyn and Laura will check into food costs at the Rushmore Plaza Hotel and have pricing available for our next meeting in order to set the conference registration fee.

For the next meeting we need to have the following items determined:

Agenda for the website- **Program Committee**

Cost of Meals- **Site Committee**, so full conference committee can vote on registration fee

Printing of Programs and Program Layout-**Ken**

Conference Logo- **Registration Committee** working with Decoration Committee

Deb stated the decoration ideas are in place for the noon meals and the banquet. Items just need to be made or put together. She also has plans to acknowledge that it is SDASFAA's 45th Anniversary. Sharon/Monica will work with Deb to get an understanding of the décor and come up with a logo.

Next Meeting December 17, 2015 2:00 pm (CST)

Ken contacted Starla Russell on October 6, 2015 and asked if she would be willing to do the conference program layout as she had kindly done in the past. Her response was "absolutely".

Ken contacted Cheryl Bullinger on October 6, 2015 and asked if NAU would do the printing for the SDASFAA Program as they have generously done in the past and she responded NAU would again do the printing for SDASFAA conference program.

Both Joe M & Joe Donnelly need to be front loaded on the agenda so that they can be traveling on Wednesday.

Vendor Sponsorship Notification-Board Discussion

Caleen stated that the current process is that billing is sent out and then they can pay extra for the Spring Conference, to rent a booth, do an update and then be in the program. We do have \$100 from Great Lakes that they paid for Support Staff workshop for this year, but we did not have one.

At Decentralized Training they can chose to provide update, no one has chosen to do this. HHSCW they can chose to provide materials in the binder materials. SLFC has done this.

Ken from Great Lakes has said that we are more expensive than other states.

Report from Laura Schultz- At the last board meeting, I was asked to report back as to what other associations offer to associate members in the way of Corporate Support. Below I have listed SDASFAA, NeASFAA (Nebraska), KASFAA (Kansas) and OASFAA (Ohio).

Vendors have had changes as well as schools and their budgets are tight as well. Vendors may no longer be able to be at every state.

SDASFAA:

Average attendance per conference: 50-60 attendees.

Membership Dues	\$75 Annually
Conference Registration	\$85 Spring Conference
<i>Conference Opportunities:</i>	
Exhibit (Booth) Space	\$500
Presentation Space on the Agenda	\$200
Full Page Ad in the Conference Program	\$1000
½ Page Ad in the Conference Program	\$750
¼ Page Ad in the Conference Program	\$500
1/8 Page Ad in the Conference Program	\$250
<i>Support Staff Workshop:</i>	
Materials Distributed to Attendees	\$150
Presentation Space on the Agenda	\$100
<i>Decentralized Training:</i>	
Presentation Space on the Agenda	\$200
<i>High School Counselor Workshops:</i>	
Materials Distributed to Approximately 100 High School Counselors	\$250

NeASFAA:

Average attendance per conference: 60-70 attendees.

Membership Dues	\$200 Annually
<i>Conference Opportunities:</i>	
Exhibit (Booth) Space with 1 Spring Conference Registration Fee	\$350
Open Opportunity for in-kind support	

KASFAA:

Average attendance per conference: 175-200 attendees.

Membership Dues	\$150 Annually
Conference Registration	\$175 Spring Conference
<i>Conference Opportunities:</i>	
Exhibit (Booth) Space	\$300
Open Opportunity for in-kind general funds support	

OASFAA:

Average attendance per conference: 200-250 attendees.

2 Conferences per year.

Membership Dues	\$40 Annually
Conference Registration	\$150 Per Conference (Spring and Winter)
<i>Conference Opportunities:</i>	
Exhibit (Booth) Space with 1 Conference Registration Fee	\$1000 Per Conference
Advertising Options in Conference Program and on OASFAA website	\$250-\$500 Per Conference/6 months
Open Opportunity for in-kind support	

It seems other conferences have more attendees but are less expensive. SDASFAA is quite pricey for the number of attendees. Laura is not sure we would get more vendors if we lowered the price, because of the number of attendees. Another option would be the Federal Servicers. What would make the sponsorship more attractive to vendors? It might be better if the vendor update was included in the booth space fee and to give the vendors a list of attendees.

Melinda had comments from Ken Wallace at Great Lakes, several organizations are going to the flat fee that includes booth space, program mention and vendor update. Due to number of attendees SDASFAA comes out to about 10-12 \$ per person whereas RMASFAA is about 2-4\$ per person. Copies of the registration list in advance are important to be able to market to attendees prior to the conference.

RMASFAA has gone to a flat fees that includes multiple value added items.

Cheryl wondered if we could invite the HS counselors for a half-day of the conference that would add numbers to the conference for the vendors. Could we ask them at the HSCW this time if there would be any interest in this? What about having our business offices attend?

We need to get our costs more in line with the other states. Bundling other items with the booth space is a good idea. Do we need to increase the institutional membership fee to compensate? The institutional membership fee has not been increased for many years. Some states have a tiered membership based on FTE at the institution, or an individual membership not institutional membership. Do we incrementally increase the membership, rather than increase it all at once?

We have a tight timeline to implement this for the year's membership dues in January. We should put this off to the 2017 dues and 2018 Spring conference fees. We also have to research the bylaws and procedures to see if this has to be presented to the full membership. A proposal will need to be presented at the Spring conference. Micah, Ken, Caleen and Becky Pribyl will make a proposal to the membership with discussion at the Spring conference. An electronic vote could then be taken after the Spring conference.

The current membership registration requests will go out as per normal with the removal of the support staff workshop which has been discontinued.

2015 Budget Review-Board Discussion

Ken will send the 2015 budget to input here.

HS Counselor workshop income & expenses are not yet included.

We are underspent in several categories. But we still look very balanced with income and expenses. We always have to keep in mind what our mission is, when looking at the budget.

Destruction of 2014 Electronic Election Ballot Motion-Board Discussion Cheryl motioned to destroy the ballots and Micah seconded. All approved motion passed.

New Business

2016 Committee Assignments-Board Discussion

They are not due until January, but Ken likes to have it early and start promoting it a Decentralized Training so that people know what they will be doing next year. Micah already has the volunteer forms ready to handout at Decentralized Training.

2016 Membership Dues-Board Discussion

This should be a discussion of the 2017 dues, there was typo on the agenda. An increase \$10 per member was discussed and more increases later. Ken, Micah, Caleen and Becky will look at being able to present a 5 year budget to validate the increase. A \$10 increase will be presented at the Spring conference business meeting for a vote.

2017 SDASFAA Spring Conference Location-Board Discussion

Huron has a remodeled hotel and conference center. Guest rooms would be current state rate w/catering locked in one year in advance could be around \$78 per person. Meeting space and audio visual would be complimentary.

As a comparison Rapid City is around \$90 per person for food.

Sioux Falls Holiday Inn City Center is state rates w/\$450 for meeting room rental (3 meeting rooms). Food would be about \$111 per person.

Brookings would be about \$400 per day for meeting room rental.

Huron is cheaper but we also have to factor in the cost for transportation for any presenters. If we would like outside speakers (not necessarily financial aid speakers) for break out sessions, it would be easier if it was in Sioux Falls.

Easter is April 16, 2017. NeASFAA is March 30, 31, 2017. We need to get on the calendar early so that it can be on the RMASFAA calendar. Nothing is scheduled yet for April.

Huron-2 votes

Sioux Falls site-7 votes

Conference will be in Sioux Falls, on March 13-15, 2017. Micah will confirm this with the hotel and put it on the RMASFAA calendar.

RMASFAA October 10, 2016 Board Meeting-Ken Kocer

See President report.

Signatories on SDASFAA Investments-Ken Kocer

For RMASFAA any time you change the signatories on the account, it has to be in the board minutes and in the by-laws because this is a business account. SDASFAA's account is still a personal account rather than a business account, as such the bank is only requiring a copy of the board meeting minutes showing the signatories.

SDASFAA 2015 Budget Update-Ken Kocer

Already discussed previously.

2016 RMASFAA Fall Conference Update-Laura Schultz

342 days away from the conference. Huge overwhelming positive response to the kick off event at Mt. Rushmore. We are being very careful with our budget, as the 2 previous conferences went over budget. Gained some good ideas from the debrief meeting for the Colorado conference. We have some speakers already setup.

2016 Draft Budget Proposal-Micah Hansen

The budget will be similar for income with possibly the National Guard added as an Institutional Membership. They are a member for 2015, so it will not be an increase income. There will not be many changes in the expenses. Leadership pipeline scholarship has been added back in at \$500 to encourage our membership to participate.

Left \$150 in miscellaneous for memorials and such. Annual conference was thinking of raising the fee to \$100 registration but this will depend on the costs. Decentralized training & HSCW will be about the same. NASFAA conference attendance-planning on \$1700 RMASFAA conference will be less as SDAFSAA is hosting. Do we want to do something for the RMASFAA board with that savings? Other items are based on historical costs. Total proposed income & expenses around \$15,400-\$15,900.

Do we use the \$500 savings as a registration fees for RMASFAA for our membership? If they come to Spring conference then they are registered for the drawing for the 2 registration fees for RMASFAA?

Committee activity from Liaisons-Board Discussion

2015 HS Counselor Workshop – **Ken Kocer**

See report in Old Business

Spring 2016 Conference –**Ken Kocer**

See report in Old Business

2015 Fall Decentralized Training – **Micah Hansen**

See President-Elect report.

Committee of Record and Website – Julie Hamer

Report from Beth Vollan-I am happy to report that Kristy has started training me on updating the SDASFAA website using the GoDaddy webhost. She is also showing me how to use the JotForm's account to create and edit forms and to track form submissions. We plan to meet again next month to work on updating the membership list and posting Board minutes to the website.

Since our last report, Kristy created a procedure document that includes updating the website, the listserv, the JotForm account. The committee plans to complete these procedures over the next year. Once we have a list of the 2016 committee members, we plan to have a committee meeting to gather input and look for volunteers to take over the membership spreadsheet updating, act as backup on the Yahoo Groups listserv, and maintain a calendar for the committee.

Currently SDASFAA can use Jotform for free each month unless we exceed 100 submissions (registrations) which maybe a possibility with the High School Counselor Workshop. The upgrade cost if we need to sign up for additional submissions has gone up from \$9.95 to \$19.00. This would only be for one month and then we would change the membership back to the basic membership which is free.

SDASFAA used up its free submissions on Jotforms, consequently, we had to pay the fee for this month (to accommodate the rest of the high school counselor workshop registrations). The fee was only \$9.95 as Kristy had listed in the report.

Membership Committee – Melinda Fedeler

The Membership committee met by conference call on October 30th. No vice chair volunteer for 2015 so committee will need to find a new chair in 2016. SD Army National Guard a new (returning) member for 2015 and has paid dues for 2016 in advance. 2016 dues solicitation letters will be sent by Treasurer (Caleen). Discussed incentives to get people to attend spring conference or decentralized now that we do not offer support staff workshop. Office leadership needs to encourage their staff to attend SDASFAA events and promote the activities. Does SDASFAA use social media and can it be used more? Use to send reminders and info about upcoming events in addition to listserv emails. Agenda is a big factor, we also need more promotion of agenda topics and why they are relevant or important to our jobs. Need to target Tribal members and ask what kind of programming they want at conferences.

2016 recruitment ideas – who can we solicit as new members? We have basically all of the institutional members we can get (there are a couple schools that do not want to be members and requested us not to contact them-Sioux Falls Seminary, Stewarts). Are there are other entities we can solicit for Tribal or associate membership? Melinda will update the solicitation letter and send to the committee for approval. We will wait to send out the letter until after the November Council meeting, then ask for volunteers to follow up with a phone call.

We discussed the associate member and sponsorship structure – an item to be discussed at the November Council meeting. There are very few associate members who provide sponsorships and it has been noted that SDASFAA's corporate rates are much higher than surrounding states. Some associations charge a flat rate to be included in all programs and have lender updates. We need to give the associate members the most bang for their buck. Ken Wallace is co-chair of the RMASFAA Corporate Support Committee and they have also been discussing adding value to corporate sponsorship. They offer associate members the option to include promotional material in registration packets and a list of event attendees sent to associate members 2 weeks before a conference so they can communicate. SDASFAA's small membership does put us at a disadvantage. RMASFAA conference fees average \$2-4 per person and SDASFAA's conference fee of \$500 for 20-40 attendees averages \$12-25 per person. Cheryl asked who we can target as associate members and recommended outside scholarship providers: Gates Foundation, Scholarship America, American Red Cross, BankWest, Basin Electric, SD Community Foundation, Sioux Falls Area Community Foundation, SD 4-H Foundation. Carissa suggested contacting scholarships.com and other scholarship search engines.

This committee will have further discussion after the November Council meeting.

2015 Review Committee – Kim Nida

The 2015 Review Committee has no report at this time. However, we are open to suggestions if there are any areas of concern or anything specific the board would want us to look into when we do the review in January. Thanks!

Micah-President Elect is on tap to look at the books this meeting.

Other-There was Discussion on when and whether the 2016 proposed budget needs to be voted on. The SDASFAA calendar states the proposed budget is voted on during the February meeting. This seems a little late as we have already started the year at that time.

Announcements

Augustana promoted Tresse Evenson to Director and now has an open search for the Associate Director position.

Ken thanked the board for making the last 2 years great for him, and for promoting the organization.

Next meeting: Conference call tentatively set for February 4th at 10 a.m. CST.

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

SDASFAA Asset Statement
January 1, 2015 to November 6, 2015

Savings -- Balance Sheet			
Beginning Balance			\$ 22,870.31
Interest Income			\$ 17.81
Transfers			
Ending Balance			\$ 22,888.12
(personal savings acct, no fees, 0.05% interest, \$300 min. bal.)			
CD's -- Balance Sheet			
CD - US Bank			
Beginning Balance			\$ 30,041.20
Interest Income			
Ending Balance			\$ 30,041.20
(purchased 5/30/14, matures 4/30/19, 59 months, 1.73%)			
Balance Sheet Summary			
Checking Account			\$ 7,010.68
Savings Account			\$ 22,888.12
CD - US Bank			\$ 30,041.20
Total Available Assets			\$ 59,940.00

SDASFAA Balance Sheet
January 1, 2015 to November 6, 2015

BEGINNING BALANCE				
	Checking			6,895.54
INCOME				
	Membership Dues		2,625.00	
	Sponsorship Income		3,550.00	
	Workshop Income		5,370.00	
	Spring Conference	3,855.00		
	Support Staff Workshop	0.00		
	Decentralized Training	840.00		
	High School Counselor Workshop	675.00		
	* 2014 H.S.Counselor Workshop (\$75)			
	Miscellaneous Income		0.00	
TOTAL INCOME				11,545.00
EXPENSES				
	Workshops		5,202.21	
	Spring Conference	4,793.02		
	Support Staff Workshop	0.00		
	Decentralized Training	41.24		
	High School Counselor Workshop	367.95		
	*2014 H.S. Counselor Workshop (\$367.95)			
	Executive Board		1,202.66	
	Travel		4,518.84	
	NASFAA Leadership Conference	1,624.58		
	RMASFAA Board Meeting	0.00		
	RMASFAA Conference	2,894.26		
	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		119.95	
TOTAL EXPENSES				11,429.86
TOTAL TRANSFERS				0.00
	Savings		0.00	
	CD's		0.00	
ENDING BALANCE -- Checking				\$7,010.68