

SDASFAA ANNUAL BUSINESS MEETING
Wednesday, April 4, 2012
The Lodge at Deadwood, Deadwood, SD

CALL TO ORDER: President, Kristy O’Kief called the meeting to order at 10:07am.

APPROVAL OF AGENDA: Copies of the agenda were handed out. David Martin made a motion to approve the agenda as presented with updates. It was seconded by Laura Olson and the motion passed.

APPROVAL OF MINUTES FROM April 5, 2011 BUSINESS MEETING: An updated was noted. Marlene S. made a motion to approve the minutes with revisions. Brenda Murtha seconded the motion and the motion passed.

OFFICER REPORTS

SECRETARY: No report

TREASURER: Becky went through our 2011 balance sheets.

Becky Pribyl reported to the membership that SDASFAA began the year strong with \$8,913.47 in the checking account. Incoming since January 1st included membership dues for a total of 3,075. Sponsorship income received was \$3400 and another \$5601 of income from registrations for the spring conference, decentralized training and support staff workshop.

Expenses for 2011 include \$13,538 which include \$7,339.08 in workshops/meetings, \$4259.46 in travel for NASFAA Leadership, RMASFAA Board meeting, and RMASFAA conference. Additional expenses included the Review Committee of \$217, the Recognition committee of \$416.46, postage of \$44 and 4 memorials, annual non profit report, web hosting and domain transfer of \$298.40.

Becky also reviewed the Asset Statement showing that the Savings Account balance at the end of 2011 at \$15,968.55 the Great Plains CD balance of \$15,104.14 and the Plains Commerce CD balance of \$15,307.14 Total available assets as December 31, 2011 are \$52,322.54.

Becky talked to US Bank about our account and we switched to a Business account. No interest accrues, so Becky will move funds to savings when she can. Mary Anne is now on the account and Denise has been removed.

PAST-PRESIDENT: The following report was presented by Starla Russell:

Serving the 2012 Chair of the following committees:

- 1.) Chair - Recognition Committee (with President and President-Elect.
The 2013 slate of candidates are scheduled to be prepared. Goal: by June 2012; voting before Summer 2012 Board meeting to seat early an Associate Member at Large to replace Brad Riebel.
 - a. The service information spreadsheet needs review, in addition to the policies surrounding to who service plaques are awarded (definition of “active” in SDASFAA). In addition, coordination

- with the membership information subcommittee to include members' service information on the membership spreadsheet/database.
- 2.) Chair - Membership Information Sub-Committee
 - a. Direction for the membership committee through strategic planning process.
 - b. Work with Recognition Committee to gather and include members' service information on the membership spreadsheet/database.
 - c. Forwarded membership information to State of SD through College Access
 - 3.) Chair - Strategic Planning Ad Hoc Committee –
 - a. Planning and Development Document provided to members during 2012 SDASFAA Conference
 - b. Discussion Item document provided to 2012 Committee Chairs
 - c. Goal: Gather and draft all feedback by June 2012; take the results of the planning meeting, goals and timelines, and set aside a meeting with the SDASFAA board in Summer 2012 (separate from regular Board Meeting)
 - 4.) Member – 2012 Conference Sub Committee
 - a. Worked with Committee to Develop and Print Conference Program Booklet
 - 5.) Policy and Procedure Review
 - a. Review Policy and Procedure Manual to discuss updates during Summer 2012 meeting
 - o Proposed Debit/Credit Card assignments to President-Elect, President and Treasurer??
 - o Leadership Pipeline Scholarship
 - o Address Decentralized Training Event
 - b. Update the Master Calendar
 - c. When the Go-Daddy contract is due (renewed in March 2012 for 3 years by Kristy O'Kief)

Other Service/Goal Opportunities:

- 1.) 2012 College Goal South Dakota Site Coordination
- 2.) 2012 RMAFSA Summer Institute Faculty

Starla reported that she enjoyed her time on the board and recognizing all the members who make SDASFAA the great organization that it is.

Starla is looking to get slate of candidates out for 2013 in early summer. She stated that strength of SDASFAA relies on our volunteers.

Starla is also looking to at service information be sure it is accurate and complete. She is considering sending a survey out to capture the service our members have had to make sure our records are accurate and complete.

PRESIDENT-ELECT: no report, will report during committee reports.

PRESIDENT: Kristy reported on how much she has enjoyed the conference and getting involved in SDASFAA. She admitted struggles with the timeline that things need to move along to successfully get our committees moving, setting dates and deadlines. Kristy looks to help define committees so everyone understands what their responsibilities are on each committee. She is looking for volunteers to plan and set up Decentralized Training.

Question by David Martin if master calendar is still maintained. It is still maintained with an active listing of what is due and when.

Dee Ann from Native American Higher Education asked where they fall in the membership – Where do they stand and how is their participation recognized. It was decided they are an Associate member.

APPROVAL OF OFFICER REPORTS: Deb Henriksen made a motion to accept the officer reports as presented. Diana Shotwell seconded that motion and the motion passed.

2011 COMMITTEE REPORTS

EDUCATION COMMITTEE: The following report was presented by Sharon Martin: The Education Committee had a busy year assisting with the training schedule for the 2011 Spring Conference and the 2011 Decentralized Training. We also organized and hosted the 2011 Support Staff Workshop in Deadwood, SD on October 27-28, 2011. We had 16 participants, of which 13 were paying participants. This was the first year that a \$25 registration was charged. We had a budget of \$1000 plus \$325 in Registration fees collected. We spent \$1034.97. All surveys were positive and everyone had a good time. Thank you to the entire committee for their hard work!

HIGH SCHOOL COUNSELOR SUB-COMMITTEE: December 7 and 8th in 6 locations. 136 attendees. Feedback was positive. Registration fee of \$25 was charged and seemed to be okay for the schools. There has been a struggle with collecting registration fees. The Board is considering having attendees pay in advance or write a personal check and be reimbursed by their school directly. Currently we are planning 6 locations again in 2012. Dates are TBD.

CONFERENCE SUB-COMMITTEE: The following report was presented by Starla Russell:

Goals:

- Develop sessions that address financial aid and business office needs
 - Result: Several sessions were developed that enabled business office personnel to attend a full daylong conference day, in addition to offering other federal financial aid sessions.
- Incorporate discussions regarding Program Integrity and federal issues
 - Result: Margaret Day from the US Department of Education presented on three different federal Title IV topics.
- Include state and national higher education issues
 - Result: Representatives from state and national organizations presented, including the Interim Secretary of the South Dakota Department of Education, NASFAA, the National College Goal Sunday Program, the US Department of Education, tribal agencies, and the SD National Guard.
- Promote early registration
 - Result: The goal was to have 60 registrants; the conference yielded 60 participants.
- Utilize hotel facilities through cost-effective means
 - Result: Due to a decrease in conference costs, the event yielded a profit.
 - Revenue: \$3,640.00 Expenses: \$2,957.00
- Communicate the Executive Board's initiatives – strategic planning, College Goal Sunday
 - Result: Information was gathered during the conference for the Strategic Planning Process, which was kicked off with a session with La Toya Sykes, from the National College Goal Sunday Program to discuss enhancements to SDs programming.
- Utilize expertise of committee members to host successful conference
 - Result: several members participated, and each contributed their expertise in several areas to prepare a conference consisting of a wide variety of sessions, entertainment, and materials, including a daily newsletter.
- Increase visibility of sponsors, exhibitors, and donors

- The vendor area was held in a high-traffic area for participants to visit, and their information was included in several of the conference publications.

REVIEW COMMITTEE: Denise Grayson gave the following update: The 2011 SDASFAA Review Committee met February 10, 2012 at Kilian Community College in Sioux Falls. Members present were Carolyn Halgerson and Denise Grayson. Emily Studenski was unable to attend. The current SDASFAA Treasurer, Becky Pribyl, was also in attendance. The financial records were reviewed and the following items were discussed: Checkbook balance – Discussed whether we should set a specified maximum amount in checking before transferring funds to the savings account. Committee members agreed that there were no issues related to this at the present time and no need to discuss further. The SDASFAA checking account no longer earns any interest, and has no minimum balance or fees.

The IRS notified Wells Fargo that the name/taxpayer identification number combination that they had on file for us did not match what Wells Fargo reported for our closed CD. This prompted Wells Fargo to send us a letter. Per communication with Wells Fargo, they don't know why we got the letter and noted that we would have no trouble opening a future account there, that they didn't need anything from us. No further action has been taken at this time.

*****Becky explained that this was probably because she had asked Wells Fargo to change the name on the mailing address labels, everything is fine with the account and how our name is listed on our tax return *****

Prepaid travel expenses – There have been a few requests for Becky to prepay travel expenses for SDASFAA board members. We discussed how to handle when these situations come up. Any prepaid expense will need preapproval from the board prior to any payment.

Reimbursement for paid expenses – Becky questioned how she should handle reimbursement for paid expenses, an example would be prepaying for a hotel room and then cancelling the room resulting in a refund of charges. ***Should this be recorded back into expense account as a positive to negative that out and balance it out. Becky is looking for guidance from the membership. As long as it is documented so it can be understood in the future. The key is to document what happened. ****

Last year this committee asked Becky to record the number of hours she spent on duties related to her position as SDASFAA treasurer throughout the year. Becky reported that she had spent approximately 155 hours on SDASFAA related business during 2011.

The committee felt that the SDASFAA financial records were all in order and that Becky has done an outstanding job as treasurer.

COMMITTEE OF RECORD: Grant Uecker gave the following recap of 2011: EVENTS; College Goal Sunday was held on February 13th. The SDASFAA Spring Conference was held in Chamberlain at the AmericInn Lodge & Suites, April 4-6. Cindy Swinson received the Doug Steckler Professional Development Award and MaryAnne Whitman received the Outstanding Service Award. Yes, SDASFAA has great leaders and members! The annual Veteran's Workshop scheduled for June 21 in Pierre was cancelled due to severe flooding in the city of Pierre. The workshop was re-scheduled for August 3rd and was held at Mitchell Tech. The NASFAA Conference was held in Boston, July 17-20. The RMASFAA Conference was held in Missoula, Montana, October 16-19. The Support Staff Workshop was held in Deadwood, SD October 27 & 28. Comments heard about the meeting were great,

but no attendee admitted to winning a huge sum of cash! Fall Decentralized Training was again held at the AmericInn in Chamberlain, November 8th & 9th. MaryAnne Whitman was one of the Trainers and as expected, did an awesome job. The new Verification changes for the upcoming 2012-2013 did not set well with the attendees. The Federal Student Aid Conference was held in Las Vegas, November 29 to December 2nd. Over 6,000 people attended. The High School Counselor Workshops were held on December 7 & 8 at 6 different locations.

The economy continues to be very slow in its recovery and unemployment remains over 9 percent. The federal deficit has now climbed to over 14.5 Trillion. I have no idea how much or how many zeros that is, but it must be a lot! Since next year is an election year, Washington has struggled to agree on any kind of budget and continues to pass Continuing Resolutions to keep the Federal Government from shutting down. The Country is very disappointed with the failure by the Congress to not address the serious issues facing the nation. The ACG (Academic Competitiveness Program) and SMART Grant (Science Mathematics Access to Retain Talent) ended on June 30th. It had been awarding funds to students receiving a Pell Grant who had taken a rigorous curriculum program in high school. The Campus Based Programs are scheduled to receive a small reduction in future funding with the Pell Grant for 2012-2013 remaining at a maximum of \$5,550. However, the formula used to determine a student's EFC has changed, and many previously eligible students may receive a reduced award or no award at all. AT this time it appears the maximum EFC to receive a Pell Grant will be 4995. The reporting of Gainful Employment programs regulations went into effect November 15 causing many schools to determine which of their courses were required to be declared GE programs. Also, the Net Price Calculator was required to be posted on the school's website by October 30 to help students figure what the estimated net cost to attend a particular school would be.

The weather was again out of control. The winter was very cold and snowy, the spring was cool and wet until July, and then it turned quite hot and extremely dry. Very heavy spring rains in the northern part of the country along with above normal snowpack created a devastating flood on the Missouri River from North Dakota all the way to the Gulf Coast. The Corps of Engineers at the dams were criticized for not planning enough to prevent the huge flood.

There were some changes in the membership with the most noticeable being MaryAnne Whitman becoming the Assistant Financial Aid Director at Presentation College, Grace Brick retiring from USD, Pam Lane, the Assistant Financial Aid Director at NSU, leaving the profession, and Morgan Huber, former Assistant Financial Aid Director at DWU, moving to MTI to replace the retiring Grant Uecker. The 2011 SDASFAA Executive Council consisted of; Starla Russell, WDT, as President, Kristy O'Kief, DWU, President-Elect, Denise Grayson, DSU, Past President, Laura Olson, USF, Secretary, Becky Pribyl, NSU, Treasurer, Greg Binstock, Augie, Member at Large, Erin Richards, SDSM&T, Member at Large, Marlene Seeklander, LATI, Member at Large, Janel Wagner, Presentation, Member at Large, and Brad Riebel, US Bank, Associate Member.

MEMBERSHIP INFORMATION SUB-COMMITTEE: The following report was presented by Starla Russell:

Goal: *Increase SDASFAA's institutional and associate membership*

2011 Status: *Incorporate Strategic Planning Process into membership responsibilities*

Goal: *Develop a "member benefits" document to use for renewals and new membership asks.*

2011 Status: *Under construction*

Goal: *Streamline the membership information listed on the SDASFAA website*

2011 Status: *Phase 1 - SDASFAA Spreadsheet listed included on-line.
Phase 2 – Assemble and include member service information in spreadsheet.*

RECOGNITION COMMITTEE: Nothing to report at this time, the following awards were presented at 2012 Banquet:

- Outgoing Executive Board members: Denise Grayson, Past President; Laura Olson, Secretary; Marlene Seeklander and Greg Binstock, Members at Large; and Brad Riebel, Associate Member.
- Service Plaques: 10-year: Lynette Grabowska, Emily Studenski, and Laura Entzel. 20-year: Ken Kocer. 25-year: Cheryl Bullinger and David Martin. 30-year: Carmen Neugebauer.
- Retirement Plaque – Grant Uecker
- Douglas Steckler Award– Sharon Martin
- Outstanding Service Award – Carolyn Halgerson

WEBSITE HOST & DEVELOPMENT AD HOC COMMITTEE: Kristy is chairing this committee and currently updating this website hosted through Go Daddy. Kristy is looking for some help in maintain the website and having someone trained to back her up. Yahoo groups are set up for email service to the SDASFAA listserv.

STRATEGIC PLANNING AD HOC COMMITTEE: The following report was presented by Starla Russell:

Goals:

- Begin strategic planning discussions and development to develop 3-5 year planning document
 - Result: Began in January 2011; ongoing
 - Result: Addressed transition of College Goal South Dakota administration from the SDASFAA Association to YMCA in 2011.
- In 2012, continue planning process with new committee membership
 - Result: Distribute planning and discussion document to membership during SDASFAA Conference.
 - Result: Distribute planning and discussion document addressing basic questions to 2012 Committee Chairs.
- Assemble notes from committee and distribute for discussion during Summer 2012 (hold in conjunction with Executive Board meeting)
 - First draft of document by end of Summer 2012
 - Coordinate with Policy and Procedure Review/Changes
- Finalize and Implement 3-5 year plan December 2012

OLD BUSINESS

2012 STRATEGIC PLANNING DEVELOPMENT: Committee is requesting feedback from Association on how we should go forward with our committees and their structure and responsibilities. Committee Chairs have been asked to re-evaluate the duties of their committee and report back as well. Feedback will be reviewed and discussed at July Board Meeting.

NEW BUSINESS

2012 DECENTRALIZED TRAINING COMMITTEE: Looking at November 7/8 and 14/15 2012 at AmericInn, Chamberlain, SD. We need to establish committee to make this event run successfully.

2012 BUDGET REVIEW: Kristy presented the 2012 budget and pointed out that it is not balanced. We are estimating about \$2000 short fall. Our 2012 SDASFAA Conference key note speaker was a little more expensive than we have had in the past. We also extended our GO Daddy membership so that expense is \$269 and we will add a RMASFAA Leadership Pipeline Scholarship of \$500 to encourage participation in leadership positions. It was noted that there is nothing in the P&P that requires a balanced budget.

RMASFAA LEADERSHIP \$500 SCHOLARSHIP: Mary Anne presented that there will be a \$500 scholarship available to anyone who wishes to apply for this to help with expenses associated with the RMASFAA Leadership Pipeline. Mary Anne will establish a scholarship application and distribute it to the membership when it is available.

2012 SUPPORT STAFF LOCATION: The 2012 Support Staff Location will be held in Rapid City, SD . Final dates are TBD but they are considering October 25 and 26 2012.

2013 SDASFAA SPRING CONFERENCE: 2013 SDASFAA Spring Conference will be held in Aberdeen, SD at the Ramkota. Date is TBD. Dates we are considering are: March 24-27 or April 14-17th.

ANNOUNCEMENTS

Next Meeting – The next Business Meeting will be at the 2013 Spring conference in Aberdeen, SD. Dates TBD.

ADJOURN

David Martin made a motion to adjourn the meeting and it was seconded by Cheryl Bullinger. No further discussion followed. The motion was passed and Starla adjourned the meeting at 11:33 am.

Respectfully submitted,

Emily A. Studenski
SDASFAA Secretary