

SDASFAA BOARD MEETING
Monday, April 4, 2011
AmericInn, Chamberlain SD

CALL TO ORDER: President, Starla Russell called the meeting to order at 8:05 am.

MEMBERS PRESENT: Starla Russell, President; Becky Pribyl, Treasurer; Denise Grayson, Past-President; Kristy O’Kief, President-Elect; Laura Olson, Secretary; Greg Binstock, Marlene Seeklander, Members At Large 2010 board; Erin Richards 2011 board.

Members absent: Janel Wagner, Member at Large and Brad Riebel, Associate Member at Large.

APPROVAL OF AGENDA: Starla handed out copies of the agenda. Becky made a motion to approve the agenda as presented. It was seconded by Kristy and the motion passed.

APPROVAL OF MINUTES FROM February 28, 2011, BOARD MEETING: One change was noted. Marlene made a motion to approve the minutes with revisions. Denise seconded the motion and the motion passed.

OFFICER REPORTS

SECRETARY: No report.

TREASURER: Becky Pribyl detailed the balance sheet. Total income from membership dues for 22 institutional members and 20 associate members equals \$2,925. Becky explained that Sintia Gleska and NSLP did not renew their memberships, but Citibank/Discover, iLink, SallieMae, and Jeannie VanDyke -Cecil were all new to SDASFAA membership. Sponsorship income of \$3,400 has been received from 4 associate members (iLink, SLFC, Great Lakes and US Bank). Income from the Spring Conference thus far is \$3,450 and Becky states she has \$180 left to collect at the conference. The high school counselor workshop income of \$375 is from the 2010 workshops received in 2011. Total income as of April 1, 2011 is \$10,150.31.

Total expenses to this point are \$3,416.33 consisting of Executive Board Meeting expenses from February of \$1,007.76, Starla’s NASFAA Leadership Conference expenses of \$1,686.12, water bottle koozies for the conference and committee activities of the Review Committee and Recognition Committee. Spring Conference expenses are still coming in and will be added to the expenses.

Ending checking account balance is \$15,468.79. Once the conference is complete, Becky will move money from the checking account to the savings account until a plan of action is determined. For now, she will leave the funding in savings until she sees what happens in July with interest rates and then may look to move some into a new CD.

The balance in the savings account as of April 1, 2011 is \$10,961.98. SDASF AA currently has two CDs. Upon closing the CD from Wells Fargo, a CD was opened in January 2011 with \$15,000 and the Plains Commerce CD's current balance is also \$15,000. SDASF AA currently has \$56,430.77 in total assets available.

PAST-PRESIDENT: Denise Grayson stated that the awards for tomorrow night's banquet have been finalized. The next project she will be working on is a slate of candidates for open officer positions for 2012. Open positions include two members at large, Secretary and President-Elect for a total of 4 open positions. If anyone knows of anyone interested in running for any of these positions, please let her know.

PRESIDENT-ELECT: Kristy O'Kief reported that her discussion items of 2012 Spring Conference and Website Ad Hoc Committee will be later in the agenda. She did not give an additional report. Starla did give her a heads up to start outlining her goals prior to her first board meeting.

PRESIDENT: Starla Russell gave a recap of the NASFAA Leadership Conference in Washington DC in March. She was excited to report that she came in under budget. She stated that the conference was good for her personally and helped with the strategic planning process. The RNASFAA region well represented at the conference. Her visits to Capitol Hill went well and she was able to get appointments in all 3 offices for the state representatives. Even though none of the representatives were personally available, she was able to meet with staff members. Starla started with Representative Kristi Noem's office meeting with one of her education staff members. During that visit, she expressed concern for congressional changes and the impact on South Dakota students. Her other message was that of student loan debt. Her second visit was to Senator Tim Johnson's office. She also met with one of his staff members who was very well versed in the educational process in congress. Senator John Thune's office was her last visit where she met with another staff member. She also had an opportunity to visit the NASFAA offices where Megan McClean gave a congressional update of where NASFAA anticipates the budget process may land. In visiting with other attendees, it was easy to see that most states all have the same concerns for their schools and students as South Dakota has. A major concern is for ongoing training for campuses. Starla stated that it was a great experience and really appreciated SDASF AA sending her.

Besides that conference, she didn't have much new to report since our February 28th meeting.

APPROVAL OF OFFICER REPORTS: Erin made a motion to accept the officer reports as presented. Greg seconded that motion and the motion passed.

OLD BUSINESS

STATUS of REVIEW FOR 2012 SDASF AA SPRING CONFERENCE LOCATION: Kristy has been working with Deb Henricksen on finalizing the location at The Lodge of Deadwood. The concern they have run into so far is with the limited number of state-rate rooms available. Deb has determined that it may not be a problem, but it depends on whether or not business office personnel will continue to be invited and come or if only financial aid offices will be invited. March 25-28, 2012 and April 1-4, 2012 (Easter is April 8th) are the options for the dates of the conference. The final decision will take place tomorrow during a vote at the business meeting in order to get the location booked. \$74 will be the room rate for non-state employee rooms.

2011 SDASFAA CONFERENCE UPDATE: Starla stated that Greg Binstock designed the programs and had them printed at Augustana College as well as the Awards Banquet Programs. The board acknowledged his great work. Starla stated that all presenters are on track to arrive as planned. She also stated that the budget goal was set for 60 attendees and so far we have 52 paying registrants and we will have 60 people total with presenters. She was very complimentary of the AmericInn staff who have been very accommodating with set up plans and meal numbers. It was also noted that several people registered for just Tuesday sessions (single day registration), which is a lower registration fee of \$45. The feeling is that the session rooms should be full. Starla and Becky stated that the online registration process went well after working out a few kinks. It was also pointed out that pocket agendas were printed for attendees to use throughout the conference to plan their sessions as well as a list of registrants will be provided. Attendees will also receive a gift of a water bottle and a koozie provided by the association. Moderators have all been arranged and introduction packets provided. Starla stated that she was successful in gathering a good number of door prizes from school attendees and explained there will be trivia questions throughout the conference where these prizes will be given. David Martin will be resident photographer for the conference. The business meeting will be held during lunch on Tuesday. Starla stated that catering numbers were given to the AmericInn staff for meals, which are coming in around \$35 per person and considered very reasonable. Starla purchased snacks and beverages to be distributed at breaks. The National Guard has been very gracious and will be providing pizza for the Monday evening meal. An event calendar has been printed and is ready for distribution. There will be four sponsor exhibitors at the conference plus NASFAA, SDASFAA and College Goal Sunday also have tables for information sharing. A survey will be offered to members regarding the strategic planning process to see what members want from the association going forward. The entertainment for Monday evening will be a "Minute to Win It" event starting at 6:00pm that should provide fun for all. An evaluation form for each session will be offered by the moderator. Upon completion of the conference, Starla will use SurveyMonkey (online free survey) for an overall conference evaluation to be emailed. She was also pleased to announce that the conference had met the hotel room block quota, and therefore, there will be no charge for the meeting rooms used throughout the conference. Attendees will have the opportunity to learn from speakers from NASFAA, the U.S. Department of Education, the South Dakota Department of Education and College Goal Sunday.

SDASFAA WEBSITE HOST & DEVELOPMENT AD HOC COMMITTEE UPDATE: Kristy has been working closely with Great Lakes to get a "data dump" of the content from the SDASFAA website currently hosted by Great Lakes. She stated that it has been challenging because of the timing with Great Lakes. She has registered SDASFAA with godaddy.com for a one year contract and the year began in March when the purchase was made. The cost is \$88.40 to register the SDASFAA domain and for godaddy.com to do the webhosting. By registering the domain (sdasfaa.org) for five years, she was able to get the 6th year free. Kristy's recommendation is to go beyond one year as locking into a three year contract is cheaper. She received a notification email on Friday that the domain has been finished. She is currently waiting for the full content file of the SDASFAA web content as we have until the end of April to get the SDASFAA website off the Great Lakes website. Her target date for having the new website up and running is the end of April. Once she receives the file from Great Lakes she can then work to get the new site going, which may be labor intensive. She has already moved the SDASFAA listserv to Yahoo groups and that seems to be working well for the association. Kristy will have to send out an email to the current listserv to let them know about the new request process through Yahoo. She will be looking into a password for protecting archived files. Kristy explained that godaddy.com is hosting the SDASFAA website, but the association will be maintaining content. The question from the board is how the online registration process for conferences and training opportunities will work as well as our ability to have our election process online like in the past. Kristy's understanding is that this can all happen, but needs to start with the file of web content from Great Lakes to know how to move forward.

2011 DRAFT BUDGET REVIEW: Starla stated that the budget has not changed since our February 28th meeting. This will be submitted at Annual Business Meeting of the Association. Income projections for the Spring Conference may be slightly off based on current income received to date, but the expenses may be slightly lower too.

RMASFAA LEADERSHIP PIPELINE (SDASF AA SCHOLARSHIP): Starla stated that nothing is being offered right now in the form of a scholarship by SDASF AA or RMASF AA. She feels we should relook at this topic during our summer or fall board meeting if the board feels it's something worthy of pursuing. She stated that training and leadership potential is great and there may be funding available to pair a mentee with a mentor through RMASF AA. If approved, a scholarship would happen for the 2012-13 year based on the RMASF AA schedule of every other year the pipeline being offered. Giving a scholarship by SDASF AA would commit the mentee to going to both regional conferences in the fall during the mentee's two year process. If this is approved, this scholarship and expenses would need to be included in the 2012 budget that Kristy will create. It was suggested that the board looks at an "application" process and selection criteria for scholarship recipient as well as tying it back to association expectations (i.e. a board position, a committee chair, etc...). It was mentioned that maybe MaryAnne Whitman would be a good resource because of her experience on RMASF AA Leadership Pipeline Committee. Greg stated he would be willing to help with the project.

COLLEGE GOAL SUNDAY/AWARENESS COMMITTEE: LaToya Sykes, Associate Director of College Goal Sunday, joined the board for a discussion regarding the strategic planning process. She has been visiting states and looking at new opportunities for state CGS events based on what other states are doing and the funding model.

LaToya talked through how the funding works and that those funds are coming to the end of the Lumina grant. She explained that the YMCA is currently seeking new funding sources to continue the program. Their hopes to continue to provide the same state funding if possible. At the local level, she encourages associations to incorporate CGS dollars into the current activities already happening within the state. She looks at this as a co-branding or meshing of efforts. She encourages states like South Dakota to look at using the dollars from the grant more creatively. High School Counselor Workshops is an example of how South Dakota can partner those workshops into CGS efforts. LaToya stated that they are looking at a customized approach for each state. She also talked about the College Access Grant funding dollars that were begun in each state and how it's important to partner the efforts of both organizations. The goals, mission and work of both groups compliment each other's efforts. She encouraged the board and the state to look at CGS as an added initiative to the other events/activities that are already happening with the hope that it becomes more than just a one day event. That would allow SDASF AA some assistance with expenses like printing and travel from the CGS funding. The idea is to look at what is already happening within association and determine how we can use CGS dollars to help with those efforts. LaToya stressed the importance and need to throw away the old CGS model and thought process. This is a new day, new age and new goals to be reached. She also emphasized that non-traditional students are a target population that we shouldn't forget about. She encouraged us to look at merging the SDASF AA and CGS websites as there is no need to spend \$1,500 for Mapping Your Future to host that website and use those funds to help the association. Brainstorming is important going forward and she encouraged SDASF AA to use her experience the ideas she has from what worked and didn't work at other states to reinvent the South Dakota CGS program.

LaToya spent time focusing on South Dakota's leadership and stated that it needs to transition regularly like other positions within the association. This is a state event and things need to change in South Dakota in order for CGS to move forward. She stated that constituencies need to be engaged in what is going on. She explained the importance of needing to work with new people in order to gain new opportunities. She went on to explain that the task force needs to include members from outside of SDASF AA such as College Access, TRIO, GEAR Up,

marketing/PR folks, industry professionals, etc... She stated that she saw great opportunities for South Dakota to gain support. But she also stated that SDASFAA needs to decide how will CGS be handled going forward in order for us to be able to reach out to other parts of the state.

LaToya's recommendation was this: Identify a couple individuals within SDASFAA to be the new chair and co-chair for CGS. She will then be involved in the training and transition from the current leadership. The question to her from the board was, whose event is CGS? LaToya stated that it is SDASFAA's event/funding. She explained that SDASFAA is responsible for the program to provide oversight, leadership and direction going forward. It is also SDASFAA's responsibility to oversee the fiscal agent to make sure funding is being used wisely. LaToya stated that a budget must be created and presented to executive board with expenses approved by board.

To receive funding approval for South Dakota going forward, SDASFAA will need to reapply every year. In April the application process will open and the application must be completed by June. LaToya stated that all CGS information needs to be funneled back to the board so that information is available to the association. She also stated that the chair of CGS should be part of the board. She also explained that CGS state chairs get a minimum of monthly updates from national office and that information needs to be shared with the board on a regular basis. LaToya stated that she will talk further about strategies and ideas from what other states are currently doing during her afternoon presentation to the membership. She did state that there are 40 states and the District of Columbia that are participating in CGS. She stated that we need to look at a CGS model that taps into Financial Aid Information Nights (FAINs) and other outreach programs. She also encouraged us to look at the top 2-3 high schools of our target population and focus our efforts to reach out to those schools in order to do a better job at reaching our targeted populations.

NEW BUSINESS

PROPOSED POLICY & PROCEDURE DISCUSSION: Becky found a contradiction in the P&P in regards to how or why we offer a non-member registration rate. Based on the Corporate Sponsorship form, it states that "membership is required by any corporate organization wanting to be a member of SDASFAA and participate in organization functions." The question raised is, do we want to require membership and an approval process for all conference/training attendees? A further question is, will this be limiting for those wanting training, or do we automatically charge a non-member the \$75 membership fee and "make" them be members? This discussion was tabled for the summer meeting.

SDASFAA MEMBERSHIP APPLICATION – DISCOVER STUDENT LOAN (CITIBANK): Becky received a membership application from Citibank who was not a member of SDASFAA in 2010. When Jessica Silda from Citibank/Discover Student Loans wanted to register for the conference, Becky updated their membership, notified the board, and gathered the new membership dues to get Citibank/Discover current on their membership again.

ANNOUNCEMENTS

- a. Next Meeting – to be set at a later day for summer.

ADJOURN

Kristy made a motion to adjourn the meeting and it was seconded by Marlene. No further discussion followed. The motion was passed and Starla adjourned the meeting at 11:11 pm.

Respectfully submitted,

Laura Olson
Secretary