

SDASFAA BOARD MEETING
Monday, August 1, 2011
AI's Oasis, Chamberlain SD

CALL TO ORDER: President, Starla Russell called the meeting to order at 10:31 am.

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

Members absent: Greg Binstock, Member at Large and Brad Riebel, Associate Member at Large.

APPROVAL OF AGENDA: Starla handed out copies of the agenda. Kristy asked that we add the 2013 Spring Conference to the New Business section. Laura made a motion to approve the agenda as presented. It was seconded by Kristy and the motion passed.

APPROVAL OF MINUTES FROM April 4, 2011, BOARD MEETING: A few changes were noted. Erin made a motion to approve the minutes with revisions. Becky seconded the motion and the motion passed.

OFFICER REPORTS

SECRETARY: No report.

TREASURER: Becky Pribyl stated that after four years of trying, she has finally been successful in updating SDASFAA's address with the IRS. She also shared that Cindy Swenson & Cindy Ostert both sent thank-yous for the associations memorials for the death of Cindy S's dad and Cindy O's mom. Becky detailed the balance sheet showing total income of \$10,340.52. This includes all Spring Conference income. Otherwise, no other income received since the April meeting.

Becky then showed total expenses thus far to be \$6,835.72. This amount includes \$2,957 from the spring conference, which came in under budget. Marlene has been working on the Support Staff Worksheet for the fall of 2011 with expenses thus far of \$103.88. The miscellaneous expenses include the Secretary of State filing fee, memorials and the web hosting contract for a total of \$198.40.

The current balance in the savings account is \$18,964.13. The CD currently held at Great Plains received interest income of \$104.14 for a current balance of \$15,104.14. The CD currently held at Plains Commerce Bank has a balance of \$15,000. Becky did not do research on current interest rates for moving funds from the savings account to a new CD. The Plains Commerce CD will mature in November. Kristy recommended that Becky watch interest rates and email the board with recommendations in October so that a decision can be made for the November meeting. The board agreed with this recommendation and Becky will move forward.

PAST-PRESIDENT: Denise Grayson reported she had nothing further to discuss besides what will come under new business.

PRESIDENT-ELECT: Kristy O’Kief had nothing new to report. She has been working hard at updating the website and learning how it works. She has been making updates and the rest of her report falls under old and new business.

PRESIDENT: Starla Russell reported that she is excited that the spring conference came in under budget and we are maintaining good expenses levels for the association. She was pleased at the evaluations from the conference sessions. Most rated “good” or “excellent” and the session topics were well received. She would like to work at ways to continue building a better relationship with the State Department of Education as it was clear after the conference that the state didn’t know that SDASFAA existed. She is still hoping to do an overall conference evaluation to the membership to help Kristy in her planning for 2012. Starla will share survey results from College Goal Sunday under the old business section. Starla did announce for those who didn’t know that Jay Larsen has resigned his position as the state coordinator for CGS. Sandy Stanton from the YMCA office in Rapid City did attend the National College Goal Sunday Conference in May, but no one from the association attended. Kristy will be attending the RMAFAA transitional board meeting in October in conjunction with the RMAFAA Conference. David Martin from School of Mines is the new RMAFAA Treasurer. Starla talked about the goals she had set over a year ago and is working to leave the association in Kristy’s hands. She feels that the High School Counselor Workshop goals have been met with offering a wider range of training. Starla is still working on an electronic version of a conference planning guide to help those leaders in the future. She feels very comfortable with the budget planning that is taking place and that we are sitting in a very good position right now in terms of upcoming events. NASFAA has been holding conference calls for state leaders. She sent a letter in June on behalf of SDASFAA to our state representatives at NASFAA’s request for support of the financial aid issues.

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

OLD BUSINESS

2012 SDASFAA SPRING CONFERENCE: Kristy reported on progress of 2012 Spring Conference planning. She has received and reviewed the contract from The Lodge at Deadwood. Kristy asked for guidance on how to proceed with the contract. The board was confused by some of the costs listed so Kristy and Starla will work through the details of the contract to get clarification before it is signed. An email will then need to be sent to the membership for a vote before a contract is signed. Kristy has received the name of someone for the keynote speaker. The board reviewed the information sheet and potential cost. The general feeling is that this speaker with a \$1,500 charge plus travel expenses is too high. Starla recommended that Kristy contact Sharon Martin for access to some speakers in the Rapid City area. Becky looked at speakers for the conference over the last 3-4 years and stated that we have spent \$40-\$300. The conference fee was briefly discussed, but we will need a breakdown of the conference expenses to know that the fee charged will cover at least the meals. Kristy will need to put together a budget of expenses and share it with the board so that a decision can be made. The board did discuss the option of continuing the training track for business office personnel. There is a feeling that

the 10 state rate rooms currently in the contract may not be enough. Kristy will call her contact person at The Lodge of Deadwood to negotiate additional rooms before we proceed with the contract.

WEBSITE HOST & DEVELOPMENT UPDATE: Kristy stated that the updates on the web so far have been fairly simple. The most complicated part has been updating the forms. She is currently researching how to do ballots and conference registrations through the web. She is working on a free program, but isn't sure how to integrate it to the web page and get the feedback once ballots or registrations are submitted. The "submit changes" page is currently not working. She is also working to attach items like conference handouts or survey results. It was discussed that Kristy needs to have a back up person to help with the web. There is a concern about the amount of time Kristy will have in her year of presidency to keep up with these updates or should she (or anyone else) leave the industry that others would have access to keep the web going. It was also noted that Kristy transitioned the College Goal Sunday website over to the new SDASFAA pages. She stated that not much else has happened at this point besides transferring pages.

STRATEGIC PLANNING UPDATE: Starla reported that she is compiling the information on strategic planning gathered at the spring conference on the large signs. Most of the recommendations were regarding College Goal Sunday. The plan is to continue to garner information and work through the ideas (committee structures, responsibilities of board members, future of SDASFAA, etc...) and keep the planning process going throughout the next year. She feels it's very important we think about who we are and where we want to go. Starla and Kristy will work on initiatives and will inform the board of items as we go forward into the fall.

PROPOSED POLICY & PROCEDURE DISCUSSION: Starla feels like there should be something in the P&P manual to address personnel changes in the industry like people leaving the industry involuntarily due to job loss or those leaving into other industries/jobs after many years of service or those who make life style decisions. She's thinking that the association should offer small tokens of appreciation such as cards, flowers, etc... to acknowledge those life changing events like we do for deaths in the family. The question was raised as to how do you handle all those changes? Who will monitor that? How "active" of a member does someone need to be to receive the acknowledgement? How will notifications be received? It was stated that in the current P&P it is the discretion of the president to send cards for occasions outside of deaths. The board ultimately felt that this language gave the President the latitude to send cards as deemed necessary to members of the association experiencing changes.

Further P&P discussions surrounded a topic tabled at the last board meeting. The P&P states that you must be a member to participate in SDASFAA. However, there is also a place where we offer a "non-member" rate for certain training events. The membership renewal form states that "membership is required by any corporate organization wanting to be a member of SDASFAA and participate in organizational functions." The board agrees that for corporate sponsors/associate members they must be a member of SDASFAA to either participate in training or have a booth. As for institutional members, the board believes that the institution must be a member of "some" state financial aid association. If the institution is a member of a state association, then they can pay the regular member rate for a conference/event fee. If the institution is not a member of a state financial aid association (which will be indicated on the registration form), then the attendees must pay the non-member rate of \$75 plus the event rate/conference fee. Denise made a motion to change the policy to the following wording:

Associate members must be a member of SDASFAA to either participate in training or sponsor any event/activity. Institutional members must be a member of a state financial aid association. If the institution is a member of a state association, then that individual can pay the regular member rate for a conference/event fee. If the

institution is not a member of a state financial aid association (which will be indicated on the registration form), then the attendee(s) must pay the non-member rate of \$75 plus the event rate/conference fee.

Janel seconded the motion and the motion passed. The P&P has been updated and Kristy will put it on the website.

COLLEGE GOAL SUNDAY/AWARENESS COMMITTEE: Starla distributed the results of the College Goal Sunday survey sent to the SDASF AA membership in July 2011. 29 SDASF AA members responded to the survey and the questions were compiled with input from the SDASF AA Board, Jay Larsen SD CGS Chair and LaToya Sykes Associate Director of CGS prior to it going out. Ten questions were asked regarding the current design of the CGS program, changes that could be made, and the future of the program. Per the surveys the board knows that they need more oversight and input into CGS activities and operations. The surveys were fairly clear that at least a 1/3 of those responding to the survey do not want to continue with CGS or at least in its current structure. However, it was acknowledged that unless the board can support CGS fully and have positions on the board to take on the event, it will be hard to have buy-in from the association. There is a great fear that financial aid staffs across the state are tapped out. It is currently hard to get people to sit on board positions or lead committees because everyone is stretched so thin. There is also a feeling that current stigma of how CGS has been operated and we may not be able to change that. The board had a lengthy discussion on possible changes such as financial aid information nights (FAINs) or a mini-grant program to assist with financial aid nights. But it was clear that FAINs are handled differently around the state and differently by each college/university and differently by high school. The general feeling is that FAINs may not be the answer we're looking for. There is also the realization that the College Assess Foundation was developed to do the very thing that CGS is designed to do and they have funding, staff members and direct access to the targeted population. The board felt that unless we know of ways to implement changes and present those to the association as a whole, the future of CGS is in question. The conclusion was that the board hates the idea of having CGS fail in our state and we dislike the idea of having to send back grant funding, we also do not have buy in from the board to move this program forward. Starla is going to send an email announcement to SDASF AA and LaToya Sykes stating that unless someone within the state steps up to spearhead this project and sit on the board, SDASF AA will be ending the CGS program and returning the remainder of the grant funding. Laura is looking into how much that would be.

NEW BUSINESS

2012 SDASF AA BOARD MEMBER CANDIDATES: Denise sent a couple emails to the SDASF AA membership asking for nominations for open board positions. Some members did self-identify with interest in running for positions and several nominations were made for open positions. She has sent emails to each nominated individual with job descriptions and received back some answers. She is still waiting to hear back from a few people. Starla and Kristy are able to help make phone calls and if Denise doesn't hear from people by the end of the week, they will help make calls.

UPCOMING 2011 SDASF AA-SPONSORED EVENTS:

1. Support Staff Workshop (Oct 27/28, 2011): Marlene & Erin reported that the workshop will be Thursday and Friday October 27 and 28, 2011. The workshop will start at noon on Thursday and ends at noon on Friday. The workshop budget is \$1,000 and the decorations will double as

decorations for decentralized training. The committee is looking at charging a nominal fee of \$25 for the conference fee. The other option looked at was offering the workshop every other year. They feel we should stick with every year as this is the only option for some of those people to get out of the office each year. They are looking at three locations and have gotten quotes from each of them for event options (such as a slot tournament), room rates, food, etc... They are leaning toward The Lodge at Deadwood and are putting together a budget and working through the contract. They are hoping to have 20 attendees. The board recommended charging the \$25 registration fee and moving forward with The Lodge at Deadwood as the location if the committee is happy with the options for events and food.

2. Fall 2011 Decentralized Training (Nov 8/9, 2011): Starla reported that the Education Committee is handling the training and set the dates as November 8 & 9, 2011 in Chamberlain. She has issued an email to the membership regarding a vote for the contract. She's still a couple votes shy of the 75% needed to finalize the contract. She will be contacting the institutions she hasn't heard from. Last year 43 people attended and the fee was \$50 each. The board wants to stay at \$50 for 2011. Starla is working with the AmericInn on details of the contract and the costs. The subject selected by RMASFAA is Satisfactory Academic Progress.
3. December 2011 High School Counselor Workshops (Dec 7/8, 2011): Starla reported that the locations and dates are set for 2011 High School Counselor Workshops. The six sites will be Mitchell, Aberdeen, Sioux Falls, Spearfish, Watertown, and Pierre. Last year the sites printed and distributed materials themselves due to the timing of the materials from NASFAA. Kristy talked about giving folders to participants as last year we did not do binders. It was recommended that Kristy have a conference call with her committee to work through the details. The board decided the registration fee will be \$25 per attendee – no early bird rate and no late fees. Materials can be mailed at the same \$25 rate.

2013 SPRING CONFERENCE: Kristy has been contacted by the Ramkota Hotel out of Aberdeen. Kristy wanted to see what the process is for selecting the conference location and the timing of doing so. Janel and Becky will work to gather information from Aberdeen hotels and report back options to the board at the November board meeting. Kristy will forward the contact information for the gal from the Ramkota to Janel.

ANNOUNCEMENTS

- a. Next Meeting – November 8, 2011 at 8:00am at the AmericInn.

ADJOURN

Marlene made a motion to adjourn the meeting and it was seconded by Janel. No further discussion followed. The motion was passed and Starla adjourned the meeting at 3:30 pm.

Respectfully submitted,

Laura Olson
Secretary