

SDASFAA BOARD MEETING
Tuesday, November 8, 2011
AmericInn, Chamberlain SD

CALL TO ORDER: President, Starla Russell called the meeting to order at 9:00 am.

MEMBERS PRESENT: Starla Russell, President; Becky Pribyl, Treasurer; Denise Grayson, Past-President; Kristy O’Kief, President-Elect; Laura Olson, Secretary; Marlene Seeklander, Member At Large 2010 board; Erin Richards Member at Large 2011 board; Cheryl Bullinger and Cindy Ostert, incoming Members At Large 2012 board; Brad Riebel, Associate Member; Emily Studenski, incoming secretary, MaryAnne Whitman, incoming President-elect.

Members absent: Greg Binstock, Member at large 2010 board and Janel Wagner, Member at Large 2011 board.

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

WELCOME TO 2012 EXECUTIVE COUNCIL BOARD MEMBERS: Starla welcomed the new board members to the meeting. She encouraged the new members to review the SDASFAA website for association documents and past meeting minutes to get to know as much about SDASFAA as possible. All board members took a few minutes and introduced themselves.

APPROVAL OF MINUTES FROM AUGUST 1, 2011, BOARD MEETING: Changes were noted. Marlene made a motion to approve the minutes with revisions. Becky seconded the motion and the motion passed.

OFFICER REPORTS

SECRETARY: No report.

TREASURER: Becky presented the current balance sheet covering January 1st through November 5, 2011. There are currently 22 institutional members and 20 associate members. New income since August includes registration fees from the 30 Decentralized Training attendees (still waiting on 8 payments) and the registration fees from the Support Staff Workshop. Total current year income is \$11,765.52.

New expense items since August are the August Executive Board Meeting of \$1,369 and two registration refunds from Decentralized Training. Expenses for the Support Staff Workshop currently show \$207.27 with expenses still coming in. The RMAFAA Board Meeting expenses of \$742.88 are from Kristy attending the RMAFAA Board Meeting (she did not stay for the conference) and the \$1,830.46 expenses under the RMAFAA Conference are from Starla attending the board meeting and conference. Under the Miscellaneous Expenses of \$248.40 includes three memorials and the website expenses. Total expenses to date at \$11,032.20.

Becky walked through the asset statement pointing out that the savings account has earned \$7.03 in interest to date for a current balance of \$15,966.52. The Great Plains CD has earned \$104.14 in interest to date for a

current balance of ~~\$15,307.14~~\$15,104.14 and matures in January 2013. The Plains Commerce CD has earned \$307.14 in interest to date and is currently valued at \$15,307.14, which matures tomorrow (November 9th). SDASFAA's total available assets currently are \$50,845.93.

Starla noted that back in February she had presented a budget plan for the year that included yearly expenses of \$16,725 with anticipated income of \$16,300. Looking ahead at remaining income and expenses for the year, she is anticipating being under budget.

PAST-PRESIDENT: Denise Grayson reported that the current election is finalized and thanked those who were willing to serve on board and being in attendance at this meeting. She presented a discussion item regarding what ~~can~~ the board can do in future to have two people per position on the ballot so that we can have a "real" election of candidates. She asked the board to think about that during the coming year so that when Starla is in search of candidates they will have a plan.

PRESIDENT-ELECT: Kristy O'Kief reported that when she agreed to take the position of president-elect she knew it would take her out of her comfort zone. She is glad she did it and acknowledged that SDASFAA is important to the financial aid community and the board needs to get that word out to the association. She emphasized that it is an important tool for us to have. She is glad to be here and is looking forward to the year ahead.

PRESIDENT: Starla Russell reported that she appreciated attending the RMASFAA board meeting and conference and thanked the board for the financial support. She gave a recap on the RMASFAA discussion points: David Martin from South Dakota School of Mines is the new RMASFAA Treasurer; Cindy Ostert from Black Hills State is the new chair of the training committee; Cindy Swinson from South Dakota State University will have a new NASFAA role; and Brenda Murtha from Augustana College sits on a NASFAA research board. She stated that SDASFAA is well represented in both RMASFAA and NASFAA. Starla reported that RMASFAA Summer Institute is moving from Utah to Golden, CO. States are being asked to promote this event to its member institutions. During the RMASFAA board meeting there was a discussion about the Leadership Pipeline Scholarship and how some states are stepping up to send people to the Leadership Pipeline Conference. That conference would take place in 2012 when a new class starts. RMASFAA ~~is being~~has -asked ~~by~~ member states to develop a scholarship for mentees to attend training. Starla stated that other nearby states are sponsoring \$500-\$750 scholarships for mentees to attend. She would encourage Kristy to look at that option in the 2012 budget. It would be an every other year expense depending on how the program is designed. The states providing the scholarship opportunity included a written expectation that those individuals receiving scholarships will step up into training and leadership roles within their state association.

Starla gave a brief overview of the sessions offered at the RMASFAA conference and appreciated the time at the conference to learn new rules and have access to government officials.

As the chair of the Membership Information Sub Committee, one of the goals was to get to the bottom of what this committee does. It was determined that the treasurer sends the renewal reminders to institutions, but no one was reaching out to potential members or those non-renewing members. There was also not one person responsible for looking to see how to identify new members or looking at opportunities for new income streams from associate members. One of goals was to streamline and maintain the membership list, which Becky took the lead on and improved the Excel spreadsheet on the SDASFAA website to make it a more useful tool. Starla has come to realize that increasing membership might not be a goal, but enhancing what the association has to offer its members. By reaching out to other sectors of campus (like admissions or business offices), SDASFAA can improve training opportunities for the campuses as a whole and are now providing more value for their membership dues.

For the High School Counselor Workshop, she extended invites to others outside of high school counselors and was able to increase participants to nearly 150 total in 2010. She also encouraged site coordinators to consider web-based training during their time with counselors.

In her goals for the conference planning committee, she had looked at developing a Conference Planning Guide to help the committee each year in planning conferences or activities. She continues to work on this and has plans to have it finalized in the next year following her coordination of the 2011 spring conference and gathering some guides from past committee chairs. Throughout the past year, Decentralized Training has resurfaced as a priority for the board and the state and that event will be included in conference planning guide.

During the past year, all committee structures were revised and a vice chair position was developed for each committee so that someone will be on hand to assist in planning, learn the processes and step up each year as chairs rotate. This is important for continued support of each committee and activity needing these leadership positions.

Starla stated that she appreciated the opportunity to serve as president-elect and president and is looking forward to her year as past-president.

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

OLD BUSINESS

2011 SUPPORT STAFF WORKSHOP RECAP: Erin Richards reported that the Support Staff Workshop was held October 27-28 at the Lodge in Deadwood. She stated that it's a very nice facility and it will be the same site as the 2012 Spring Conference. They had 13 paid attendees, which was shy of their goal of 20. The theme this year was "Everyone's a Winner". They reused some decorations from Decentralized Training as a cost-saving measure. Starla Russell, Erin and Cindy Ostert gave presentations and games were provided for the attendees. Erin stated that a dinner was catered in and the evening entertainment was a slot tournament. The SD National Guard very graciously paid for the morning breakfast. Door prizes were given away throughout the workshop and sack lunches were provided on the last day as attendees departed. Evaluations showed positive feedback regarding the workshop. This year was the first time a \$25 registration fee was charged. The committee is not sure as to whether or not that deterred attendance or not and will look for some feedback from the association. They had a \$1,000 budget and are currently projecting expenses around \$900. She noted this was possible because of the SD National Guard's help with breakfast. It was noted that the number of attendees has really dropped off over the years. A recommendation was made that the board look at next year to determine if the cost based on the number of attendees is worth continuing the workshop. A recommendation was also made that an agenda be posted on the website in advance so that supervisors can decide sooner if it's worth it to send their support staff based on the training. The general census by the board is that fee may not have been the reason for low attendance, but for many it was distance to the west river location.

2011 DECENTRALIZED TRAINING: Starla handed out agendas for the training and the new committee structure. She stated that there may be some committee meetings taking place from 5:30-6:00pm tonight before dinner.

One of her goals this year was to capitalize on training for the association and she had projected 30 attendees for the training with \$1,500 of income and \$800 of expenses. At this point, everything looks to be on track as 30 people are registered at \$50 per person.

2011 HIGH SCHOOL COUNSELOR WORKSHOP: Kristy O’Kief communicated with Tom Cool of the Dakota Association of College Admissions Counselors to announce the dates of the High School Counselor Workshop to high school counselors across South Dakota and an email went out to their listserv. The registration page is expected to be up by Friday on the website. She will also share registration information with campus financial aid directors to share with other offices on campus who may need training. Kristy will be meeting with site coordinators today to talk about workshop details and finalize plans. She noted that they had budgeted high for expenses, but she believes it shouldn’t be too bad if we don’t do binders. There is a \$25 registration fee – no matter if they attend or ask for materials to be sent.

2012 SDASFAA SPRING CONFERENCE: Kristy O’Kief has put together a summary of the cost anticipated for the 2012 Spring Conference in Deadwood and shared it with Starla. She also handed out copies to [the](#) board for review and discussion. A couple room charges may be comped because of purchasing meals onsite. At this point, she has not received the summary of what meals will cost. A brief discussion took place regarding registration cost, which is generally set at a rate to cover the cost of meals throughout the conference. The hotel does not allow outside food to be brought in except for candy. Once Kristy receives information on the cost for meals, then the registration fee will be set, with the understanding that the spring conference always costs more in the years that the conference is held west river and to keep the registration fee at a reasonable rate due to travel costs of the attendees, SDASFAA may have to pick up some of the food cost. It was also recommended to consider a “night on your own” for attendees to eat on their own and spend an evening roaming around Deadwood. The goal is to have the agenda available and announce the conference in February to give everyone plenty of time to plan. Kristy was contacted by Matthew Jones, a professional speaker, who has requested the opportunity to speak at the conference. He shares a message about life as a 3-time cancer survivor. His approximate cost is \$1,000 and he has spoken at a lot of the state associations across the U.S. The board showed support for spending a little more to get a good speaker if other options are not as appealing.

WEBSITE HOST & DEVELOPMENT UPDATE: Kristy O’Kief gave an update on the website development stating that she thought the changes have gone smoothly minus a few adjustments at the beginning. She’s using “JotForms”, which is a program that allows her to write forms for registrations and election ballots. She explained that if over 100 people are registering/using the form, an additional charge of \$9.95 charge per month would be charged. But this is by the month so the majority of the months it would not affect SDASFAA. She stated that the program makes it easy to embed the forms into the SDASFAA website. She also pointed out that the comment/question page is currently being updated through a JotForm. At this point, it’s set up so that emails or registrations will go directly to Becky Pribyl who also has a login for creating forms if needed. GoDaddy.com is the current SDASFAA web host, which expires in March 2012. At this point, it’s a relatively cheap way to have a webhost. Kristy stated that the board needs to decide if we are going to continue to make our own web updates as an association. The domain was purchased for 6 years. She is currently working to update contact information for the RMAFAA website as that was not updated when we switched from Great Lakes hosting the website. The board did have a conversation surrounding the ability to pay electronically for things such as membership dues and registration fees, but many campuses are not sure that college business offices are ready to move in that direction – many still like paper invoices and payments for audit reasons. Kristy brought up an important point regarding getting another person trained to know how to make web updates so that there is a back up person in case of emergency. This will be a goal for the coming year to make sure SDASFAA has a back up.

STRATEGIC PLANNING UPDATE; FUTURE OF COLLEGE GOAL SUNDAY (CGS): Starla Russell gave a recap of the progress and developments over the past few months regarding the CGS program. Over the summer, a survey was presented to the membership to garner information on the current CGS structure. The board reviewed the results at the August meeting and discussed at length the kind of support available for CGS. The results of the survey were telling with 45% of the association indicating that CGS in the current format is not working well. 93% of respondents indicated that additional volunteers were needed. About 50% responded that CGS could be self sufficient if new funding sources were identified. 50% responded that they weren't sure about spreading the event over several weeks. Half of the respondents said it's necessary to partner with other associations and to present at high schools versus a one day event at 12 locations. The survey indicated that the biggest factor of preventing success is a need to change the format. After reviewing the survey results and discussing options, the board determined that there is not enough direct support by the association to continue CGS as it is.

Starla explained that LaToya Sykes from the YMCA, has gotten involved in an effort to help South Dakota navigate concerns and potential redesign of the program. A concern of the board is that there is funding still remaining and having to return the funding that is earmarked for what financial aid does for schools and families. LaToya is looking at moving funding responsibility from the University of Sioux Falls (current fiscal agent) to the YMCA organization in Rapid City. Currently, we are looking at \$40,000-\$45,000 in funding available to be transferred for 2012 events/activities.

3 options for revision for 2012 event:

1. Financial Aid & College Goal Events themselves. Trying to look at providing funding to SDEAF & Great Lakes (GL) for current events/efforts that already take place. Look at offering a survey to GL folks to see if this is an option for those who already work in those areas.
2. Go back to our roots for SDASFAA. In 2007, there was a shift in the P&P manual that changed activities of the Awareness Committee and the month-long activities of Financial Aid Awareness Month. An option is to return to an "awareness month" and use some of the CGS dollars to help fund those activities.
3. Look at the mini-grant concept. High schools or college institutions could apply for mini-grant dollars to put on financial aid workshops/financial aid information nights at their institutions or other locations and apply for grant funding to support those activities (location, site, travel, technology, etc).

Starla stated that the most realistic option for 2012 is the mini-grant opportunities for which an application is currently in process. Another option is to survey high school counselors at the High School Counselor Workshops to see if counselors would like to have a financial aid information night in their high schools.

Going forward, financial oversight will now lie with the YMCA instead of SDASFAA. Administrative oversight will move to a task force being made up of representatives from the YMCA, South Dakota Education Access Foundation, Great Lakes, SDASFAA, high school counselors from across the state, Native American schools and GEAR UP.

Starla explained that these changes address the concerns that the SDASFAA board had regarding oversight of this event, but will still leave the option to have a voice in the plans going forward. SDASFAA involvement will still be needed to carry out financial aid activities.

NEW BUSINESS

PLAINS COMMERCE CD: Becky Pribyl noted that the Plains Commerce CD matures tomorrow and the board needs to decide what to do with it. It was a 14 month CD with a 1.75% interest rate. Becky shared the options she researched. She stated that if we renew the CD with the same terms it will be .75% interest rate. Other options include going to a 6 month CD with a .05% interest rate, 12 months with a .75% interest rate, or 45 months with a .9% interest rate. A new option to consider is a "Step Rate CD". This involves buying a CD and the interest rate goes up every 6 months over 19 months. After a discussion, the board decided to leave the CD at Plains Commerce and renew the CD at the .75% interest rate for 14 months and review again at maturation date. Kristy made the motion to leave the CD as is and Laura seconded the motion. No further discussion and the motion passed.

2013 SDASFAA CONFERENCE LOCATION & SELECTION: On behalf of Janel Wagner, Mary Anne Whitman reported that they had done some preliminary work to determine the hotel location for the 2013 Spring Conference set to take place in Aberdeen. Janel and MaryAnne are recommending the Ramkota Hotel as the best location for the best price and offerings. She reported that the meeting room rate was good, state rates on sleeping rooms were available and the food is good. She checked on two additional locations, one being the Dakota Events Center who will charge \$2,400 to rent rooms and the AmericInn which will not be big enough for our size group. The recommendation by Janel and MaryAnne is to go with the Ramkota. After a brief discussion, the board supported that recommendation and they will work on the next steps to secure the location and begin the contract.

2012 COMMITTEE ASSIGNMENTS: Kristy O’Kief reported that the volunteer form is now on the web. Starla recommended that Kristy move the 2011 vice chair positions to the chair position for 2012 and distribute emails to ask new people to fill ~~as~~ vice positions for 2012 and get committee volunteers.

2012 MEMBERSHIP DUES: Starla Russell led a brief discussion regarding the 2012 membership dues. Currently, dues are \$75 and Becky is set to send renewal notices later this month. After a short discussion, the board recommended leaving the fee as \$75 for 2012.

2012 CORPORATE SPONSORSHIP STRUCTURE: The current structure for corporate sponsorship support was set up several years ago. Starla would like the board to relook at this structure and make changes with Brad Reibel’s input to better align with the Strategic Planning process. She stated that SDASFAA needs to look at a different structure in order for corporate members to give funding back to the association. The question was raised as to whether or not banner ads on the new SDASFAA website is an option. Kristy will look into this. Per Brad’s input, South Dakota is still very reasonable at a \$500 booth charge. He also stated that the associate sector is looking for opportunities for exposure of their products, but there are limited things they can do with smaller budgets.

2012 DRAFT BUDGET PROPOSALS: Starla discussed the budget process as Kristy develops her 2012 budget plan. Starla noted that committee chairs with new ideas or known expenses should communicate those to Kristy so she can do her planning and have a budget ready to present at the February board meeting.

2011 ELECTRONIC ELECTION BALLOTS: Denise Grayson stated that the 2011 election ballots were ready to be destroyed as is the process stated in the P&P manual if approved by the board. Becky Pribyl made a motion to destroy the ballots and it was seconded by Erin Richards. No further discussion and the motion passed.

ANNOUNCEMENTS

- a. Starla thanked everyone for their service and bid farewell to the outgoing board members.
- b. Becky presented a historical perspective of SDASF AA by showing an example of a monthly newsletter that was sent out in the 1990's to association members. She pointed out that the committee structure in the 90's had the members at large as committee chairs.
- c. Next Meeting – watch for notice from Kristy for a February board meeting.

ADJOURN

Kristy O'Kief made a motion to adjourn the meeting and it was seconded by Becky Pribyl. No further discussion followed. The motion was passed and Starla adjourned the meeting at 12:04 pm.

Respectfully submitted,

Laura Olson
Secretary