

OASFAA Executive Board Meeting
October 12, 2012
Chemeketa Community College

Donna Fulton called the meeting to order at 10:07 AM

Members present: Donna Fulton, Ryan West, Suzie Petersen, Kathy Campbell, Susan Degen, Robert Rodgers, Frankie Everett, Stacie Englund, Pam Robison, Helen Faith, Sue Shogren, Ben Wessel, Michelle Holdway, Bert Logan.

Welcome (back) to Susan Degen who is replacing Josette Green as OSAC liaison.

Review of minutes from June 15, 2012 meeting:

Kathy Campbell submitted a correction to a type in page 1 of the minutes under "approval of March 16, 2012 minutes" the sentence that reads "Ben moved to accept the minutes as writte" should read "Ben moved to accept the minutes as written." Suzie moved to accept the minutes with correction noted; Ben seconded. No discussion; motion carried unanimously.

Treasurer's report

Heather absent; report was emailed. Added unpaid invoice info to report from Heather; Motion to approve Treasurer's report made by Suzie; Ben seconded; no discussion; motion passed unanimously.

Committee reports:

Annual Conference – Michelle Holdway (report was emailed)

Good start to planning; 3 conference committee members in attendance today at the EC meeting and they just met at CCC yesterday for a conference committee meeting as well. December 4th is the final conference committee meeting prior to the conference itself. Conference theme is Mardi Gras: Financial MasquerAID: -Reveal the Possibilities. Theme was selected from submissions by the OASFAA community. Aaron Waldron at OSU has done some artwork for the committee that has been used on web and email information about the conference. Quite a bit is finalized: keynote – Joshua Morgan-Griggs, PSU graduate; financial aid success story among other things; former foster youth; done a lot of work for foster youth community; works at UW where he is pursuing a MSW. Motivational speaker; comes from Oregon; represents a community that we work hard to try to serve. He will be the kick off speaker.

Entertainment planned for Thursday evening; zydeco band; Community Service Project – Seashore Family Literacy – 3rd year partnership with them; will be asking membership to bring items for donate; will be doing a Friday afternoon optional service project for Seashore Family Literacy. It was very appreciated last year and so we are going to do an active participation option again.

Session schedule is nearly finalized, even days/times of sessions. The committee received approximately 30 session proposals after call for proposals to the membership. The committee is currently working on the menu with Salishan. Salishan rooms are a bit more expensive this year - \$115 this year compared to \$99 last year. The conference rate will be offered both 2 days before and 2 days after the conference and those nights do count towards our room block.

Robert asked about conference breakout sessions – fund development offers opportunities for breakout sessions to certain donors and was wondering if space remained for those potential opportunities as we've not yet solicited for donations. Robert also asked if any current sessions are scheduled as product pitches by any organizations. Michelle answered that several of the sessions are from vendor partners who have been participating in the conference and supporting OASFAA in the past. Michelle offered to review the current schedule with Robert to see what organizations are currently represented. Michelle indicated that they were looking at the topics provided: financial literacy, federal regulations, etc more than anything.

Robert was worried about new organizations that may want to come in and pay \$1,000 for a table only but then propose an interest session that we give for free and how that might look to those partners who provide additional financial support, in part because of the added benefits such as a conference session. Michelle clarified with Robert that the concern was not just for a presenter making a general session but was actually for any potential presenters who focused their session on selling or promoting their own product or service.

Ben clarified that none of the session proposals the conference committee reviewed yesterday appeared to solely cover their own specific products/services. Ben shared that most vendors proposed multiple sessions and that the committee picked the least branded options.

Donna suggested that the conference committee email the list of sessions and presenters to Robert and he can review for possible concerns. Donna requested that a motion be made to approve the conference committee members; Suzie moved and Bert seconded to approve; motion approved unanimously.

Archives – current vacant; no report

Ryan clarified that he is willing to keep electronic copies of reports, etc “archived” but beyond that he did not feel interested in taking on more although there may not be anything more to do in that regard. Donna suggested she was fine with that and that Sue also helped with archives through photos and the newsletter.

Fund Development – Robert Rodgers (report was emailed)

Working with Helen on the Summer Drive In – they received 4 sponsors at \$200 each for SDI which was a new endeavor. Perhaps increase that to \$250 in the future. Regarding annual conference – recommend keeping the \$1,000 basic table level but bumping up the middle level from \$1500 to \$1750. Also bump the top to tier from \$2000 to \$2500. ECMC is our only current top sponsor in past and they

would likely pay \$2500 too. If you look at cost benefit of the excess ads, etc, then the increases are pretty nominal.

Robert wants to do more this year to clarify for the vendors the dollar value of the benefits that they get in comparison to the cost of sponsorship. Robert asked for feedback. The general feedback was that our association was robust enough and that Robert had done the appropriate due diligence on the value. Robert mentioned that we don't currently have a dollar value on banner ads, but if we did that we could more clearly articulate the value of the overall benefits.

Ryan asked about if we need to come up with a value for banner ads as we need to solicit conference info soon. Ben clarified that as of June, the OASFAA website had more than 5000 unique visitors. Based on that information, we wondered if we should put a value on it of perhaps \$500. Robert asked if we could say \$500 value for main page and \$250 for the membership page even though we don't have a lot of research on the actual value. Michelle suggested we take his recommendation. Bert moved to accept rates as proposed by Robert; Suzie seconded; no discussion; motion passed unanimously.

Robert asked for clarification about whether the newsletter would continue or be replaced by a blog. Ben clarified that even if the newsletter were to go away, it would not be this year but both may be present at the same time. At this time, it was determined that we probably do not need to change the newsletter ad language because the newsletter appears that it will continue throughout the year. Frankie and Robert have been refining the list of vendors and are focused on the annual conference at this time.

FA 101/201 – Kathy Campbell

The co-chairs would like to keep the location at Chemeketa for 2013. Last year, only one person indicated a dislike of the location on the evaluation. They would like to have it after the conference to allow them to advertise at the conference. Proposed date is Friday, February 22, 2013 which is equivalent to the same timing as last year and the turnout was excellent. Emailed the faculty and most indicated that they were interested again and then Kathy looked at the volunteer list and they are looking for a proprietary school person to join the faculty.

Making some changes to the curriculum based on last year's event which was quite different from previous years. The format kept the large group together and then they split at times; some refining to the process is needed. Need to add a speaker or activity to the lunch as it was too long.

Kathy brought up having people who pay the non-member fee to automatically become OASFAA members. There are multiple benefits to the idea, but currently our system is not set up this way. It was suggested that perhaps we can have ATAC look at putting it into the system. Ryan mentioned that perhaps it should be done at the start of a new year and to align all the fee structures (annual conference is \$35 more right now for non-member registration versus \$25 more for all other events).

Donna asked Ben if he had any idea how much it would cost to make this change. Ben thought that it wouldn't be very much. Donna asked for a motion that would allow for people who register as a non-

member to automatically become a member of OASFAA; Bert moved; Suzie seconded; Susan Degen asked if there would be an opportunity to opt-out of membership should someone not want to become a member automatically. Ben affirmed there could be an opt-out. Ryan suggested that we not itemize the invoice but rather leave just the description of the cost of the event and not mention membership but rather have the membership happen automatically in the background. Sue suggested that we ask an opt-in “do you want to join OASFAA for no additional cost.”

Suzie suggested that there may be issues in schools business offices if two people are registering and have different rates. Bert mentioned that our current practice has not seem to impact attendance at our events and suggested that perhaps this is becoming too complex and isn't worth the work. Bert called for the vote but discussion continued briefly. Donna called for the vote and the motion was defeated unanimously.

Ben moved to approve the location, date and faculty of FA 101/201 as presented; Bert seconded; motion passed unanimously.

Legislative – (no report)

Geoff Wullschlager needs to step down from this position to focus on other duties at this time; need to find a replacement person. Robert asked if it was needed to have anyone in this post at this time. Donna indicated we will review later in the agenda.

Membership – Stacie Englund (report was emailed)

Stacie has been emailing past members to renew membership and to attend summer drive in. Provided Sue with membership info for newsletter. In mid-September, a reminder email to renew membership was sent to those from 11-12 (approx 130 emails sent) which generated some memberships. Stacie has been using the undeliverable notices to clean up the database to remove the email addresses to those that are undeliverable. Total membership as of Monday was 242; 31 new people are included in that number. Bert asked if there was a comparison to last year. Stacie didn't have the data but Sue shared some information from the newsletter from last year which indicated we were a little ahead of where we were last year. Membership was 232 at the October 2011 meeting as Kathy Campbell located the report from the prior year.

Mentoring – Sue Shogren (report was emailed)

The committee sent a request for applications to those who wanted to serve as mentors and only received one application. Ashley and Sue did some outreach and there are currently eight mentors identified and about 10 others considering. Two people indicated they could not participate at this time and one is a maybe. They would like to get the mentors together in November to meet and discuss how the program might look for mentees for the next year. They want to offer a workshop in person and then some web conferences or conference calls to put together the program. Sue has already received interest in actually being a mentee even though we are not quite to that step. The call for those wanting to participate with the mentors will likely go out in spring (April/May). There will be opportunities to

either work 1/1 or in a group setting depending on the desires of the group. Current tasks are to finish putting together the roster of mentors and schedule the first meeting. There will likely be a budget request but until the mentors describe the scope of the program there are no specific requests. Kathy offered that they can meet at Chemeketa at no cost so the only cost would likely be refreshments and travel. Sue doesn't think any paid presenters, consultants, etc would be necessary.

Donna mentioned that the Executive Board budget will cover the expenses of the November meeting for travel and refreshments.

Frankie asked about having participation from the proprietary sector. Sue indicated she had made contact with two members and one declined and one has not yet responded. Frankie suggested contacting Kim Pound for other potential contacts.

ATAC has the ability for OASFAA to have a blog that would be no additional charge to our current agreement. The blog could be used for the mentoring program as a pilot use to see if there would be a benefit to OASFAA as a whole but it could start with just the mentoring program to see how it would go. Ben was involved in the discussion and suggested that the blog not be exclusive so others could look at it and see the information that is being shared.

Newsletter – Sue Shogren (report was emailed)

The committee has met almost monthly via conference call. September issue was posted recently. It is being posted very quickly by ATAC. Attempting to make next issue available in December, but realistically Sue thinks it will be in early January.

The committee thinks that the blog potential that OASFAA may use is something to investigate as a supplement to the newsletter, but not as a replacement to it. It was thought that there would need to be someone else in charge of the blog to work together with the newsletter for posting things, etc.

Bert shared agreement that the newsletter and blog are different functions and should be separate as the newsletter is OASFAA pushing info out to the membership whereas the blog is perhaps a little less moderated and shares opinions that may not be OASFAA endorsed.

Ben shared that the use of the blog may help reach out to younger financial aid administrators as a communication tool that may appeal to a younger audience. Donna shared that rolling it out with a purpose (i.e. with the mentoring project) is a great way to implement it.

Sue asked where we should go with the general blog concept and how it impacts sponsorship, etc. Ben clarified that WASFAA allows vendors/sponsors to post once a month to the blog as part of the benefits of sponsorship. The blog may also have some availability for banner ads in the future. In the future, it was suggested that perhaps a communication committee would be created with a co-chair for newsletter and a co-chair for blog.

OSAC – Susan Degen

She's back! OSAC management told Susan she would be back in the role of outreach, coming to financial aid meetings, conferences, etc in the future. Josette Green resigned from OSAC effective October 19, 2012. On September 28th, commission accepted resignation and they appointed two interim officers due to the start of the legislative session in mid-January 2013. Bob Brew has been appointed as interim agency director – he has been at OSAC since mid-July, but he has significant government experience. Director of Scholarship/Access, Vic Nunnekamp, will serve as interim chief internal operations officer during this time. The commission plans to leave these appointments in place through the 2013 legislative session which is scheduled to end mid-June before searching for or naming a permanent executive director.

OSAC submitted a legislative concept for adjusting the definitions in the foster youth tuition waiver to align with the definitions in the Chafee ETG program. There were a small number of students (approx 70) who did not meet both definitions. Additionally, it clarifies that students placed in foster care through a tribe also qualify.

Budget – OSAC is asking for an additional \$8 million for the Oregon Opportunity Grant to increase the awards slightly. They requested \$4 million more to sustain the ASPIRE program. ASPIRE is currently nearly 100% grant funded and many of the grants are coming to an end, so new funding is needed. OSAC is also requesting \$2.7 million to expand ASPIRE to any middle or high school that wants to participate.

There is a proposal from the state treasurer's office that would sell state bonds to create an endowment fund that would over time be used as the funding source for the OOG program so that the program would not be subject to the legislative appropriation process. All the details are not yet available for this idea. Price tag of \$300 million to \$500 million for initial bond sale and then additional bond sales for future years until the program could become a self-sustaining endowment program. There hasn't been a formal legislative concept proposed yet. Rumor is that the governor is supportive of it. There seems to be a good opportunity to issue more bonds because Oregon has many bonds coming to an end this next year. Kathy shared that some of the things that people might not like about the idea is that it may prevent other uses of bonds such as building facilities, etc.

All the new boards (OIEB, HECC, etc) have been meeting recently with their visions about what should be happening in Oregon higher education. These groups have identified some research questions and want the Legislature to appropriate funds to research some research questions about the effectiveness about the Oregon Opportunity Grant.

Oregon Opportunity Grant - \$43.3 million disbursed to almost 29,000 students last year. Susan expects disbursements to be between \$52-56 million and about the same number of students. This year all full-time awards were \$1950 regardless of institution type which is why more money for nearly the same number of students.

2013-14 – February 1 will be the deadline again for the Oregon Opportunity Grant. Full-time, annual award amounts will increase to \$2,000 from \$1950. If fewer students apply, the date will be extended. Award lists hope to be posted mid-March depending on how the Ways and Means Committee is functioning as 2013 will be the first year of the new biennium and until Ways and Means gives OSAC authority to commit these awards, OSAC is not allowed to make any commitments.

Tuition Waivers – OSAC is working with DHS to award OOG to former foster youth as required in the tuition waiver bill. One of the problems in the bill is the confusion as to who is to be coordinating the program. There are 590 foster youth that have been awarded OOG funds so far this year. More than ½ of those students made the February 1 deadline. The rest were after the deadline but were awarded later per the bill.

College Goal Oregon – it will happen this year. Lori Ellis, ASPIRE Team Lead will be coordinating it this year. USA Funds has taken over coordination of the program from the national perspective.

OSAC Scholarship application will go live on November 1. Programmers have been working hard and are doing final testing.

Oregon Spirit Scholarship – Sherrill Kirchoff, retired OSAC Scholarship Administrator, is part of a committee working on the Oregon Spirit Scholarship. They want to change the focus from funding a first year student to funding students in their final year of a program. One of the ideas was to work directly with financial aid offices on campuses, to identify potential students. The group shared that it would be very difficult to identify just one student, but perhaps a group could be identified.

The committee was wondering if someone from the OASFAA Executive Board would be willing to serve on the committee. It was a bit unclear since Sherrill could not attend if this was to help them navigate the set up of the scholarship awarding process or to serve in the selection. The consensus seemed to be that it was unlikely anyone could take the time for this for one award. Bert indicated it was difficult for any one OASFAA EC member to represent all views.

Lunch break at 12:21; Meeting reconvened at 12:48

Outreach – vacant; no report

Site Selection – Bert Logan

Bert has received some information from potential sites wanting our business; nothing really worth exploring for now. Not actively searching for other sites since we seem satisfied with Salishan, but if some dynamite deal is found, we can pursue it.

Summer Drive-In – Helen Faith (report was emailed)

Summer Drive-In occurred on August 21. The day seemed to run a little long, especially for travelers (8:30-4:30 was the scheduled day). Day was very successful; keynote speaker was former Lane CC student. The committee was able to publicize the event earlier than in past. Supporters were publicly

thanked at the event and in the newsletter. Plans for next year would be to shorten the day a bit by shortening the breaks but leaving the sessions the same lengths. Feedback was split between future sites.

Technology – Ben Wessel

No formal report as his activity is spread throughout the committees. Registration for conference committee is coming soon. One item he wanted feedback from was about moving the President's letter off the main page to highlight the conference for this time since the President's letter has been there for awhile and makes it look as if we've not done anything new since it is the first thing visitors see. The President's letter could be moved to the leadership page. Donna affirmed that she agreed with this change. Bert shared that he thought it was important to have a presidential welcome on the main page. Michelle and Donna suggested that we could include a brief presidential intro on the main page as well as highlight the conference information. Bert suggested maybe including the President's welcome letter over on the right-hand column under news and notes as there was a lot of white space available there.

Past President – Bert Logan

Things have been "just fine" as far as past president's responsibilities go.

President Elect – Suzie Petersen

Looking for volunteers for the ballot still – has 1 for President, 1 for treasurer, we have 3 for VP – independent, we have 1 for secretary, we have 2 for VP – public, we have 1 for VP – proprietary and we don't have any yet for community college VPs. By October 19, we need names to Suzie so we have time to approve the ballot, get statements and conduct voting prior to the conference. Bert Logan nominated Scott Money to run for President based on his past involvement and willingness to run for a multi-year commitment. Suzie will contact Scott to see.

Replacement of committee chairs

Donna announced that we have several vacancies in our committee chairs that need to be reviewed. Nancy Hanscom has been dealing with some family health issues and feels she needs to resign from her role as volunteer coordinator. Nancy recommended that Ashley Coleman from the UO Financial Aid Office take this position. Michelle spoke that Ashley was new and eager to get involved in OASFAA. Bert spoke that Nancy had added a benefit to OASFAA and committee chairs in helping to find volunteers in this newer role and thought that Ashley would be a good addition.

Bert moved that Ashley Coleman be approved as volunteer coordinator; Susie seconded; motion carried unanimously.

Ryan offered to keep electronic records in a historical archive; Sue also serves in this role with photos, etc.

Robert has been stepping in as vendor liaison as John Blaine has left USA Funds; Susie moved and Frankie seconded to accept Robert Rodgers in this role. Discussion – Sue Shogren asked whether fund development and vendor liaison need to be separate. Robert indicated that we've discussed this awhile ago and the general consensus was to have both be separate to have different viewpoints and that fund development can be done by a school representative too while the vendor liaison must be a vendor. Motion passed unanimously.

Location of annual conference – we're good for 2013 and 2014 as contracts are signed for Salishan and we seem happy with the service and location. During the 2013 conference, Donna will likely review a contract proposal for 2015.

OSAC Scholarship Committee – Donna asked whether anyone from the EC wants to serve on the committee that Susan mentioned earlier. Ryan mentioned that it seemed that it was beyond the scope of the EC and that maybe a general call to the OASFAA membership could be made but that it be separate from any official OASFAA business. Bert shared that the OASFAA EC doesn't really seem like the right group to help in this endeavor and no further action was taken.

Legislative – Bert mentioned that in the "old days" OSAC used to do it. We would get an update on state issues and that might roll into federal issues. Susan Degen is the person at OSAC who tracks bills for the agency and was willing to serve in this role again. Kathy Campbell noted it would be national as well which Susan says she does look at too. Bert moved to have Susan Degen be the legislative chair; seconded by Ben; motion approved unanimously.

Ben will update the leadership page with the necessary changes.

As official business on the agenda had ended, Ryan announced the WASFAA Summer Institute will likely be at Portland State University from June 23-28, 2013. It is the first time Oregon will host the event. Stay tuned for final details.

Sue Shogren clarified that the blog could be named by the group which was confirmed by the group.

Bert asked what schools are doing with the financial aid shopping sheet. There was discussion about which schools had already signed the agreements that require use of the shopping sheet for student veterans. It's not yet binding but the Department of Education seems to be moving in the direction of having that perhaps replace award letters.

Ben shared that OSU created their own shopping sheet that is part of their online award letter.

Meeting adjourned at 1:47 PM