

OREGON ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS
Executive Board Meeting
February 22, 2006
University of Oregon – EMU Building – Rogue River Room

MEMBERS PRESENT:

Elizabeth Bickford; Theresa Bosworth; Teresa Buchmann; Rob Clarke; Donna Fulton; Dawn Gill; Peter Goss; Nancy Hanscom; Dick Heath; Patty Hoban; Mary Jo Jackson; Mike Johnson; Jennifer Knight; Tracey Lehman; Leslie Limper; Anna Manley; Kathy McCutchen; Kenneth McGhee; Suzie Petersen; Julia Reisinger; Judy Saling; Sue Shogren; Ryan West

CALL TO ORDER:

President Tracey Lehman called the meeting to order at 10:07am.

OLD BUSINESS:

APPROVAL OF MINUTES:

December 13 minutes were distributed by Secretary Judy Saling before the annual conference.

Motion to approve made by Suzie Petersen.

Seconded by Theresa Bosworth.

Approved without corrections by unanimous vote.

TREASURER'S REPORT:

Donna Fulton presented the report dated February 20, 2006.

- Donna pointed out that a CD is about to mature on March 9, 2006, and a decision will need to be made for handling the funds. Donna explained that, unless OASFAA indicates otherwise, the funds are automatically reinvested into another CD.
- Peter Goss clarified that income of approximately \$5,000 is not reflected in the current report yet, which is from payments recently submitted for the Annual Conference.

Motion to approve Treasurer's report made by Julia Reisinger.

Seconded by Mary Jo Jackson.

Approved without corrections by unanimous vote.

COMMITTEE REPORTS:

Annual Conference Committee:

Co-chairs Leslie Limper and Suzie Petersen reported that the annual conference was well-received, based on conference evaluations. The final meeting of the Conference Committee is scheduled for Thursday, February 23. Some evaluations included concerns about the handling of vendor prizes. Kathy McCutchen proposed that the Executive Board decide the rules prior to the next annual conference and announce it to the membership. After some discussion, it was decided that participants could receive one vendor drawing prize during the conference and that the Conference

Chair would determine the method by which this is ensured. Donna Fulton suggested a list be maintained during the conference, which would be consulted before the winner of the next drawing was announced in order to avoid duplication. It was further decided that the winner must be present at the time of the drawing. It was agreed that the Vendor Liaison will include in instructions to the vendors a statement that vendors are encouraged to offer scholarships over other prizes.

Tracey Lehman asked whether conference participants need to indicate at the time they register which meals they plan to attend during the conference. Julia Reisinger said the ability to have a more accurate headcount might allow OASFAA to save money on the cost of each meal. Discussion centered around the logistics of tracking individual meal reservations and changes made by participants. Peter Goss brought up concerns about trying to make these kinds of changes given the current inflexibility of OASFAA's website, which Tracey Lehman requested be discussed in greater detail under New Business (Technology goals for the year). Kathy McCutchen and Theresa Bosworth suggested we find out how well meal registration works at the next WASFAA conference before deciding whether OASFAA will take this approach next year.

Leslie reported that concern was expressed by those who purchased guest meal tickets about the high cost. She said cost information was provided prior to registration. Peter Goss said that he heard these kinds of comments at the Registration Table, too. Leslie reported that one suggestion was for OASFAA to subsidize the cost of guest meals. After some discussion, it was agreed that OASFAA would not subsidize guest meals and would continue to charge guests the cost of each meal. Julia Reisinger suggested that instructions be clearer that only cash or check would be accepted as payment on-site. Judy Saling suggested that, when prices are communicated in advance, greater explanation be provided as to how the price was determined.

Tracey Lehman questioned OASFAA's contract with Salishan with regard to room rates during the annual conference. She had information from the Oregon Association of College Registrars and Admissions Officers (OrACRAO), whose members pay a lower room rate during their conference in May with approximately 150 attendees. It was agreed that Tracey will explore this with Salishan to determine whether an opportunity exists to re-negotiate the contract. Mary Jo raised the question of whether OASFAA has outgrown Salishan and suggested research into alternative sites. It was agreed this exploration should happen soon, since it might add extra incentive for Salishan to be flexible.

Tracey asked that the Conference co-Chairs forward any additional comments or issues to her after the final meeting of the committee scheduled for the next day.

Media Committee/OPB:

Mike Johnson reported that the live broadcast during December, 2006, was a success. Steve Aman wrote to compliment OASFAA coordinators and volunteers. There were a few problematic logistical details this year:

- advertising in southern Oregon implied the feed would not be live, and at first a scroll appeared indicating questions should be referred to a Financial Aid Office until it was corrected; Mike said some calls were received from residents of southern Oregon anyway.
- phones were checked 30 minutes before the broadcast but for some reason they didn't work by the time the broadcast started and it took 22 minutes for OPB to fix.
- OPB announced phones would be open until 10:00pm but it was only scheduled to be open until 9:00pm, which OPB fixed.

- Mike said there was a little confusion in advance of the event surrounding the Letter of Understanding, since at first OPB wanted him to sign the letter when there's no place to sign and it hasn't been done this way in the past.

Mike made some recommendations for next year, including:

- OASFAA needs to pre-view the taped segments at least one week prior to the event, or even earlier if at all possible, in case anything needs to be corrected or updated.
- Mike recommends the addition of a community college representative on the panel, for fuller representation of each segment and a more balanced presentation.

OSAC Update:

See attached.

Support Staff Workshop Committee:

Rob Clarke recapped his statements from the last Executive Board meeting regarding the training in November at George Fox University. He announced that he and Frankie Everett from Multnomah Bible College will co-Chair this committee. They would like to extend an invitation to OrACRAO members to attend this year's workshop. Rob said that Palmer Muntz of OIT requested Admission and Registrar staff people be included in this workshop because OrACRAO does not provide any support staff training. It was decided that topics would continue to have a financial aid focus and that staff members from those departments would be included. Rob explained they would have to search for a site to accommodate a much larger group for little or no cost. Mary Jo suggested there might be space at Clackamas Community College if reserved early enough, and Elizabeth Bickford could explore the possibility of space since Oregon University System schools will not charge for use of their rooms for such a function. It was agreed that the co-Chairs should explore the feasibility of this idea further.

Membership Chair:

Jane Reynolds was not in attendance.

Registration Chair:

Peter Goss accepted the newly-created role of Registration Chair this year and had suggestions for improvement. Julia Reisinger explained that the original intention was for the Registration Chair to collect registration payments for various events for forwarding to the Treasurer, and to advise a Registration Coordinator for each event on procedures. She explained that it was not the intention that the Registration Chair would handle all details related to registration for each event, such as preparation of nametags or arranging for table coverage at the annual conference. Instead, each event committee would appoint a Registration Coordinator to work with the Registration Chair.

Peter explained that some of the biggest issues arose at this year's annual conference, but there were difficulties that arose throughout the year. He stated that registration at the annual conference cannot be a one-person event, or if it is then that person can't expect to do anything else during the conference, including attending sessions. He reinforced that each event throughout the year needs a Registration Coordinator who is an integral part of the planning of the event and knows what the goals and communication plans are for that event. Mary Jo suggested that the new Treasurer-Elect could become involved immediately with the annual conference registration process, sharing the workload and turning it into a training opportunity. She expressed her support of the concept of having one person for each event working with both the Treasurer and the Registration Chair.

Peter proposed that, instead of a 'Registration Chair,' there could be a 'Registration Advisor' who would be available to train committee members to use the online registration system. Tracey asked what the position description might be for this advisor. Peter suggested that this person would only handle the setup of online registration once the date and time and location have been established, and then advise the event's Registration Coordinator who would collect and record payments and forward them to the Treasurer. Peter explained this would require that more members have online access. Mary Jo stated that she believes OASFAA's contract with ATAC requires that there be only one point of contact with regard to OASFAA's website. Theresa Bosworth said she felt it was good training for the Treasurer-Elect to be the Registration Chair for the annual conference and suggested it should be included in that person's duties, along with the ability to select an assistant if needed. Mary Jo proposed that the Treasurer could select an assistant to be approved by the Board. It was decided that the role of 'Registration Advisor' would be held by the Treasurer-Elect or another person as determined by the Treasurer with approval of the Board. Tracey asked board members to send nominations to Donna who will come up with suggestions for Board approval.

Peter raised further concerns about the current online registration tool and OASFAA's website in general. He explained that most people are not having trouble with it, especially those who are already familiar with it, but that it does not work well for everyone. He suggests a review of why it's not working and what can be done to improve it. Tracey has asked Pat Downey and Peter Goss to co-Chair an ad hoc committee to focus on OASFAA's use of technology, which may extend to reviewing OASFAA's contract with ATAC. Tracey asked board members to forward ideas to Peter.

Development Chair:

Kathy McCutchen announced that the total revenue from sponsorship pledges and exhibitor tables was \$55,100. Her committee will work on clearer communication so all vendors know what a 'sponsor' is and what it entails. Kathy suggested having vendor and sponsor information on the website earlier, and changing the heading on the website. Kathy indicated that USA Funds has been a platinum sponsor, but with the merger they will not continue at that level. Kathy announced that Nancy Hanscom will co-Chair this committee, and Jennifer Knight will be the Vendor Liaison at the conference.

Scholarships:

Tracey Lehman shared two letters of appreciation received recently for donations to MASFAA (Mississippi) and LASFAA (Louisiana) to help with training expenses for their members. OASFAA contributed \$1,500.00 to the financial aid associations in each of the states in the region affected by Hurricane Katrina.

Theresa Bosworth announced that this year's winner of a scholarship to the annual conference is Carolyn Ganus, Mount Hood Community College.

Training Committee:

Elizabeth Bickford introduced Ken McGhee as the new co-Chair of Training. She reported that she and Jim Eddy had worked with HS counselor training throughout the state, piggybacking on the training that OUS does with counselors. They had requested longer than 40 minutes for their presentation, but were not granted the time. A stand-alone Oregon Leadership Institute is planned for the next year. Kenneth expressed that they are looking at new ways to work with HS counselors and also want to help support all other training issues OASFAA deems important.

Before concluding old business, Tracey asked that all Chairs submit budgets to Donna by April 14. Budgets will be formalized at the next Board Meeting in May. Donna provided actual and budget historical data to each Chair at this meeting.

There was a half hour break for lunch in which new and outgoing position holders had an opportunity to make connection before the meeting resumed again.

NEW BUSINESS:

Tracey announced that Kathy Campbell, Newsletter Editor for WASFAA, is looking for articles by March 5, 2006. Tracey asked Sue Shogren to prepare a summary of the meeting minutes for Tracey to review prior to submission for the WASFAA Newsletter. Tracey also asked Sue to prepare an article on the thank-you letters from Mississippi and Louisiana.

OASFAA Newsletter:

Tracey asked board members for opinions on whether OASFAA should resume distribution of a newsletter on a routine basis. Judy Saling suggested there might need to be a Editorial Board to assist the Editor(s). Kathy McCutchen supported the idea as long as there was sufficient content. Tracey suggested issues could be scheduled for distribution at key times during the year, such as just prior to events and activities and the annual conference. Tracey also suggested each newsletter could include a brief statement from each of the Segmental VP's. Julia proposed it could be a monthly update, and could include articles from presenters or news about scholarship recipients. Sue Shogren suggested a cautious schedule initially, such as a bi-monthly update. Donna suggested welcoming new members in each issue. Sue suggested including calendar items for OASFAA and WASFAA. Tracey asked Mike and Kathy to talk with vendors and ask for any news items. Tracey said there seemed to be support for the idea and asked anyone interested in volunteering to contact her.

Committee Chairs for 2006-07:

Tracey distributed a list of her nominations and indicated one correction and three additions:

- Legislature – Andy Clark removed; Susan Degen asked but not confirmed yet
- Conference – Cindy Pollard will co-Chair with Suzie Petersen
- Scholarships – Theresa Bosworth will co-Chair with Mary Jo Jackson
- OSAC Representative – Dennis Johnson

Motion to approve made by Julia Reisinger.

Seconded by Donna Fulton.

Approved with corrections by unanimous vote.

Tracey distributed volunteer forms to each Chair. Tracey encouraged Chairs to try to have at least 30% of their committee members be new members and/or new volunteers. Tracey will email the membership with one final call for volunteers for committees, with a list of the committees provided.

Julia reminded Chairs to consider the rising costs of travel when preparing their budgets for the year. She said some co-Chairs have alternated their attendance at Board meetings to help contain costs.

Scholarships:

Theresa Bosworth is collecting scholarship applications to attend the WASFAA Conference in Reno (April 2-4) and the NASFAA Conference in Seattle (July 5-8). OASFAA has already awarded three

(3) \$500 scholarships to attend the WASFAA Conference. In addition, WASFAA gave each state \$2,000 to send members to the NASFAA Conference, which OASFAA has already decided to distribute as two (2) \$1,000 scholarships. Applications are still being accepted up until 30 days prior to the conference. WASFAA has now given OASFAA an additional \$1,000 to send members to the WASFAA Conference, and it was agreed that OASFAA would offer two (2) \$500 scholarships.

OrACRAO Conference:

Donna Fulton explained that she has been approached by a member of OrACRAO to identify a speaker for their annual conference at Salishan in May. There will be a one-hour session on the effect on financial aid of certain issues faced by Registrars, such as:

- ‘eligible’ classes that really aren’t eligible;
- eligible academic programs;
- problematic start and end dates;
- correspondence courses;
- satisfactory academic progress issues;
- graduation dates;
- how the FAO and the Registrar can work together to avoid problems.

They are especially interested in a speaker with one-stop-shop experience. Tracey asked the Training Committee to help identify possible speakers.

Promotional Items:

Tracey discussed the need to consider the purchase of any OASFAA promotional items for the whole year at once in order to save money. Items are distributed through committees and at training events. Tracey noted that the next event is the Summer Drive-In. Tracey stated that the Policy & Procedures assign the President-Elect this responsibility. Tracey asked Leslie to confirm whether OASFAA will be able to make any use of the conference tote bags that were printed incorrectly.

Board Meetings Scheduled:

Tracey asked for opinions regarding the location of each meeting and it was agreed that the Board will meet in Eugene on the University of Oregon Campus, unless otherwise announced. Meetings will take place on the following dates:

- Wednesday, May 17
- Wednesday, July 19
- Wednesday, October 18
- Wednesday, December 6
- Annual Conference

Conference Site Committee (ad hoc):

Tracey has asked Mary Jo to lead the effort to explore possible relocation of the annual conference. Joining Mary Jo will be Judy Saling, Donna Fulton, Kathy McCutchen, Dawn Gill, and Tracey Lehman. Mary Jo will also ask Leonard Walker from WASFAA for advice. Tracey said she will clarify which year’s conference contract she is currently expected to sign. She believes she has not signed the room addendum yet, which she will verify with Salishan. Donna suggested Tracey ask what OASFAA needs to do to get a better rate. Mary Jo suggested that having more options to consider will help committee members to compare what Salishan is prepared to offer, as well as giving OASFAA alternatives to choose from if Salishan will not come up with a better deal.

Brainstorming Ideas for 2006-07:

Tracey asked for ideas related to training, technology and topics for discussion with congressional staff during the NASFAA Conference in Washington DC.

Training/Leadership Training:

- OrACRAO partnerships (registration training, support staff training)
- Working with other departments on campus
- HS Counselor training
- Executive Council/Robert's Rules of Order
- Mentoring and volunteering
- Cross-training across segments
- Counseling and advising
- Professional development to help members move up
- Proprietary school issues

Kathy McCutchen suggested cohesiveness of content and coordinating with Training Chairs.

Theresa Bosworth suggested that vendor/sponsor levels of support could be related to offers and opportunities to provide training for OASFAA membership.

Technology:

- editable web pages
- review contract with other providers than ATAC
- registration process smoother
- membership updates at time of registration
- online scholarship application (remove signature requirement)
- too many places (I think this meant too many links)
- update online staff lists more frequently (by membership chair)

Hill Visits:

- students having to take on burden of tax deficit
- access/affordability
- loan interest issues
- TRIO Programs support
- Citizenship application/processing delays
- SMART Program
- Federal Pell Grant lack of increase

ADJOURNED:

Executive Council meeting adjourned at 1:45pm.

Respectfully submitted,
Sue Shogren
Secretary

ATTACHMENTS:

- OSAC Update
- Conference Committee Evaluation Results