

OREGON ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

Executive Board Meeting

July 19, 2006

University of Oregon – EMU Building – Rogue River Room

MEMBERS PRESENT:

Theresa Bosworth; Rob Clarke; Susan Degen; Pat Downey; Melinda Dunnick; Frankie Everett; Donna Fulton; Peter Goss; Nancy Hanscom; Mary Jo Jackson; Jennifer Knight; Tracey Lehman; Leslie Limper; Kathy McCutchen; Suzi Petersen; Cindy Pollard; Jane Reynolds; Judy Saling; Sue Shogren; Ryan West

CALL TO ORDER:

President Tracey Lehman called the meeting to order at 9:35am.

OLD BUSINESS:

Approval of Minutes:

May 17 minutes were distributed by Secretary Sue Shogren 30 days prior to today's meeting and additional copies were distributed at today's meeting.

Motion to approve made by Mary Jo Jackson.

Seconded by Ryan West.

Approved by unanimous vote.

Site Selection Committee:

Mary Jo reported that the committee reviewed and visited potential conference sites, finally proposing the Eugene Hilton for 2008 and returning to the Salishan for 2009. She said more meeting space will be available and the Committee hopes more people will attend due to the more urban location. She reported that, after discussion by email, the Executive Council approved the Committee's recommendation by email vote. Judy is negotiating with the Eugene Hilton on the contract regarding a block of rooms and meals. Judy added that the facilities and the amenities are nice. Mary Jo pointed out that the location and facility will be easier for vendors, with a free shuttle from the airport. She said that transportation costs should be lower for all attendees, and more people will be able to commute, further reducing the expense of attending the conference.

Pat Downey asked whether the rates are comparable to those offered by Salishan. Mary Jo said the rates are comparable, especially with other benefits such as increased space. Judy said that Salishan has already responded with a better proposal for 2009, knowing that OASFAA was looking at changing locations. Cindy asked if Salishan's offer stands even if OASFAA leaves and then comes back the following year. Mary Jo said Salishan is amenable to that. She said the Committee believed new members will enjoy a new venue, and with growth in the number of attendees over time, OASFAA needs to explore other options.

Tracey commented that the change could be exciting and the Committee will need to monitor the room block closely. Mary Jo commented that if attendees stay off-site, parking could be tricky.

Peter asked if single-day registration will be available. Mary Jo replied that registration will be offered only for the whole conference. She said the Committee believed that people who wouldn't ordinarily stay over will now come to the conference due to the change in location. Judy added that it may be a spring-board to move locations around the state.

Mary Jo suggested further discussion about how to approach site selection in the future. Ryan commented that the Executive Council voted via email to create a new Committee. Mary Jo suggested the Committee needs to project 2-3 years ahead. Tracey confirmed that the Executive Council officially created the 'Site Selection Committee' although there is no budget yet this year.

Tracey proposed to the Board the following Site Selection Committee members:

Tracey Lehman	Donna Fulton
Mary Jo Jackson	Dawn Gill
Theresa Bosworth	Judy Saling

Mary Jo proposed a rotation of at least two years.

Motion to approve these Committee members to serve at least two years made by Donna Fulton.
Seconded by Melinda Dunnick.
Approved by unanimous vote.

Theresa Bosworth commented that a committee description will need to be drafted.

NEW BUSINESS:

College Goal Sunday (CGS):

Donna announced that the date of this event in Oregon will be Saturday, January 20, 2007. She reviewed that they divided the state into four regions: southern, mid-coast, Portland/north coast, and eastern Oregon. They are developing a slogan and marketing materials, which they hope to have available in time for the Summer Drive-In. They have a grant from the Lumina Foundation that can cover marketing and travel expenses but cannot be used for refreshments, so they asked OASFAA for this kind of support. There will be a minimum of 10 sites, which Donna said is very aggressive for a first attempt. She said they plan to include with their information OSAC Scholarship and FAFSA application information. Donna said they are working out transportation details and that they are modeling their program after Julia Reisinger's highly successful program offered through Portland Community College. She announced that in September, they plan to distribute information and marketing materials to high schools.

Kathy asked what OSAC's scholarship application deadline will be. Donna replied that the deadline is expected to be March 1, so helping students apply for aid and scholarships by the end of January should encourage them to meet important deadlines. Pat commented that ECMC has an outreach program that may be of interest, too. Judy asked if Oregon's CGS could be included. Pat replied that the timing could be good, around the first week of September. Tracey asked Pat to follow up with Jennifer Satalino and Donna.

Mary Jo commented that many schools in the Portland area are planning information sessions, so she suggests coordinating efforts and using the CGS name so there's less confusion.

Liability Insurance:

Tracey explained that many other professional associations have insurance for board members. She asked colleagues at Training in Washington, D.C., and at the last WASFAA Conference. She said that CASFAA (California) and WAFAA (Washington) carry liability insurance/umbrella policy of \$750-850/year. She said OASFAA has \$1,000 in the budget for insurance, which is required when meeting at Salishan. She said the Eugene Hilton does not require insurance coverage, although most conference locations do require proof of insurance. Mary Jo said OASFAA used to have such coverage, probably more than 4 years ago. Tracey will research the issue and rates further.

State President Exchange Program:

Tracey said that WASFAA connect the Presidents of State Associations with each other so they can attend the Executive Council meetings of other organizations, and this year Oregon and Washington have been paired up. She will attend a WAFAA Executive Council meeting in Vancouver during the fall. Cindy suggested the WAFAA President might attend the Executive Council meeting at the Annual Conference at Salishan. Tracey explained WASFAA will pay for travel and lodging/meals for 1-2 nights, but not a conference fee. Tracey suggested OASFAA might provide a complimentary conference fee, perhaps asking the WAFAA President to present at the conference. She will discuss this further with WASFAA and the WAFAA President.

Peggy Nitsos Scholarship Fund:

Judy explained that a scholarship fund was created at Southern Oregon University in Peggy Nitsos' memory for the Director of Financial Aid to use at their discretion. She suggested OASFAA make a contribution. Tracey pointed out that Peggy served OASFAA and was a member for over 20 years, and she was awarded OASFAA's Unsung Hero Award three years ago. Judy proposed a donation of \$500. Mary Jo proposed a donation of \$1,000.

Motion to approve a contribution of \$1,000 made by Theresa Bosworth.

Seconded by Donna Fulton.

Approved by unanimous vote.

Tracey asked Mary Jo to research the possibility of making donations on a routine basis.

Treasurer's Report:

Donna distributed the Treasurer's Report. Peter asked about the current rate of the newest CD, which she reviewed and found to be incorrect. Donna will correct the rate listed on the report. She explained that interest earnings have been transferred into the operating fund. She also explained that the value listed is the straight market value and reassured the Board that OASFAA never loses money on the investments.

Tracey asked for a motion to accept the report with correction. Motion made by Ryan West. Mary Jo suggested waiting until Suzi Petersen would be available to discuss Annual Conference expenses. Leslie commented that printing will probably be around \$3,000. Cindy noted that a Conference Committee Meeting is scheduled for August 15. Tracey suggested the Committee discuss budget needs and then come back to the Board with any specific requests, if necessary.

Theresa asked Donna what the estimated rollover into this year's budget will be. Donna will confirm that information.

Motion to approve the report with correction to the newest CD interest rate made by Ryan West.
Seconded by Mary Jo.
Approved with corrections by unanimous vote.

COMMITTEE REPORTS:

Summer Drive-In:

Mary Jo announced that, after some revisions, the draft agenda should be available later the same week. The Summer Drive-In is scheduled to be at Clackamas Community College. The Committee plans to offer a continental breakfast, a deli bar for lunch with cookies and ice cream, and no food during breaks. She reported 27 registrants so far.

Technology Committee:

Pat Downey said he had posted lots of job opening online lately, the Summer Drive-In registration was up, and the May Newsletter was posted. He announced that the upgraded membership management system that controls membership and registration is scheduled to occur mid-September. He said it should be ready before the opening of registration for the Support Staff Workshop in mid-November. He explained some of the enhancements, such as more report features. He said we can expect the web site to be offline during the upgrade, which will probably take place over a weekend.

Pat said he still needs a description of the Archives Committee and the new Site Selection Committee for posting online. The other descriptions are up already. Tracey said information available on the web site in addition to the Directory needs to be checked. Pat said he plans to add a link to the list of Committee members in the section where meeting minutes are posted. Mary Jo commented that she thought the search function in the directory is case-sensitive, which Pat will research to confirm. Tracey said all links need to be reviewed and cleaned up, and she asked all Board members to review their information. She asked Pat to set up sections to make them even more usable. Theresa Bosworth said she thought ATAC had offered OASFAA fairly quick turnaround for changes. Pat said the turnaround time is currently within about two weeks.

There was a 10-minute break. The meeting resumed at 11:05am.

Tracey explained some housekeeping details, such as the location of the bathrooms. She requested all cell phones be turned off or switched to 'manner mode,' and to take the phone out into the hall if it must be answered. She also asked Board members to try to avoid side conversations.

Support Staff Training Committee:

Frankie Everett announced that the session will take place on November 15 from 8:30 – 4:30 at George Fox University's Portland campus. She said they want to add a presentation related to College Goal Sunday. Tracey said she thought the session titles were great. Frankie explained they wanted it to attract staff to attend. Rob said they are looking for a lunch speaker. Tracey reviewed the Committee Members and suggested seeking out representation from 4-year or community colleges.

Motion to approve the Committee Members with recruitment of a few more members made by Ryan West.

Seconded by Donna.

Approved by unanimous vote.

Development Committee:

Kathy reported they sent an email a month ago with details regarding the new sponsorship levels, and requesting pledge forms by August 4 and pledge money by October 1. She asked whether she could approve any exceptions to these deadlines if requested. Tracey asked for discussion, and said she thought that in the past exceptions had been made for long-standing sponsors who truly did pay as promised. Kathy explained she will process pledges and payments.

Nancy reported some sponsor signs are damaged and will need to be replaced once sponsors are known. She said she is working on the Newsletter ad specifications for distribution to sponsors. She reported they have 24 OASFAA plastic cups, which Sue suggested could be used at the New Member Orientation at the next Annual Conference. Nancy reported she has 71 zippered OASFAA bags, which Tracey suggested could be used as gifts for speakers.

Sue asked whether the August 4 deadline will be enough time for displaying logos and sponsorship signs at the Summer Drive-In. Kathy replied it should be enough time if the logo hasn't changed, and that the pledge forms usually get returned very quickly once the notice goes out.

Training Committee:

Tracey announced that Ken McGhee left his position at PSU and she requested suggestions for a replacement co-Chair. She announced that Vicki Merkel is working on scheduling High School Counselor Trainings, preferably one session for new Counselors and one for more experienced Counselors. Tracey said they need presenters.

Tracey also explained that Leadership Training was offered two years ago at OSU and usually occurs every two years, which would mean this fall. She said discussion has started related to expanding the training offerings to include something more relevant to Assistant and Associate Directors, with the goal of enhancing their professional development. Peter agreed that this kind of training would be more useful and they would be better prepared as future Directors and leaders in the profession.

Tracey asked that any comments and ideas be forwarded to Training Committee members.

Legislative Committee:

Susan Degen reported that good information about HERA is available online through IFAP, including a list of all documents and releases. She particularly referenced DCL (GEN-06-10) for changes effective this year. She clarified that, while state assistance can now be excluded as long as it offsets specific costs and those costs are removed from the student's budget, the Oregon Opportunity Grant is too general-purpose to qualify. She reported that she thought the US Department of Education's online HERA Training was good, and that ACRAO offered some webinars that were every similar. She mentioned that NASFAA's web site has a good set of tools for implementing HERA, including a checklist and reference items. She said USED will do negotiated rule-making for 2007-08.

Susan explained that the Oregon Department of Education did not have enough time to propose a specific list of rigorous programs by USED's June 1 deadline. She said the State has until November 1 to propose any additional programs for 2007-08, which she doesn't think will happen. She said if

the proposed State Scholar Diploma Program goes through, then the State Higher Education Board might be interested in applying to add this program to the list.

Cindy asked if there's further clarification of the definition of 'rigorous' and cited as an example that '3 years of science' has now been defined as certain types of science courses. Susan said it now refers to 'lab sciences.' Cindy commented on the need to carefully review transcripts. Tracey said NASFAA recently published an article related to the SMART grant that provides a definition of a school year. Susan mentioned that definitions of both grade level progression and academic year must be reviewed.

OASFAA Newsletter:

Sue Shogren reported that the next issue of the Newsletter is scheduled for distribution in early August and asked for ideas and contributions. Mary Jo suggested including something that explains the budget and how the money is being spent. Judy suggested providing more information related to how much the conference costs really are, and some discussion began related to whether the hotel bid includes any sort of tip for personnel; Mary Jo said she believed the staff working such events are paid at a higher wage. Theresa suggested membership and budget stats.

Sue said she plans to be at the Summer Drive-In with the camera. Kathy suggested attendees could write articles describing their experience. Kathy mentioned EdFund publishes 'News You Can Use' for distribution and use in newsletters.

Donna asked whether the final budget was ever publicized. Tracey said Pat is working with ATAC to get it posted online.

OPB Night:

Judy announced the need to find an on-camera personality for this year's program. In particular, she requested suggestions for someone who would appeal to a diverse audience.

There was a brief break for members to pick up something to eat for a working lunch. The meeting resumed at 12:25pm.

Event Registration:

Leslie is Registration Chair. She thanked Peter and Pat for getting registration for the Summer Drive-In up and running. She proposed an option for making use of the bags from the last Annual Conference, which is to strip the patches and then deliver the bags to a printer to have logos re-printed. She said she is willing to deliver and pick up the bags. The cost to print new ones would be \$1800 for 300 bags compared to \$1238 to correct the ones OASFAA already has.

Rob asked whether the plan was for OASFAA to purchase items/bags for the whole year, or whether they should order something specifically for the Support Staff Workshop. Theresa said the plan is for the President-Elect to coordinate this each year. Theresa said there had been discussion about purchasing more bags, and Mary Jo researched the option of clipboards instead. Theresa said they decided OASFAA couldn't afford clipboards and a bag of sufficient quality, so instead they found a pad-folio to use at training sessions and another folio to use for the Annual Conference that would be black with the OASFAA logo. She suggested members could be encouraged to bring bags from past conferences.

Theresa also proposed stripping the patches from the old bags without replacing them, and then using the bags with the pad-folio. Suzi suggested bags might not be necessary if there aren't many handouts. Theresa suggested using the bags at the Annual Conference and Tracey agreed.

Annual Conference Committee:

Tracey pointed out that 2008 may be a big anniversary year for OASFAA. Cindy agreed with the need to promote the 2008 Annual Conference at the Eugene Hilton.

Cindy provided a list of proposed Committee members. She is working on a list of Committee meeting times and locations. Cindy said they know from other workshops which ones filled up and were successful. The Committee will call for proposals for presentations, and utilize the Newsletter, and ask VP's to reach out to members in their segments.

Cindy asked about conference printing costs in the past. Donna reported that \$1,775 was spent on printing in 0304, and \$378 in 0405 when all printing was paid for by an outside source, which OASFAA won't accept in future. Leslie said the printing costs would have been approximately \$3,000. Donna said Cindy needs to make a request to the Board for a budget.

Suzi asked for clarification of whether a vendor could help with such costs as nametags, pocket programs, or conference programs. Mary Jo confirmed a vendor cannot cover those costs for OASFAA. Theresa Bosworth concurred, pointing out that they are already supporting OASFAA through sponsorships, and that it's not fair to other vendors who might have supported these costs if the opportunity had been presented. Suzi asked how this related to the Ford Family Foundation's offer of drink coupons. Mary Jo said that was acceptable as an extra cost they are choosing to cover that is not fundamental to putting on the conference. Peter asked how it is unfair to other vendors to accept the offer of one vendor. Mary Jo said it's fairer when all vendors do the same thing and have the same opportunity. Kathy suggested looking at the definition of 'vendor' and posed OSAC as an example of an organization that is not considered a vendor and yet they also have the opportunity to sponsor OASFAA and conference activities. Leslie suggested the Ford Foundation was also more of a stand-alone organization. Theresa suggested Kathy's idea was correct in that a definition should be developed. Theresa also suggested reminding committees about the sponsorship policy. Rob pointed out that OSAC is neither a guarantor nor a lender any longer. Donna pointed out that OSAC or Ford Family Foundation don't benefit in any manner from the relationship with OASFAA or its members. Mary Jo said neither organization has budgets for this kind of support and that there is more of a non-financial sponsorship. Mary Jo suggested a proposal for the next Board Meeting.

Motion to accept the Conference Committee members proposed made by Donna.

Seconded by Theresa.

Approved by unanimous vote.

Suzi asked for consideration of the Executive Committee Meeting at the annual conference, and specifically when it would occur. Tracey said it has usually been offered the morning before the conference begins. Mary Jo and Peter both asked whether it was needed. Pat said two years ago, the Executive Council Meeting was held at breakfast on Monday morning instead. Tracey said having a meeting at the Conference serves as a transition meeting, which is similar to WASFAA's model and works very well. Tracey asked members present to email suggestions to her.

Peter asked whether Segmental Meetings were necessary. Suzi said members commented last year that they wanted Segmental Meetings.

Tracey asked for discussion related to increasing membership dues. Mary Jo suggested making an announcement at the Summer Drive-In and then opening it up to a vote at the same time that the membership votes on officers for next year.

PRESIDENT-ELECT'S REPORT:

Theresa said she would like to see giveaways move beyond tote bags, which is why she has ordered bi-fold folios for the Summer Drive-In, and tri-fold folios for the annual conference that are being shipped directly to Suzi.

Theresa reported that scholarships for the Summer Drive-In and the Support Staff Workshop have yet to be decided. Mary Jo suggested one scholarship application for the whole year, which can be reviewed once and then the winners decided and announced. Peter said he thought the coordination would be a lot easier, but asked what this would mean for new members. Cindy asked whether recipients could be encouraged to volunteer at the particular event for which they receive a scholarship. Mary Jo suggested they could be asked to volunteer as a requirement for receiving a scholarship.

Theresa said she thought better facilitation could be achieved, and she would draft some guidelines and timelines. She suggested a deadline of August 1 to apply for scholarships. She said there was a \$200 budget for 'other' scholarships and thought perhaps the number of events covered could be increased overall.

Pat said the scholarship application could be posted online as soon as it's ready. Tracey agreed, and suggested checking the language in it to make sure the timeline would still be valid, depending on when it was posted. Kathy asked what timing would be appropriate relative to the annual conference and suggested posting it closer to the actual time. Mary Jo suggested reviewing the timing of all postings: the budget, the roster of officers, and the scholarship application. Theresa agreed a plan could be developed for next year.

Mary Jo suggested a drawing at the Summer Drive-In for a refund, rather than a scholarship in advance. Theresa said that approach wouldn't necessarily get people to the event in the first place. Cindy suggested the 'refund' could be saved for a future event. Kathy pointed out vendors were promised the opportunity to offer scholarships to events. Theresa agreed that we should keep to the current plan, even if time is short. Suzi said the Summer Drive-In agenda could be distributed tomorrow, and a scholarship deadline given of Wednesday, and then a decision could be made by Friday. Tracey asked Pat whether everything could be up online this quickly, and Pat replied that the registration is up already.

Jane Reynolds joined the meeting.

Membership Committee:

Jane reported 155 current members as compared to 177 last year + 9 days, which she said is an indication that we are on track with last year. She has received 220 renewals, with 155 of those having paid their membership fees.

Jane asked about the potential increase in membership fees. Tracey said this would be raised at the Summer Drive-In and voted on by the membership with the slate of officers. Mary Jo asked about moving up the vote this fall due to the EAC Conference. Mary Jo suggested providing nominees to Theresa as soon as possible.

SEGMENTAL VP'S REPORTS:

Patty Hoban and Dawn Gill were not in attendance. Melinda had no news to report. Ryan West expressed appreciation for OASFAA's donation to the Peggy K. Nitsos Scholarship Fund at SOU. He commented that there are jobs available at schools in his segment. As Archives Chair, he also commented that he has located many boxes but there are still items missing and he's working on tracking them down; Mary Jo commented that Willamette should have lots of items.

ADDITIONAL NEW BUSINESS:

Jane mentioned she has information that there are 5 Lifetime Members of OASFAA. She is trying to track down additional information and any contact information. She knew of Dick Pahre from OSU, Ruth Burns from University of Oregon and Jim Moore from the U.S. Dept of Education.

Tracey asked Committee Chairs to make sure their meetings are posted online by emailing Sue. She asked Pat to update the online records with the official roster of Conference Committee members.

Jennifer reported she is encouraging vendors to continue to offer scholarships, and reminding vendors about Kathy's email regarding OASFAA's new approach to sponsorships.

OSAC Update:

Susan reported that the House budget has placed the Pell Grant maximum at \$4,050 again this year, with level funding for GEAR-UP and other programs.

Susan reported that Oregon's ASPIRE Program is expected to expand to cover the entire state. She pointed out that it's funding is coming entirely from the Oregon Community Foundation and the Ford Family Foundation and a few other programs, but without State funds. They are working to identify an ASPIRE Coordinator for the Eugene area.

Susan said OSAC expects to have their electronic Scholarship Application available one month earlier this year. It should be online prior to most college fairs in October and November.

Susan said OSAC's IT Department is migrating their data to SQL servers, specifically for Oregon Opportunity Grant (OOG) first, followed by other enhancements.

Susan reported that year-end data for OOG shows they awarded approximately \$29m; they anticipated awarding approximately \$33m. She said enrollment figures are flat, and the number of Oregon residents who applied for aid was flat the last two years. She said they will continue with making part-time awards this year with no cut-off dates anticipated; they expect this may award another \$3.5m.

Susan reported on the activities of the Access & Affordability Workgroup (AAWG). She said the Governor spoke recently at the University of Oregon and held a student panel there, and has

distributed a Fact Sheet describing the proposal: students will cover 50% of tuition through jobs and/or borrowing and/or scholarships; families will contribute their 'fair share'; federal aid will be factored in, which includes Federal grants and tax credits; then the State will contribute last. Susan said this may make the State's contribution difficult to calculate. Tracey asked whether this new program will be implemented as soon as 1008-09. Susan said the proposal assumes a very large increase in funding for 2007-09, which will require one year of transition during 2007-08 and then implementation during 2008-09. Theresa asked whether there seems to be political support for this proposal. Susan said the Governor plans an announcement on August 10 with the support of OSAC, Oregon Student Association President and the Community College Association. Leslie said a meeting she attended at PSU suggested the plan is a lot clearer than she originally thought.

Theresa Bosworth requested an increase to the budget for scholarships to come from a budget carry-forward of \$20,000. She reviewed that \$9,000 of the carry-over was being returned to the Money Market fund, \$1,000 was approved for OASFAA sponsorship of College Goal Oregon events, and \$1,000 was approved as a donation to the Peggy Nitsos Scholarship Fund at SOU. The current budget for OASFAA Scholarships is listed as \$6,230 and needs to be \$9,230 based on the description of scholarship expenses included with the budget. She requested an additional \$1,800 for other scholarships, and suggested that remaining funds could subsidize annual conference printing costs.

Motion to approve the scholarship budget increase made by Ryan West.

Seconded by Mary Jo Jackson.

Approved by unanimous vote.

Sue asked for an opportunity to get more pictures of Board members and Chairs present at the meeting before they leave.

Tracey asked Sue to develop a list of items for follow-up based on the meeting minutes and email them to Tracey.

ADJOURNED:

Motion to adjourn by Theresa.

Seconded by Mary Jo.

By unanimous vote, the Executive Council meeting adjourned at 2:05pm.

Respectfully submitted,
Sue Shogren
Secretary