

2013-14 OASFAA Executive Committee Meeting Agenda  
 Franklin University, Columbus, Ohio  
 October 18, 2013  
 AGENDA

**Trustees**

Randy Green *	Val Kepner	Jenn Kessler *
Cheryl Willard *	Adam Dilulio *	Tony Leprotti *
Angela Johnson *	Andrea Morrow *	
Matt Moore	Carolyn McCluskey *	Cheryl Jackson

**Committee Chairperson**

Michele Barry *	Kim Jenerette *	Amanda Reisinger
Tamika Braswell *	Betsy Johnson *	Carrie Short
Mary Cannon	Jeff Johnston	Stephanie Sutton
Greg Carlo	MorraLee Keller *	Ericka Walker-Smith *
Bev Dalheim *	Leann Kendzerski	Christy West *
Becky Davis *	Scott Lehman *	
Todd Everett	Lawrence Matthews *	
Brett Field	Cody McMillen *	
Ann Marie Gruber *	Lea Mederer	
Angel Harmon	Mary Lynn Perri *	
Jayme Jarrett *	Venus Puliafico *	

I. **Welcome** **Randy Green**

II. **Approval of Minutes/Secretary’s Report** **Carolyn McCluskey**

**Andrea change name for Mary Lynn Perri (left out the ‘r’)  
 Venus – last name miss-spelled (changed)**

**September 2013 minutes approved by Angela Johnson**

**Dates for reports & web meetings**

Committee Report	Web Meeting
Due Dates	Dates
October 30th - Wednesday	November 8th
January 8th - Wednesday	January 17th
February 5th - Wednesday	February 14th
March 12th - Wednesday	March 21st
April ?????	April ????? (rescheduled)

III. **Treasurer’s Report** **Val Kepner/Adam Dilulio Tres Elect**

**Summary of activities:**

**Nothing other than budget and actually given in e mail**

Anyone who is mailing Adam information – drop him an e-mail when information is mailed and on its way for Adam to confirm receipt

Val & Randy received a notice from IRS that a tax balance is due  
Val spoke with accountant who filed the taxes for 2012; working what this balance is  
Randy tried calling the IRS – closed with government shutdown

MorraLee – actual vs budget – be consistent with correct accounts for College Goal Sunday; \$495 is being paid out of College Goal Sunday account, not by OASFAA

**Activities planned but not yet completed:**

**Progress on committee’s 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

**IV. Old/Existing Business**

**V. New Business**

Webinar scheduled for next Wednesday

Angela – list of webinar’s being offered would be helpful  
(Randy – as that comes together will get one out)

Mary Lynn – get topics & message out here with dates as well as what we would like to  
Cover; “who is willing to present and share their expertise”

Randy – offering webinars is hopefully a way to get non-members involved

Tentative site for Spring Conference Dayton Ohio /Marriott

Monday & Tuesday again May 11th – 13th (what about 18th – 20th)

Working on contract

**VI. Reports**

**1. Regional Representatives**

**a) Northeast**

**Jenn Kessler**

**Summary of activities:**

- We had the North East meeting on October 11, 2013 from 10:00am till 2:00pm at Notre Dame College. The topics for the meeting are 150% subsidized loan limitation, verification roundtable discussion on both 13-14 & 14-15 school years, customer service and making it exceptional. We had 28 people attend which includes 3 presenters and me. We did have a few people only stay for the morning sessions, however it did not disrupt discuss among the group.
- Sent out one email reminder for conference per Andrea’s request.
- Sent out a few emails to region requesting financial aid presenters for Outreach committee.

Working on the feedback ... overall the session went well

March 7 is the next meeting at Mount Union

**Activities planned but not yet completed:**

- Regional sessions at December conference. Thoughts on having lighter topics to discuss. Possibly have activities that help people make more connections within the organization.
- Helped Needs Analysis get a place for their meeting in either early February or late January. Meeting will be held at John Carroll University.
- Already have a location for regional spring meeting at the University of Mount Union on March 7<sup>th</sup>. Would like to possibly survey region to see topics they would like to hear about at the next regional meeting.
- I will email a survey out to those who attended meeting to see what can be improved upon for the next meeting. Those results and input will be reported later on.

**Progress on committee's 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

- Ask for suggestions on items or topics to discuss for the regional sessions at conference. Is there something we should work on specifically or does keeping it light work?
- Is there something the exec group sees that regional meetings could be doing that we are missing? Could we ask the group on suggestions for future presenters for future meetings?

**b) Northwest**

**Tony Leprotti**

**Summary of activities:**

Had to reschedule the meeting for 11/15 – hoping Bluffton  
New announcement will be sent out soon  
Same topics as Jenn had in the NE will be covered

**Activities planned but not yet completed:**

**Progress on committee's 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

**c) Southeast**

**OPEN**

Nonimee has been presented – still awaiting final votes  
**Trueshonda Carmicle**, of The Ohio State University Wexner Medical Center, as  
Southeast Regional Representative  
Official as of today 10/18/13 8:24am final votes arrived confirming Trueshonda

**d) Southwest**

**Cheryl Jackson**

Workshop going on today 10/18/13; 30 people have shown up

**2. President-Elect**

**Angela Johnson**

**Board members at MASFAA – summer institute dates coming out June 2014 combine sites for leadership & summit can take advantage  
MASFAA state reps newsletter to the board ... anything you'd like to share**

**Attendance from Ohio was great – names were submitted for OH folks to join various committees**

a) **Associate Member Relations**

**Michele Barry/Mary Lynn Perri**

**Summary of activities:**

- Notifications and reminders have been sent to potential exhibitors for Winter Conference. We will continue to focus on sending reminders to those who have not yet committed to exhibit, especially to those who have done so in the past and have not yet completed a Corporate Sponsorship Form.
- We have decided to offer our exhibitors to submit a couple of sentences about their services/products that will be read by Randy when introducing and thanking exhibitors at our lunch (rather than just reading the list of vendors). This will bring awareness of anything new offered by our exhibitors and will add value to their support to the conference. He will encourage all to visit the tables.

A couple of vendors who typically sponsor haven't signed up yet

Working on contacting them

Looking at the \$21,000

Acknowledge general support folks (platinum, gold level)

Signs at meals

Venus: Mohela offering to produce training materials for Need Analysis workshops as well as the lunches at the site training

Mary Lynn: open sponsorship must be open and available to everyone

Angela: concerted effort of what the sponsorship model is and take a look at what the regulations allow

Michelle / Mary Lynn / Venus / Angela: let's take this to a subcommittee and then bring it back to Exec (Cheryl Willard would like to be involved as well)

**Activities planned but not yet completed:**

- Continue communication with vendors and collection of ads for the program.

**Progress on committee's 2013-14 goals/initiatives:**

- We currently have 10 exhibitors committed for conference (as compared to 7 last year at this same time). Our goal is to match (or hopefully, exceed) last year's total of 17 exhibitors.
- Sponsorship currently totals \$14000. Budget goal is \$21000, so if we can get 7 more exhibitors, we will have met our budget goal.

**Recommended items for discussion by Executive Committee:**

b) **Communications/Web**

**Betsy Johnson**

**Summary of activities:**

Approval of positions has occurred as requested by members

Thank you to all who have responded to request for newsletter

Newsletter to go out week of November 4<sup>th</sup>; highlight what is coming for conference (deadline 24 of Oct)

**Activities planned but not yet completed:**

**Progress on committee's 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

Request & reminder for information to be included in first Gazette Newsletter which will be published the first week in November.

Due date to Betsy is 10/24/13.

c) **Finance**

**Angela Johnson**

Val & Adam work thru times we can meet every other week

Back to notes from last year's (April meeting) work and recommendations on how will we treat folks with prior balances; how we treat them attending a current conference

We would make a recommendation and only look at the balance for 1 year

Need to work thru this policy change & balances due that are still on the books

Comments etc ... "who gets a collection notice"

Registration chair was the person reaching out to folks with past due balance

Are these folks with "past due" balance receiving any benefits

Andrea: doing this at the Registration table was cumbersome – List at check in

Many folks register and then don't attend

Winter Conference of 2011 we have several folks who did not attend & thus did not pay

Angela will revisit the recommendation and move forward with what our efforts should be as well as who is responsible for reaching out to the past due individuals

Randy – state of the audit has everything except what Val received within in the last week or so ... final audit will be quick after receipt of these materials

d) **Membership**

**Jayme Jarrett/ Leann Kenszerski**

**Summary of activities:**

- sent communication to those who had membership expire in 2012, let them know about webinars and 45<sup>th</sup> anniversary conference

- identify several key schools where we do not have members – working with Randy on best "plan of attack" with these schools

seeing some traffic from message sent out

working with Randy on a plan of attack for reaching out to schools without members targeted 8 schools

Tamika was able to pass on a message to state listserv to directors who don't currently have members at their school

Randy: MASFAA – debriefing webinar MASFAA member was interested in what we were doing in reaching out to folks for involvement for membership

**Activities planned but not yet completed:**

- reach out to schools – communication effort has to be strategic

**Progress on committee’s 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

Current Membership (as of 10/14/13):

<b>Current Membership</b>	
<b>Total</b>	<b>621</b>
<b>Membership Expiration Date</b>	
<b>1/31/2013</b>	<b>233</b>
<b>1/31/2014</b>	<b>596</b>
<b>1/31/2015</b>	<b>25</b>
<b>Members Not Renewed from Last Year</b>	
<b>Total</b>	<b>596</b>
<b>New/Renewal Memberships</b>	
<b>2014 New Memberships</b>	<b>0</b>
<b>2014 Renewal Memberships</b>	<b>25</b>
<b>Membership by Year</b>	
<b>2014</b>	<b>25</b>
<b>2013</b>	<b>621</b>
<b>2012</b>	<b>698</b>
<b>Institutions with Current Memberships</b>	
<b>Total</b>	<b>206</b>

e) **Nominations**

Angela Johnson

3. **Past-President**

No report

Cheryl Willard

a) **Association Governance and Planning**

some items mentioned in April 2013 meeting  
updates have not yet been made to the P&P

Stephanie Sutton

Randy/Cheryl W/Stephanie to gather to get these changes to secretary (Carolyn)

b) **Financial Review**

looking forward to the results of the audit & discussions for the review

Cheryl Willard

c) **Regulatory-Federal**

change in loan fees December 2013 / Fed’s back up after shutdown

Todd Everett

d) **Regulatory-State**

Kim Jenerette

### **Summary of activities:**

- Met with John Carey (Chancellor), Gary Cates (SR Vice-Chancellor), Stephanie Davidson (Vice-Chancellor), and Matt Whatley (Chief of Staff) and discussed the possibility of additional state aid programs.
- Emailed State Representative Cliff Rosenberger and State Senator Randy Gardner regarding a meeting to discuss state aid programs for our high school students.

### **Activities planned but not yet completed:**

- Meet with John Carey, Chancellor of the Ohio Board of Regents (10.08.2013)
- Meet with Governor Kasich
- Meet with State Legislators
  - \* the purpose of meeting with various leaders across the state is to plant seeds in hopes that we produce sufficient state funding for Ohio high school graduates. The plan to is to garner information from states such as SC, GA, FL, and TN, who all have strong state programs and present this information as a starting point to merit based programs and hopefully feasibility studies by our elected legislators.
- Learn more of College Advantage and various Foundations throughout the state and begin to work with them to determine areas germane to financial aid.
- Work with the OASFAA Board on the default mechanism within the FAFSA in regards to asset questions.

Roseburger & Gardner emailed this week

Results may not be seen for a few years

Merit & Need-based State programs discussion

Hoping to meet with elected officials before December 2013 as well

### **Progress on committee's 2013-14 goals/initiatives:**

- See #1 above

### **Recommended items for discussion by Executive Committee:**

- Being new to the state, recommend 1-2 individuals to serve on this committee (preferably with a strong background in FA and/or with our state legislators)
- Spoke with and emailed Don Chenelle but as of the submission of this report (10.12.2013) I have not heard back; will continue to move forward regardless

## **4. VP-Conferences**

**Andrea Morrow**

- General Session speakers
- Review and finalize a conference contract for Spring 2013
  
- We are still looking for general session speakers. We had a few names mentioned and they were looked into, however, their fees were higher than expected.

- ❖ Conference Registration: We are at 97 registrants (as of 10/14/13) for the Winter Conference in December. Registration without a late fee is until November 22, after this date a \$50 late fee will be assessed to member invoices. Hotel room reservation deadline is November 19<sup>th</sup> at a cost of \$116 plus tax.
- ❖ Program: Ann Marie is organizing a great program for the anniversary year. We will have a printed copy at conference and it will be available via the OASFAA website. The week of October 1<sup>st</sup> the template for presenters was sent out to the moderators.
- ❖ Entertainment/Charity: Scott Lehman and Greg Carlo are working together to host a costume party on Wednesday evening after dinner. Our charity is The Boys and Girls Club and we will be accepting toys or monetary donations from our members. The Boys and Girls Club is planning on sending a representative on Friday, December 13<sup>th</sup> to accept OASFAA's generous donations.
- ❖ Site: Bev and Brett are diligently working on room assignments for interest sessions. They are looking for AV equipment donations. If your school is able to donate laptops, projectors, or both, please contact Bev at [bdalheim@lakelandcc.edu](mailto:bdalheim@lakelandcc.edu) or Brett at [brett.fields@franklin.edu](mailto:brett.fields@franklin.edu). Borrowing equipment saves the organization from being charged to rent via the hotel.
- ❖ Professional Development: No changes from last month

97 registrations as of Monday 10/14/13  
 113 registrations as of today 10/18/13  
 Registration closes on the November 22nd

If you need the template for presenters let Andrea know

Entertainment is looking forward to the conference and what they will provide

General Session = a couple of past presidents to speak  
 Opening speaker suggestion is Steve Morgan – working on confirming this

a) **Conference Planning**

**Andrea Morrow**

**Summary of activities:**

Invites to past presidents have not yet gone out should be going out within the week of October 25th.  
 Cannot commit to providing free room and registration  
 Besty – 5 years ago (will pass on her contact information)  
 Has had some past contact her / some may want to bring spouse (what will that charge be) room as well as registration was comped Andrea M. has this information as well



➤ **Past President planning:**

MorraLee – what’s the plan to recognize the past presidents

Randy – nothing officially planned yet

There is a session just for all past presidents to attend

MorraLee – learn from other (MASFAA – didn’t recognize them and heard back from this OOPS)

Betsy – make sure they all know what meal or event they will be recognized – when should I be there and what will be my role

Cheryl W. – 35th Anniversary event (make the name tag different – other than just the past president ribbon)

Mary Lynn – offer past presidents thoughts through out the program

Angela J. – pictures of when they were president as well

Betsy – a letter was in their welcome packet just for them and highlighted sessions specifically for them

**Activities planned but not yet completed:**

**Progress on committee’s 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

b) **Registration**

Lea Mederer

c) **Entertainment**

Greg Carlo/Scott Lehman

**Summary of activities:**

Scott – 2 judges for the costume contest have been assigned looking for at least 1 more; if you’ve been asked to be a judge, please keep it a secret

**Activities planned but not yet completed:**

**Progress on committee’s 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

d) **Program**

Ann Marie Gruber

e) **Site**

Bev Dalheim/Brett Field

**Summary of activities:**

➤ Finalizing room assignments and equipment needs. Meals for conference are being confirmed.

**Activities planned but not yet completed:**

**Progress on committee’s 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

Equipment for Conference—if anyone is able to lend OASFAA equipment for Winter Conference please let Brett Fields and Bev Dalheim know. In the past one college (BW) was able to lend us 3 laptops and 3 projectors. They are no longer able to do this so we desperately need members to step up for this. If you do not know if your institution will allow equipment to be lent out, ask. You may be surprised. Thank you.

**Brett Fields** [brett.fields@franklin.edu](mailto:brett.fields@franklin.edu)

**Bev Dalheim** [bdalheim@lakelandcc.edu](mailto:bdalheim@lakelandcc.edu)

f) **Leadership**

No class this year

g) **Professional Development**

Lawrence Matthews

**Summary of activities:**

NO REPORT

**Activities planned but not yet completed:**

**Progress on committee's 2013-14 goals/initiatives:**

**Recommended items for discussion by Executive Committee:**

5. **VP-Training**

Matt Moore

a) **College Goal Sunday**

MorraLee Keller/Amanda Reisinger/Carrie Short

**Summary of activities:**

- Selected and notified 50+ sites for 2014
- Printed and distributed Save the Date flier at all OACAC Articulation Workshops
- Completed USAFunds and Great Lakes Grant Applications
- Received Notices of both grant requests being funded
- Selected dates for New Site Coordinators Orientation Sessions
- Provided feedback for evaluation process to USAFunds
- Placed CGS ad in fall edition of OCAN College 101
- Began updates for 2014 to CGS website

Testing volunteer registration and hoping to finalize soon  
Target is to open November 1st

Week of November 4th mailing to H.S.

**Activities planned but not yet completed:**

- Waiting on written notification and check from USAFunds
- Waiting on check from Great Lakes
- Host New Site Coordinator Orientation Sessions
- Finish Updating CGS Website

- Design November Counselor Mailing & Posters, Fliers
- Open Volunteer and Student Registration
- Get bids for mailings
- Update Site Coordinator Checklist
- Host Site Coordinator Meeting at Winter Conference
- Host Site Coordinator Webinars for those not attending meeting at Conference
- Work with organizations to get CGS links on their websites

**Progress on committee's 2013-14 goals/initiatives:**

Right on Track

**Recommended items for discussion by Executive Committee**

N/A

b) **NASFAA Training**

**Matt Moore**

**Summary of activities:**

- Sent email to membership announcing NASFAA Training opportunities at 2013 Winter Conference.
  - NASFAA Training Sessions (3) with Eunice Powell
  - NASFAA Regional Training / R2T4 with Kim Nash-Yore and Ann Marie Gruber.

**Activities planned but not yet completed:**

- Hoping to schedule a call with Ann Marie and Kim to discuss NASFAA Training at conference.

**Progress on committee's 2013-14 goals/initiatives:**

N/A

**Recommended items for discussion by Executive Committee:**

N/A

c) **Need Analysis**

**Venus Puliafico/Ericka Walker-Smith**

**Summary of activities:**

- Committee members have been identified and met at Franklin University on October 14, 2013 - ran through presentation.
- The group confirmed participation for winter conference and regional training - established a schedule for session presenters.
- Presentation and material has been updated and reviewed by the committee

**Activities planned but not yet completed:**

- Our schedule for the year is as follows:
  - December 12, 2013 – Winter Conference 4 sessions for Needs Analysis
  - January 31, 2014 – Regional Needs Analysis Training (10am to 2pm)
  - NW and SE regions
  - February 7, 2014 – Regional Needs Analysis Training (10am to 2pm)
  - NE and SW regions
  - Logistics (where) will need to be worked out
  - Communication plan for inclement weather (i.e. rule: if school district is closed the session will be canceled. Session presenters will

exchange cell phone numbers with participant as part of the sign up etc.)

**Progress on committee's 2013-14 goals/initiatives:**

- 50% on communication plan

**Recommended items for discussion by Executive Committee:**

- Discuss MOHELA's willingness to print training material and pay for lunch at each site.

d) **Outreach**

**Jeff Johnston/Cody McMillen/Christy West**

**Summary of activities:**

Registration is "live" for the OASFAA Counselor Workshops in December. We have 13 confirmed sites for the workshops and we have confirmed that all of the sites are receiving registrations for the event through the OASFAA website. We also have sent email reminders about the workshops to the OASFAA Counselor listserve, and the OACAC, OCAN, and OSCA listserves. The Counselor Workshops are scheduled for December 4-6 and 9-10.

**Randy: any feedback from OACAC? Cody: nothing new**

**Activities planned but not yet completed:**

We will need to complete the Powerpoint presentation for the Counselor Workshops and plan on having the presentation completed in November. We also may decide to mail postcard reminders about the workshops to various high school counseling offices throughout the state. We also would like to do a few webinars on financial aid updates/info that would be available for high school counselors...dates for these have not been determined yet.

**Progress on committee's 2013-14 goals/initiatives:**

Articulation events are completed for 2013-14 and work on the Counselor Workshops in December is ongoing. We also have continued to receive requests for financial aid nights for various high schools through the OASFAA Counselor's page and have worked with various individuals and institutions to provide speakers for those events. We are meeting on Wednesday of this week (Oct. 16) via conference call and expect to have additional updates for the meeting on Friday in regards to the total number of high school night requests we have received, the number of registrants for the Counselor Workshops so far, and the date planned for our first webinar.

**Recommended items for discussion by Executive Committee:**

e) **Support Professional**

**Mary Cannon/Angel Harmon/Becky Davis**

**Week of November 18 for meeting**

**VII. Liaisons**

a) **Board of Regents**

**Tamika Braswell**

**Several new users in HEI system, so will be offering training**

b) OCAN

MorraLee Keller

Summary of activities:

Winter version of College 101

Members are starting to meet with program committee

Pushing out thru data base and webinar training offered thru out the year

Activities planned but not yet completed:

Progress on committee's 2013-14 goals/initiatives:

Recommended items for discussion by Executive Committee:

VIII. Adjournment—Cheryl Willard