

2017-2018 OASFAA Executive Committee Meeting

MEETING MINUTES

February 16th, 2018 – 10:00 am at Franklin University Frasch Hall – Rm 422/423
or Call-In at:

Conference Call Mtg – GoToMeeting: <https://global.gotomeeting.com/join/583310413>

You can also dial in using your phone at: +1 (669) 224-3412 Access Code: 583-310-413

Wi-Fi Information will be provided the day of the meeting.



2017-18 OASFAA EXECUTIVE COMMITTEE:

OASFAA Executive Committee Position:	Name:	Attendance:	OASFAA Executive Committee Position:	Name:	Attendance:
TRUSTEES: (Need EIGHT for a Quorum)					
President	Susan Kannenwischer	PRESENT*	Treasurer	Laura Meek	PRESENT^
President Elect	Matt Moore	PRESENT*	Treasurer Elect	Lindsay Walton	PRESENT*
Past President	Faith Phillips	NOT PRESENT	NE Regional Rep	Kristina Hill	NOT PRESENT
VP of Conferences	Carolyn McCluskey	PRESENT*	NW Regional Rep	Deb Langdon	PRESENT*
VP of Training	Carrie Short	PRESENT*	SE Regional Rep	Jesse McMillan	PRESENT^
Secretary	Emily Haynam	PRESENT*	SW Regional Rep	Sarah Pavlack	PRESENT*
COMMITTEE CHAIRS & LIAISONS:					
Associate Member Relations	John Brown	NOT PRESENT	ODHE Liaison	Tamika Braswell	PRESENT^
	Jenn Toomey	PRESENT*	Membership	Debra Clark	PRESENT^
AGP	Betsy Johnson	PRESENT^	Needs Analysis	A'Lisa Hatfield	PRESENT^
	Cheryl Willard	PRESENT*		Leigh Jackson	PRESENT*
Communications	Mary Lynn Perri	NOT PRESENT	New Member/ Recruitment	Kirby Adams	PRESENT*
	Claudia Wenzel	NOT PRESENT		Meghann Fraley	PRESENT*
Conf. – Entertainment	Stacey Black	NOT PRESENT	Outreach	Jeff Johnston	NOT PRESENT
	Michael Jones	PRESENT^		Mary Cannon	NOT PRESENT
	Greg Carlo	PRESENT^		Cody McMillen	PRESENT*
Conf. – Program	Andrea Morrow	NOT PRESENT	Professional Development	Renee Lamp	PRESENT*
Conf. – Registration	Mary Reshad	PRESENT^		Randy J. Ulses	NOT PRESENT
Conf. – Site	Stephanie Goller	PRESENT^	Regulatory Issues (Fed & State)	Ashley Eder	PRESENT*
Diversity	James McDougal	NOT PRESENT		Lauren Urban	NOT PRESENT
	Craig Slaughter	NOT PRESENT	Support Professionals	Erin Glass	N/A
Early FAFSA/CGS	MorraLee Keller	PRESENT*		Nancy Shepard	N/A
Chenelle Leadership	Erica Henry	PRESENT^			
	Melanie Weaver	NOT PRESENT			

* = PRESENT IN PERSON

^ = PRESENT VIA CONFERENCE CALL

SCARLET WRITING INDICATES MEETING MINUTES

ACTION ITEMS ARE HIGHLIGHTED IN YELLOW

MOTIONS ARE HIGHLIGHTED IN GREEN

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1) Welcome & Updates – (Susan Kannenwischer)

- a. Establish Quorum (need 8 of 12 trustees present)
 - i. Roll Call - **10:02 am called to order, quorum established**
 - 1. **10/12 Trustees present**

2) Secretary's Report – (Emily Haynam)

- a. Attached January EC Meeting Minutes Review for Approval
 - i. Discussion/Suggested Edits:
 - 1. **No changes/updates requested**
 - ii. **MOTION to Approve January Meeting Minutes: Carrie Short moves to accept as distributed. MOTION SECONDED by Deb Langdon seconded**
 - a. **TRUSTEES VOTE: All approved**
 - 2. **ACTION ITEM: Secretary to upload approved January meeting minutes to OASFAA website.**
- b. Actions accomplished since last board meeting:
 - i. Completed and uploaded approved minutes to OASFAA Website for Nov. 2017 Executive Committee Meeting
 - ii. Sent out draft of minutes to Executive Committee to review for the January 2018 Executive Committee Meeting
 - iii. Proposed a new format to AGP for the policies and procedures manual
 - iv. Assisted the New Members Committee with to create a Volunteer Survey for OASFAA Committees
 - v. Requested committee reports and RSVPs to prepare February 2018 Agenda and get an accurate attendance/meal count
 - vi. Attended the MASFAA Board Meeting in February as role of Delegate-At-Large for MASFAA
- c. President's work in progress; future goals/plans:
 - i. Continue to prepare minutes and agendas for EC meetings
 - ii. Assist with policies and procedures manual updates as requested in new proposed format
 - iii. Assist New Members Committee as needed with their survey and obtaining info/data out of survey Monkey.
- d. Recommended items for discussion by Executive Committee:
 - i. MASFAA Board Meeting Updates

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3) Treasurer's Report – (Laura Meek)

- a. Budget vs. Actuals Report Attached in Email with Agenda
- b. Balance Report Attachment in Email with Agenda
 - i. Treasurer did not have anything further to add – open for questions:
 - ii. Question on whether a line has been added for Director's Day expenses posed.
 - 1. Logistical issue with Quickbooks on this front as Quickbooks is not allowing it to be added, but working with Susan to maybe add it under corporate expenses. Or, we may have to use "president's other" for line item expenses this year.
ACTION ITEM: When the subsequent year budget is created, then this line item should be able to be added more easily in Quickbooks.
 - iii. One more payment from vendor support of Director's Day is still on its way
 - iv. Question/clarification on line item under expenses for grant and College Goal – looks like we are over budget. Discussion of whether we will look or want to look like we are underspent in outreach because it is showing under the line item for College Goal Sunday.
 - 1. **(ACTION ITEM)** Continued discussion on whether we should split outreach with college goal in budget so it makes more sense on financials, as well as bringing consistency from year to year. Last year we had it under outreach, but didn't put anything under college goal.
 - 2. Discussion of the grant money we got from OCAN went to the combined outreach/college goal line item last year as well. Total of outreach plus college goal grant line item are still equal, would then support that we are funding outreach out of the college goal Sunday grant. This has been a challenge over the years to. Will we ever have to go back to OCAN what we are using the money for? In college goal there is still money that is not the grant money, accumulation for over the years.

4) Unfinished Business

- a. Updated OASFAA Policies and Procedures Manual
 - i. Updated monthly reports sent out to committees/trustees to complete and submit
 - ii. **ACTION ITEM: If not yet submitted updates, get to AG&P no later than March 1st.**
 - iii. **ACTION ITEM: Association Governance & Planning Committee will be working on this in the next couple months to review and put together. Hope to have something to present in time for spring conference.**
- b. Credit Card Payment Options (Susan / Matt)

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- i. Discussion of research done by Lindsay (Treasurer-Elect) for the Finance Committee of what options are available for accepting credit card payments as an association, such as ATAC and Paypal.
 1. Finance Committee, as group, recommending using ATAC e-commerce functionality
 - a. There is a one-time setup fee of \$650 fee
 - b. Annual fee of \$200 thereafter
 - c. Individual transaction fee for each credit card used. Recommendation from Finance Committee is to allow anyone registering for conference, other OASFAA events to pay with a credit card, but the credit card user/consumer pays the transaction fee, not OASFAA.
 - d. Even if we decided not to do this approach, ATAC is encouraging us to upgrade to their more secure website, additional \$200 fee to do this, will go toward \$650 one-time setup fee
 2. Matt, as our President-Elect/ representative to MASFAA reached out to other MASFAA states to see what they do heard back from a couple:
 - i. Missouri does not do credit card payments
 - ii. ISFAA does accept credit card payments but fees are high, so looking at something called "square"
 3. Currently, OASFAA takes very few credit card payments, and we absorb \$300-\$400 fees for just the few fees that we absorb
 - a. 2.75% maybe of the transaction fee... is this a typical merchant fee?
 4. Discussion ensued from board on whether this is the right approach, would institutions be willing to pay this additional fee to use a credit card? What if we pay the fee to set this up, and then members don't really use it because of this additional fee we are passing on them.
 - a. Further discussion that some institutions are saying it is more expensive to use paper checks and wanting employees to use the card for what they can, but not all would allow this fee.
 - b. Further discussion on whether it is just the cost of doing business and whether we need to look at embedding this cost in other association charges – one of the main suggestions was to look at our conference registration fee and if raising this slightly would cover this fee for all transactions throughout the year. Concern on one side of this issue whether it is right to charge more for one aspect to cover a cost for those who may not attend conference. Other thought was that it is that businesses/associations often have one product line that covers costs for another.

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- i. Continued discussion ensued on the last time we raised conference fees? 2013 spring conference was \$125, winter conference of 2013 was when we raised it to \$150, pushing 5 years since cost of conference increase
- ii. Question of whether there is truly an analysis or breakdown of expenses for on average how many will attend conference, corporate support, variables/threshold built in, membership built in, and do we really know how much it costs per person before corporate sponsorship? Hard to make an educated decision without the figures in front of us.
 - 1. There was a thorough analysis done under Angela Johnson in 2013-14.
 - 2. Since a lot can happen to economy in 3-4 years and costs have gone up for events in recent years, suggestion was made to create a task force to create a new analysis of conference fees, and maybe even membership fees to see if the cost of credit card transactions should be rolled into one of those fees and/or whether they should be increased to accommodate the cost of doing business.
- c. From Associate Members Committee – the associate members would prefer credit card payments – may see funds coming in quicker, checks are slower, and go through more channels within company
- d. Question on why Finance Committee is recommending ATAC vs. Paypal for this functionality
 - i. Paypal is not integrated with our system, while ATAC is and it would all flow accurately from transaction to Quickbooks.
 - ii. Concern expressed if it isn't integrated then really won't be advancing us from a business perspective
- e. Continued discussion on whether we need to look at increasing each transaction or individual membership, raising costs of conference, how would that be justified to membership. Concern over passing fee on to consumer, but further discussion of the cost of doing business. Discussion on whether we should survey the membership to find out what is really needed/wanted. Concern it would frustrate a member to

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give them the option in first year, and then potentially take it away in the future year, consumers are smarter than that.

- f. Question of whether we know what our projected numbers are for the spring conference? Discussion surrounded that costs are usually around \$35,000, but only project an estimated \$19,000 from current conference fee, rely on corporate support. Discussion on how to not rely so much on that support?
- g. We need to come at us a couple different ways
 - i. Membership would need to be voted on by the membership
 - ii. Need to evaluate if it is poor business taste to tack it on
 - iii. Really evaluate costs of conference first – do we need to increase our conference costs just to put ourselves in a better spot financially?
 - iv. Maybe tack on a question to conference registration on preference of how to pay
 - v. Then looking at a more strategic approach
 - vi. Looking at the different initiative to pay for more training opportunities
- h. Further discussion of what OASFAA offers for membership to help members see/understand what they get from a membership in event we would need to raise membership costs for this fee. Director’s Day, NASFAA Credentials, etc. Selling point of in order to continue to provide members these resources, here is the fee we need to get this done.
- i. Discussion on evaluating costs of core mission took some time to do, our association has a decent savings, cannot continue to keep dipping into them. Perhaps we should try it for a year or two as no additional fees to consumer and see how it goes. Leery/concern about changing membership fees, because we just did it. Continue to provide training opportunities is key.
- j. Laura – point out and gone back in quickbooks, and in 2007 conference registration was still \$150, we reduced for our 40th anniversary
- k. Task Force idea revisited – outside of finance committee
 - i. ACTION ITEM: Susan and Matt will pull together
 - 1. Send an email to Matt or Susan if you are interested in serving on that committee

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c. ACTION ITEM FROM JANUARY 2018 EC MEETING - College Goal Sunday / Early FAFSA – (MorraLee Keller)

i. Recommended items for discussion by Executive Committee:

1. For next in-person meeting, what strategy should we use to help FAFSA completion efforts in Ohio next year?

- a. Better to keep this item for discussion for an in-person meeting. Basic concept of discussion is that there are less postings for events than we had in previous years. Why is this? Are there limited number of folks who have taken up opportunity to volunteer?
- b. Question on this to get better feel - do we have less requests, or sense that schools in general are not holding as many events?
 - i. Surveying hosts would be necessary to try to nail down causes. Educated guess is less events overall, less categories. Workshops at college sites have been pretty much non-existent. Not sure why, but something is different than previous years.
 - ii. Partly hard to have discussion if we can't get a better discussion on numbers and have more complete information.
 - iii. Tamika is pulling together Ohio FAFSA numbers so can put this in presentation to help guide discussion.

c. ACTION ITEM FROM JANUARY MEETING: Secretary – include this item for discussion for the next in-person OASFAA meeting.

- i. One of the things we have seen is a drop-off, we still have a committee called college goal Sunday in p and p, didn't want to take it upon self to just delete
- ii. Look at FAFSA completion
- iii. Pulled up for in-person attendees the Tableau public website with stats on FAFSA completion
 1. Ohio Ranks 8th nationally in completion of high school FAFSA completion – sitting in Ohio with approximately a 50% of Ohio completing FAFSA using federal data to gauge
 - a. 2/3 so far in Ohio as of today, this number is only going to go up, hoping up to 60%
 2. Asked Tamika for Ohio's total FAFSA completion all grades
 - a. College Goal Sunday only targeted freshmen
 3. Wanted to give some perspective to the conversation

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4. Illinois – first come, first serve, Tennessee – free community college
5. If like this chart, can choose a city and see how your hometown
- d. Wonder if there is a way to count sites, when high schools do them, it is for their own students, so why would you go out and put it on a website
- e. Outreach – FAFSA counselor workshops, provide information on where to go, resources, etc.
- f. Maybe we get data to track hits for us from Paula at ATAC?
- g. **ACTION ITEM: Should we perhaps do a survey to membership – do you typically volunteer?** Make distinction between FAFSA workshop and Financial Aid night
 - i. Would they pay a fee for this?
 - ii. Think membership would be in the fall
 - iii. Do we keep FAFSA HELP OH going?
 - iv. **ACTION ITEM: Discussion for next year in the budget**

5) **Committees' Recommended Items for Discussion by Executive Committee**

a. **Secretary's Report – (Emily Haynam)**

i. Recommended items for discussion by Executive Committee:

1. MASFAA Board Meeting Updates

- a. MASFAA board meeting took place earlier this week Monday and Tuesday in Minneapolis, MN.
- b. Quick reminder that MASFAA Summer Institute and Leadership Symposium is being held in Ohio this upcoming June 4th – 8th at Capital University. Different tracks are being offered this year and focus is being taken off just straight up credentialing for Summer Institute. More skills like customer service, etc. will be sprinkled in with some key credentialing.
 - i. Summer Institute Tracks:
 1. Beginner Track
 2. Intermediate Track
 - ii. Leadership Symposium Tracks:
 1. New and Aspiring Directors Track
 2. Women's Leadership Conference

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- c. MASFAA is looking for folks to write short blogs on things going on in state associations – good example of something is the Director’s Day that we just did, would be great to talk about that with region.
- d. MASFAA gave a reminder for states to please update MASFAA’s calendar with events they have going on, as well as please be aware of the MASFAA annual conference before scheduling our state conferences to try to avoid conflicts, close proximity.
- e. MASFAA is also considering starting to look at other ways to potentially partner with states throughout the year to bring additional trainings as part of membership value.
- f. NASFAA Credentialing changing starting in 2019:
 - i. Packages for boot camps, associations will no longer include the voucher code for participants to take the exams for free.
 - ii. MASFAA’s President is pushing hard for tiered bundles that would still allow for this type of voucher purchase by boot camps, associations
 - 1. Discussion ensued on if OASFAA needs to be part of that conversation and whether or not we should change our tactics for last purchase year (18-19) where we will get the vouchers as part of the package.

BREAK FOR LUNCH – WILL RECONVENE AT NOON

RECONVENED EXACTLY AT NOON

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b. Associate Member Relations Committee – (Jenn Toomey & John Brown)

i. Recommended items for discussion by Executive Committee:

1. As we plan for the 50th anniversary, should we offer any different type of sponsorships since special anniversary? Not sure if there was something offered differently in the past.
 - a. Discussion on whether we should do any additional/special sponsorships for the 50th Anniversary conference? If yes, then we need to start planning those now and getting that information out to sponsors so they can plan accordingly.
 - b. Discussion on what we did for 35th and 40th anniversaries. Hard to compare because these were different times with how we did more specific targeted sponsorships for individual things, and there was different conference attendance, etc. After these, sponsorship levels were created.
 - i. Associate Members Committee is asking if there should be anything new/additional to these levels. Sponsors have to budget for everything they are doing for us all at once, so knowing our schedule of opportunities in advance is more advantageous for them as well as we don't miss out on opportunities as an association.
 - c. Discussion of making 50th as big as possible, past presidents, trying to attract key decision makers
 - d. New things to offer would be the responsibility of the 50th task force to put together.
 - e. Ideas discussed:
 - i. One thing we haven't done, that MASFAA does, is offer business solutions. Will people show up? Have to be mindful of when you do it, what it is up against.
 - ii. Director's reception
 - f. Discussion on whether we have thought about running the association in more of a direction that we don't need as much corporate funding. How do we balance trying to attract directors to the conference without taking away the training opportunities for the folks that work for the directors, especially going down to one conference.
 - i. At this point all evaluation is on the table with the task force, and really taking a deep dive into the numbers, as we cannot

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continue to dip into savings every year, however, completely going away from corporate sponsorship may put more stress on budgets as we would have to charge more. Example is the NASFAA conference level pricing is a huge issue for some offices. People will send less if too expensive. Everything is on table to start with to discuss and analyze.

- g. Associate Members Committee is right to bring this up now to start planning for the 50th conference. We can't wait until last minute.
 - i. Discussion on when associate members would need to know different package rates so task force can start to look at this and plan and get information out in time.
 - 1. Maybe in July have these things decided
- h. Also, while the majority of sponsorships are only for the conference, it would be good to get everything for the entire year planned out (e.g., another Director's Day)
- i. Discussion on timing of these discussions. They really need to occur prior to the conference planning meeting, maybe at the transition meeting.
 - i. This will be critical if we want demo/business solutions sessions as part of the additional fee

c. Southwest – (Sarah Pavlack)

- i. Recommended items for discussion by Executive Committee:
 - 1. What will the Regional Representative position look like in the future? If we are moving more training and responsibility to the Regional Rep position, this should be clearly defined before we run elections for next year.
 - a. Discussion on the recruitment of typically more inexperienced, to OASFAA, to be a regional rep, and there has been a lot of discussion in previous meetings about moving training from other committees to regional meetings. Feels like though, there is a lack of support from association when we are trying to find presenters. For this reason, does it make sense to have fairly new people running these positions when we don't have a system setup to help support them more.
 - i. If there are changes to the regional rep role, need to make those known before elections so people know what they are signing up for. Understanding is, that each year the role can

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- change slightly, but by the rep finds out they are already elected.
- b. Other agreement with this sentiment. We keep asking new members to do this and are not giving them enough support/resources. New Members Committee is trying to assist in recruiting new folks to get involved, but how do we help keep them. As a board we keep saying that, and we have to start doing something for recruitment, and there are not many ideas or solutions being proposed.
- c. Additional solution/observation – regional reps are sometimes our newest people, and it really shouldn't be because it is hard. Each president has had a different idea of what they want those regional reps do – and that hasn't been planned prior to nominations / election.
- d. Perhaps we now we need to really consider a mentoring program?
 - i. Not really given too much guidance when you take over as a regional rep
 - ii. Talked about having a list of presenters, etc.
- e. Challenge on this point to the board, as the general concept is that we have committees that bring in new people to work on the committees, mentor those committee members, and committee chairs move on and run for office and one of those mentees moves into chair role, and cycle repeats itself. This is the potential of the structure we have setup so before you become a regional rep then you would already have been exposed to the board and the role, etc.
 - i. Point made that we have committees that don't respond to volunteer forms, haven't submitted a report for this entire year, don't have committee members.
- f. Discussion on hard to get people to run for regional reps, current rep indicated they were conned, cajoled, coerced into being a regional rep
 - i. I have the materials to be successful, Carrie Short as VP of Training has done a great job of providing materials and support.
 - ii. Concern is even with a list of presenters we can't get presenters to help us
 - iii. They need two to four presentations on topics of interest from each committee.
 - 1. The next person that takes my role about how I did everything and they are still not going to have presenters

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- g. Regional rep about 8-9 years ago, and things seem to change each and every year – have we ever thought about making it a two-year position and then have a regional rep-elect? Also we have had years where regional reps have stepped down and then we are scrambling to really find something. It is really hard to not really have had any kind of training
 - h. Discussion on having a regional rep mentee and current rep mentoring the next, example: a regional rep last year recruited a current rep and started to blind copy and allow to sit on conference calls in silence and that helped prepare the rep to take over – knew what was getting into.
 - i. Only have one nomination for regional rep right now for nominations
 - j. Also have a VP for conference-elect for same reason
 - k. Speakers bureaus – how do we change up conference planning, maybe one of the roles for VP of training could sit down and make a list and/or a coalition of help
 - l. Send out portion of P and P for the position when the nomination is going out
 - m. Suggestion was made to truly take time at Transition to Transition – used to be two days, and now we have shortened
 - i. Hear what folks are saying about having an elect, but we could say that probably about every position, and concern is that if we are already having trouble finding someone to run for the current rep role, how will we be able to double those efforts?
 - n. Renee Lamp, Co-Chair of PD Committee ACTION ITEM: PD Committee will volunteer to put together a list of presenters
 - i. DEADLINE – WE WILL HAVE THAT AT TRANSITION
 - o. Utilize conference survey for experts on topics as board to help regional reps
2. There is a place in our association for shorter-term commitments – if you have all of these positions with elect positions then it may be even harder to get folks to commit, and their offices to allow them to commit to a longer commitment.
 3. Let's answer the question of why it is so hard to get these positions filled?
 4. Agreement/Discussion on the idea of tasking committees to help participate with these meetings
 - a. Wouldn't need a constitution change
 - b. Committees – just let us know and then when we ask, with requests that have been sent out, regional reps have gotten crickets
 5. Concern over culture currently of doing bare minimum on board.

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6. How many of us outside of the executive committee have people help us outside of the EC or conference
 - a. Attend regional meetings outside, didn't have policy and procedure manual, and have to be reaching out to those who aren't already
 - b. Have some directives outside of conference, so new members can get involved
7. Would love to see some actual demonstrations of getting into survey monkey, and ATAC at transition would be helpful at Transition
8. 100 percent with leadership networking to new members, instead of new members to the leadership folks
9. Talked at transition to groom within your committee – as committee chair, you grow professionally, and then you rotate off and someone fills your spot. Self-developing within the committees, so we all have opportunities and experiences to grow. As we peel back the layers it isn't exactly happening as it should. Everyone should be doing work, but it doesn't mean that it should all be happening from these people
 - a. If we need to formalize our process and update the p and p
 - b. This is the document that we should be relying on to run our association, and it should be what we need to use and give tender care to each year to ensure it is passed on
 - c. We are not hanging people out to dry, and we are a supportive group of individuals
10. When need help finding presenters, send an email to entire exec committee, and utilize who you report to in the OASFAA org chart
 - a. What about after you have been a regional rep, then what about serving as an unofficial mentor for the regional rep coming in – current regional reps willing to do this, but this should probably be something in the policy procedure manual so folks getting into the role know this is an expectation.
11. Under Carrie's VP for Training, and she has provided excellent training/information on how to use the system, reimbursements, ATAC, survey monkey, etc.
12. Mentioned that associate members are always helpful and willing to step up for our regional meetings.
13. Discussion of whether there is an expectation that there will be more than two regional meetings next year since we are only going down to one conference or other training opportunities to provide?

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- a. Could we do something for work study students so all the training can be captured in one afternoon?
 - b. So what are the other ways we can provide other opportunities?
 - i. Rely on membership to tell us what we want
 1. Have we ever done this?
 - ii. I don't know that we have ever directly surveyed if new
14. Could we determine the topics for regional meetings earlier, and then send to exec to help find presenters?
 15. SW meetings have been very successful, 45 folks, and asked for more meetings are good, people seem to appreciate it, and we do get a lot of non-members
 16. Been any consideration to looking at how the regions are split?
 - a. Part of NW region has half number of schools and half the number of members
 - b. Perhaps we need to map out our current members and where they all reside
 - c. NW region participation is very low
 - d. NW and SE region are teaming up to do it together for this reason
 17. Previously had done some webinar trainings, but not sold the best way
 - a. Maybe some regions should be done as webinars
 - b. Markets are not created equal
 18. Part of the process for regional reps needs to be, transition and should have surveys from the last meeting and have ideas for topics, and after the fall regional meeting and here are the topics we need presenters for
 - a. **ACTION ITEM: Put it on the agenda for transition, and subsequent board meetings until all presenter slots are filled – board will help find presenters with its network**
 - b. Regional reps need to feel comfortable as trustees of exec to tell rest of exec help is needed to find presenters.
 - i. We don't want them to think the job stinks, etc.
 - ii. Needs to be part of the process
 1. Add that to the list of things to do/tell at transition
 19. Association is maybe at a cross roads, and about to celebrate 50th anniversary, and now we are chugging along, and it is hard to change
 - a. We didn't have half the training we do now and all the different platforms so it is hard to compare
 - b. Have we outgrown four regional representatives?
 - c. Maybe one or two delegate at large positions?

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- i. Does this make more sense, and that person could really be a liaison and be in touch
 - ii. Bring the voice of the membership back
 - iii. Who at the table can help us bring that training
 - iv. Discussion/description of MASFAA delegates
 - v. Be a bridge to the people/membership
 - vi. How do our current regional reps not already serve in that position?
- d. Maybe it makes the most sense to bring more theme to meetings, and one was a customer service track, this track, etc. but once again comes back to it being so hard to get presenters
- i. Perhaps the past president should be the mentor for the new regional reps coming in, in supporting presentations and helping regional reps find people is the area where we need to support
- e. Maybe the regional reps need to shift to connecting with our members and giving them resources, for example a quarterly social dinner
- i. Allowed to meet people and get involved
 - ii. We don't do a lot of "socializing" – better commitment the more comfortable people feel, etc.
 - iii. We are organizing this space, not a budget line

d. Southeast – (Jesse McMillan)

i. Recommended items for discussion by Executive Committee:

1. I would like to thank the individuals and their committees who responded to the Regional Reps request for assistance in finding presenters for our Spring Regional Meetings.
 - a. Thanks!

e. New Member/Recruitment Committee – (Meghann Fraley & Kirby Adams)

i. Recommended items for discussion by Executive Committee:

1. How to send emails from OASFAA email targeted towards specific groups (ex. Committee Chairs)
 - a. Put together a committee volunteer survey as part of action items from previous board meetings. Using survey monkey and it will be going out soon to all committee chairs/board.
 - i. When completing the survey, you don't have to fill it out based upon how your committee is structured now, but what you

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want it to be in future. Goals is to be able to outline to new members opportunities to volunteer and what those positions generally are/do.

- b. Quick thought/suggestion on new task force to evaluate credit card payments/ increases to conference fees, etc. Perhaps think about asking new members or newer people to be on that task force – may help think outside the box. They do have new member roster they can send to whoever is leading the task force

6) **President's Report – (Susan Kannenwischer)**

a. Actions accomplished since last board meeting:

i. Director's Day held 2/15/18

1. 63 total people registered
2. Currently expecting 55
3. Very positive feedback in advance of the event; requests for this to be annual
4. Will report at Exec the immediate feedback but will then send out a survey to all those in attendance

ii. Tried to renew our non-profit classification but had to move that to Matt Moore as he will be our acting representative so he needs to be the one submitting the renewal paperwork

1. Received a lot of very positive feedback the day of the event.
2. When got NASFAA to respond, then knew we were a go.
 - a. Thanks Lauren Urban, Renee Lamp, John Brown, Jenn Toomey
 - i. Renee helped with speaker in afternoon
 - ii. Lauren helped with senator
 - iii. John and Jenn helped with sponsorships
3. Surveys are going out soon, and will ask if this should be an annual event. Suspect that this will be a requested annual event
4. Some feedback from Associate Members Committee – there was an issue with an associate member who came, that did not sponsor. Only Directors who are members could come, and sponsors. Just want it to be clear going forward who can/can't come.

b. President's work in progress; future goals/plans:

- i. Work with Conference Planning Committee as we plan and execute spring conference

c. Recommended items for discussion by Executive Committee:

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- i. None

7) Regional Representatives Reports

a. **Northeast - (Kristina Hill)**

- i. Actions accomplished since last board meeting:
 - 1. Participated in conference call with other regional reps to discuss spring regional meetings
 - 2. Brainstormed ideas regarding session topics for spring regional meeting
 - 3. Sent email to other schools regarding holding spring meeting at their institution
- ii. Committee's work in progress: future goals/plans:
 - 1. Secure location for spring meeting
 - 2. Secure speakers and session topics for spring meeting
 - 3. Send email to region
 - 4. Begin planning for Spring Conference breakout session (Community College session)
- iii. Recommended items for discussion by Executive Committee:
 - 1. None
- iv. Policies and Procedures Manual Section Review:
 - 1. No updates are necessary for our committee's section

b. **Northwest – (Deb Langdon)**

- i. Actions accomplished since last board meeting:
 - 1. Conference call with all Regional Reps – great discussion and ideas shared.
 - 2. Due to low attendance for NW Region – trying a new idea and combining Spring Regional Meeting with SE Region
 - 3. Date for Spring meeting – March 9
 - 4. Location – Columbus – one of three locations
 - 5. SE Rep has secured a couple presenters
- ii. Committee's work in progress: future goals/plans:
 - 1. Finalize Spring meeting details w/ SE Rep
 - 2. Location/parking /food/agenda/speakers
 - 3. Request RSVPs from both regions
- iii. Recommended items for discussion by Executive Committee:

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1. None

iv. Policies and Procedures Manual Section Review:

1. No updates are necessary for our committee's section

c. **Southeast – (Jesse McMillan)**

i. Actions accomplished since last board meeting:

1. Contacted the following committees requesting assistance in providing presenters for regional meetings on behalf of the four regional reps...
 - a. Leadership (No response received)
 - b. Professional Development/Support Professionals (Renee Lamp responded, looking into presenter for topic of "Trends in Higher Education for NW/SE Meeting)
 - c. New Membership/Membership/Recruitment (No response received)
 - d. Diversity (No response received)
 - e. Outreach (Mary Cannon responded and will be presenting "How to do an FA Night" at NW/SE Meeting. MorraLee Keller also responded suggesting reaching out to Tamika@ODHE.)
 - f. State Liaison (Tamika Braswell Responded and will be presenting a state update and information on FAFSA filing for the state.)
2. Set Date and Location for NW/SE Joint Regional Meeting: Capital University Law School, March 9th, 2018.

ii. Committee's work in progress: future goals/plans:

1. Work with Deb Langdon to finalize itinerary and announcements/communications for the NW/SE Joint Regional Spring Meeting.
2. Open registration for NW/SE Joint Regional Meeting ASAP

iii. Recommended items for discussion by Executive Committee:

1. I would like to thank the individuals and their committees who responded to the Regional Reps request for assistance in finding presenters for our Spring Regional Meetings.

d. **Southwest – (Sarah Pavlack)**

i. Actions accomplished since last board meeting:

1. Conference Call with Regional Reps to discuss Spring Meetings
2. Reserved event space and catering for lunch for Spring SW Regional Meeting. Due to excellent survey results, decided to use same location and catering.

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3. SW Regional Meeting will be Friday March 16, 2018
 - a. Sinclair in Mason, Courseview Campus
 - b. Lunch provided by Apple Spice Junction
- ii. Committee's work in progress: future goals/plans:
 1. Plan content and presentations for Spring SW Regional meeting.
 2. Send out email notification and RSVP for Spring Meeting
- iii. Recommended items for discussion by Executive Committee:
 1. What will the Regional Representative position look like in the future? If we are moving more training and responsibility to the Regional Rep position, this should be clearly defined before we run elections for next year.

8) **President-Elect (Matt Moore)**

- a. Actions accomplished since last board meeting:
 - i. Cheryl Willard has agreed to assist with the 50th conference planning, and will be focusing efforts on courting the Past-Presidents to attend and participate in the anniversary year. We are working on a save the date to send out to past-presidents that will include a gauge to see if they are planning to attend the conference. We are not asking for commitment (yet) but trying to get a sense so we can begin discussing the budget implications.
- b. Committee's work in progress: future goals/plans:
 - i. Nothing to report.
- c. Recommended items for discussion by Executive Committee:
 - i. None
- d. Policies and Procedures Manual Section Review:
 - i. Did not submit updated report with review on p and p.
- e. **Associate Member Relations Committee – (Jenn Toomey & John Brown)**
 - i. Actions accomplished since last board meeting:
 1. Coordinated sponsorship for OASFAA Director's Day. Collecting payments and notifying sponsors of event details.

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2. Attended conference planning meeting and brought associate member interest sessions for suggestion. Notified associate members of sessions committee selected.
- ii. Committee's work in progress: future goals/plans:
 1. Working on updating the OASFAA website for spring conference registration.
 2. Working on sponsorship for spring conference and those communications.
 - iii. Recommended items for discussion by Executive Committee:
 1. As we plan for the 50th anniversary, should we offer any different type of sponsorships since special anniversary? Not sure if there was something offered differently in the past.
 - iv. Policies and Procedures Manual Section Review Update:
 1. No updates are necessary for our committee's section
 - a. We have already updated our section with the task force for the associate representative position. This included updating the associate member relations committee section and creating the associate representative section as well. No further updates are required at this point in time.
- f. Communications Committee – (Claudia Wenzel & Mary Lynn Perri)**
- i. Actions accomplished since last board meeting:
 1. None
 - ii. Committee's work in progress: future goals/plans:
 1. None
 - iii. Recommended items for discussion by Executive Committee:
 1. None
- g. Finance Committee – (Matt Moore)**
- i. Actions accomplished since last board meeting:
 1. Held Finance Meeting after Spring Conference Planning on Thursday, January 25th
 2. Discussion topics included e-commerce options for OASFAA and a year-to-date budget vs. actuals spending.

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3. E-Commerce Update: Treasurer-Elect Lindsay Walton compiled a thorough review of her research on OASFAA's e-commerce options. After weighing options, the Finance Committee is prepared to make a recommendation that OASFAA offer a credit card option through ATAC. A few things:
 - a. If we move forward, we recommend that the transaction fee be passed to the member/organization and will not be absorbed by OASFAA.
 - b. ATAC has a one-time fee of \$650 for integration of credit card functionality into the OASFAA database system.
 - i. After the initial year, there is an annual \$200 fee for the secure server and certificate.
 - c. ATAC is also recommending to all clients that a security certificate and https encryption be added to their websites; this is a \$200 annual charge and that fee will go towards the one-time \$650 setup fee
 - d. It will take 6-8 weeks to get this off the ground and running.
 4. I reached out to the other President-Elects throughout MASFAA and found the following:
 - a. Missouri does not allow credit cards because they say there is no demand.
 - b. Indiana offers a credit card option through ATAC and the association absorbs the fee. They are researching another option called "the cube" to replace the ATAC option if it is less expensive.
 - c. Minnesota uses Paypal and the association pays the fees for that.
 - d. Wisconsin also uses Paypal and we cover the online payment fees.
- ii. Committee's work in progress: future goals/plans:
 1. Nothing to report.
 - iii. Recommended items for discussion by Executive Committee:
 1. None
 - iv. Policies and Procedures Manual Section Review:
 1. Did not submit updated report with review on p and p.

h. Membership Committee – (Debra Clark)

i. Membership Update:

1. Current Members: 372 (as of February 8, 2018)
 - a. 28 New

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- b. 344 Renewal
- c. 80 applied and currently unpaid
- ii. Actions accomplished since last board meeting:
 - 1. Processed payments and sent reminder on January 24, 2018 to renew and/or pay membership fee.
- iii. Committee's work in progress: future goals/plans:
 - 1. Send payment reminders to invoices over 21 days old.
- iv. Recommended items for discussion by Executive Committee:
 - 1. None
- v. Policies and Procedures Manual Section Review:
 - 1. I've emailed or faxed proposed section edits to: Kirby Adams and Meghann Fraley
- i. **New Member/Recruitment Committee – (Meghann Fraley & Kirby Adams)**
 - i. Actions accomplished since last board meeting:
 - 1. Completed a committee volunteer form.
 - 2. Tentatively planned the New Member dinner and session for Spring Conference.
 - ii. Committee's work in progress: future goals/plans:
 - 1. Send out the Committee Volunteer form to committee chairs
 - 2. Confirm plans for New Member dinner and sessions
 - 3. Send e-mails to new members who have joined OASFAA since December
 - iii. Recommended items for discussion by Executive Committee:
 - 1. How to send emails from OASFAA email targeted towards specific groups (ex. Committee Chairs)
 - iv. Policies and Procedures Section Manual Review:
 - 1. I am submitting my proposed edits below in this report for submit
 - a. These were forwarded via email from the secretary (Emily) to AGP chairs (Betsy and Cheryl)
- j. **Nominations – (Matt Moore)**
 - i. Actions accomplished since last board meeting:

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1. Sent out request for nominations for the 2018-19 Board and also sent out a second reminder on 2/6.

- ii. Committee's work in progress: future goals/plans:

1. None

- iii. Recommended items for discussion by Executive Committee:

1. None

9) **Past-President – (Faith Phillips)**

- a. Actions accomplished since last board meeting:

- i. None

- b. Committee's work in progress: future goals/plans:

- i. None

- c. Recommended items for discussion by Executive Committee:

- i. None

- d. **Association Governance & Planning Committee - (Cheryl Willard & Betsy Johnson)**

- i. Actions accomplished since last board meeting:

1. Assisted in updating OASFAA Policies & Procedures Manual with Associate Member voting and board position updates.

- ii. Committee's work in progress: future goals/plans:

1. Working on updates and edits for OASFAA Policies & Procedures Manual.

- iii. Recommended items for discussion by Executive Committee:

1. None

- iv. Policies and Procedures Manual Section Review:

1. Nothing reported

- e. **Regulatory-Federal/State Issues Committee – (Ashley Eder & Lauren Urban)**

- i. Actions accomplished since last board meeting:

1. Nothing to Report

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- ii. Committee's work in progress: future goals/plans:
 - 1. Nothing to Report
- iii. Recommended items for discussion by Executive Committee:
 - 1. Nothing to Report
- iv. Policies and Procedures Section Review:
 - 1. No updates are necessary for our committee's section

10) Vice President for Conferences – (Carolyn McCluskey)

a. Conference Planning Committee – (Carolyn McCluskey)

- i. Actions accomplished since last board meeting:
 - 1. Conference planning meeting was held at Franklin University on January 25, 2018
 - 2. Theme selected is "Navigating the Future"
 - 3. Conference timeline being finalized
 - 4. Moderators are in the process of contacting speakers for sessions
 - a. Moderators information sheets are due by February 15, 218 to
 - i. Andrea Morrow
 - ii. Stephanie Goller
 - iii. Carolyn McCluskey
 - 5. OASFAA website training calendar was updated with conference dates



- 6. Have contacted Zack Goodwin
 - a. (still waiting to hear from him on confirmation of attending)
- 7. Have contacted Marvin Smith, MASFAA President Elect
 - a. (still waiting to hear from him on confirmation of attending)

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8. MASFAA State exchange will be Ryan Rafko from Michigan
 - a. Matt Moore has been corresponding with Ryan on his attendance and involvement at conference
 9. Contacted Penny Drumm at Hotel with our questions that arose during planning session.
 10. Conference Registration will open March 9, 2018
 11. Tamika Braswell securing State speaker for State Update
- ii. Committee's work in progress: future goals/plans:
 1. Working with Paula at ATAC with Registration & Sponsorship site loading
 2. Working with Andrea Morrow on program
 3. Hotel & Conference Registration Deadline is April 3, 2018.
 4. Beginning April 4, 2018 \$50 late fee will be assessed to conference registrations
 5. Need to determine if we are printing program or just "At a Glance" as was done for Spring 2017 with program on line for members to print prior to arriving at conference
 - iii. Recommended items for discussion by Executive Committee:
 1. None
 - iv. Policies and Procedures Section Review:
 1. No updates are necessary for our committee's section
- b. Conference Registration Committee – (Mary Reshad) – NO REPORT SUBMITTED**
- i. Actions accomplished since last board meeting:
 - 1.
 - ii. Committee's work in progress: future goals/plans:
 - 1.
 - iii. Recommended items for discussion by Executive Committee:
 - 1.
- c. Conference Entertainment Committee – (Stacey Black, Greg Carlo, & Michael Jones)**
- i. Actions accomplished since last board meeting:
 1. Discussion on ideas for spring conference
 - ii. Committee's work in progress: future goals/plans:
 1. Finalize entertainment ideas for spring conference

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iii. Recommended items for discussion by Executive Committee:

1. None

iv. Policies and Procedures Section Review:

1. No updates are necessary for our committee's section

d. Conference Program Committee – (Andrea Morrow) – NO REPORT SUBMITTED

i. Actions accomplished since last board meeting:

- 1.

ii. Committee's work in progress: future goals/plans:

- 1.

iii. Recommended items for discussion by Executive Committee:

- 1.

e. Conference Site Committee – (Stephanie Goller) - NO REPORT SUBMITTED

i. Actions accomplished since last board meeting:

- 1.

ii. Committee's work in progress: future goals/plans:

- 1.

iii. Recommended items for discussion by Executive Committee:

- 1.

f. Chenelle Leadership – (Erica Henry & Melanie Weaver)

i. Actions accomplished since last board meeting:

1. Selected book for common read program
2. Working on draft of leadership application

ii. Committee's work in progress: future goals/plans:

1. Send email to membership with leadership application
2. Select leadership participants in early May 2018
3. Plan a drive-in workshop for first participant meeting, mid-July 2018
4. Develop curriculum for leadership class at fall 2018 conference

iii. Recommended items for discussion by Executive Committee:

1. None

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iv. Policies and Procedures Manual Section Review:

1. No updates are necessary for our committee's section

g. Professional Development – (Randy J. Ulses & Renee Lamp)

i. Actions accomplished since last board meeting:

1. Scheduled speaker for Diversity/Burnout Sessions for spring conference (working out session times)
2. Tentatively scheduled speaker for Mental Health Session
3. Waiting to hear back about speaker availability for Verification Sessions

ii. Committee's work in progress: future goals/plans:

1. Thinking of ideas for topics to share with Regional Reps for regional meetings

iii. Recommended items for discussion by Executive Committee:

1. None

iv. Policies and Procedures Manual Section Review:

1. No updates are necessary for our committee's section

11) Vice President for Training – (Carrie Short)

a. Actions accomplished since last board meeting:

- i. Administrative Capability Workshop – 2/9 – 18 current registrants
- ii. SAP Workshop scheduled for 2/23 – 21 current registrants
- iii. Emailed membership in January (before 2017 expiry) regarding remaining workshops (Feb – April) for 2017-18 AND reviewed change to workshop offerings for 2018-19, as discussed at previous Exec Mtg
- iv. Attended Conference Planning Committee meeting
 1. Lunch now being provided on Day 1 of conference; sponsorship no longer necessary for lunch. Breakfast has been accounted for in my budget (but sponsors always welcome – for food or printing of materials!)
- v. Updated VP for Training P&P and sent to AG&P, Secretary, & Presidents
- vi. Moved tentative Needs Analysis NASFAA Workshop from 5/18 to 5/11 – will wait for confirmation of date/space from Franklin before making it official
 1. New presenter – Leigh Jackson

b. Committee's work in progress: future goals/plans:

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- i. Archive to Amanda R (for 2016-17)
 - ii. Notes and how-to for next VP for training
 - iii. Purchase 2018-19 Verification Credential when available in mid-April (included in budget) and determine
 - iv. Prepare spring training flyer (waiting for 1 more regional meeting date to be set) – this should be accomplished by 2/16
- c. Recommended items for discussion by Executive Committee:
- i. None
- d. Policies and Procedures Manual Section Review:
- i. Emailed to AGP, Secretary prior to report.
- e. **College Goal Sunday / Early FAFSA – (MorraLee Keller)**
- i. Actions accomplished since last board meeting:
 - 1. Nothing to report.
 - ii. Committee’s work in progress: future goals/plans:
 - 1. Nothing to report.
 - iii. Recommended items for discussion by Executive Committee:
 - 1. Nothing to report.
 - iv. Policies and Procedures Manual Committee Section Review:
 - 1. Did not submit updated report with review on p and p.
- f. **Need Analysis Committee – (A’Lisa Hatfield & Leigh Jackson)**
- i. Actions accomplished since last board meeting:
 - 1. Need Analysis selected as spring conference session
 - ii. Committee’s work in progress: future goals/plans:
 - 1. Updating presentations for 18-19 FM
 - 2. Present at spring conference
 - 3. Schedule regional NA workshops
 - iii. Recommended items for discussion by Executive Committee:

2017-2018 OASFAA Executive Committee Meeting

MEETING MINUTES

February 16th, 2018 – 10:00 am at Franklin University Frasch Hall – Rm 422/423
or Call-In at:

Conference Call Mtg – GoToMeeting: <https://global.gotomeeting.com/join/583310413>

You can also dial in using your phone at: +1 (669) 224-3412 Access Code: 583-310-413

Wi-Fi Information will be provided the day of the meeting.



1. None

iv. Policies and Procedures Manual Committee Section Review:

1. No updates are necessary for our committee's section

g. Outreach Committee – (Jeff Johnston, Cody McMillen, & Mary Cannon)

i. Actions accomplished since last board meeting:

1. We did our Financial Aid 201 webinar “Paying for college now that FAFSAs have been filed”.
2. 41 attendees.
3. Becky Davis, Great Lakes and Jeff Johnston, Sallie Mae presented.

ii. Committee's work in progress: future goals/plans:

1. Nothing to report.

iii. Recommended items for discussion by Executive Committee:

1. Nothing to report.

iv. Policies and Procedures Manual Committee Section Review:

1. Did not submit updated report with review on p and p.

h. Support Professionals Committee – (Erin Glass & Nancy Shepard)

i. Actions accomplished since last board meeting:

1. N/A

ii. Committee's work in progress: future goals/plans:

1. N/A

iii. Recommended items for discussion by Executive Committee:

1. N/A

i. Diversity Committee – (James McDougal & Craig Slaughter)

i. Actions accomplished since last board meeting:

1. Nothing to report

ii. Committee's work in progress: future goals/plans:

1. Nothing to report

iii. Recommended items for discussion by Executive Committee:

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1. Nothing to report

12) Liaisons

a. Ohio Department of Higher Education (ODHE) – (Tamika Braswell)

i. Actions accomplished since last board meeting:

1. New HEI updates:

- a. Successful launch of War Orphans in the New HEI system on February 12th.
- b. All capabilities to view reports and submit files for WOS will be done at <https://hei.ohiohighered.org/>. Encourage all to view their reports and check for accuracy.
- c. Two open help sessions were made available for the week of go-live.
- d. Please visit <https://www.ohiohighered.org/hei/faqs-finaid> for all relevant information regarding the New HEI system. Here you will find a PowerPoint of the new system along with a recorded WebEx.

2. The Short Term Certificate Program for Ohio's public institutions of higher education launched on Friday. The program web page is https://www.ohiohighered.org/content/short_term_certificate_program.

ii. Committee's work in progress: future goals/plans:

1. Future New HEI updates:

- a. Projected release for NEALP submissions and reporting in the new system is ~~February 26, 2018~~ but subject to change.
- b. The OCOG system is projected for an autumn 2018 upgrade.

Tamika Update during meeting:

- On March 30th at 5:00 pm, NEALP files will be disabled on Legacy and New HEI
- April 9th is the NEALP go-live date for the New HEI system.

2. OCOG:

- a. Effective for the current SP term, veterans receiving federal education benefits can use their OCOG awards towards living/housing expenses.
- b. Third-term OCOG specific to community colleges and regional campuses is available to request.
- c. We're in the process of working on OCOG projections for 2018-2019
 - i. The allocation for FY19 increased by approx. \$1.5M making the total allocation \$100,875,000 for FY19.

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- ii. \$Approx. \$5.5M of this is earmarked for private, for-profit institutions.
 - iii. Mandate still for the 2 to 1 ratio for the public and private, non-profit institutions.
 - iv. The goal during the second year of the biennium is to release the award amounts by the end of March.
 - v. There may be potential language change by spring for the Pell-first concept to be applied by sector instead of being by individual student. This could delay the release of the award amount.
- iii. Recommended items for discussion by Executive Committee:
- 1. None
- iv. Policies and Procedures Manual Section Review:
- 1. Did not submit updated report with review on p and p.

13) Other Discussion/Reminders/Comments/New Business

- a. Director's Day Update –
 - i. Update given under President's report of the minutes
- b. Reminder to make your membership current
- c. Carrie Short (VP of Training)
 - i. Just wanted to add that we received a request for – Stark State want to hold their own NASFAA credential workshop – only have done that once before at Cincy - 10-15 people
 - ii. Last Friday's was really great with 18 people for Admin Capability
 - iii. R2T4 session coming up has good registration so far
 - iv. Maybe we start providing those at conference
 - 1. 30-35 people

14) Adjournment

- a. MOTION to Adjourn: Carrie Short, VP of Training
 - i. MOTION SECONDED by Carolyn McCluskey, VP of Conferences
 - 1. TRUSTEES VOTE: All in favor