

NHASFAA Council Meeting
NHHEAF Network-Concord, NH
June 17, 2016

Attendance: Sharon Eaton, Bradley Finger, Erin Wilburn, Melissa Goyalt, Tori Berube, Val Patnaude, Jason Graves, Elizabeth Keuffel, Rich Neilson, Kim Prestidge

- Approval of minutes: Motion to approve Brad Finger, seconded by Maureen Fagen, Abstention: Elizabeth Keuffel

President's Report

- Membership Communication with EASFAA- They want to know ways EASFAA can support state organizations. Suggestions were: Joint training, ideas for speakers, State Grant and Loan information, Assistance with conference contracts. A meet and greet with EASFAA council. Training outside of FA such as Bursar training, Enrollment Management/retention.
- It was said training should complement state initiatives not compete. More outreach from EASFAA president. They will be purchasing CORE training from NASFAA.
- Discussion about EASFAA purchasing CORE training and their duplication of efforts with NHASFAA ensued. Because NHASFAA is already doing this, it will only hurt EASFAA in NH.
- EASFAA wants us to add their banner/logo to the NHASFAA website.
- EASFAA feels their strengths over state associations is better advocacy.
- EASFAA has been reactive over the years. NHASFAA is trying to be pro-active.
- 15 NHASFAA members are EASFAA members. They appear to only be those NHASFAA members who attended the conference.
- Discussion about the EASFAA conference and the Atlantic City facilities. Consensus to those that went was the conference needs improvement.

Treasures report:

- Brad mentioned the report was sent to Jason
- Brad discussed that he can't get into the IRS website to complete the information needed for the federal government reporting. Brad got in touch with the IRS, and he still can't get access. He insured it will get done.
- Brad is going to set up a NHASFAA@GMAIL to try consolidate communication efforts with outside agencies and vendors.
- Brad recommends that the audits for the association happen in January after he reconciles the budget and every two years there-after.
- Elizabeth suggested we do a mini internal audit on alternate years.
- Brad says that the president elect needs to be more involved per the by-laws. Suggestion was to have the president be the one responsible for the internal audits.
- Peter Houde was suggested to be the CPA we reach out to about conducting the audit.
- Jason requested the next audit go back to cover his term as treasurer.
- Val will reach out to Peter Haude about conducting the audit.

- Questions about how to handle money received in 2016 expected in 2015; which budget year should it be reported. Elizabeth stated that you would put that in 2016 showing a deficit in the 2015 budget.

- Jason noted that when he was treasurer, he put monies received in the next fiscal year earmarked for the previous year with a notation on the previous year's budget.

- Brad had to purchase Quicken for 2016 software.

Conference:

- Erin is still waiting on which CORE training will be presented at the conference.

- Maureen recommends purchasing 10 of NASFAA's modules.

- Finding affordable conference entertainment is an ongoing problem.

A scavenger hunt will go on through out to the entire conference. The cost is \$500 for the app, but it has to be built. Hypnotist was suggested. Interactive movies were suggested. Melissa said she would host a Zumba class.

- Trivia was an idea. Melissa suggested have two, a Zumba class and a Trivia class.

- Ice Breakers in the morning and in the afternoon session.

- Details need to be discussed about the scavenger hunt.

- Business Office track isn't going to happen. (Folks weren't interested in proceeding with this)

- Charity will be the Jeff Bauman Scholarship.

-Celebration for the Anniversary- Val asked Brad to go through the archives to find anything that could be used to display.

Development-

-NHASFAA is down from \$6500 to \$5000 in development We need to continue with the same pricing however Donna feels we need to include more perks for vendors. She has included acknowledgement at the conference and advertisement to the website.

-Suggestions: Create a game to incorporate and involve vendors. Include them in the Scavenger hunt. Allow each vendor to present. Vendor fees should include one free registration to one vendor only to increase the value. Vermont, NY and MASS provide one free conference and their conference is cheaper.

- It was agreed that NHASFAA will offer one free registration to vendors.

- Donna is running out ideas of new companies that can vend. She needs new companies to reach out to: Suggestions for Donna: Federal credit union, Suntrust and College Ave.

-

Federal Relations-NO discussion

Member Communication

- Jason enjoys and appreciates the short weekly news letters.

- Membership profiles will begin soon.

Membership

-Memberships have increased this year.

- The strong training has helped with increased membership.

- It was noted that Kelly is doing a great job with membership.

Speakers Bureau-

- Requests are happening sooner because of Prior Prior Year.

Training

-Last training we were able to bring in Nicole from Fin aid services, she does well with training folks outside of FA. She can present at the next training but needs the location. Question of venue was asked; Can SNHU or RIVIER host?

- Donna needs a list of Bursars and Enrollment folks to invite. Maybe incorporate Prior/Prior guidance.

- Concern that future training topics will overlap; we need to do better at finding the target the audience for training.

- Maureen made the recommendation to purchase 10 of NASFAA's CORE modules for next year. Council agreed to allow the Training committee to purchase. PJ was recommended to Erin for the conference session.

Website:

- Rich showed the website and discussed changes that should be done to the site. "resources and links" were changed to feature our associate members-this was done at no extra charge to them. Rich reached out to all associate members for this feature. Only some responded.
- Elizabeth was thanked for providing information for past NHASFAA award recipients.
- Other website companies other than ATAC were researched for hosting our website. It was determined they were to expensive.
- ATAC was the least expensive for a website redesign.
- Council agreed with Rich that we need a redesign of the website.
- Val, Tori and Rich met to discuss cleaning up the content of the website.
- Rich recommended adding a job board tab to the site
- Council reviewed the North Carolina Association's website. It was suggested as a possible new look.
- Discussion about better utilizing and promoting expertise section of the website.
- Elizabeth suggested putting up a list of committees and their mission on the site.
- Erin mentioned that the association needs to figure out ways to get people to the go to the site.
- Kim asked if ATAC was mobile friendly. Val said ATAC is working to move in that direction.
- Rich presented a motion to increase the website budget by \$2000 to accommodate the new ATAC platform. (Motion Tabled)
- Jason asked if we have the money and willingness to go over budget on the website.
- Discussion about a need to cut from the budget before we approve the money. Many wanted to be able to defend the increase to the budget: What is more important: the website or other parts of the budget?
- We are losing vendor support so we need to think about over spending. What are our values, we need to justify the expense/draw from reserve.

- Maureen wanted to know if the \$2000 was only for the website layout or will there be improved functionality. (i.e. Better reporting)
- Tori noted that a website redesign is a strategic priority (i.e. Membership Communication) , that this is a one time cost so we should pull it from reserve.
- Council felt that if the overage is approved, the redesign needs to be a group effort/task force- It shouldn't fall on just Rich.
- Motion tabled as council had questions: If we chose to redesign the website will the maintenance fee change? Will the service to our association members improve/what are the new features to justify the cost?

I Am College Bound:

- I filed My FAFSA Program. A letter was sent to FA directors asking if they'd open a computer lab to help CCP file FAFSAs.

- CCP will provide the communication to High Schools, promotw the event, and handle website registration and all necessary details such as what students/families need to bring.
 - This will replace the FAFSA filing session CCP does at High Schools.
 - The numbers for previous years FAFSA filers are consistent/static.

Joint Conference:

- Val had a conversation with Greg Davis from Vermont about having a NH/VT 2017 conference

Discussion ensued about logistics of such an event and the past history wanting to do this. Sharon mentioned we should try it out for 2017. New people, new venue. Kim suggested a conference call between VT and NH committee chairs to begin preliminary discussions.

Motion raised by Brad Finger and seconded by Kim Prestridge for liability insurance approval.

Melissa Guyalt from ETS discussed NHUOA (she is president); NH is worst state in country for funding, says this year is the worst in 30 years for financing. She stated that UNH packages are a little better, Plymouth & Keene are higher, NEC and Rivier have lower out-of-pocket expenses than Plymouth and Keene. They are looking to state presidents, to the governor and to state legislators to do something for the students. They are looking at the feasibility of reinstating state grants. They are concerned about out-of-state students supplanting low and middle income students at state schools. Rich recommended that Melissa get students in front of the camera to tell their stories.

Discussed process of nominating candidates for president-elect, treasurer and secretary. Elizabeth will handle this process. Brad recommended marketing for positions in weekly updates.

Motion to adjourn raised by Brad Finger and seconded by Kim Prestidge. Meeting adjourned at 12:06 PM.

Reports submitted prior to meeting

Presidents Report

Val Patnaude

The EASF AA Council Retreat was held June 12 - 14 in Burlington, VT which is the site of next year's EASF AA Conference. Wynette Zuppar di, Brown University, led her first meeting as president. The council was broken into three groups to discuss state collaboration, training and membership communications. I was part of the group that discussed collaboration with states. We were asked the following questions and the suggestions we offered.

- Are there ways that EASF AA can better collaborate with states to support FA professionals? If so, in what ways? If not, why not?
 - ✓ Speaker list (keynotes, etc.) that is gathered by EASF AA that states can use as a resource.
 - ✓ List of content experts (not necessarily speakers) for use by members.
 - ✓ Joint training – this can mean several things
 - Webinars – would need to work out logistics. Cost with EASF AA membership to pass along to states? Pay for on-demand webinar after live webinar? Other?
 - Reach out to bordering states near conference sites for attendance invitation.
 - ✓ Sharing state grant/loan information – coordinate so that members show what is available in other states.

- Are there other ways that EASF AA or EASF AA Board can help with state conferences? Are there other ways to provide support?
 - ✓ Assistance with contracts.
 - A resource for states to use in reviewing conference/workshop contracts. To help them in determining what types of things to look for.
 - ✓ “Meet EASF AA” session or other presence
 - Table
 - Brochure
 - Use state reps or other council members in the state to represent EASF AA

- What training options do you feel are lacking coming from your state association?

- ✓ Training needs vary greatly from state to state. Some smaller states are using NASFAA Core, others need all they can get.
 - ✓ Training that is outside of financial aid but related
 - Enrollment management issues
 - Retention issues
 - ✓ State and EASFAA training should complement not duplicate each other
 - Get annual training topics out as early as possible so states can review and compare with their ideas to avoid competition.
- Other: discuss other topics you may feel are relevant to discussion.
 - ✓ Using resources effectively
 - Cross promotion of events
- What suggestions does this group have in promoting EASFAA events to EASFAA members and your state association?
 - ✓ Add EASFAA news to state communications
 - Weekly, monthly or quarterly reports and newsletters
 - Adding personal notes to information that is just being passed along from EASFAA
 - ✓ EASFAA President report out to states periodically to become part of state communications.
 - ✓ Add EASFAA Banner to state websites if not there already.

The training group underscored that EASFAA would need to provide what states could not. This poses a problem because some states like New York and New Hampshire have robust training while states like Vermont and Maine do not. This committee agreed with the state collaboration committee that EASFAA should not be perceived as a threat to what the states were doing. EASFAA is purchasing CORE.

The membership communications group discussed different ways to increase membership. Currently, EASFAA has 292 members. EASFAA believes their strengths include better advocacy efforts than the states. President Zuppardi will be sending out recaps of the EASFAA Council meetings to inform state association members know what their goals are and what they have accomplished.

President Zuppardi expressed admiration for what NHASFAA has accomplished in terms of growing its membership. I did forward to her and the new membership committee chair what actions we had undertaken to do so.

EASFAA has a new committee, the Professional Development Committee, which will focus on different types of training opportunities for members.

Membership Report

Kelly Ingerson

We currently have a total of 191 members.

The Cash Management/DL training held in May increased membership by four. Also, we had five individuals attend who were not/did not become members and paid the non-membership fee of \$25.

Growth in Membership

December, 2015 - 108 members. President Patnaude wrote a letter to each former member that had not renewed for 2015-16. The letter highlighted NHASFAA's accomplishments for the year as well as describing what NHASFAA could do for them. Each letter was personalized and signed by the president.

January, 2016 - sent a gentle email reminder to those who had not responded

March 1 - 153 members (a 41.7% increase).

During the first week of March, invoices were sent to all those who had yet to respond. We gained an additional 28 members from this. We gained another 10 members through our joint departmental training, but unless we can continue to engage these other offices with training, they will not renew.

The next phase of member recruitment will be to reach out with a personalized letter from President Patnaude to those who were members in 2014-15, but not 2015-16. Those that do not respond will be sent a survey request to ask them why they have not renewed. How they respond to will craft our response/campaign.

Government Relations Committee:

Tyler Bergmeir

Government relations committee hopes to draft some ideas for advocating with our representatives in Concord to bring back the NH State Grant

Training Committee Report

Maureen Fagen

May 10 Training at Rivier

Cash Management presentation by Betsy Mayotte from ASA

Millennials and Debt Presentation by Tanya Tanaro from ASA

DL Training – Kim Prestridge from Dartmouth and Nicole Lawton from Financial Aid Services

27 Registered. ~9 attendees from Bursar/IT side of house

Part 2 of DL training on Repayment Options will be via webinar next Tuesday, 6/21

Working on Academic Advising Training for July –Half Day training. Nicole Lawton has agreed to present.

CORE Training for 16/17

CORE is changing to “NASFAA University Self Study Guides”. Cost is going from \$1,000 to:

\$300 for one module
\$1,300 for ten modules
\$1,800 for all modules

Total of 17 modules; 4 new modules:

SAP
Consumer Information
Cash Management
Administrative Capability

Recommendation from Training Committee is to buy 10 modules since we trained on most modules for 15/16 and repeating some of them for this year will likely result in lower attendance.

Development

Donna Shelby

Stay at same cost to exhibit for 2016 (as 2015)

Include all “perks” – exhibit, ad in conference program and acknowledgement at conference, ad on NHASFAA website, and ability to exhibit at training sessions, etc.

Create a game to involve vendors at tradeshow

Allow vendors to present on a topic (approved by committee) at tradeshow. This would be just one session, based on acceptable topic, and first come/first serve (to decide who presents)

Include one free registration – this is huge and I think would make a significant difference. Vermont, NY, and Mass provide at least one free registration included in their cost. VT and NY cost less than NH and NY has over 200 attendees compared to NH and VT with 100,

Conference

Erin Wilborn

Conference Committee Members

Name	Organization
Erin Wilborn	SNHU
Val Patnaude	Rivier
Joseph Jovell	Great Lakes
Rich Neilsen	NHHELCO
David Mariano	UNH
Maureen Fagen	Sallie Mae
Mac Broderick	Granite State
Julie Lawton	First Marblehead
Darleen Ratte	SNHU
Sheri Gonthier	NHTI
Shannon Carroll	CCSNH System

Conference Agenda – We are still working on finalizing the NASFAA CORE trainings. Otherwise the agenda is complete. See attached for draft version of agenda.

Business Office track – The committee has decided at this time that we will not offer a business office track due to perceived lack of interest.

Evening Entertainment and Theme - The committee is still working on our evening entertainment. As of our most recent meeting we will still be pursuing the scavenger hunt, the hunt will be incorporated into the actual conference. The hope is that this will get people interacting with each other and the vendors. We will use Scavify to set it up for us.

We are still pursuing several different options for our evening entertainment, including a hypnotist and trivia. The committee is open to suggestions.

We want to make a point to celebrate NHASFAA milestones. We are looking into having a cupcake bar or just a large sheet cake to honor our 10 and 45 year. This would replace the normal dessert the hotel offers.

Bradley Finger

The NH DOJ report has been submitted.

There is an IRS document that NHASFAA needs to complete, form 990N. The item can only be done online which requires a user name and password. Currently, we do not know the user name and password. A call to the IRS has indicated we would need to create a new user name and password. To date, we have been unsuccessful. There are no consequences to the delay but this needs to get done. I continue to work on it.

I suggest an audit be done in January near the end of the month. Generally, I have been able to close out the books by this time. A new treasurer would be in place and I could also use this time to train that person. Who would we hire to do the audit?

The income and spending is normal at this point (with the exception of a couple of expense categories). Training has generated additional income. Though, most of our income and expenses will occur in a few months as a result of the conference.

Question, if money came in to us in 2016 but was to pay for an invoice generated in 2015 which year do I report this income? This happened for 2 2015 memberships and 3 2015 conference registrations.