

Comprehensive Strategic Plan

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NHASFAA

Our Mission

The New Hampshire Association of Student Financial Aid Administrators engages, educates, and empowers New Hampshire's financial aid professionals to encourage student access to, and completion of, post-secondary education.



NHASFAA

Our Vision

Through 2025 and beyond, NHASFAA will thrive through:

- A diverse, engaged, robust, and active membership
- Leadership committed to the success of the Association
- Being a leading voice of advocacy for NH students
- Ongoing community engagement
- Demonstrated fiscal strength and prudence



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Our Commitment to Diversity:

In support of our mission, NHASFAA promotes diversity and inclusion regardless of race, ethnicity, religion, gender, age, sexual orientation, disability, appearance, geographic location, professional level, or institution type.



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Our Strategic Planning Process

- Summer 2018 survey
- Themes developed and expanded upon at Fall 2018 NHASFAA conference
- Draft strategic goals developed and shared with Council in early 2019
- Draft strategic goals edited in early 2019 via Director's Summit
- Draft (and edited) goals then edited in 2019 via Assistant Director's Summit
- Revised goals shared with NHASFAA Council and finalized
- Objectives developed spring and summer 2019 and finalized
 - Involved NHASFAA Council
 - NHASFAA Past Presidents
 - Associate and Regular members for input

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Six Strategic Goals

1. A commitment to continued robust training and professional development
2. A showcasing of the NHASFAA Annual Conference as the premier event of the Association
3. Opportunities for networking, community engagement, and advocacy
4. Communications, marketing, and NHASFAA brand development
5. Mentoring and leadership development
6. Continued success

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Goal 1: Training and Professional Development

NHASFAA strives to be the go-to Association for the professional development and training of its members. Recognizing that there are multiple avenues for financial aid professionals to receive training from (FSA, vendor-specific, EASFAA, NASFAA), NHASFAA will offer training and professional development opportunities that are robust, frequent, delivered in multiple formats (in person, online, hybrid) and tailored to all aspects of the financial aid profession.



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Goal 1: Objectives

- NHASFAA will commit to a minimum of four trainings per year (two fall, two spring events)
- NHASFAA will commit to an annual Directors Summit
- NHASFAA will commit to an annual Assistant Directors Summit
- NHASFAA Training Committee will coordinate with the Conference Committee to prevent overlap and/or re-offer conference sessions at training events
- The NHASFAA Training Committee Chair will solicit Training Committee membership from all school types (four year, community college, trade/professional) in an effort to represent the training needs of all NHASFAA members
- The NHASFAA Training Committee will seek collaborative efforts between the regional (EASFAA) and national (NASFAA) training committees---opportunities for partnerships, cross-representation, and/or cross-marketing efforts

Goal 2: Showcase the NHASFAA Annual Conference

NHASFAA's annual conference is the marquee event of the association, affording members the opportunity to fully immerse in an in-person training and networking format. NHASFAA's annual conference will include opportunities for all Association members and will use the event to amplify NHASFAA's mission.



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Goal 2: Objectives

- NHASFAA will explore venue rotations with IMN solutions
- NHASFAA will commit to an annual conference for the next five years
- NHASFAA will explore affordability and options for underwriting the annual conference
- NHASFAA will incorporate break out sessions that are specific to networking at the annual conference



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Goal 3: Networking, Community Engagement, and Advocacy

NHASFAA will leverage its diverse membership represented by more than 23 institutions and associate members to offer opportunities that connect and engage all members. The Association will also partner with other organizations to advocate for financial aid programs that support student access to and completion of post-secondary education.

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Goal 3: Objectives

- The NHASFAA Council will ensure networking opportunities that are embedded within the annual conference and/or all training events
- The NHASFAA Council will strengthen partnerships with external organizations (CCP, NHCUC, Talent Search)
- NHASFAA will develop a Partnership Event (annual meeting) and target invites to constituencies from outside of the Association to engage a broader audience
- NHASFAA will increase membership by assessing and targeting university partners that collaborate with the administration of Title IV aid (ie: accounts receivable, registration, and enrollment)

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Goal 4: Communications, Marketing, and Brand

As an all-volunteer operated, professional Association, NHASFAA will develop a brand and a messaging platform that positions the Association as the expert voice of student financial aid for NH students and financial aid professionals. The voice will be communicated widely both internally and externally through partnerships, collaboration with other NH entities, and regular, targeted communications to external audiences (media, legislative, guidance counselors).



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Goal 4: Objectives

- The NHASFAA Council will craft and ensure publication of local media at least twice per year.
- The NHASFAA Council will draft introductory materials and forward to: the Governor's Office, the NH House Majority and Minority Leader's Office, the NH Senate Majority and Minority Leader's Office, the NH Congressional Delegation.
- The NHASFAA Communications Team will explore a bi-monthly newsletter
- The NHASFAA Communications Team will identify messaging opportunities that position the Association as the go-to entity.
- Create a brand standards guide for Association use
- Establish a Branding Guide for the Association, located on www.nhasfaa.org and communicated broadly to council
- Review the establishment of an ad-hoc social media committee
- Develop, present, and manage an annual promotional budget

Goal 5: Inspire, mentor, and develop future leaders

NHASFAA will develop financial aid professionals to be leaders within the Association, NH, and the financial aid profession, furthering the Association's mission, vision, and commitment to advocacy.



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Goal 5: Objectives

- The NHASFAA Council will appoint and ad-hoc Leadership Development Committee
- The Leadership Development Committee will imbed content in all aspects of the Association:
 - Council meetings
 - Training dates
 - Annual Conference
 - Nominations and Elections
- The NHASFAA Council will collectively vet all nominees for NHASFAA office and vote on a slate of candidates to be brought forward to the membership prior to elections
- The Leadership Development Committee will be responsible for an annual Director's and Assistant Director's summit

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Goal 6: NHASFAA will continue to thrive

NHASFAA will continue to thrive through stability and conservative growth of memberships, vendor relations, and demonstrated fiscal responsibility.



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Goal 6: Objectives

- The NHASFAA Council will commit to budgeting for an annual, operational surplus not to exceed 10%
- The NHASFAA Council will invest in leadership development opportunities and call for nominations outside of the Council for sponsorship
- The NHASFAA Council will explore conducting an annual audit from an external entity
- The NHASFAA Council will explore procedural changes that amend the bylaws for the following:
 - Any withdrawal from reserve funds
 - The requirement of an investment policy

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What's Next?

- Implementation
 - This plan acts as a roadmap for the Association for the next 5 years
- Updates to the membership
 - Annual Meeting
 - Bi-monthly newsletter
- Nimble, ongoing culture of planning



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Questions?

Thank you!

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