

VASFAA

BOARD - COMMISSIONER - COMMITTEE PLANS & REPORT FORM

(Add additional objectives and status reports as needed)

Committee: Awareness

Commissioner/Board Position: Keith Wellings/Rep-at-Large Outreach Services

Year (e.g., 2005-06): 2005-06

Committee Members:

Zita Barree (Edamerica) - Chair

Linda Woodley (SCHEV)

Henrietta Anderson (Beta Tech)

Kristen Tate (Devry)

Patrice Randall (SCHEV)

Chris Davis (Averett)

Marty Jackson (Averett)

Mary Gore (Danville CC)

Jennifer Meier (William & Mary)

Standard Goal 1: Promote awareness of the programs and services offered by VASFAA to Virginia residents and education-related associations in Virginia. (Strategic Plan Reference: Section 4.5 B (4))

Objective 1: **To represent VASFAA at the Virginia Counselors Association Conference, scheduled for November 16 – 18, 2005 at the Renaissance in Portsmouth, VA.**

Status Reports of Objective 1 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: The fee has been paid for VASFAA to have an exhibit booth at the VCA conference; information about the Super Saturday sites will be provided as well as general information about financial aid and VASFAA.

Date: 1/13/06

Report: Due to lack of volunteers and work conflict for Awareness Chair, VASFAA did not display at the VCA Conference. An attempt has been made to get at least a partial refund back on the exhibitor fee but no response has been received yet. Another attempt will be made this month.

Date: 4/13/06

Report: VCA sent a partial refund of \$250 in February and this was deposited as a credit back to the Awareness budget on 2/17/06.

Objective 2: **To represent VASFAA at the Virginia Association of Collegiate Registrars and Admissions Officers (VACRAO) annual meeting scheduled for December 5 – 6, 2005 at the Hilton Virginia Beach Oceanfront.**

Status Reports of Objective 2 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: After discussions at an October 6 committee meeting that included last year's Awareness Committee chair, it was decided that we would work to have

publicity about the Super Saturday events included in the VACRAO registration packets but that we would not plan to man an exhibit booth at this conference.

Date: 1/13/06

Report: Because all the sites had not been identified prior to the VACRAO conference, no advertising about Super Saturday was done at that time but information has been shared with VACRAO by e-mail for distribution to its members.

Date: 4/13/06

Report: No further report

Objective 3: To work with the Secondary School Relations Committee to determine other ways that VASFAA can promote the services and programs offered by VASFAA, particularly to under-served and non-traditional populations.

Status Reports of Objective 3 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: Zita Barree, Awareness Committee chair, met with Sheila Nelson-Hensley, Secondary School Relations Committee chair, on October 12. Sheila then provided Zita with information about each of the sites for the Guidance Counselor workshops so that information can be shared with each about the February 2006 Super Saturday sites. The publicity for Super Saturday will include language to help promote these events to non-traditional populations.

Date: 1/13/06

Report: Super Saturday information was not finalized in time for the High School Guidance Counselor workshops but every attempt has been made since then to distribute up-to-date information to all Virginia high schools, public and private.

Date: 4/13/06

Report: No further report

Standard Goal 2: Promote financial aid awareness and provide financial aid assistance to Virginia residents.
(Strategic Plan Reference: Section 4.5 B (4) and 4.5 A (3))

Objective 1: To host at least 10 Super Saturday events throughout the state of Virginia in January 2006 which will include financial aid informational sessions and professional assistance with completing the FAFSA on the Web.

Status Reports of Objective 1 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: As of today, a total of 20 sites have offered to serve as hosts for Super Saturday which will be held on February 4, 2006. A list of those sites is attached.

Date: 1/13/06

Report: The final count on the number of sites for Super Saturday is 27. A list of those sites is available on the VASFAA web site by going to either "Students/Families" or "Counselors" and selecting "Super Saturday Information and Schedule." All sites will hold Super Saturday on February 4 except Eastern Shore Community College which will hold it on February 11.

A postcard has been sent to all high schools (public and private), VASFAA members, and technical career centers in the state providing them with information about

Super Saturday. In addition, an e-mail was sent to the VASFAA database and the VASFAA listserv seeking volunteers for some of the Super Saturday sites and also providing a flyer that could be used by VASFAA members who do high school financial aid nights.

Sites were strongly encouraged to do their own local publicity and were provided a flyer template that they could edit to their own needs.

Date: 4/13/06

Report: Please see attached final report for numbers of attendees and volunteers for each Super Saturday site. Total attendance was 1298 and total number of volunteers was 233.

Objective 2: In conjunction with the Public Relations Committee, obtain the Governor's declaration of January 2006 as Financial Aid Month.

Status Reports of Objective 2 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: Because it was decided to hold the Super Saturday events on February 4, 2006 instead of during the month of January, our committee will work with the Public Relations Committee to have February 2006 declared by the Governor as Financial Aid Awareness Month. It might be difficult to achieve this year, though, due to the change in governors.

Date: 1/13/06

Report: The Awareness Committee chair contacted the Public Relations Committee chair and learned that Gene Cattie, Nellie Mae, was the one who worked with the Governor's office last year to have January proclaimed as Financial Aid Awareness Month. The Awareness Committee chair has been in contact with Gene Cattie and an attempt will be made to have February 2006 declared as Financial Aid Awareness Month.

Date: 4/13/06

Report: Although Gene Cattie made every attempt to obtain the Governor's declaration of February as Financial Aid Awareness month, it was not possible this year. Gene was thanked for all his efforts.

Objective 3: Reprint the financial aid informational pocket that was created in 2004-05 and distribute it to as many prospective college students as possible during the Super Saturday events and any other opportunities deemed worthy by the Awareness Committee.

Status Reports of Objective 3 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: The pocket will be reprinted but without any year-specific logo or information per the Board's request. These will be printed before year's end in preparation for the Super Saturday events.

Date: 1/13/06

Report: The financial aid informational pocket is currently being printed and a supply of 200 will be shipped to each Super Saturday site at least one week in advance of February 4.

Date: 4/13/06

Report: Approximately 350 pocket folders will be given to next year's Awareness chair as they were left over from this year's Super Saturday events.

Objective 4: Determine specific methods that financial aid awareness can be promoted among under-served and non-traditional populations and also determine this committee's possible role in early awareness activities.

Status Reports of Objective 4 *(Please report your progress toward achieving the stated goals – this is where the committee provides updates to the Board, including any suggestions or modifications to the goal and/or the Strategic Plan):*

Date: 11/2/05

Report: This objective is still being worked on – our state-wide publicity for the Super Saturday events will encourage non-traditional populations to attend in addition to the typical high school students and parents. Our committee will also be working with each Super Saturday site coordinator to help them with local publicity efforts to attract both under-served and non-traditional populations in addition to the typical high school students and parents.

VASF AA will have a booth at the College Expo that will be held in Richmond on November 9. Erik Melis will do a financial aid presentation and Zita Barree, Holly Rison, and Henrietta Anderson will “man” the booth.

Date: 1/13/06

Report: Efforts described above are ongoing. The College Expo participation was somewhat disappointing. Approximately 50 people stopped by the booth and Erik had about 25 – 30 people attend the financial aid presentation. Suggestions were made to the College Expo coordinator to hold it in a different location if they come back to Richmond again.

VASF AA will have an NBC Call 12 session on Monday, February 16 where callers can ask any questions concerning financial aid that they might have. Volunteers for this event are as follows:

- Michael Barree – Longwood University
- Jennifer Berg – Randolph Macon College
- Jeanne Holmes – Suntrust
- Jenn Valenciana – ECPI College of Technology – Virginia Beach
- Kathryn Vanney – University of Richmond

Date: 4/13/06

Report: The Awareness Committee did submit a session proposal to the Training Committee for the annual VASF AA conference on how to counsel the non-traditional student population but it was not accepted. The session would have been a panel of financial aid officers talking about methods they use in working with non-traditional students.

<u>Item</u> <i>(Broad general categories)</i>	<u>BUDGET</u>	<u>Cost</u>
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_____		_____
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Board Approved Amount: \$ 9,500*
Date: July 15, 2005

* \$2,500 of approved budget is for co-sponsorship of the Opportunities booklet.