

VASF AA Transition Retreat Day 1: Monday, June 17, 2019
Carter Hall Conference Center, Millwood, VA

Attendees: Tina Russell, Ashley Reich, Joe Dobrota, Tawana French, Biz Daniel, Sherika Charity, Jackie Cottom, Brad Scaggs, Joan Zanders, Vern Fairchild

Not Attended on Day 1: Elayne Peloquin, Marc Vernon, Mike O'Grady, John Brandt, Will Shaffner, Megan Hartless, Tarik Boyd

Board meeting was called to order at 8:44am by President Zanders.

A quorum was established at this time.

President's Report: Joan Zanders

- Joan asked about conference evaluations from Jackie Cottom. She provided a brief overview and will provide a detailed update tomorrow.
 - Overall positive feedback on space, conference sessions, location, etc.
 - 171 registered attendees – Thomas Nelson Community College and University of Lynchburg had several attendees that registered and did not pay
 - Biz mentioned that vendors were not pleased with the setup, no breaks, and we need to consider focusing more on them this upcoming year. Biz mentioned that vendors are looking to know what we plan to do something differently.
 - Coming in on Sunday was tough for vendors and several individuals and will be looking at the schedule for next conference.
 - Brad Scaggs mentioned that he is nervous about next year due to the hotel location for SASFAA and VASF AA.
 - Joan mentioned a conversation with Katie Harrison (SASF AA Conference Chair) regarding true cost of conference is around \$450 instead of \$275. There should be a conversation around future years reviewing the conference fee and costs.

Secretary's Report: Ashley Reich

- Board meeting minutes are completed, but need to complete the actual conference meeting minutes. The group wanted to approve all together.

Treasurer's Report: Tawana French

- 5 institutions requested pre-paying memberships, 4 paid and 1 outstanding invoice (34 total pre-payments for individual memberships)
- Still waiting on hotel bill and Jackie is looking at some of the errors that the hotel charged incorrectly.
- Looking to make a decent profit even with the conference bill. Vendors were a large part of VASF AA's revenue for this year.
- Auditor bill is still outstanding and will likely impact next year. Transition Retreat is also outstanding in terms of payments that need to be paid.
- Spirit of Norfolk cruise had 33 tickets leftover out of the 150 that we had paid for. SASFAA can pay for the extra tickets that we have for the cruise to use during their conference, if desired.

Joan is in charge of the conference for SASFAA and indicated that they most likely will purchase these (\$45/ticket x 33 = \$1,485 revenue back to VASFAA).

- Tawana provided a quick rundown of the conference expenses
- May need to revisit the vendor memberships that they get per level for attendees at the conference. Currently, the highest level allows for 3 attendees, but no one took advantage of this (and usually does not). SASFAA only allows for 2 registrations at their highest level. It is tough to track these as well based on how early the form is needing to be turned in. The vendors need to let us know who will be coming and will need to look at the number of registrations and the form for potential enhancements.
- 30 individuals in Wild Apricot that have an open bill for memberships that that were asked to be renewed, but have not paid for 2018-19. Tawana recommended that we void those outstanding balances at this time. There are 3 registrations for the Director's Summit and 9 from the Non-Conference Training that were unpaid. There is 1 outstanding Director's Summit for an individual that did actually attend and Tawana will reach out to get him to pay. This would move us to 2 registrations from Director's Summit. Tawana will follow-up with
 - Motion was given by Tawana French to void the invoices for individuals that do not have an active membership and have not taken advantage of the various offerings of VASFAA. We will void invoices for those individuals that did not attend either the Director's Summit or Non-Conference Training. Seconded by Sherika Charity. No further discussion. All in favor. No one opposed. Motion carried.
- Tawana mentioned that we should revisit the amount we are paying for QuickBooks annually. She has reached out to James Harris (our auditor) to see what he needs from us, but has a feeling that he likes QuickBooks since it imports into Intuit. Tawana is concerned that we have not been capturing items accurately within QuickBooks, but can easily transfer her spreadsheet into QuickBooks, if needed. Tawana has also kept all records electronically and has been scanning paper receipts into electronic format. Her plan is to send this information electronically to our auditor.
- No update on tax-exempt status at this time.
- Bonding Update: Tawana sent an email to the individual that we use to renew. Mentioned that since Vern is not a board member, the individual is looking to see if there is another option for him since our insurance only covers specific board members. We may need to make some adjustments to our insurance coverage or perhaps By-Laws depending on what advice our insurance carrier provides.
- Wild Apricot Update: They are updating their system to charge you a 20% fee if we remain linked to PayPal. The change was made due to the fees for Wild Apricot having to pay to PayPal as well as dealing with many different credit card fees. Wild Apricot will essentially be operating as PayPal. Chad completed the application for this and it was approved. At this time, we need to "turn the switch on" to start accepting payments.
 - Motion was given by Brad Scaggs to turn on Wild Apricot payments on Monday, June 24th. Motion was properly seconded. Tawana provided additional information that larger invoices (group pay since Wild Apricot cannot handle this) will need to still be done by PayPal manually (Tawana can create a manual invoice for this and mark group as "paid" in Wild Apricot). We will still maintain our account with PayPal for these options. We will not pay the 20% fee since we are not going to be directing individuals

from Wild Apricot to PayPal, we will be doing this on behalf of the institutions. Additionally, there are some vendors that will want to use credit cards – Tawana wants to still provide them the option, but would prefer that we run everything through check. No further discussion. All in favor. No one opposed. Motion carried.

Past-President Report: Biz Daniel

- 358 paid members and had three direct membership notices prior to the conference.
- Webinars helped membership this year and would recommend that we continue with his contract. Brad will be recommending this for his year and Joan will promote/setup webinars going forward. Myra, via Electronic Services, will send through the ListServ.
- Thanked the group for her year and talked through nominations and elections.

Rep-at-Large: Tina Russell

- Newsletter: Megan Hartless is doing summer edition that should go out today. Megan is also going to try a blog-style version. She received good feedback on the Newsletter – majority strongly agreed that VASFAA needs a newsletter and that it should be released quarterly.

Rep-at-Large: Chad Sartini

- Electronic Services report was submitted. Briefly went through the report that was submitted and most were discussed in Treasurer's Report.
- Inventory: 4 Chromebooks are with Chad in Roanoke. 6 projectors are with Chad in Roanoke. Chad donated 6 clickers and 8 VGA/HDMI adapters.
- Conference report was provided by Jackie Cottom. Went through the various aspects of the conference, money raised for charity, vendor participation, etc. Survey results will be provided tomorrow.

Rep-at-Large: Sherika Charity

- No updates from her committees that are updates from the conference.

Joe Dobrota:

- No Buddy Award applications for the past year.
- Joe will be back for 2019-20 and working with Vern. He will also be working to train others.

Brad Scaggs:

- VASFAA is well represented at SASFAA as committee members and board members. Transition Retreat next year is in Myrtle Beach, SC.
- Discussed hotel points and how SASFAA was able to set up an account for hotel points with Marriott. They are utilizing these points to have free hotel rooms. Brad mentioned that we need to investigate this, have the committee to research, and provide a recommendation to the board.
- We need to be cautious in the future of contracts due to day-to-day attrition vs. the conference overall.
- Provided feedback from the Birds of a Feather session from the conference.

Old Business:

- Archives have all been scanned in through 1994 at this time. Clint picked up additional years and will be able to start scanning as well. Tawana has an additional box from 1819 that will need to be scanned.
 - Motion was put on the table by Biz Daniel that all Archive record access would be limited to the Secretary and Archivist. Any record requests would go through these two individuals in the future. Motion was properly seconded by Chad Sartini. All in favor. No one opposed. Motion carried.
- Site Selection: Tarik Boyd put forth for a second year at the Marriott in Virginia Beach. We are now down to two contracts instead of three open contracts that we had at the conference when this was first discussed. Group reviewed the Marriott Virginia Beach Oceanfront contract for 2022. Motion was put on the table by Biz Daniel to approve the 2022 Conference Contract with the Marriott Virginia Beach Oceanfront. Tawana French seconded the motion. No further discussion. All in favor. No one opposed. Motion carried.
 - Dates chosen are April 9-13, 2022.
 - Room rate is \$144/night
 - 80% attrition
 - Room rates extended 3 days pre and post
 - Catering minimum is \$16,000
- Strategic Plan Checklist: group worked through the checklist for each particular goal.
 - Talked specifically about social media presence and the importance of adding pictures, announcements, etc. Tawana mentioned the possibility of conditioning Shannon Turner from J. Sargent Reynolds Community College to work on a task force dedicated to social media. Sherika Charity agreed she would be excellent in this role and would be interested in taking on this role.
 - Brad Scaggs will update the Strategic Plan Checklist for his year based on his priorities. This is a fluid document and is important to show to membership in terms of goals and accomplishments.
- Policies and Procedures Manual-got through Section 8 in the morning session of the transition retreat.
- Motion was made by Chad Sartini to recess the board meeting through lunch. The motion was properly seconded by Tina Russell. All in favor. No one opposed. Motion carried.

Board reconvened at 12:56pm.

Joan passed the gavel to Brad Scaggs. Board Continuity Statement was passed around to do business prior to July 1st.

Brad Scaggs made a motion to sign the Continuity Statement and that all board action from today, June 17, 2019 will be considered official board business until the new board officially is transitioned on July 1, 2019. Motion was properly seconded by Biz Daniel. All in favor. No one opposed. Motion carried.

Statement was sent around to sign and gavel was passed to Brad Scaggs.

A quorum was established with 7 members and we were able to move forward with New Business. Brad Scaggs took over going through New Business items.

2019-2020 Chairs Discussion:

Joan Zanders moved that we accept the committee chairs for the 2019-2020 year. Tina Russell properly seconded. No further discussion. All in favor. No one opposed. Motion carried.

Tina Russell was elected to Secretary and therefore, this leaves open a one-year Rep-at-Large term open. Brad has discussed with Elaine Peloquin regarding serving in this position and Elaine has agreed to take on this role.

Ashley Reich moved that we accept Elaine Peloquin to be the Rep-at-Large for a one-year term. Tina Russell properly seconded. Only discussion was regarding her commitment level with being down several staff and she was unable to come to the conference and the transition retreat. All in favor. No one opposed. Motion carried.

State Corporation Commission (SCC) Representative-the P & P establishes that every 3-years the incoming President takes on the role of being the SCC Representative and this assists with paperwork and keeping this for 3 years. Sherika Charity agreed to take on this role as the incoming President.

Carter Hall staff member, Aubrey, came to discuss the history of Carter Hall.

Funds Manager Report: Vern Fairchilds

Went through VERP income and New Century scenarios and put forth a recommendation to look at whether or not we want to continue to chase certain interest rates or if we want to look at a specific flat dollar figure with earnings.

Has set up the CD's to come due in June so that, if needed, we can utilize those funds for conference or an expense at the end of the year.

By February 29, 2020, what does the Board want to do with reinvesting the money that is coming due at that time? Reinvest in CD's, look at stocks or mutual funds, etc.

Joan moved that the Funds Manager move from the current investment strategy to considering the percentage of money in the accounts and allocate properly into one pool of money instead of multiple CD's. Additionally, Joan asked the Budget and Finance Committee to discuss the best timing of maturity dates for CD's and present that option to the Board. Motion was properly seconded by Scott Morrison. No further discussion. All in favor. No one opposed. Motion carried.

Vern moved to discussion on Sue D. Ross Scholarship and the timing of the distribution of the awards at the start of the Past President year. Currently, we need \$1,000 for Joan Zanders for June 30, 2019. Any interest from July 1, 2019-June 30, 2020 will be used to pay for Brad Scaggs award. Vern is suggesting that we distribute the funds early on in the Past President. The suggestion was that VASFAA utilize the surplus and cut a \$1,000

Tawana French made a motion that any net income made from the VASFAA FY19 budget that we use \$1,000 of that surplus to pay for President Zanders Sue D. Ross Scholarship award and utilize the current balance of the Sue D. Ross Scholarship savings account balance to roll over into the next FY to go towards the balance of paying for President Brad Scaggs FY20 award. Motion was properly seconded. No further discussion. All in favor. No one opposed. Motion carried.

Organizational Chart Review

- Several changes to the committee reporting structure. This does not need Board approval.
- Brad reminded the group that approx. 2 weeks out from the Board meeting, committee chairs will be asked to submit their Board reports prior to the meeting.
- Suggestion was to look at the board/committee report template since Brad wants to see the goals at each Board meeting. The current template does not allow for that, but the old template does. Tina Russell will review the template format and send that out for the 2019-2020 year.

VASFAA 2019-2020 Priorities:

President Scaggs went over the various goals for his presidency year.

1. Widening VASFAA's reach by bringing events to different parts of the Commonwealth
2. Increasing participation
3. Finalizing outreach and high school guidance counselor resources
4. Exploring how VASFAA may increase its advocacy activity
5. Remaining financially sound to ensure VASFAA's long-term viability
6. Continuing to provide quality and timely training
7. Providing varying modes for member feedback

Group broke up to discuss old and new roles.

Joan made a motion to recess until tomorrow morning after breakfast. Motion was seconded by Tawana French. No further discussion. All in motion. No one opposed. Motion carried.

VASFAA Transition Retreat Day 2: Tuesday, June 18, 2019
Carter Hall Conference Center, Millwood, VA

Attendees: Ashley Reich, Tina Russell, Joan Zanders, Jack Zegeer, Tawana French, Brad Scaggs, Chad Sartini, Biz Daniel, Sherika Charity, Scott Morrison, Joe Dobrota, Mayra Vazquez, Laurie Owens, Jackie Cottom, Mike O'Grady, Chester Priest, Vern Fairchilds

Not Attended on Day 2: Marc Vernon, Elayne Peloquin, John Brandt, Will Shaffner, Megan Hartless, Tarik Boyd

Board meeting was called to order at 8:33am by President Scaggs.

A quorum was established at this time.

Recap of Funds Manager Discussion: Brad Scaggs

Brad requested feedback from the group to determine if we agree on when the maturity dates of the VERP funds should become due as a carry-over discussion from the meeting on Monday, June 17, 2019. The Board deliberated and requested that the Funds Committee make a recommendation in October.

Strategic Plan: Brad Scaggs

Brad led the discussion on his priority for VASFAA to explore advocacy work. He asked the group to consider the following questions:

- Are we comfortable with how things have been done or do we want to take a more active role?
- Should we focus on state issues or also prepare ourselves to advocate on federal issues?
- Do we develop a survey to membership? If so, how do we manage it?

Brad would like us to have some sort of agenda for addressing federal and state topics.

Group discussion points:

- Some Institutions already represent their schools to advocate on issues but it would be helpful to know what each school is dealing with so that more advocacy could be done on behalf of all sectors.
- We need a voice but we will likely have all sorts of conflicts amongst institutions and sectors. Focus on advocating for students so that we do not inadvertently create a divide in our group.
- Topics will need to be general – find a common ground that will help everyone.
- It would be beneficial to provide training on how to advocate.
- If we do a survey, we need to make sure people understand how important the feedback is and how the results will be used.
- Suggestion to advocate with the Department of Education because of inaccurate information found in the federal handbook and conflicting information received when requesting clarification – with a focus on non-legislative related issues.
- Concern as to whether or not advocating at the federal level would overstep on the efforts of NASFAA. Focus should be on state issues with strong advocates from each sector.

Brad will take the information points we discussed today back to the committee.

Review of 2019-20 Budget: Joe Dobrota

Group reviewed last year's budget and projections for the FY20 budget.

Budget review notes:

- We came in low on conference registrations and given SASFAA being so close in location this year, we targeted for 145 full and 10 one-day attendees which is a little lower than what we had this year. Also anticipating one less Platinum Vendor.
- Director's Summit attendance projection reduced to 25. We had less than 30 last year.
- Last year we budgeted for a mobile app that we never used. Anticipating 80 people for Non-Conference – we anticipated for 100 last year and came in under 60.
- We did not hold a leadership workshop last year but we are talking about offering a new aid workshop – budgeting for 16 people.
- Sue D Ross – planning for \$1K
- We did not need to tap into VERP for FY19. Our income is slightly less than last year.
- Proposed conference budget for FY20 is \$45,515 – this amount does not include Robert Weinerman's tax training. Projecting an additional \$2,500 fee for Robert Weinerman's services to include conferences and webinars.
- Robert Weinerman's services to include webinars, conference sessions - assuming he does not incur more than one night's hotel stay

Joan Zanders made a motion to contract with Robert Weinerman again for FY 20. Brad and Joan will work together to provide webinar sessions. Conference committee will work on conference presentations. Jackie Cottom seconded the motion. No one opposed. Motion carried.

- Membership expenses should be on a separate line item. We need to make sure we capture what is truly a conference expense - \$500 for membership.
- Public relations expense discussion – expenses will depend on how far we want to go with it. Links and PowerPoint Presentations can be added to the website at no additional expense. If we wanted to revamp the webpage, which would likely cost more than \$500. Goal is to provide resources on our webpage for non-members such as high school counselors and/or students to access.
- Training line will bump up to \$3,500 to include NASFAA Credentials and Robert Weinerman's services.
- Secondary School Relations \$500 budget added to Publics Relations \$500 to bring a total of \$1,000 for use in FY20.
- SASFAA hospitality suite recommendation was to eliminate the actual suite and have a candy table similar to what was done at the SASFAA Conference.
- October 1 should be an indicator as to what level of vendor support and conference registrations we have to determine if we need to tap into VERP.
- FY20 projected budget -- \$77,900

Joan Zanders made a motion to approve the budget as presented. Ashley Reich seconded the motion. No one opposed. Motion carried.

Review of Conference Survey Results: Jackie Cottom

Survey highlights –

- 57 total responses – 10 questions
- Satisfaction – 48 of 56 very/satisfied; 1 very dissatisfied
- Presenters – 44/54 above average/outstanding
- Top reasons to attend – receive updates from industry leaders and to network with colleagues
- Format improvement – top responses – no changes needed; increase activity with attendees; more hands on, case-based sessions
- Networking opportunities and session topics were top influences for attending. Cost was on 26% of the deciding factor.
- Hotel highlights – hotel was nice, would like to explore other options; great facilities, staff was friendly, great space, great meals. More coffee, spaces were cold.
- Cruise – great opportunity to network, prefer to stay on site, enjoyed food; general concession was that members liked to go off site.
- Interested in more time with vendors and having a hospitality suite. Enjoyed Presidents Reception but difficult to hear information; time could be used to interact more with vendors. List food as a meal – issues with per diem.

Birds of a feather Feedback: Brad Scaggs

Two Year Public Institutions – Debt letters and VGAP difficulty

Private Institutions – TAG issues and SCHEV award letter, conference timing – early May is tough

Four Year Public Institutions – SCHEV award letters and VGAP administration

Expense Reimbursement: Tawana French

Tawana shared expense reimbursement expectations:

- Submit Expense Reimbursement Form for transition retreat to Tawana within two weeks.
- Reimbursement for conference or membership related expenses should go to Tawana and be submitted within two weeks. Chairs should go through Rep's at Large for approval.

New Chair and Rep Goals:

Public Relations/Awareness/Secondary Public Relations/Social Media/Diversity Committee: Jack Zegeer

- Implementation of a High School Guidance counselor tool kit – some form of website functionality
- Would like to have a resource for tracking activity on the website
- Public listing of financial aid professions willing to go into the community to provide outreach and training – use as a marketing tool for the membership
- Promote workshops – depository of event information

Development Partners: Chester Priest

- Raise at least 15 vendor memberships

- Meet budget
- Re-energize relationships between exhibitors and VASFAA members
- Review/revise what is included in each level of membership

Conference: Biz Daniel/Chad Sartini

- Hotel meeting with Biz Daniel, Chester Priest and Chad Sartini will take place in July or early August to review layout
- Sessions/topics will be determined by December
- Name badge will be a “Passport” to get stamps from Vendors

Membership: Laurie Owens

- Increase number of members and participation of all sectors
- Develop fun ideas for check-in table

Electronic Services: Mayra Vazquez

- Review functionality – are we using our resources to the max?
- Do we need to collect and report out on data from website traffic?
- Collaborate on High School Guidance Counselor Tool Kit
- Create a feedback function on the website – have a plan for actively using the feedback

President Elect: Sherika Charity

- Schedule Winter Board and have the logistics together prior to the October Board Meeting
- Plan FY20 transition retreat
- Identify people who can serve as Board members/Chairs

Funds Manager: Vern Fairchild

- Recommended a second person for taking on the role of an Assistant Funds Manager
 - Technically savvy person
 - Someone who can attend non-conference and spring conference
 - Someone who can interact well with members and the Board
 - Suggested three year term

Awards and Nominations Discussion:

- Need to know who is interested in running for office next year
- Needed: Rep at Large, Treasurer Elect and President Elect
- Get nominations out early

Rep-at-Large: Jackie Cottom

Newsletter –

- Build on awareness and outreach by tapping into Social Media resources
- Create Facebook (FB) events for memberships and outreach events

- Collaborate with electronic services to push targeted feedback on topic items within the Newsletter
- Track which items are being clicked on within the Newsletter to measure interest

Secretary: Tina Russell

- Capture and provide accurate and concise notes within meeting minutes
- Stay organized and distribute information to the Board in a timely manner
- Create calendar invites for future meetings/events

Budget and Finance: Joe Dobrota

- Wrap up end of year FY19 budget by July
- Better categorize income and expense items for conference expenses
- Groom next Chair
- Improve the promotion of the Buddy award

Treasurer Elect: Ashley Reich

- Continue to learn from and assist Treasurer
- Being prepared for Vern to transition out and John stepping in

Rep-at-Large: Scott Morrison

Conference –

- Assist as much as possible with conference and communications

Treasurer: Tawana French

- Give Ashley a solid foundation for her first year as treasurer
- Work more closely with the Funds Manager to get a handle on investments
- Finalize tax exempt status by the next Board Meeting in October

Secondary School Relations/Awareness/Diversity: Mike O’Grady

- Loan scams are getting more sophisticated
- Robot calls are getting people to say “yes” to use the recording for permission for other purposes
- Collaborate with North Carolina to work on a Joint Project to prevent fraud
- Close to DC and the Hill – we have Bobby Scott in VA – use this proximity and resources to help spread the message to prevent fraud
- Run this for a gold star award with NASFAA if we can measure the goals in terms of awareness
- Submit by January

President: Brad Scaggs

Theme and Logo –

Brad Scaggs presented a logo that he has created for 2019-20 that aligns with the theme: OH, THE PLACES WE’LL GO!

Directors Summit – September 19th Hollins University, 10am to 3pm

- plan for 30 attendees
- Agenda items based on feedback from Birds of a Feather sessions

Fall Training – October 11th Blue Ridge CC, 9am to 3pm

- Agenda is in flux
- Federal relations update from Will, Lee Andes will give an update, NASFAA Credential on Needs Analysis
- Hot topics in Verification Training
- 'So you're ready to move up session' – to include interview skills and preparing entry level staff for the advancement of their career

First webinar scheduled with Robert Weinerman is targeted for November

Second webinar from Robert Weinerman in late January

By-laws –

- Brad discussed the need to include the clause for removing Board Member and/or member – notice will have to go out to the members with an explanation of the grounds for which the By-laws should be revised – active members must be given
- Joan Zanders made a motion to adopt the SAFSAA wording with edited language for VASFAA.
- Brad requested that someone review, revise and present the information to the Board prior to a motion.
- Motion withdrawn by Joan Zanders.
- Chad Sartini has agreed to review the language and bring it back to the group to review.

P&P Manual Review/Discussion:

- Completed review of sections 9, 10, and 11
- Ashley Reich made a recommendation to remove some of the forms within the appendices and house them on the website rather than maintaining updates within the P&P.
- Form revisions/updates should be maintained by archives under the guidance of the Secretary.
- We will need to budget for new Banners but review archives first to determine which need replaced – also need to confirm new logo.
- Need to budget for new President's pin's, which will require the revised logo. The last remaining pin will be presented to Joan Zanders.
- P&P manual will be saved as an edited version and a final version so that revisions can be tracked historically.

Sherika Charity made a motion to approve the P&P edits. Tawana French seconded the motion. No one opposed. Motion carries.

Joan Zanders made a motion to adjourn the meeting on Tuesday, June 18, 2019 at 12:15 pm. Ashley Reich seconded the motion. No one opposed. Motion carried.