The FASFAA Executive Board met on Monday, October 14, 2019 through Tuesday October 15, 2019 at the Sawgrass Marriott in Ponte Vedra, FL.

**Call to Order**
President Barkowitz called the meeting to order at **1:12PM** on Monday, October 14, 2019.

**Roll Call**

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Board Members unable to attend: Trey Harrison, Vanesa Alfaro, Ilia Cordero, Donna Kolb, and Bookkeeper Gwyn Francis.

A quorum was met for voting. 16/17 Voting members present. 26/30 Executive Board present.

**Purpose: Approval of September (9-19-19) Meeting Minutes**

Corrections and Updates: Region 3 Representative Troche did not attend; Region V Representative last name change to Ly; Volunteer Coordinator Mwango Attended; Conference Chair last name corrected to Manselle.

Past President Alexander motioned to approve minutes with changes. Region IV Representative Gross seconded. Non-opposed. Motion carried.

**Purpose: Change in Agenda**

Conference hotel tour changed to 9:00am on October 15.
Purpose: **Financial Review**

Treasurer Conrad went over Profit & Loss Budget Performance and explained some lines. 19/20 Membership income is already over the budget. Clarification: Bonnie Pirkle is not counted as income.

- **46430 · Miscellaneous Revenue** 103.25 misc. was donation check from California Pizza Kitchen for 18/19 Conference Charity and reimbursement from SASFAA
- **40610 · Unrealized Gains/Losses** -8,844.50 – temporary loss due to stock market, reduction in value of stock portfolio
- **71999 · Prior Year Adjustment** 1,479.56 Bonnie Pirkle scholarship checks being cashed out
- **74100 · Accounting** 828.73 Training for Bookkeeper Francis for Quickbooks
- **75800 · Software** 614.04 – InSynq will go over budget for remote desktop for Quickbooks Desktop
- **75802 · Memberclicks fees** 2,459.20 – will go over budget as the change to the new update is delayed

There was a 3-4 weeks InSynq outage due to hacking and ransomware. Treasury committee was locked out. However, our information was not compromised.

Past-President Alexander went over charts: Income Budget, Income Actual, Expenses Budget, and Expenses Actual. Suggestions: Put budget and actual next to each other on same chart; short text explaining totals, investments, and in context timing; send out annually; need a better narrative, explaining line items; fiscal year stamp; year to year comparison; Overall prefer visuals.

**Purpose: Financial Review: Bookkeeper Discussion**

Discussion about value and cost-benefit of having a paid bookkeeper. For most associations, tasks of bookkeeper are usually done by treasurer and treasurer-elect. In the past, bookkeeper was doing almost all the financial tasks. There was no reconciliation since it was the same person; no checks and balances. FASFAA paid for accountant Holly for training for current bookkeeper Francis only. Question on the floor: Could we use $12,000 differently? Webinar Chair Kruger provided historical background, at the time that bookkeeper Francis was hired, FASFAA had about 1500 members. The size comparison is closer to a regional association instead of a state association. Suggestion: look into hiring one firm to prepare tax returns with other associations.
Clarification: Past treasurer was supposed to notate the steps of training; accountant Holly has a guide. Past-President Alexander will follow up.

Volunteer Coordinator Mwango stated benefit of bookkeeper. What happens if there is not a treasurer or treasurer-elect? Bookkeeper constant provides stability.

Further inquiry: Per Treasurer Conrad, the goal is to figure out which goals should be delegated to each position of treasury committee. Need to figure out the hours of work for how much bookkeeper is paid. What would be the “hourly amount”? What hours they put in?

Question to Treasurer Conrad: are duties manageable between treasurer and treasurer-elect? The answer is yes because the work comes in waves.

Takeaways from discussion: Not a feasible option to remove bookkeeper at this time as there is a lack of transition guidelines. As bookkeeper is third largest expense, more exploration is needed to better understand what bookkeeper does and how duties are to be divide. A cost benefit analysis is needed. Paid employee may bring stability than volunteers.

Recess: 2:33pm
Resume: 2:51pm

Purpose: Financial Review: Tax Return

Note: 17-18 financial review removed from agenda.

2018 IRS tax penalty – still waiting for appeal status. Documentation from tax firm was copy of envelope that was post marked and a copy of paper extension that was filed.

Signed contract with accountant Holly to complete the 2019 tax return. Cost: $1800 Deadline Nov. 15- should be filed with no issue. 18-19 audit planning – external audit, can hire external auditor, cannot hire accountant Holly due to conflict of interest, recommendations received from accountant Holly and Marion Dill-SASFAA fiscal concerns – President Barkowitz will price compare. Pricing is around $5000, but he will know more when he gets price quotes. Suggestion to ask SASFAA President Bill Spiers as he originally recommended accountant Holly. Treasurer Conrad reminded that there is only $2500 budgeted for auditing.


Past-President Alexander handed out Investment Policy Guidelines drafted by Fiscal Concerns Committee (FCC) plus sub-committee of Grad/Prof Chair Shimp and Webinars Chair Kruger. The “Investment Policy Asset Allocation Targets and Ranges by Asset Class” or Asset Class is the most important section. Equity = stock market; Fixed Income = bonds, formalized treasury notes; Alternative Assets = commercial paper
Questions on the floor: what is the ease to change weight of the asset classes? Answer is that it is very easy which would allow FASFAA to minimize losses. Changes/exceptions to the investment policy would be a quick turnaround after conferring with Executive Board. There is no long-term reserve account. The account is called short term reserve. Past-President Alexander will spell out the full names of the accounts. There is a 6th account – Wells Fargo checking account.

Edits: 7. III. FAC is supposed to be FCC

Homework for the board is to review the Investment policy guidelines and vote on it the next day. Discussion was tabled.

**Purpose: Old Business: Clock Hour Workshop**

Oct. 28-30: Clock Hour Workshop has 150 registrants and the cap was at 150. Only 10 people are unpaid at this time. Clock Hour committee: 7 committee members, 6 can attend, waiting on 1 volunteer. Per President Barkowitz, this is single largest number of attendees since records Daniel could find which were from 2006-2007. For reference, in 14/15 there were 129 attendees. Also, single largest people of people outside of FL with 52 out-of-state registrants. The draw of the workshop is that no other state does a clock-hour focus. There is lots of interest for next year’s clock hour workshop. David Bartnicki will be in attendance during the whole workshop. There is currently a waitlist for registrants. Clock-hour 101 webinar gave a huge push. Suggestion to email link of webinar to out of state people.

**Purpose: Addition to Agenda: Webinars**

Clock-hour 101 webinar had 71 people logged in, 50 registrants from different types of schools, including non-clock hour schools as well.

Future webinars and suggestions: Federal and State Legislative Chair Lent will do a webinar on legislative relations. Webinars Chair Kruger is looking to squeeze another webinar in for November; Pre-con for new members; grad/prof in spring, why you might want a lender list, 2018 tax returns possibly presented by Region IV Representative Gross.

**Purpose: MemberClicks**

Electronic Services Chair McMahon: approved to upgrade to new system start in December. Supposed to take 30 days, yet to have planning meeting so unsure of actual start date. Clean-up on back end, regions for inactive members. Call scheduled for Friday to talk through the process. The value in reaching out to inactive – usually increase of new memberships.
Purpose: Past Presidents’ Council

Officially reformed with first call on Sept. 27th. The call was meant to be an icebreaker. Topics discussed: Guide for current Presidents, and last big project. There were 11 past presidents with Presidents from every decade, current President, and President-Elect. Another call will be scheduled before the end of the year. Past Presidents mentioned how valued they feel, encouraged more staff join, and ability to offer concepts and ideas in a formalized way. Question on the floor: how is it determined who is on the council? Answer is that every past president that is alive was asked to participate.

Purpose: FASFAA Partner Advisory Group

Inaugural Meeting Minutes from September 6, 2019. Lenny Aikens from SixUp to chair group.

- 8 partners during the call. Change our language = term is “Partners”, not vendors, lenders, sponsors. Partners have full membership, benefits of membership open to partners
- A lot of Conversation about conference: Board needs to be in vendor area as often as possible, safe space to come in and interact; Pre-con – what are the benefits? Educate partners that new staff members will become decision makers or give advice to decision makers. Overlap of FL/GA conferences. Question: vendors doing presentations at conference? Often with school partner, talked about products/services but perspective as a school, joint presentations.
- We need to work together with our partners to change the assumptions of our members about our partners. Many of our members are hesitant to get involved in a conversation with a partner. Some may even be instructed by their manager not to engage. We could provide training on what interactions between schools and partners are appropriate.
- We should address the issues introduced by the School Code of Conduct directly. We should hold a webinar or a session at conference, for example, focused on why a school might want to choose to offer a preferred lender list. Using DCL GEN 08-06 as a guide (https://ifap.ed.gov/dpcletters/GEN0806.html) we could provide more information and feature two schools – one that chose to have a list and one that did not.
- FASFAA was praised for having the opportunities for our partners to share feedback. No other state or regional association has welcomed partner feedback in this way.
- Suggestions: Conversation cards versus bingo cards; Vendor initiated entry for drawing; Correct impression that partners cannot do proposals which is not the case, suggestion to put this out in some type of documentation; Newsletter could introduce partner
spotlights; Idea for webinar for partners: orientation what the conference is; Best Practices guide for partners
- Allocate budget from President’s discretionary budget
- Look at who are our partners – open the door to outside organizations and redefine what partner means
- Opt-in/opt-out for attendee email list: Daniel will research with other organizations, State/region association Presidents listserv about emails and partner education
- Official terminology: Vendors/Sponsors at the conference, broader relationship is Partnership

**Purpose: Region Training Updates**

Region IV: 17 people attended and 19 registered. 2 big sessions: Session: communication, individual stance, membership update and listserv, 2018 tax returns, Professional Judgment Credential. New way to raise funds for Bonnie Pirkle – trifold, envelopes, $30 for gift cards, a lot of money was raised. Biggest obstacle was finding people to present down there. Over budget by $38.90. Suggestion: reached out to PEPS= post-secondary participants system, “Training the Presenter” workshop possibly presented by Region IV Representative Gross.

Region V: Location changed (not available on that date) but new location right across the street and able to keep same date.

Clarification: All region workshops are open to all membership regardless of their home region.

**Purpose: Conference Committee Update:**

Conference Chair Manselle: NASFAA and Dept. of Education confirmed. Committee had August, September, and October meeting. Conference theme: “FASFAA: The Key to your Success”. Dates: May 26-29, 2020. Need to further discuss pre-con, how to execute the theme, and evening event (in lieu of Bingo).

**Recess: 4:56 PM**
Call to Order
President Barkowitz called the meeting back to order at 9:05 AM on Tuesday, October 15, 2019.

Roll Call

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Not in attendance: David Alexander, Trey Harrison, Vanesa Alfaro, Ilia Cordero, Suzanne Evans, Donna Kolb, and Bookkeeper Gwyn Francis.

Membership Present: 2021 Conference Chair Joan Bailey

**Purpose: Conference Hotel Tour**

Site Selection/Event Coordinator Daniels introduced Bonnie Oliver who is the event coordinator for the conference hotel. She gave the executive board a tour of the conference area. Any notes from the tour should be sent to Conference Chair Manselle.

**Purpose: Nominations**

President-Elect Lovett: Call for nominations – if you know of any individuals interested, please reach out to them. 99% set on returning to Orlando for 2021 Conference. Conference theme tentative “sharing the vision and shaping the future”. Open positions: Region 2 Representative, Region 4 Representative, President-Elect, Treasurer-Elect, Vice President of Training. Self-nominations are permitted.

**Purpose: New Aid Officer Workshop**

Tamika Martin is New and Intermediate Aid Officer Workshop Chair. Workshop for aid officers that are New or have 3-5 years’ experience. There will be credentialing. Budget is for 30 registrants but hoping for 45. New Aid Office – 30 registrants budget and Intermediate aid officer- 15 registrants budget. Dates: January 22-24, 2020. Location: Southeast – Fort Lauderdale, Boca, etc. where there is large concentration of members. Tentative Agenda has combined and separate sessions for both groups. Info will be set to sent out in November.
**Purpose: FCAN / FASFAA Partnership**

College Goal Sunday (CGS) funding – USA Funds: FASFAA act as administrator of the funds. Spent most if not all of USA Funds money. Some past Board members wanted to not invest in it anymore. Previous Board voted to fund CGS from FASFAA funds. USA Funds released the funding to FASFAA to use. Approx. $14600 left in the restricted use fund. Question: Confirmation in writing? Brenda Brown received confirmation from USA Funds that FASFAA can use the funding. Bookkeeper Francis would need to confirm. CGS turned into “Form your Future” – web driven not presentation driven.


Suggestions for topics; Creative communication with high school counselor training, Beyond FAFSA training events, what happens after FAFSA is done, FCAN wants more! Federal and State Legislative Chair Lent stated there is interest from other organizations to attend a FASFAA workshop about financial aid.

Discussion on different organizations that would be interested in FASFAA presentation/workshops on financial aid: National training for counselors and mentors (NT4CM), Local access network, HELIOS, Region workshops and New Aid Office and how to brand new partnership to add value to our members and FCAN, Regional presentation for HS counselors, how to reach out to the counselors, FCAN can help facilitate that, FPN- Florida Philanthropic Network, Hillsborough County Leap Tampa– they want students to come out of their school, but they aren’t coming because they are not familiar, the families that are coming are not the ones that have the need, OSFA used to have 7 outreach reps, now only 1- OSFA is prepared for field services

If region workshops become open access, then counselors would come for free

Formal Partnership with FCAN: What does that partnership look like? How soon do we take action? Last year: FCAN list us on their website, FASFAA has them on our website, discount code that we can give to membership $50 discount on registration fee, no financial obligation.

Partner for FCAN Summit

Allow to work on pre-con session

**Motion: FCAN Partnership**

Motion: Region IV Representative Gross motioned to partner with FCAN for the year and for FCAN Summit with the intention to develop pre-con guidance counselor session. Seconded by Vendor/Sponsor Coordinator Dickerson. Vote: 1 abstain. Majority vote in favor. **Motion carried.**
Purple: Timing of Annual Conference

Historically there was a fall annual conference and spring annual conference. There was a decision to just have spring conference.

Cons of spring: entire budget is based on conference, single largest expense is the hotel for conference, everything is at the end of May, Georgia had the conference before Memorial Day, moved to week of Memorial Day, overlap with our conference.

1. Options proposed by President Barkowitz- move to Fall, beginning or middle of November, low risk for hurricanes, close to FSA,
2. Changing fiscal year: Deal with fiscal issue – change fiscal year- January 1 – December 31 fiscal year. Question: Would this change membership?
3. Pre-funding conference for one year: Provide funding for conference, from short term reserve for 1 year, profit put into account and will inform the following year fiscal year budget

Discussion on Moving to Fall conference:
- Site Selection/Event Coordinator Daniels can look into pricing during the fall, not a shortage of people coming to FL during fall which means pricing could be higher
- Conference planning has to be pushed up
- Question: how would we fund for option 3?
- Other states have conferences in the fall, May is a busy month
- Fall conference would be a direct competitor to FSA, cycle has been Atlanta, Florida, and Las Vegas, other states are small conferences, tourist season,
- Competition with GA – Dave Bartnicki lives in GA, GA forced into change due to school calendar
- NASFAA is around Atlanta
- Region IV Representative Gross suggested that we survey the schools to see when they would want conference, early spring, spring break, northern spring break, we don’t know if declining attendance is due from dates, ask schools and partners/vendors
- President-Elect Lovett suggested that we reach out to past presidents that have the history when we moved to 1 annual conference
- California marketed their conference “come to CASFAA instead of FSA”
- Treasurer Conrad stated that FSA butting up against a fall conference; cheaper to send more people to FSA; NASFAA usually different attendance. More leery of butting up against FSA, NASFAA crosses fiscal years, budget does not come from conference
- Conference membership paid for following year- would moving conference change this?
- Original idea was that following year dues were worked in conference membership fees for schools that don’t allow for individual membership. There is precedent for building membership dues for next year during fall
- Nominations and election: Entire structure would have to shift
- Mindful of those who had done logistics of conference
- Conference Chair Manselle was asked to put together quick bullet point timeline, and site selection
- Possible to have conference in March or April
- Suggestion for a Straw poll before next call
- Table topics, will come back to this during next call

**Purpose: Membership Dues**

There has not been a membership dues increase in at least 10 years. Went from $25 to $30 currently. Questions: Are we providing more than $30 value to membership? Conference fees that includes membership fees.

For reference: Alabama - $25, Kentucky - $30, Mississippi - $35, SC - $30, Tenn. - $35, VA - $45, NC – $25, GA – intuitional membership with tiers: Tier 1 – 1000 or less students $100, Tier 2 – 1,000 to 7,500 students $200, Tier 3 – 7500+ students $300, Partners - $150, Associate - $100

Individual versus Institutional membership: Revenue loss for institutional membership, Institutional student size seems unfair, Streamline way for large institutions to have their memberships join, make it logistically easier, how to manage rosters, many institutions don’t allow for individual memberships, when asking institutions that don’t have members – too hard to become a member

Suggestion from Webinars Chair Kruger: hybrid individual and institutional, Discount for more members, same proposal from years ago. Sticking point: if an employee left, can remove and new employee gets a new membership? Current bylaws state no transfer of membership.

Question: is there a way to indicate whether institutional paid or individual paid? No clear indication, how do we track? Follow up with GA since they also have Memberclicks

Purpose of increase of dues: Help with budget, costs have gone up but revenue has not; Registration fees: clock hour positive trend line on fees, same with conference

Region IV Representative Gross Suggestion: A tier-based fee structure based on staff members

Proposal needs to be circulated and voted by membership. If 20-21, everything in place set before conference registration goes live, since dues are included in conference fees
Suggestion: Survey to Directors to gauge their interest

Table conversation.

**Motion: Dues Increase**

Motion: Treasurer Conrad move to propose $5 dues increase for the 2021-2022 fiscal year. Seconded by Vice President of Training Bailey. No further discussion. Unanimous vote; no abstains. **Motion carried.**

**Purpose: Table Discussion**

Investment policy tabled for next call.

**Purpose: Board Reports/ Officer Updates**

- Electronic Services Chair McMahon: As submitted, need volunteers for conference
- Scholarship/Charity Chair King: As submitted
- Volunteer Coordinator Mwango: Send volunteers to your way, follow up, if you need volunteers let her know, will direct committees with the greatest need
- Question from President-elect Lovett to Region Representatives: sign-in list asking about volunteering? There is a template. There is paper and electronic version.
- Newsletter Durden: Send email for suggestions for content, need to talk with Vendor/Sponsor Coordinator Dickerson, vendors/sponsors in newsletter, what we are offering and what space, content that we could use to build newsletter, not a sales pitch, advertisement would need to tie with sponsorship level, Quarterly newsletter, Region Representatives should be primary contributors to the newsletter

**Working Lunch**

**Recess: 1:04 PM**

**Resume: 1:20 PM**

**Purpose: Board Reports/ Officer Updates (Continued)**

- Federal and State Legislative Chair Lent: adopt advocacy agenda, HEA update, ask for opinion during bills process
- Vendor/Sponsor Coordinator Dickerson: As submitted, received first payment for sponsor
- Conference Chair Manselle: Confirm theme- will finalize this afternoon
- Site Selection/Events Coordinator Daniels: No report, 20-21 proposal offer would need vote, New Aid Officer Workshop pick hotel, Irma Molinares is shadowing, Clock-hour workshop is good to go
Treasurer-Elect Brzozowski: As submitted. No longer attending Clock-hour workshop
Treasurer Conrad: As submitted.
Secretary Cun: As submitted.
President-Elect Lovett: As submitted.
Vice President of Training Bailey: As submitted.
Region II Representative Crowley: As submitted. Finalize agenda for Region II Workshop this weekend.
Region II Representative Troche: As submitted. Open to suggestion for scholarships raffle, reminder that donations can be made online, clarification that you do not need to contribute personal money for baskets, raffle, etc., raffle can have multiple winners
Region V Representative Ly: As submitted.
Vocation-Technical / Clock Hour Chair Wright: As submitted.
Private College Liaison McCrary: As submitted. Asked for ideas on how to reach out to private schools. Newsletter Chair Durden volunteered to meet Independent Colleges & Universities of Florida (ICUF) in Tallahassee. President-Elect Lovett will provide contact information for Florida Memorial.
Graduate/Professional Chair Shimp: As submitted.
Webinars Chair Kruger: As submitted. Possible webinar: tutorial on how to navigate website

Purpose: Closing Remarks
Submit Expense Reports to Treasurer, President, and Bookkeeper. Indicate if you did not eat meals with group. Include maps for mileage, and receipts for tolls. Those on Conference Committee can submit 1 expense report.

Next Calls:
- November 15, 2019, 2pm – 4pm
- December 13, 2019, 9am – 11am
- January 14, 2020, 2pm – 4pm
- February In-Person Spring Board Meeting Tentative February 24 -25

2:07 P.M. Adjourn

Adjournment of Meeting
With no further business to discuss, President Barkowitz declared the meeting adjourned at 2:07 PM.

Respectfully submitted by,
Jenny Cun
FASFAA Secretary