

# NASFAA Gold Star Application 2021

## FASFAA 2020 Spring Conference Moves Online

### **Participation and Evaluation:**

Over the 19 webinars offered between April 3 to June 29, a total of 1,011 unique individuals registered and attended our webinar sessions. Registration by session was listed as part of the narrative information. There were a total of 2,746 session registrations if you include each registration for each individual. This represents an average of 2.72 registrations per person.

The most common registration number was 1 session per person (566 attendees), but we did have 12 registrants who attended 15 or more of our sessions. There were 2 registrants who attended every session.

Each participant was surveyed about their experience at the end of each session. Highlights of the survey responses follow:

- I would like more frequent webinars from FASFAA (*only asked during the CARES HEERF workshop on 4/17*):
  - Yes – 230 responses
  - No – 30 responses
- I am a current FASFAA member (*only asked during the CARES HEERF workshop on 4/17*):
  - Yes – 163 responses
  - No – 112 responses
- I work in the following area (pick the one that closest resembles your job) (*only asked during the CARES HEERF workshop on 4/17*):
  - Financial Aid Administrator – 64.8%
  - Bursar / Student Accounts / CFO – 17.1%
  - Executive Leadership (President / CEO) – 11.6%
  - Student Affairs – 5.5%
  - Academic Affairs – 1.0%
- The content of the webinar was highly related to my needs for information (10 is highest, 0 is lowest)
  - Mean – 8.4
  - Median – 9
  - Mode – 10
- Would you recommend a FASFAA webinar to your colleagues?
  - Yes – 1044 responses
  - No – 6 responses

- How helpful and relevant was our session today? (10 is most relevant)
  - Mean – 9.46
  - Median – 10
  - Mode – 10
- How effective was our presenter in sharing the information on our webinar? (10 is most effective)
  - Mean – 9.68
  - Median – 10
  - Mode – 10

***Costs and Revenue:***

The project had minimal to nil costs as we made use of the LogMeIn promotion of 3 free months of use of GoToWebinar / GoToMeeting. We did spend some resources to provide “prizes” to several members who attended the Business Meeting and Awards Ceremony (selected at random) but these gifts would have been provided during our annual conference anyway so there was no additional cost.

We also ran a charity drive during the online conference to support our designated charity. The organization provides housing and food support for homeless teens and young adults, and they had urgent needs. We raised \$2,413 in individual donations during the online conference period.

Revenue produced included the additional memberships (as highlighted in our narrative description), the registration fees from the NASFAA authorized training sessions, and the retained sponsorship that would have had to be returned to our sponsors if we did not offer any online conference option. Our annual budget for Sponsorship for FY20 was \$57,320; we retained \$25,200 of sponsorship.

We made use of remaining College Goal Sunday funds (with Board authorization) to buy copies of The Privileged Poor for members who renewed and participated in our year-end webinar.

***Goals and Achievements:***

We hoped to grow membership and maintain the usual growth rate that we receive from the annual conference. We met and exceeded our membership growth.

We wanted to engage new members, returning members, and other staff within the institution. Our registration proves we did this.

We wanted to retain revenue produced from sponsorship from the conference since the annual conference is our major revenue producer. We were able to retain about half of our total

dollars promised by sponsor partners and we ended the year with a very small loss against our budget (approximately \$5,000).

We wanted to share as much of the Annual Conference as we could in a virtual mode while offering the full complement of conference experiences (Birds of a Feather sessions, Federal Updates, Pre-Conference sessions [represented by the NASFAA Authorized Events], Annual Business Meeting, Awards Ceremony, and Concurrent Sessions). We succeeded.

FASFAA's innovative delivery method, low cost of this solution, and our speedy response to the pandemic situation and ability to pivot led to a great close to our 2019-20 year. FASFAA once again proved our resilience and thought-leadership among financial aid associations.