CASFAA Executive Council Marriot San Francisco (Conference Hotel)

January 16-17, 2013

Attendees:

Voting Members: Melissa Moser, Deb Barker-Garcia, Lynne Garcia, Louise Jones, Lindsay Crowell, Natasha Kobrinsky, Wayne Mahoney, Daniel Roddick, Robin Darcangelo, Daniel Reed, Dan Wait

Non-Voting Members: Kat Williams, Jon Potter, Kerri Helfrick, Jack Edwards

Voting Members not in attendance: Thomas Le, Brian Heinemann

12:21: Melissa Moser called meeting to order

* Melissa gave a brief up-date on absent members, then introductions
* Daniel Reed will send out minutes from December meeting for future approval
* Melissa asked Jack Edwards-President of WASFAA, to visit regarding relationship with WASFAA:

1. Encouraged us to join WASFAA membership; they are here to support the state and want to advocate on behalf of Board of Directors of NASFAA
2. Important that the representation is with WASFAA in order advocate issues
3. Provides better communications with East Coast and he can convey information to Justin Dreager
4. Close to finalizing Summer Institute 2013: Week long training (provided handouts), Portland State University; registration fees not confirmed yet, beginner and intermediate tracks
5. Handed out flyer to go to CASFAA newsletter
6. WASFAA in May in Phoenix May 19-21; registration now open for conference and book room @ Pointe Hilton
7. Major Issues; NASFAA Leadership conference March 10-12; (Melissa Moser, Lynne Garcia, Denise Pena & Daniel Reed attending)
8. WASFAA on LinkedIn; consistent blogging
9. Working on Strategic Plan for the next 3-year plan
10. Deb encouraged all members to connect with WASFAA and support summer training

* Lynne Garcia gave recap on CASFAA 2012 conference

1. We congratulated Deb, Lynne, and all conference committee members for doing an excellent job
2. Lynne discussed mobile app; lots of members used it and it was the greatest tool
3. Learned that private lender list session and a lot more director level people attending
4. Still working on budget but CASFAA did make a small profit
5. 38 vendors, conference huge success and everything but food was picked up; 210 attending CCCCSFAAA at pre-conference event, met room block especially on Saturday night and huge success combining CCCCSFAAA and CASFAA.
6. Community college and grad professionals all came out and were fed at same time; lots of energy and communication; joy to be in vender hall and it had a reunion feel and became amazing again, ending extremely positive!
7. Raised the money but loved the Kindle give-away; Mohela donation
8. Issue; conference scholarship recipients sharing rooms
9. Discussed obstacles for holding CASFAA in Northern Calf.
10. Deb wants to discuss scholarship opportunities for next year and looking at more vendor visibility for next year’s conference
11. John Potter from CLFE; felt that everyone was happy with conference outcome. Stronger partnerships were created, and participation was shared among all groups
12. Deb looking at vendors as partners; wants vendors to be same level as conference sessions and expressed that this is their time to sell their products and partner

* Melissa conveyed that Wayne Mahoney will be changing budgets to Quick Books

1. Wayne discussed Quickbooks training; Lindsey and Wayne will discuss training ideas
2. All committee members have $500.00 as an advance for their budget; send check request to Wayne, contracts need to be submitted to Melissa
3. Some places require proof of insurance—find out, make sure requests are in so Wayne can get it back to you.
4. CASFAA EC Meetings: reimbursement forms on website; mileage according to IRS standard
5. Sunshine sending out credit card forms; please sign and get them back to Sunshine, budgets are due to Melissa by Feb 15, conference call Feb 25. Segmental events at the conference are part of the conference budgets. Melissa will go through the entire budget process from ground up

Kat Williams providing an over-view of CASFAA website:

**Current status of the upgrades/updates that have been requested**

* Signup4 Trees - 3 will be planted in our name as part of the new customer process. - Will have planted in California.
* Payment Portal Combination - give them the numbers from the Moolah Payments rep.
* Demonstrate our new Intranet and links to Cloud services
* Iron Stratus - New Password Management tool
* Job Board - a standalone piece of software, on a hosted system. Starts at $4 a month - EC DECIDED TO WORK ON JUST BETTER ADVERTISING AND HELPING PEOPLE UNDERSTAND WHAT THE DIFFERENCES ARE BETWEEN THEIR BOARD AND OUR SITE - WE NEED A BETTER VISIBILITY TO THE FAQS , MAYBE RENAME AND MOVE THAT MENU ON OUR WEBSITE?

**Improvements to processes**

* Templates for Contact CASFAA issues - does anyone need templates?
* Database Auditing - drop downs, admins, expiration dates, etc.
* Going to have monthly reports on New Member and Dues Renewal forms that are unpaid
* Talk existing FAQ help files
* Show them the new Welcome to CASFAA Email
* Ask for Welcome to new EC/Committee members Email suggestions
* Audit of Institution list to include assigning all Institutions to an Institution Type - I need a good source to compare lists... Studentaid.gov underneath the composite scores

**Where do we want to go from here?**

Membership Database Limits - 907 Active Profiles+ 1217 Inactive Profiles that have been logged into since 2012 = Current Plan count 2,124 / 2,500  
<http://memberclicks.com/memberclicks_complete/> Click on Pricing - We’re at Tier 3 right now - send Melissa numbers as part of my committee budget proposal

Zendesk-KB/Help System & AskRegs like system - try another format for a community assistance board - add a question to the new survey?

Need full system for transferring information from one EC to another - ask EACH council member what they need in a follow-up email.

Creating a forum for people to communicate and share ideas/talking points/data sheets for the Day at the Capitol

**What access do we want for people - list serve, updating committee information, updating reports, membership**

* Committee Pages - What does everyone want on it?
* Segmental Pages overview
* Internal committee section - disengage and lets focus on using the Intranet section.
* What reports need updated for 2013, newsletter, membership, etc? NO CHANGES
* Admins who change stuff on people’s accounts - please use the Notes section, particularly if there is no formal contact requesting the change (i.e. an email into the archived [Admin@CASFAA.org](mailto:Admin@CASFAA.org) inbox or the Contact CASFAA inbox).

**Archives - storage - cloud? needs?**

New Google Calendar - ask if the Upcoming Events bar should feature webinars or EC meetings?

Google Drive (including sync info) will go live soon - hopefully in early February. If not, by the next EC meeting in late February.

How much Drive SHARED space do we need - people have 5GB per person, and there is a shared account set up right now?

**Surveys**

Create a start of the year survey.

* What changes do you want to see to the website in 2013?
* What issues do you wish CASFAA focused on more in 2012?
* What new training events would you like to see CASFAA offer?
* Do you have any suggestions for 2013’s conference?
* What Federal Issues would you like to learn more about?
* What Federal issues would you like your voice heard on?
* Have you ever sent an Advocacy Letter?
  + oWhat prevents you?
* Agenda Item Tabled
* Daniel Roddick suggested we feature Kat Williams in CASFAA newsletter
* Send and updated picture to Kat (waist up) as soon as possible
* Wayne provided data, 229 jobs posted, job seekers, etc…stats, resumes uploaded, resumes posted; looked at money made and according to job board $20,000.00

Meeting adjorn

January 19, 2013

Additional attendee: Denise Pena

Meeting continued:

* Melissa discussed CASFAA paper/stuff to gather and place in storage room

1. Need to find out how much stuff we have and list of awards of who has received awards
2. Wants to place list of awards and recipients on website; missing several years
3. Joanne and Adalou will be contacted to get timeframe but shooting for July 1, 2013
4. Jon Potter: CLFE; California Lenders for Education, provided brief history. Goal is trying to discover what their mission will be and trying to align themselves with associations and members while creating partnerships
5. Michael McFarland; President elect and Jon Potter VP, Pat Robbles; secretary
6. Looking at bylaws to determine what is relevant in order to restructure association
7. Trying to provide added value and align company with what is complimentary and making efforts to provide benefits to each of the associations; consolidating efforts to create opportunities

* Melissa mentioned CASFAA address must be a physical location; address must change each year and it must be current president’s physical address
* Leadership Conference: Lynne, Melissa, Denise and Daniel attending; our team works in conjunction with CCCCSFAAA
* Day at the Capital; March 5, 2013
  + Work in conjunction with CCCCSFAAA; rooms reserved now and agenda will be put together in a tool kit
  + Tool kit will be placed on the CASFAA website
  + Laurie Nozura will be setting up all appointments and we will go out in teams
  + Visits will occur in the afternoon and you may either meet with an assembly person or representative
  + Each group will have advocacy sheets but must bring business cards
  + Arrive March 4 and depart March 5; lunch will also be a joint event with each association covering costs
  + Each association will invite speakers about issues are a concern and hot topics
* Training: Rhonda Mohr and Kim Thomas-1040’s: Making contacts to make arrangements for presenters/speakers for presentation at schools
* Deb Barker-Garcia: Conference Theme for 2013: Come Together Join The Party
  + Meeting will be called next month
  + Concerns are room rates and additional parking expenses
  + Looking at creative ideas for Monday evening party
* Deb Barker-Garcia; looking at signing contract for 2013; settling on site for 2015 in Northern Cal
  + Goal to get program and agenda out by June 2013
  + Working on creative ideas of getting people to attend and making it work
  + Melissa and Robin working together on the ideas
  + Daniel Roddick has some ideas to make accommodations to market conference
* 2014 EC needs to make decisions on changing time frames; dates on the table for October. Hilton in Anaheim; Nov 1-Nov 4 but looking at different options
* Melissa made motion to move conference to Nov 1-3, Daniel Reed 2nd the motion
  + Motion approved, all in favor, none opposed, no abstentions
* Melissa mentioned Position Descriptions for Segmental Reps: Revise them and get them back but discussed responsibilities of individuals. Dennis and Anafe Robinson doing High School Relations: Looking for additional volunteers
* Budgets due to Melissa by Feb 15; Feb 25 conference call
  + EC conference call on Feb 27; 2-4 ccc/confer call
* Melissa set deadline for July 1; each person needs to identify two for your elected positions to her
* May 2-3 next meeting; submit recommendation to Deb and Lynn for Key note speakers for conference
* Daniel Roddick suggested a time to share and get to know the new EC
  + Each member present shared their background
* Lindsey made motion to adjourn meeting; Daniel Reed 2nd it.
* Meeting Adjourned 11:30 a.m.

January 24, 2013; via email:

Deb Barker-Garcia motioned put forward to elect Maureen as VP State issues, Lynne Garcia 2nd the motion.

Motion approved, all in favor, no opposed, no abstentions.