

CASFAA Executive Council Meeting Minutes
January 23rd, and 24th, 2019
Riverside Convention Center
Lower Concourse - Ballroom A

Wednesday, January 23rd

11 am **Fiscal Committee and Strategic Planning**

11 am Fiscal: Past-President, President, President-elect, Treasurer, Treasurer-elect, Conference Chair, Fund Development

Dewayne reviewed the investment tracking for the period ending 12/31/18. Checking account at \$13,266.00 and CD is at \$15,129.00. Total current value is \$877,661, previous value \$1,072,193, Change \$254,532.

Dewayne reviewed the profit and loss. Yuliana ran the profit and loss report to look for training income received. Yuliana states there is \$177,000 training revenue. Barbara recommends the bookkeeper to do a journal entry to move revenue to the correct bucket.

Dewayne reviewed budget requests for 2019. High School Relations, 1040's and Summer training.

1040's budget request- Committee discussed the need to measure outcomes. The measures outcomes are needed to determine if the cost needs to be increased or lowered. Recommended to adjust the budget request to show actuals and projections. Dewayne reviewed the 2019 tax training information; we currently have 199 people registered. Barbara recommends we send announcements more frequently. Apri recommend targeting emails based on location to stress the deadline to register.

High School Relations budget request- Request for \$18,350, last year \$2600 was spent. Requested to lower the budget request to \$5000, which includes travel cost. Luanne recommend asking CCCSSFAA for assistance with paying a part of this cost. Question whether ECOM (Paula) can still pay for the workbooks. Plan to print the PowerPoint presentation and have other materials electronic.

Summer Training Budget Request- Luanne discussed her budget request. Budget request includes travel funding for presenters. Instead of doing breakfast, they would like to provide lunch to reduce cost.

Carl recommends to amend the 1040's budget request to \$45,000, expenses \$27,300, net budget \$17,700.

Recommend to amend the High school relations request to \$5000.00

Recommends to approved the summer training budget request at \$23,900 revenue, \$8540 expenses, net budget of \$15,360

Barbara Bickett made a motion to approve the recommendations from the treasure.

Dewayne Barnes made a second.

All were in favor, none opposed, no abstentions.

Motion carries.

11:45 Strategic: Past President, President, President-Elect, Treasurer, State and Federal Issues, and Training.

Anita Kermes discussed the 2017-2020 strategic plan. It is recommended that the committee work on communication with the members. CASFAA now has a person to manage the website and work on communication. Ryan will be working on a newsletter and social media sites. Discussion to work with membership to help improve communication. The committee reviewed the goals of the committee. It was recommended that we reach out the members. Apri has a list of directors that were active as of last October. All tech requests for sending communications or to update the webpage should be sent through the google docs request. Some request will need to be reviewed by the EC.

Anita discussed organizational strengths specifically regarding the credibility of CASFAA within the education community and with other agencies. Anita also discussed the organizational strength of holding agencies accountable. Committee reviewed the organizational challenges, it was recommended to reach out to new people to get them involved. Anita recommends reviewing and cleaning up the threats and opportunities section of the strategic plan.

Anita discussed the need to measure outcomes from the goals. Reviewed the draft measure-tracking tool for trainings. Barbara would like these submitted with the quarterly reports. can help provide any past data that is available in Cvent.

12:45 to 2 pm Lunch All EC Members

2 pm Call to Order Barbara

Call to Order at 2:05 PM, by Barbara Bickett

In Attendance:

President – Barbara Bickett, President-Elect – Anafe Robinson, VP State Issues – Bronwyn Garrison, Secretary – Vanessa Gibson, Treasurer-Elect – Carl Gottbrecht, Access & Diversity Representative – Colette Amin, Independent Representative – Emily Valk, Proprietary Representative – Wendy Wang, UC Segmental Rep – Apri Medina, Graduate/Professional Rep – Jesse Marquez, 2019 VP Federal Issues – Mary Booker, 2019 Treasurer – Yuliana Sandoval, 2019 CSU Representative – Lori Prince, 2019 Community College Representative – Christina Tangalakis, Training- Luanne Canestro

- Welcome, Housekeeping, Announcements, Introductions
- [Review of Minutes from October EC Meeting](#) Vanessa
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Barbara Bickett made a motion to accept the minutes as amended by Mary Booker. Jesse Marquez made a second. All were in favor, none opposed, no abstentions.

Motion carries.

- [Outstanding To-Do Items](#) Vanessa
- Electronic Votes made Barbara

12/11/18 the fiscal planning committee has made a motion to move \$60,000 from our CD to cover upcoming expenses. Mary Booker made a second.

All were in favor, none opposed, no abstentions.

Motion carries.

2: - :2:45 Treasurer’s Report Carl/Dewayne

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Dewayne reviewed the FY 2018 Profit and Loss report.

Fiscal Planning Carl

- 2019 Budget

Dewayne stated that taxes are almost completed

Carl spoke about the budget request received.

Carl reviewed the recommendation from the fiscal planning committee to amend the 1040's budget request to \$45,000, expenses \$27,300, net budget \$17,700. Recommend to amend the High school relations request to \$5000.00. Recommends to approved the summer training budget request at \$23,900 revenue, \$8540 expenses, net budget of \$15,360

Barbara Bickett made a motion to approve the recommendations from the fiscal planning committee.

Anita Hermes made a second.

All were in favor, none opposed, no abstentions.

Motion carries.

2:45 – 3:30

Conference Committee Update

Dewayne

Review of the 2018 Conference Budget, Actuals, and expenses. There was a discussion regarding the increase in the expenses compared to the projections and actuals revenue. Missing \$7275.00 for attendees that have not paid yet. There was a discussion about the different strands of registration, comparing the one day attend, breakfast attend, and full conference. Discussion regarding offering a live stream or recording of the conference. Barbara wants the conference committee to be more conservative with their budget request.

Conference evaluation form- ready for review

To Do: Dewayne to send the evaluation later this week.

Carl Gottbrecht made a motion to recess the meeting. Mary Booker made a second.

All were in favor, none opposed, no abstentions.

Motion carries.

Update on 2019 Conference-

Dewayne discussed Conference budget for 2019. Total revenue projected to be \$289,550, total expenses projected at \$212,375. Discussion about raising the cost of the conference. Suggestion to include the wording complimentary membership included at the time of registration.

Suggestion to charge more for the leadership forum if they are only attending the forum and not the full conference. Suggestion by Barbara to increase the leadership forum to \$75 because of the cost of food and cocktail hour. If not doing the cocktail hour then keep the price at \$50.

Mary Booker made a motion to accept the fee structure for the 2019 conference and the overall budget. Jesse

Marquez made a second.

All were in favor, none opposed, no abstentions.

Motion carries.

Conference theme discussion, it was decided that the 2019 theme will be Beyond Boundaries: Unleashing Potential

Tour of 2019 Conference Facilities.

3:30 to 4:00

Break

4:00

Strategic Planning

Anita

Anita discussed strategic planning and goals, trend analysis and track each year. Anita will reach out to reps to continue planning for the upcoming year.

High School Counselor Workshops

Anafe

Anafe discussed holding the workshops early or late August and for a longer amount of time. Barbara discussed August being a peak period for processing for financial aid professionals. Anafe plans to print the PowerPoint presentation and have other materials available electronically. Would like to increase membership involved. Locations are not set as of today. Budget request needs to be approved for planning. Future ideas would provide professional development for our members. Denise to give an update at the next meeting on dates available and locations for the workshops.

4:15- 5:00 Segmental Representative Updates:

- University of California Apri's Quarterly Report Review Apri
- California State University Lori's Quarterly Report Review Lori
- Lori to send information of the person who is willing to help with communication to Barbara.
- Independent Emily's Quarterly Report Review Emily
- Community College Christina's Quarterly Report Review Christina
- Proprietary Wendy's Quarterly Report Review Wendy
- Grad/Professional Jesse's Quarterly Report Review Jesse
- Associate Members Kim's Quarterly Report Review Kim
- Ethnic Diversity Collette's Quarterly Report Review Collette

5 pm Recess for the day

6:00 Dinner (TBD)

Thursday, January 24th

8:30 Breakfast

9:30 am Call to order

Call to order at 9:48 AM by Barbara Bickett

9:30 Committee Reports:

- Training Luanne and Thalassa
 - Summer Training

Luanne discussed the need for trainers. She reviewed the calendar page on the CASFAA website. If aware of any training, send information through the google form for Daniel. Luanne reviewed surveys from previous summer training. People like the professional development piece of the training. Discussion for the need of higher-level training. Committee mentioned that a Packaging training is needed. Professional development might be customer service. Discussion about the layout of the training whether it should be a full day or half day. Summer training will be in July.

Discussion whether or not there should be a cost associated to the webinar training. State webinar will be free. Free training will help build our name.

To Do: Training committee send an announcement for volunteers.

- 1040 Workshops Kim

Registration is live for the 1040 workshops; need to continue to advertise to get people registered.

- Federal Relations Mary
 - Nasfaa Leadership Conference
- Membership Lindsay
 - Membership structure.

Lindsey discussed the current members. The emails used to send in error has been fixed, member should not receive emails. Lindsay to clean the data and work with Dewayne.

Barbara would like to discuss the membership structures. Data needed to make decisions about the structure.

To Do: Lindsey to get data over the past three years. Lindsey to look at bylaws to determine if the members need to vote on a structure change.

- State Issues Bronwyn
 - Day at the Capitol

Bronwyn discussed the State Issues quarterly report. Day at the Capitol might be on April 22. Bronwyn would like to discuss the best option on setting meetings with State Reps. Carl recommends bringing the position of CASFAA to the media.

To Do: Dewayne to find site for the Day at the Capitol and the next EC meeting.

- Electronic Services Scott
 - Website Content
 - Monthly news and electronic services

Website requests must go through the tech request process.

Scott discussed the need for an editor for the newsletter. Ryan is willing to support the editor. Scott showed the CASFAA Newsletter Calendar for 2018-2019, which will reduce workload. Barbara mentioned monthly ads by vendors. Barbara would like to get the process up and running by March. Scott showed a sample newsletter using Mail Chimp, desktop and mobile friendly. Apri would like to volunteer to assist with the creation of letters.

Barbara discussed the need to increase social media content to get the CASFAA name out there.

Electronic Services Budget Request: \$3000.00 expense.

Carl Gottbrecht made a motion to accept the budget request. Wendy Wang made a second.

All were in favor, none opposed, no abstentions.

Motion carries Motion to accept the budget request by Carl, second by Wendy, No discussion, Motion Carries.

To Do: Contact information to be sent to Scott for new possible editor.

11:30

New Business – Site Selection – future EC meeting dates and schedule

Discussion about location for EC summer meeting. Discussion about moving the meeting to July. Tentative the week of July 22.

2020 Conference- Dewayne will be reviewing locations. The two possible locations are Oakland, Santa Clara. He also reviewed the 2020 RFP Comparison.

Dewayne reviewed the 2020 budget. Total income \$318,942.16, Total expenses \$442,102.23, Net Operating Income is at -\$123,160.07 and Net Income of \$59,535.42.

To Do: Analysis needed to determine past costs compared to current projections. Dewayne to send the corrected 2020 draft budget.

To Do: Barbara to talk to Scott about content deadlines for CASFAA check.

To Do: Yuliana to get data regarding the summer workshop attendees and how many of them became new members.

Review of To Do's

Vanessa

12:00

Adjourn – Safe Travels

*Carl Gottbrecht made a motion to adjourn the meeting. Mary Booker made a second.
All were in favor, none opposed, no abstentions.*

Meeting Adjourned at 12:59