



## CASFAA Executive Council Meeting Minutes

September 17, 2020

Meeting Via Zoom

Call to Order by Anafe at 1:05 pm

Review of Minutes from August 11, 2020 EC Meeting

Scott Cline mentioned updating the name of the Access and Diversity Committee.

*Christina moved to approve minutes as edited from Aug 11, 2020, second by Jesse, Motion Carries*

- Outstanding To-Do Items  
Vanessa reviewed the upstanding to do items

### Treasurer's Report

- 2020 Budget  
Wendy gave an update on the CASFAA accounts.  
Bank of America balance \$81,160.61  
CD account \$15K mutual date is 12/29/20  
Franklin Templeton Investment \$830,241.02 as of 06/30/20

We have started paying the On24 conference software. We are utilizing the credit card to get the points. We will be paying off the debt at the end of the month.

### Conference Update

- Conference Platform and Registration  
Tom reviewed the conference platform. The platform has an area for welcome information, sponsors, business solutions session, and featured sessions. The committee will be training the presenters on how to give their sessions. Tom is working with Cvent so we can launch registration as soon as possible. Conference cost will be \$150.00.

Jessica questioned if there will be enough time for the presentors to learn the software. Tom discussed the ease of the software and believes there is enough time but will make sure they are comfortable with the software. He will work with the presentors on their needs.

Lori gave an update on the polo shirts for the EC members. We need to plan on how we will get the shirts to the conference attendees. Anafe recommends not doing the shirts for attendees and doing it next year.

Wendy will send Lori her address to have the shirts mailed to her; she will bring them to our next meeting.

Oct 29<sup>th</sup> and 30<sup>th</sup> will be the business and transitional meeting in Newport

Scholarship application will be sent out ASAP. Lori has updated the information.

- Program Lorena  
Lorena gave an update on the layout, agenda and the program for the conference. She discussed who will be presenting and moderating the sessions.

Discussions about segmental reps giving workshops for the segmental groups. Conference committee would like the information as soon as possible.

- Sponsorship

Sun

Fiscal planning committee met and is recommending the proposed pricing of sponsorship for conference. Sun reviewed sponsorship pricing; she showed a comparison of other association's sponsorship pricing. Bronwyn recommends including the link to the CASFAA Chronicle for the Sponsors to review.

*Colette moved to approve the proposed sponsorship pricing as outlined to the EC by Sun, Debra seconded, Motion Carries.*

### **2020 California Association of Student Financial Aid Administrators (CASFAA) Conference Sponsorship Opportunities**

CASFAA is a non-profit all-volunteer organization and we are extremely grateful for the support CASFAA receives from our partners at many levels! The CASFAA Virtual Conference will be held Monday, October 26<sup>th</sup> to Friday, October 30<sup>th</sup>. The conference is a great opportunity to network and we expect about 600 attendees! We are proud to provide you with many opportunities for consideration in support of CASFAA and the many benefits we offer to our membership, such as, training, a monthly newsletter called the CASFAA Chronicle, and financial aid advocacy.

### **2020 Partner Packages and Ala Carte Menu Virtual Exhibit Booth - \$600 regular, \$750 premium**

Each Virtual Vendor Booth is going to have a full page with a your company information including; your collateral materials that can be downloaded by registered CASFAA attendees, Chat room, listing of all your sales/marketing contacts for schools, and your Banner with your logo. With the purchase of the booth, you are entitled to one conference registration (valued at \$150.00). You will also receive a CASFAA annual membership (Value \$75.00)

We have a **premium option, (\$750)** available for those who would like to provide a Business Solutions, which is a 1-hour session during the virtual conference. We have a limited number of Business Solutions sessions, therefore these are first come, first serve.

#### **Booth purchase also includes:**

- One complimentary full conference registration (\$150 value)
- Listing of company brand in conference Engagement Hub as CASFAA 2020 Sponsor/Exhibitor
- Listing on the CASFAA Website as a sponsor and a link to the *Engagement Hub for 1 year*
- Business Solutions session (limited to premium booths, on a first come first serve basis)
- Both Regular and Premium booths will receive a Registration/Attendee contact list prior to conference

**CASFAA Conference Partnership Options: Partnerships include the items above and many additional items packaged together for marketing your company at the conference and beyond!**

#### **Platinum Package Sponsorship- \$2,000 includes:**

CASFAA invites your support as partners who substantially support our organization. Your organization will be truly honored and highlighted throughout the conference. Our Platinum Level package has been developed to further support the goals and mission of your organization as you look to share your services with our community and grow their organization. As a Platinum level sponsor, you can be assured that your company will receive exclusive recognition throughout the event.

Platinum sponsors receive all the benefits of the Gold Level Plus:

- Introduction at the Opening Session as a Platinum Sponsor, including your company logo displayed on the screen for all attendees to see during the Opening Session.
- Continued company logo on screen and acknowledgment at all main General Session events, except for Dept. of Ed. sessions.
- One additional (three total) complimentary full conference registrations (\$450 value)

- Banner Ad on CASFAA Website (\$1,000 value) for 1 year
- CASFAA Chronicle Newsletter ad for six months in Top-level placement ad (\$2,000 value)
- CASFAA Institutional membership (\$300 value) gives you access CASFAA Chronicle newsletter and membership database
- **One Business Solutions Session**

**Gold Package Sponsorship- \$1,500 includes:**

In order to further support our Vendor Partners who are able to take on a larger sponsorship role, our Gold Level package is designed to provide you with some of the most “in demand” opportunities which will help you gain additional visibility for your company.

Gold sponsors receive all of the benefits of the Silver Level plus:

- Logo recognition and special (Gold or Platinum) sponsor designation on the CASFAA Event website
- Logo recognition and Gold sponsor designation at General Sessions, except for Dept. of Ed sessions.
- CASFAA Institutional membership (\$300 value) gives you access CASFAA Chronicle newsletter and membership database
- Banner Ad on CASFAA Website (\$1,000 value) for 1 year
- CASFAA Chronicle Newsletter ad for six months in mid-level placement ad (\$1000 value)
- One additional (two total) complimentary full conference registration (\$300 value)
- **One Business Solutions Session**

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**Ala Carte Additional Sponsorship Opportunities**

For those partners who are interested in having increased name recognition and an increased commitment and support of the CASFAA organization, we are pleased to present you with these additional sponsorship opportunities.

**CASFAA Chronicle Newsletter advertising**

Conference edition printed & distributed to all attendees

- Banner ads in the Chronicle are priced based on placement of your ad. These are the following options:
  - 1) \$1,000 for 3 consecutive months - Highest visible, top-placement ad is right after the CASFAA President’s message
  - 2) \$500 for 3 consecutive months –Mid-level placement of ad
  - 3) \$300 for 3 consecutive months –Last page placement of ad

**Technical Details for Newsletter/Chronicle**

Banner Ad

Dimensions: 600 x 100

Resolution (at least 72 ppi, but preferred at least 200 ppi)

File Format: JPG

Ad may have active links

Deadline for graphic submission is 20<sup>th</sup> of each month.

**Training Advertising**

Banner ad within the training session presentation –Cost for ad \$500

**CASFAA Website Banner advertising**

**Cost:** \$1,000 for a rotating banner ad

**Technical Details:**

Dimensions: 600 x 100

Resolution (at least 72 ppi, but preferred at least 200 ppi)

File Format: JPG  
Ad may have active links

## Committee Reports

- State Issues

Bronwyn

- Financial Aid Advisory Board Committee meeting:

- Wednesday August 26<sup>th</sup>, 2020
- Summary/Highlights (see notes [https://drive.google.com/drive/folders/12RUKmRg8LiyMAkY9h\\_YcN\\_X\\_pKG8ztZl](https://drive.google.com/drive/folders/12RUKmRg8LiyMAkY9h_YcN_X_pKG8ztZl) )
- State Legislative update: Unfortunately 2 legislative proposals put forward by CSAC to provide student relief tied to Cal Grant were not included in the August trailer bill. They would have allowed students with transfer entitlements to use a LOA and adjustment to the Cal Grant lifetime limit similar to what was enacted for Pell LEU in the Federal CARE act (something CASFAA and CCCSFAAA [advocated for](#) in our response to CSAC earlier this year). It sounds like there were minimal changes in the August revise and moving ahead CSAC is discussing with partners on how to address the question of GPA for Cal Grant when many of us used a Pass/No Pass grading option for Spring 2020 (see attached for more details).
- 2021-2020 FAFSA/CADAA campaign: In a push to increase, filing numbers CSAC plans to offer mini trainings and certifications on completing next year's financial aid application. I asked if they could share the link for more info once it is available in case any of our members are interested in obtaining this.
- Social Media Campaign #CASStudentsSpeak: CSAC's communications team have started a campaign to promote awareness of basic needs issues and awareness that financial aid is available to support student's higher education aspirations. The third attachment is the Social Media kit with sample texts and images to promote the program and more information I also posted on their website at <https://www.csac.ca.gov/survey2020>. I was thinking we could maybe add some of this info in the next CASFAA Chronicle to help promote the program.
- Continued Training opportunities: for more info on online regional training see the attached notes and/or visit <https://www.csac.ca.gov/csac-regional-training> and for CSAC's continued webinar series (including recordings, PowerPoints and Q and As, along with upcoming trainings visit <https://www.csac.ca.gov/empowering-californias-students-csac-webinar-series>
- GDSM: it looks like the school interface side is still on track as scheduled to go live in November
- Golden State Teacher Grant program: it looks like the state was looking to use additional federal support to help with this program, but as of now it seems unlikely. CSAC acknowledged that they still need to respond to those who applied earlier this year and are still prepping communications in conjunction with the California Department of Education for web and other communication updates.
- NASFAA State Advocacy Task Force: Bronwyn
  - Address overlap with federal and state advocacy efforts, provide information on existing programs across the country (not reinventing the wheel) Getting ahead of issues coming down the pipe (Loan debt letter implementation), use NASFAA as Subject Matter expert to support advocacy positions when speaking with legislatures.
  - [https://www.nasfaa.org/state\\_advocacy\\_toolkit](https://www.nasfaa.org/state_advocacy_toolkit)
- Prop 16: CASFAA position
  - Summary: Prop 16 would repeal Prop 209. Prop 209 bans the use of affirmative action within state and public agencies in California and in terms of higher education prohibits the state from granting favorable treatment to anyone based on race, sex, color, ethnicity or nationality.
  - Additional information/resources:

- Legislation: [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201920200ACA5](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201920200ACA5)
- Summary (pros and cons) and supporters: [https://ballotpedia.org/California\\_Proposition\\_16,\\_Repeal\\_Proposition\\_209\\_Affirmative\\_Action\\_Amendment\\_\(2020\)](https://ballotpedia.org/California_Proposition_16,_Repeal_Proposition_209_Affirmative_Action_Amendment_(2020))
- CSAC review: <https://www.csac.ca.gov/sites/main/files/file-attachments/20200723commetingnotice.pdf?1595460973> pages 59-62

Bronwyn would like to know if CASFAA would like to take a position on Prop 16. Prop 16 will be voted on in November. The EC discussed Prop 16 and what it means to each segmental group. Colette discussed equity and diversity in regards to Prop 16. She believes the Prop 16 supports CASFAA mission of equity.

To Do: Bronwyn to create a draft white paper for the EC to review and vote on that supports Prop 16.

- Federal Relations Debra  
Debra has establish a Federal Relations committee. The committee is working on a response to the Department regarding CARES grant reporting and data collection. Responses are due on September 28. Debra will be drafting a response on behalf of CASFAA and will be sending it to the EC for review.

Debra attended the White House briefing on the Coronavirus task force. There has been a concern on a national level about sending students home that live on campus that have tested positive for COVID 19. The concerns are spreading the virus once they return to their hometown. Their recommendation is to keep students on campus.

Bronwyn asked if there has been any further discussion about RTIV regulation and COVID-19 Relief. Debra stated she would give an update once she hears anything.

- Membership Lindsay
  - Bylaw change

Lindsey discussed the By-Laws (section 5) Based on the survey results we covered at our last EC meeting:

- 74.2% preferred both an individual membership at \$75 and an institutional membership at \$300.
- Hybrid approach:
- Individual membership at \$75.00 (institutions with 3 or less CASFAA members)
- Institutional membership at \$300 (institutional with 4 or more CASFAA members)

## **Bylaws**

Not changing the current two classifications of membership (sections 1, 2 or 3)

### **ARTICLE IV - MEMBERSHIP**

Section 1. There shall be two classifications of membership in this Association: active and associate membership.

Section 2. Active membership shall be limited to persons engaged in any aspect of the operation of student financial aid either at the campus or at the system wide level in a postsecondary institution in California, including the California Student Aid Commission and the Region IX Office of the United States Department of Education. Active members shall have all rights and privileges of membership including the right to vote on all matters that come before the Association membership and to hold office on the Executive Council.

Section 3. Associate membership shall include representatives of other educational institutions and government agencies, foundations, private and community, involved in financial aid matters and persons in an institution of postsecondary education in states other than the one listed in Section 2 above, or individuals with a professional

interest in financial aid matters. Associate members shall have all rights and privileges of membership except the right to vote or to hold office on the Executive Council.

*This section was amended by vote of the membership on the 2010 Ballot*

We are changing the membership structure (Section 5 specifically)

Section 5. Membership is by individual only and is not transferable, nor are membership dues refundable.

Change to dues amount appears ok and not a change of the bylaws

Section 13. Membership dues shall be in an amount established by the Executive Council with the approval of the voting members.

Second paragraph – “to do” send paragraph of changes to active membership 30 days before vote on Friday, 10/26 business meeting – to be sent electronically

## **ARTICLE XIX - AMENDMENTS TO THESE BYLAWS**

A quorum for any election to amend the Bylaws shall be thirty-five percent (35%) of the active members as of the date ten (10) days prior to the meeting or ten (10) days prior to the distribution of ballots to the members.

These Bylaws may be amended only by a seventy percent (70%) majority affirmative vote of the Association voting members after a canvass of the entire voting membership providing that each amendment shall have been proposed in writing to the Secretary by the Executive Council, a committee authorized by the Association or by a petition of five percent (5%) of the members of the Association; and providing that a copy of the amendment shall have been mailed or sent via electronic format to each member of the Association at least thirty (30) days before the vote is called by the Executive Council.

*This Article was amended by vote of the Membership on the 2010 Ballot*

- Nominations & Elections Barbara

Elections information will be sent out this week on Friday.

- Training Update Thalassa
- Training Committee- Thalassa wanted to thank the EC for voting on the new pricing for the NASFAA U trainings. The committee has purchased all of the NASFAA U trainings that were available. The committee’s goal is to offer one NASFAA U training per month. The committee have about eight or nine topics to train on between now and April. The training committee would also like to get resources available on the CASFAA website offering training on demand for new hires. The committee will also be working with the program committee to other trainings that were not offered at the annual conference.
- High School Counselors Workshops Luanne
  - The counselor’s workshops have begun. Luanne is looking for moderators to assist with the workshops.

Segmental Representative Updates:

- University of California Nicole
  - The UC is extending borrower relief on UC-held loans through December 31 (no late fees, administrative forbearance upon request or delinquency, no interest)
  - UC is looking at a sytem wide approach for financial aid for parenting students
  - Education Abroad Programs (EAP) have been suspended for 2020-21
  - Campuses are providing a mix of remote and in person instruction, depending on the needs to the institution

- UC received \$1M in emergency grant funding for the Dreamers – distributed across campuses to award based on the needs of their population
- California State University Vacant
- Independent Veronica

Legislative Update: Late Wednesday, September 9, the governor signed AB 736 (Irwin) into law. The bill, co-sponsored by AICCU and SEIU California, provides an additional compensation option in California Labor Code for adjunct faculty employed by independent nonprofit colleges and universities. The bill had an urgency clause, meaning it is effective immediately. AICCU will be offering a webinar for institutional staff to ask questions about the new law and implications for institutions.

*Secretary of State & Lieutenant Governor Offices' Update*

AICCU has collaborated with the California Secretary of State's (SOS) office and Office of the Lieutenant Governor on the California Students Vote Project (CSVP) (see-attached flyers below). This project engages each California higher education sector and is dedicated to improving student civic engagement. The CSVP oversees the California University and College Ballot Bowl, a friendly student voter competition. Registration is open for institutions in my segment to participate. Institutions can access a fact sheet, toolkits, and guidelines for this project in the AICCU member portal.

- Community College Christina

Christina has been attended multiple meetings with the community college segments. The segment has a level of frustration with the States lack of speed with responding to COVID related financial aid issues. The State did finally act and finalized relief for state aid. Some outstanding issues need to still be resolved Cal grant lifetime eligibility. Another issue is the CHAFEE modernization. There was a discussion about the difficulty about getting these funds to the students.

Some other issues the community colleges are experiencing are:

This year and for the near future, COVID pandemic, social justice and economic issues will prevail among the issues confronting the California Community Colleges. As a result, lower enrollment, student access retention and success are all affected in this new environment. Financial aid offices are contending with bringing up remote services, budget cuts, legislative changes, basic needs issues, increased PJ and SAP appeal requests, and delayed or conflicting guidance from state and federal agencies.

- Proprietary Wendy
- Grad/Professional Jessica
- Associate Members Kim
- Access & Diversity Collette

The Access Diversity & Inclusion Committee submitted three workshops for the 2020 Virtual CASFAA Conference.

1. "Daca what's next?", "
2. Out for Safe Financial Aid Services" (Services for our LGBTQIA+ students) and
3. "Implicit Bias ".

The Access Diversity & Inclusion committee recruited and proposed Dr. Tana Sessions who will be the 2020 CASFAA Conference Keynote Speakers.

Review of To Do's

Vanessa

*Vanessa moves to adjourn at 4:06pm. Colette seconds, Motion Carries.*

Adjourn at 4:06pm