

CAFAA Executive Committee and Board of Directors Meeting

February 1, 2008 9:00 am – 4:00 pm

Regis University

*In Attendance: James Broscheit, Ellie Miller, Misti Ruthven, Julia Alexander, Carolee Goldsmith, Theresa Clapham, Karla Nash, Alan Ishida, Phil Schroeder, Rhonda Rhankin, Cindy Vadeboncoeur, Sharon Harper, Jennifer Sprinkle, Natascha Ambrose, Thad Spaulding, Rob Drybread, Freddy Bruicaga, Linda Crook, Tammy Dybdahl, Maureen Connors, Deedra Allbritton, Shannon Scheaff, Meg Brewer*

*Absent: Jerry Martinez, Elaine Redwine, Gaye Scheafer, Jeff Paolucci, Kimberly Mckay, Kevin Simpson, Natalie Diech, Aimee Rogers, Trina Gutierrez, Tresa England*

Call to order: Phil called the meeting to order and welcomed everybody.

- ★ Introductions
- ★ Ice Breaker: Survival simulation game

Approval of Minutes: No action taken on the minutes from 9/21/07. The copy printed from the web contained an incorrect last page. Carolee will remove them from the web and correct. Minutes from 10/21/07 require a correction to motions made and seconded. Meg motioned to approve the minutes, as amended. Jen seconded. All approved.

Officer Reports

President – James Broscheit

- Handed out a list of 2008 Executive Committee and Board members.
- Summarized duties of members.
- Encouraged new members to meet with 2007 counterparts to ease transition and pass on goals.

Past President – Phil Schroaeder

- Expressed appreciation to Linda Crook for 6 years of service to CAFAA

2007 Past President – Linda Crook

- Discussed the importance of board and its recent changes, including:
  - The transition from academic year to calendar year
  - Recent revamping of CAFAA policies, procedures and by-laws
  - Positive in-surge of new people.
  - New financial aid concerns, such as: the lender issue, the future of CAFAA, ability for associate members to contribute to our committees, code of conduct, revised mission statement
  - College goal Sunday, increase in awareness and volunteers.
  - Listserve has been used as a great sounding board.
  - Conference attendance has grown.
  - Focus on recent new programs (ACG, SMART) and increased training
  - CAFAA credit cards have allowed Chairs freedom to do good things.

- Expressed that part of the reason she stayed in financial aid is CAFAA. She appreciates the friendships and camaraderie of CAFAA members.

President-Elect – Elaine Redwine

- Absent, no report at this time.

Vice-President – Thad Spaulding

- Thanked everyone on the positive feedback on the 40 year celebration.

Secretary – Theresa Clapham

- No report at this time.

Past-Secretary – Tina Peltier

- Absent, no report at this time.

Past-Treasurer – Karla Nash

- Said it's been a great 2 years. She was happy to have served.

Treasurer – Maureen Connors

- No report at this time

#### Sector reports:

2 Year Public Representative – Carolee Goldsmith

- No report at this time.

2007 2 Year Public Representative – Jeff Paolucci

- Absent, no report at this time.

Proprietary Representative – Tammy Dybdahl

- No report at this time.

2007 Proprietary Representative – Natalie Dietsch

- Absent, no report at this time.

4 Year Public Representative – Meg Brewer

2007 4 Year Public Representative – Rob Drybread

- Requested using the Listserve as a good resource to share answers to commonly asked questions.

4 Year Private Representative – Jen Sprinkle

2007 4 Year Private Representative – Gaye Scheafer

Vocational-Technical Representative – Kimberly McKay

- Absent, no report at this time.

2007 Vocational-Technical Representative – Kevin Simpson

- Absent, no report at this time

#### Committee Reports

Annual Conference Co-Chairs -- Misti Ruthven and Meg Brewer

- Misti spoke of need for new members and for continued support

2007 Annual Conference – Rob Drybread

- Conference was fun. The good communication with the other volunteers made his job easy.

Diversity Issues – Deedra Allbritton

2007 Diversity Issues – Freddy Bruicaga

- The past year has increased his awareness. He has a lot of ideas and goals to pass on to Deedra.

Financial Aid Awareness/High School Reunion – Aimee Rogers

- Absent, no report at this time.

2007 Financial Aid Awareness/High School Reunion – Sharon Harper

- Number of presentations was raised from 12 to 47 over the last year.
- Requests for high school presentations have increased dramatically (some meetings have been so well-attended that there was “standing-room only”).
- Committee emailed all of the high school counselors in the state to market such presentations.
- Representation has increased throughout the state. Presenters have been to many Montessori and charter schools. Representation has also increased dramatically in the rural schools.
- Goal: To stream such presentations; To create podcasts and webinars.
- Called for an increase in volunteers.

Historian – Ellie Miller

- Added a “good job” to Thad on the success of the 40 year celebration.

Membership – Cindy Vadeboncoeur

2007 Membership -- Rhonda Rankin

- Spoke of the use of technology to push for earlier membership renewals

Newsletter Editor – James Harris

- Absent, no report at this time

2007 Newsletter Editor – Alan Ishida

- Thanked everyone who submitted ideas for article submission,
- He would like to poll membership to see what people really want to read about in the *Crier*.
- Generated some discussion of who reads the *Crier* and how to increase interest.

Professional Development – Trina Gutierrez

- Absent, no report at this time

2007 Professional Development – Shannon Scheaff

- Expressed a desire to reach out to schools and financial aid directors, to make more presentations.
- We need to move this away from the lenders to the schools
- Requested ideas and volunteers.

Technology & Webmaster – Tresa England

- Absent, no report at this time

Old Business

- ★ James discussed “Legislative Coffee”. This was an idea created to expose CAFAA to state representatives as an important legislative body within Colorado.
- ★ Phil handed out the CAFAA notebooks.
  - He noted that an amendment needs to be made, adding a new sentence to the Code of Conduct.
  - Maureen noted that the Expense Form will be updated with her name rather than Karla’s.
- ★ Phil closed 2007
  - Passed gamut to James.

## New Business

- ★ Break out session for new members to meet with counterparts.
  - James requested that discussion center on duties; budget requests (anticipating a decline in revenue); the passing on of goals; professional development and training.
- ★ James discussed the position of Conference Chair. Natascha had to withdraw from the position due to time constraints.
  - Misti has stepped in to cover her position with Meg as co-chair
- ★ James reminded all members to renew CAFAA membership
- ★ College Goal Sunday. James read a statement from Lydia MacMillan regarding the success of the program and its marketing.
  - Many city mayors have been invited to attend this year's activities.
  - Last year, Denver had the largest participation in country.
- ★ Misti handed out the 2008 Contributor Form.
  - The restructured form includes individual options and package options.
  - Generated discussion on how to continue to receive financial support from vendors despite recent legislative changes. A lot of previous contributors have left the business of student loans. Others are leary of making decisions at this time.
  - CAFAA is still waiting to hear from over ½ of its prior year contributors.
  - Positively, those that have responded, have increased contributions.
  - Maureen noted that the form needs to be revised with her contact information.
- ★ Goals
  - Increase CAFAA exposure, get more people involved.
  - Ideas discussed include:
    - ★ Recruiting brochures (created by sherri last year)
    - ★ Targeting schools that do not have cafaa members
    - ★ Broadening training component. Julia suggested offering training to all schools, but making it for members only. They will pay the membership fee to receive the training.
    - ★ Recruiting other organizations such as the Colorado counsel. Invite them to some of our trainings, and conferences.
    - ★ Learning how to work with different offices (i.e., Admssions, Cashier) to strengthen partnerships; wpecially with new changes in cash management for July 1, 2008. Julia stated that there are 189 newly reported elements that affect bursar and admissions.
    - ★ Send membership emails to different offices within institution, bursar, admissions, etc
    - ★ Don't forget past members, founders, retirees, use them as a resource,
    - ★ Members should all be on listserv. Members list needs to be cleaned up.
    - ★ Develop database to group institutions that do not have members.
    - ★ Enticements for past members to stay current.

- ★ Membership-Cindy handed out a list of new applicants
  - ★ Janet Gulickson and Claudia Hernandez-Ponce, Outreach Coordinators, College Invest (both submitted late 2007)
  - ★ Rhonda Green, Guarantee Business Analyst, College Assist
  - ★ Kaylenn Hemlock, Outreach Coordinator, College Invest
  - ★ Celina Duran, Budget Manager, Colorado GEAR UP
  - ★ Merrie Byers, Financial Aid Technician, CNCC
  - ★ Linsey Griffin, Outside Scholarship & WS, Colo School of Mines
  - ★ Richard Barela, Customer Service Specialist, CCD
  - ★ Bob Thacker, Business Development Manager, ELM Resources
  - ★ Rebecca Robben, Financial Aid Advisor, Heritage College
  - ★ Jill Conner, Assoc Director SFS, Inst of Bus & Medical Careers
  - ★ Nathaniel Lauer, Financial Aid Advisor, Northeastern Jr. College
  - ★ Lisa Kenser, Financial Aid Data Assistant, Regis University
  - ★ Melissa Phifer, Financial Aid Counselor, Regis University
  - ★ Becky Sterk, Asst Financial Aid Director, Regis University
  - ★ Dena Guttridge, Financial Aid, San Juan Basin Tech. College
  - ★ Gail Sasao, Financial Aid Advisor, CU at Denver
  - ★ Viet-tien Tong, Financial Aid Advisor, CU at Denver
  - ★ Deedra Allbritton, Financial Aid, CU-Anschutz Medical Center
  - ★ Jennifer Helgeson, Sr Financial Aid Advisor, UCHSC
  - ★ Sherry Salmon, Partner Relations, Wyoming Student Loan Corp
  - ★ Rick Willis, Retired Financial Aid Director, Fort Lewis
  - ★ Sunny Staninger, Reg Account Exec, American Student Assistance
  - ★ Jay Murray, President, Solutions for Tuition, LLC
  - ★ Tammy Dybdahl, Director of Financial Aid, RMCAD
- Discussion on Jay Murray and other College Financial Planners. Does their mission fall within the goals of CAFAA?. Can their skills and knowledge be used as assets for our organization? Or are the concepts of charging for FAFSA assistance and award negotiations harmful to our mission? James requested that members review Jay Murray's website and mission before voting on his membership.
- James motioned to approve everybody on the list, with exception to Jay Murray (until further information can be obtained). Carolee seconded. All approved.
- ★ Vo-Tech to CTE
  - Should the tag for Vocational-Technical schools be changed to Career and Technical Education schools?
  - Since neither representative was at the meeting, Phil recommended that we table the discussion until Kevin or Kim is present.
- ★ Strategic Plan
  - James will be sending the current version to board and committee chairs, for feedback. He and Phil will then update and redraft for submission to web.
- ★ Budget
  - Final Budget Report for 2007 was handed out.

- James summarized the basic expense categories, with the conference being the largest. He also stated that we are not required to provide a free scholarship to award winners unless there is extra money in the reserves.
- Misti addressed some financial concerns for the 2008 Conference in Steamboat.
  - ★ Registration fee has never exceeded \$100. However, looking upon banquet menu, 3 meals + gratuity for 1 person for 1 day is \$100.
  - ★ She raised the question, should CAFAA try to offset the costs by increasing registration fee or by subsidizing through the budget?
  - ★ Discussion on change in corporate sponsorship dollars . Shannon suggested that we pull other organizations, outside of lenders (i.e., fastweb, the College Board, etc.), to assist with costs.
  - ★ Room rates: \$130 for standard, \$179 for 2-bedroom condo.
- James would like budget requests within the next 2 weeks.
- Carolee motioned to pass a temporary budget based on 25% of last year's. Seconded by Tammy. All approved.

#### Other Business

- ★ Jim Briggs, Tax Detective.
  - Phil will check to see if College Invest will sponsor a visit.

Next Meeting Date and Location – April 18<sup>th</sup>, TBA.

Meeting was motioned to adjourn by Meg. Seconded by Julia. All approved.