

# CCCSFAAA Executive Board Meeting

Tuesday, February 2, 2005

Ontario, CA

Susan Jones called meeting called to order 8:40 a.m.

Present: Susan Jones, Karen Micalizio, Kathy Rodarte, Pasadena, Maria Romero, Reina Brannum, Mary Spady, Tim Bonnel, Steve Arena, Rick Rams, Beth Asmus, Kris Shear, John Muskavitch, Gilda Maldonado, Pat Hurley, Andi Schreiber, Judy Cohen, Jill Schrutz, JoAnn Bernard, Craig Yamamoto.

Judy Cohen submitted minutes from December 5<sup>th</sup> 2004 business meeting in Anaheim. Revisions were entered. Motion to approve by John Muskavitch, second/Jill Schrutz. Motion was carried.

**Treasurer's Report** presented by JoAnn Bernard.

**2004 Expenses** were reviewed.

- CCCSFAAA under-spent projections.
- Thanks to Chancellor's Office for supporting Board Meetings.
- EdFund completely funded CCCSFAAA Directory.
- We plan to have new Director's Training this year.
- No expenditures for Federal Issues.
- Operating expenses were over due to purchase of ATAC.
- Scholarships were right on money.
- Spring meetings: \$23,219 income; well over estimates.
- Newsletter ads were over.
- Request for any questions: John questioned membership dues. JoAnn clarified the figures reflected 2003 dues, and she will be outlining 2004 dues when figures are final from 2004 conference income.

John questioned income from raffle tickets; it was clarified that figures were from spring fling, and conference scholarship income will be reported later.

- **2005 Budget** was discussed by planning committee; Karen, Susan Craig and JoAnn met to discuss upcoming expenses.
- JoAnn presented new projected budget line by line.
- New line item added for President Elect contingency fund.
- Anticipating assistance from CCCCO, travel, refreshment, and lodging expenses have been reduced. Printing expenses reduced; Exec. Board expenses reduced.
- Newsletter committee expense remains the same.
- Directory expenses remain the same.
- Spring conference; travel reduced. Refreshments increased; Spring Fling budget is \$10,000
- New line item \$1,000 for Directors strategic planning (New Directors Training)
- President requested new line item for Summer Outreach event

- President requested new line item for Financial Aid Enrollment Management Training
- New line item for MIS training
- CASFAA liaison funding remains the same
- New line item for printing for CASFAA liaison
- Federal issues committee remains the same
- Awards remain the same

### **Operating Expenses**

- Stationary: same
- Webservice increased
- Two new line items: CCCSFAAA Brochure and Web maintenance future add-on
- Total operating expense budget = \$8450
- NASFAA leadership conference expenses remain the same.

### **Net Income Sheet**

- Conference Income Dues estimated at \$26,900
- Spring meetings at \$7,800
- We should have \$15,000 from membership dues from 2004 Conference once credit card issues are resolved.
- Delete money market that was closed last year.
- Scholarships are at \$18,000
- Anticipating \$3,000 from ads this year
- New income venture: job posting on new website anticipated at \$1,150

Beth questioned income from job posting, and Craig clarified this would be pending approval from Board.

Pat questioned keeping \$5,000 amount for scholarships this year. Board will discuss.

John questioned new line items. John questioned charging at all for job postings, preferring no charge, and offering this as a service to members. Should we shift charging to advertising on WEB Banner?

Susan proposed tabling approval of proposed 2005 budget until the end of the day so we can go through discussion of various new items in the budget.

It was agreed to proceed and notify JoAnn of changes.

**Federal Issues** presented by Rick Rams.

Many issues were previously covered in Monday's meeting by Tim Bonnel.

Hot Topics include simplifying student aid process. If there are questions, contact Rick by e-mail. Rick expects to partner with CASFAA Board member, Colleen McDonald for Federal Issues.

Rick hopes to create a Federal Issues forum to dialogue through e-mail and website on Federal Issues. Rick is looking forward to working with CASFAA and has established good rapport with Colleen.

**State Issues** from Karen Micalizio.

- Steve Caldwell and Karl Engelbach are expected to get back to Karen about higher Ed proposals to Governor's Budget.
- Per Tim, CCCCCO and UC are in favor of CPEC and CSAC Merger. This is expected to be on a fast track.
- Board of Governor's is not included in this merge proposal.
- CPEC and CSAC are forcefully trying to combat the merger. CASFAA attempted to vote on the proposal. CSU and UC segments are not ready to support a CASFAA position to back CSAC.
- Chancellor's Office will not take an official position on the merge. We trust the CASFAA CCC liaison will consult the CCCSFAAA Board before voting on the issue with the CASFAA Board.

#### Discussion:

Karen talked to Louise Jones, UC Riverside, (CASFAA President-Elect) and Louise had no knowledge of official UC position.

Under the proposal, the Governor would appoint an Executive Director of the new Commission. All other Executive positions would be under review.

The perception is that UC and CSU decisions may be highly politically motivated due to funding. Segments are weighing issues cautiously.

Per Gilda, subjectively, CSAC is advising there would be elimination of advisory committee, and loss of coordination between the new organization and schools.

Pat Hurley; given current construction of the Student Aid Commission, the CCCs have a person (Maria Elena Serna) as the CCC voice; there is concern that we may lose that contact position.

Susan, Craig, Tim offered advice that we work closely with the Commission to maintain a strong and positive relationship. On-going discussion whether CCCSFAAA will offer a position on the CSAC-CPEC merge. State Issues Committee Chair will research further and enter discussions with CASFAA segments.

- AB 205: Recommendation that CSAC revise some of the forms relating to RDP as they are confusing. CSAC will forward income revisions to schools as a result of RDP recalculations.
- Day at the Capitol: CCCSFAAA and CASFAA looking for input for items for the Day so we have a diversity of presentations and issues. We want more than just CSAC items and updates. Karl Engelbach willing to speak on that day as a member of the CPR committee.
- Gilda advised there are 32 new members to the legislature that we will need to educate on financial aid issues.
- Susan asked Judy to create a "To Do" list.

**TRAINING REPORT**—Craig Yamamoto distributed Training Committee meeting notes. He asked all present to send a list of all training dates. Craig asked John to sit in on the committee.

Steve Arena will check with SJDC to see if we can have the Spring Fling. Craig is working on this year's fling.

Per John, we are looking at possibly two extra Spring Fling trainings this year.

Discussion:

Craig: The problem is finding a site, especially in the south. The difficulty is aligning dates of Fings with college spring breaks. Many breaks are scheduled in March, which is early for a Fling.

John: We do not have to hold flings during breaks, but we get more access to rooms and parking. It is advisable to hold events during break time.

Craig asked for assistance in finding a site in the South.

John: Pasadena College has an offsite Center that may be available. Concern expressed about delivery of lunch. We can have that catered in.

Maria: Friday dates are usually more open for rooms and parking. Lunch may again be a question.

Susan: Concern about coming up with dates, location and costs. Some schools may need approval to travel to an event.

Suggestions for sites included Pasadena, Orange Coast, San Diego City, Cerritos, Mira Costa, LA Valley, Rio Hondo. Los Angeles members do not want to travel more than one hour.

John: Suggested for next year's board, having the current president plan the Spring Fling in order to meet members. Or perhaps have the President-Elect plan the fling.

Board reinforced current policy where the President is present to address the event, but the planning is part of Past-president's duty.

Beth offered College of Canyons as a possible second southern site. Suggested that we plan these events two years in advance.

Charges: Last year, members were charged \$25 and non-members were charged \$30. Craig proposed continuing the same price.

Susan asked to discuss lowering charges to \$10 for members and \$15 for non-member, since we have taken in so much prior revenue. John expressed concern that price may be too low and some registrants may not show up. Many attendees want the conference chair to set up travel and rooming arrangements.

Beth: If we are going to charge members \$10, then we should charge non-members \$40 which would include the cost of membership.

Tim: Membership added to a mid-year training event provides some challenges, since an incoming member will not have the benefit of a full year of services. \$40 may be a deterrent for some to attend, but a pro-rated membership may be more attractive.

John: Accounting for spring fling was challenging. He liked Beth's idea. Most directors would not have a problem in paying for entire staff to attend and join as new members.

Kris: \$10 fee is problematic, as it may be too low.

Karen: Travel to Spring Fling from Region 1 is too far a distance to travel. Most will not attend who are located in far regions.

Craig: We will be surveying membership on training needs, sites, presenters, driving distance.

John: Be prepared to provide list of motel locations for members who are driving in the night before.

Decision was reached to leave registration fees at \$25 for members and \$30 for non-members for this year.

**Other Training Proposals from Craig:**

- 2 New Director's Trainings. One could be a refresher course for staff moving up toward higher positions.

Tim: One is for new directors and second training after six months into the job cycle.

Chancellor's Office will fund trainings, and needs to know if there will be one or two.

Discussion:

Mary Spady commented that the New Director's Training was very valuable, however a new director needs follow-up to help enforce what was learned. She suggested we look at having a second training six months, or even nine months out from the first training. New Directors are looking for meaningful conversations and direction.

Maria: Follow-up training would be worthwhile.

John: Offered Crafton as a southern location in July.

Tim: This will be a joint effort between experienced members of the FA community and the Chancellor's Office.

Encouragement to bring Dean or VP (but this would not be funded). CCCCCO would fund attendance by Assistant FA Director.

Craig will look at planning for two New Director's Training events.

Susan: We want to send the message to students that it is not too late to apply for financial aid to offset heavy March 2<sup>nd</sup> deadline advertising that may be confusing students.

Tim: Icanaffordcollege media campaign can be used to send this message.

Susan: We can use a Cash For College event in late spring to promote applying for financial aid.

- Statewide All-Directors Financial Aid meeting: looking for people to work with Craig and Tim to work on timing and agenda.

Rick suggested holding the All-Directors meeting the day before the annual CCCSFAAA Conference.

Tim: There are two challenges; actually having our partners there, and the extensive length of stay at conference. Also possible conflict with Electronic Access Conference.

Tim would like to schedule the All Directors meeting in May as a day and a half event. Craig will place this on survey to see if there is response for an all directors meeting.

Further Training discussion:

- 1040 Workgroup with Jim Briggs. Proposal to use CCCConfer for workshops.
- Golden West College is hosting a WASFAA 1040 workshop in March.
- We will look for a trainer in the Financial Aid profession.
- Craig will create student Ambassador Training session as part of Spring Fling agenda. Student ambassadors are the best student advocates and represent the outreach and support staff of the future.
- Chancellor's Office hosted MIS session on CCCConfer. Feedback was very valuable and useful to MIS staff. More workshops would be welcome.

Thank you to Judy Cohen for 2005 CCCSFAAA Stationery. Judy advised we will be able to use ANTO Offset Printing Company in the future. ANTO has produced a master plate for CCCSFAAA logo.

**Scholarships** presented by Kris Shear. She is looking for input to improve scholarship process. Andi requested to return to old procedure where each college will choose top candidate to submit to scholarship committee.

Maria would rather not be a selector for CCCSFAAA Scholarships. Kris will think about options to determine if we will return to procedure where each campus will identify a scholarship nominee; tighten up selection criteria.

Final Selection will take place during transition meeting.

- Last year we earned close to \$1400 for scholarships from raffle ticket sales at the 2004 Spring Fling.
- Conference Flaming Yamamotos and silent auction fundraisers earned \$2500
- Kris proposed to separate out money for scholarships into separate endowed fund.
- Conference scholarships could be one per region, up to \$1000, to cover travel and hotel fees.
- Memorial award to honor Maureen Martinez; Kris proposed an eleventh scholarship for a San Bernardino student. Maureen's family has already set up a scholarship fund at San Bernardino. CASFAA has set up \$500 donation to San Bernardino and \$500 to Claremont in Maureen's honor.
- Susan proposed additional award be named for Maureen; "Making A Difference Award"

Suggestion to name scholarship fund after Maureen, but that may tend to lose identity after a few years. John read letter from his Vice President with suggestion to set up an award for a student to nominate a financial aid person, or other professional person who made a difference in that student's life. Unbeknownst to her family and colleagues,

Maureen had silently donated a part of her daily time to help a student improve reading. Award suggested at \$250.

This may be similar to Arthur Marmaduke award. Steve will research how this is set up. How do we envision selection? John will look at working with scholarship committee to formalize process. Beth suggested CCCSFAAA donate \$1000 toward San Bernardino. Craig moved we donate \$1000 to SBC and \$1000 to Claremont McKenna College in Maureen's honor.

Discussion: John wanted to donate up to 7500 spread over 15 years to SBC. Karen suggested we keep such funds in our overall scholarship program.

Kris advised it may be hard to make such a decision now and to keep with the original suggestion of \$1000 to each fund.

Craig amended motion to increase CCCSFAAA donation to \$5000 to San Bernardino Valley College

Steve: Second

Motion carried with one abstention.

Return to Kris: attended Student Services Council meeting in November to address student services issues which will be presented to CSSOs. Some topics addressed included training issues; health services issues; program review models; timely MIS submissions; maintain categorical funding; program integrity; standards for transfer center directors; enhance segmental relations; standards for counselors. During this meeting the intention of community colleges was misconstrued in thinking that we support de-coupling BOGS to support health service issue. FAO directors advised CSSOs that we have not made such a decision. Kris advised that political process on health service issue is strong, and CCCSFAAA needs to make a decision on our position. Kris's next Student Services Council meeting will be Friday 2/11.

Discussion returned to Health Services issues. Suggestion to arrange CCCConfer next week to address CCCSFAAA position; suggested electronic survey; do we want to take a vote from each FAO director; we will not be able to reach 100% consensus on this issue.

Regional Reps should poll their directors and then return to CCCConfer to give feedback. How will we present this to our regions? Proposal is to make this a district option whether to eliminate waiver of Health Service Fees for Bogg eligible students. FAOs must be aware of political fall-out on this issue. Karen advised decision must be first and foremost in favor of students. Districts may eliminate health service waiver and then take funds from some other area. This is viewed as an added fee, and the mantra is no more fees. There will be a template e-mailed to address this issue.

Rick Rams presented on the **Newsletter**. He has been researching and hoping to re-launch publication quarterly. We need 13 pages of ads and 13 pages of financial aid filler. EFSI is offering support in publishing the newsletter. Rick wants a professional publication. CCCSFAAA needs a template of items we want to print. Can we print and send to entire FAO directory and associates? Board says go for it if we are receiving sponsorship. Just looking at the issues discussed in our meetings, we certainly have

enough material to fill a newsletter. The challenge will be to actually get article contributors.

There is a call for articles. There are still some articles left over from December Newsletter that were not published. We are obligated to publish last edition because the ads have already been paid for.

There will be a memorial to Maureen for next issue. Look in I-Journal for filler.

If people are honest and committed, we have the potential to get enough articles; this will be a challenge.

Timeline is looking at articles submitted by mid-march for April publication. Rick will prompt regional reps by e-mail for articles.

Thanks to Rick for taking such energetic initiative.

Susan: Representatives and Board committee chairs should have received a volunteers list. Please contact willing volunteers.

**Web Oversight by Beth Asmus:**

- Beth surveyed 8 state associations finding a majority offer job ad service listings at no cost and that the majority charge for sponsor banner ads.
- Updated website features will offer job ads and sponsor banner ads.
- Beth recommends that we use ATAC's web form for job ads, suggesting 30 day postings at no cost to members, and provide link to submitting college's Human Resource department web page.
- Listserv communication tools available on website
- Board directed Beth that no third party requests for member contact info will be allowed or released.
- Beth tables annual member dues information from committee report due to time constraints.

Kris moved we accept Beth's proposal; Second by Andi; motion approved.

Reviewed 2005 Budget Proposal. Changes made included deleting line item of revenue from schools for job listing and added revenue line item for website banner advertisements. Moved by John M, seconded by Jill to approve 2005 Budget as amended. Motion carried unanimously.

Meeting adjourned.