

**MAFAA Executive Council Planning Retreat
June 9 & 10, 2009
Madden's Resort**

Present: Michelle Ahrendt, Dick Battig, Robert Bode, Diane Borchardt, Dianne Danov, Jayne Dinse, Katie Hendrickson, Tina Kukowski, Lois Larson, Nichole Lien, Sandra Loerts, Kathy Ruby, Kerri Schmidt, Jessica Sidla, Judy Swanson, Greg Troska, David Vikander, Joni Wiederhoeft, Gayle Yamray, Jenny Yang

This meeting is an unofficial meeting of the executive council, committee chairs and sector representatives. The first official executive council meeting will be in July.

Nuts and bolts of running MAFAA: Jayne Dinse

Jayne gave a PowerPoint presentation on the roles and responsibilities of the executive committee members and committee chairs. MAFAA executive council meetings are open to all members of the association. Committee chairs are encouraged to attend meetings as necessary to update the executive council on their activities and to receive direction and feedback on initiatives. Executive council members are required to attend all meetings and a minimum of eight members need to be in attendance in order to hold a vote. Voting rights are limited to elected officers and sector representatives (except the associate members sector representative).

Committee chairperson responsibilities

Committee chairs recommend their potential committee members to executive council for approval. They develop committee goals and activities for the year based on prior committee recommendations and direction from the executive council and MAFAA's strategic plan/futures committee. Committee chairs each submit a budget request for approval to the executive council, monitor all committee expenses, and submit individual and committee expense reports. They call all committee meetings and make meeting arrangements. Agendas should be provided to committee members (along with a copy to the vice-president) one week before the meeting. Minutes should be distributed online after each meeting. Online monthly committee reports are to be provided to the vice-president (Nichole) for review at executive council meetings. At least one article should be written for MAFAA Matters during the year. Committee chairs submit year-end reports listing the year's accomplishments and recommendations for next year. They submit all important documents and photos to the archivist.

Reimbursements

Original receipts are required when using the paper expense form. Lois has asked the futures committee to draft a MAFAA policy on appropriate reimbursement.

Executive council meetings

Executive council meetings will be scheduled for every six weeks at Hennepin Technical College in Eden Prairie. They are open to all MAFAA members. Attendance is optional for committee chairs. Executive council members must e-mail any agenda items to Nichole more than one week before the meeting. Nichole will e-mail the agenda out one week before.

Budget projections

It is apparent that MAFAA must change to thrive in the current economic climate. Annual revenue in 2006-2007 exceeded \$245,000. Estimated revenue for 2009-2010 is \$80,000. We do have a reserve fund that can be used for things that come up unexpectedly. Otherwise, we need to plan to keep 2009-2010 spending within \$80,000. This year will be especially difficult financially because we are holding one conference instead of two since MASFAA is being held in lieu of the fall MAFAA conference so after careful review of expected revenue and expenses, it was agreed that it may be necessary to go over budget by \$16,000 in 09-10.

Brainstorming for actions plans, roles (what MUST we do?)

A brainstorming session was held to determine the most essential and/or valuable things we must continue to do as an organization. The four overarching themes are training, leadership, strategic planning, and communications. These categories were based on an analysis of the three sets of data/findings from prior research and are not necessarily the only priorities for MAFAA. A fifth category of “nice to have” items was added.

Brainstorming results for the training category: financial aid 101, fall and spring conferences, free training included with membership, NASFAA training, a variety of training based on skills and level of experience, support staff workshop, and first time attendees.

Brainstorming results for the leadership category: leadership symposium, leadership advancement, professional development, NASFAA/MASFAA involvement, and association infrastructure (executive council meetings, archives, awards/recognition, other).

Brainstorming results for the strategic planning category: dues payment in January, registration fees, connections with other associations, advocacy for students, public image, and historical statistics.

Brainstorming results for the communications category: listserv, MAFAA newsletter, Web site development, online directory, personal networking, government issues, and volunteering.

Brainstorming results for the “nice to have” category: spotlight on committee activities, free access to webinar hosting, free training tools, professional membership exchanges, student employment workshop, financial aid 501, membership database, central job description

directory, career advancement and retention, enhance public image, and track members' financial aid education experiences.

Other ideas and suggestions

Regarding NASFAA training, it was suggested that, in order to save travel costs and provide more opportunity for members to present, each region in Minnesota have two trainers.

How many people work in financial aid within Minnesota? How many of those are MAFAA members? Is there a way we could survey colleges to determine this?

MAFAA should share its expertise with other agencies, etc. This could be a source of revenue.

It was suggested that MAFAA begin to charge \$15 for training to cover food and incidentals. Training would cost \$35 for non-members and \$15 for members (this would include lunch).

What can we do to get members to pay their dues earlier?

Lois will join the MNSCU/ U of M College & Money financial literacy group.

Lois will talk to PR committee about the public image of MAFFA and things that could be done to enhance it.

Per Jayne Dinse, on October 9, 2009, the MASFAA committee for early awareness and the leadership symposium will be doing a community service project at an elementary school in north Minneapolis. Grant funding is provided by Federated Insurance.

Committee reports, etc.

Dianne Danov, archivist, will compile historical stats and, as part of that, will add conference attendance totals for each conference, each year for all the years that she has data. Per Dianne, EVERYONE PLEASE TAKE PICTURES!

Web site is fine as is.

Jessica reported on listserv clean-up project. Listserv will be purged of all non-members (those not paid for the current year) this summer. Lois asked Jessica to write a newsletter article explaining this need if the next newsletter is published in time for this to be news. She will send an e-mail out in June and July to tell MAFAA members to re-register for listserv. Sector representatives will also send this e-mail out.

Greg reported on government issues. He will provide newsletter articles and listserv articles on a regular basis.

Dave Dahlen will form a committee to develop a long-range strategic plan.

Kathy Ruby will be the MASFAA delegate at large.

The Access and Diversity and Professional Development committees will pursue offering financial aid training to college access organizations.

If grant funding is available from Great Lakes for the Early Awareness Committee, the committee should reconvene. Lois will contact Vicki Larson, past chair, to see if funding is forthcoming.

Conference planning

It was noted that the spring conference at Madden's is the less expensive of the two conferences for MAFAA. It was suggested offering FA 101 again at the spring conference. Everyone please e-mail suggestions for Minnesota-based speakers to the conference planning committee.

Conference planning committee members asked if we should continue to do fundraising at next year's spring conference. The answer was yes, but don't spend MAFAA money in order to raise funds. We may need to change how we do the fundraising. We could put the raffle items in the vender area. There will probably be a silent auction.

Next meeting

The next meeting on Friday, July 24, 2009, will be the first official executive council meeting.

Submitted by Judy Swanson