

**Minutes of the CAPFAA Planning Retreat
2004-2005
Monday, June 21,2004**

Present: Bernie Shea, Walter Shicko, Henry Miller, Margie Wolf, Betty Sue Hubeny, Jim Kuhlen, Joe Martinkovic, Sylvie Hangen, Lisa Kyranos, Christine Simmons, Julie Lai, William Mangini, Rich Bishop, Heather Hamilton, Velma Walters, Tracie McGinity, Mercy Smith, Karen Flynn, Florence LaCroix, Vanessa Richmond, Sandra Vitale.

Vanessa called the meeting to order at 9:05 a.m..

Vanessa Richmond, President opened up greeting the committee and setting her goals for CAPFAA during her reign she also thanked the CAPFAA community for giving her the opportunity to serve as president. Vanessa has no new plans set for CAPFAA, but would like to work with what we have. Vanessa stressed that she would like information sent to the membership in a timely manner. Communication and member participation is what make up CAPFAA. The council meeting will use the Roberts Rule of Order-where only officers can vote.

Each committee member introduced themselves and stated their years in financial aid and what institution they were from.

Roundtable Discussion:

1. Paper Directory- discussion ensued pros vs. cons

Pros

people would miss it
portable
good for ads
good for guidance counselors
time saver

Cons

Cost big concern- \$4,000 to print
directory

The cost of the paper directory was a big concern. Suggestion was made to cut back on the amount of copies that are printed. Discussion ensued about creating a pdf file of the directory for the high school counselors. Electronic version of directory was discussed and how would we promote vendor advertising? Could possibly use a different tool to advertise vendors such as newsletter or online on the CAPFAA website.

For the 2004/2005 year Vanessa stated that CAPFAA will stay with the printed directory. Will look ahead 1 year for an appropriate replacement.

Heather suggested we get other bids for the printing of the directory. It was brought to the committee's attention that if we go with a new printer their would be a setup cost for the directory. Vanessa suggested we take out constitution and bylaws out of directory to save money. Bylaws and constitution can be put on the CAPFAA website.

2. Paper vs. Electronic registration for conferences

Kimber and Jim asked if the vendor sign ups for winter conference could there be an electronic version instead of a paper version?

Mercy suggested an email with a word document attached for vendor to register.

Response information can not be received electronically at this time.

One problem with electronic registration forms we re not sure if all people at college are on CAPFAA-L

It was noted that sometimes only one person at each college is subscribed to CAPFAA-L.

Discussion took place on how to get information across to all CAPFAA community. 100% electronic notification not always the best way to get information across.

Suggestions were made to send a letter to directors to have them list all people in their offices and their email addresses, even if office only has one email address for everyone.

Heather said money would be saved using the electronic registration. Need to find areas of cost savings for 04-05 look forward to 05-06. What if CSLF no longer supports CAPFAA ?

3. Golf Tournament

Cost \$560 for 5 - cost differential will generate more revenue. Need to address for 04-05.

4. Letterhead

Discussion took place on how we can save money with letterhead. Since we are doing more things electronically. Margie stated that 2 years ago a lot of letterhead was used by the committees last year much less letterhead was used. Some audiences still need paper but Vanessa suggested we work with them to get electronic. Heather suggested letterhead without officers listed just have CAPFAA logo. This would save money from having new letterhead printed when officers change position. It was mentioned to get the electronic version of the CAPFAA logo sent to all committee members in a pdf file so they could print their own letterhead on an as needed basis. It was suggested that generic letterhead would be the best cost savings and could be printed in large quantity.

For 04-05 Vanessa suggested **the logo be left** as is for letterhead. Letterhead on pdf would be available for committee chairs. For 05-06 the committee will **explore updating the letterhead** logo and **using** generic letterhead.

5. CAPFAA Website

A discussion took place as to the inaccuracy of the website. Nothing is updated, minutes were not updated, the site did not contain any final reports from the committees. The list of CAPFAA members was not updated.

Vanessa would like from each committee head a list of committee members. Committee reports are to be sent to Sandra Vitale as a word document via email.

Vanessa will send updates to Jim Kuhlen. Each committee has a sub page on the website. Jim will update the sub pages.

Committee would like to see the following buttons added to the website:

1. Contact button for President and President Elect
2. Training Idea Button - list topics, speakers and a suggestion box

Would like to have the master CAPFAA calendar updated with current events on the web.

OFFICER'S REPORTS

Treasurer- Florence LaCroix

Several outstanding problems. People still owe money for past training events and membership dues are still outstanding from previous year. Flo would like CAPFAA members to be on top of their Business Offices to make sure the invoices get paid on time.

PAST PRESIDENT: Bill Mangini

Bill thanked everyone for a wonderful year. He congratulated the committees on a job well done. All events that CAPFAA sponsored were sound. Bill stressed the importance of having a full slate for CAPFAA nominations and elections. Bill would like to get the CAPFAA members more involved in working for committees and running for offices.

Budget amount for the CAPFAA Directory is \$4,000. Bill suggested taking out by-laws and keep directory as it is in alphabetical order.

Nominations and Elections-Bill would like the membership forms out to the CAPFAA community by late July and applications out by October.

Vanessa suggested mailing applications to schools who are not current members.

Flo and Jim suggested sprucing up the on-line membership form and send forms to non-member titleV schools who are not CAPFAA members. Suggestion was made to get a list of schools who are not CAPFAA members to send them a note inviting them to join our organization. Bill will take care of this.

Secretary: Sandra Vitale

Sandra is looking forward to her position as secretary. Suggested a laptop be purchased for taking minutes at the meetings. Betty Sue would look into the purchase of a used laptop offered by Albertus Magnus. Cost approximately \$450. Motioned that \$450 be put aside for the purchase of a laptop. Vanessa made an amendment to the 0304 budget for the laptop if the cost does not come out of the 2004/2005 budget. Increased amount to \$500 to include mouse. Vanessa 2nd the motion of the purchase of the laptop for \$500 -all in favor-no abstain-carry.

Cost of letterhead was discussed. Proposed budget \$1,000
Vanessa made a motion to get pdf of current capfaa letter document available for committee members and print letterhead as needed in color.
2nd motion made by Rich Bishop - motion carried.

President Elect: Rich Bishop

Looking forward to year as president elect. Rich raised the topic of what the average growth of treasury at yearly basis.
Nasfaa Leadership Conference-Rich will form committee

Awards and Plaques - proposed budget \$1,300.

Electronic Initiatives: Jim Kuhken

Budget is \$600. The online registration would be updated. The committee would like a content editor added to the website and a Hot Topic button added to the website for public relations -the site could contain press releases that are current in the financial aid community. A suggestion was made to set up a newsletter on the website with industry new and updated information delivered in a timely manner (example: reauthorization topics).
The council would like a committee chair appointed to update the sub pages on the website for committee reports. Any information the committees would like to share with the CAPFAA community would be posted on these pages.

Calendar of events: the council would like all training events posted. Council would like a master calendar vs. training calendar.

Registration forms on-line with agenda and the council would like the directions to the event linked to the registration form. When the registration deadline for the event is over remove the registration form but leave general information including directions to the site and remove information when event is over.

Newsletter: Chris Simmons/Julie Lai

Newsletter went online -no budget will be needed for this committee. ASA will pay contract fee for hosting website. \$100 will be put aside for the Newsletter Committee in the 04-05 budget.
The newsletter committee would like to have articles from FA administrators. New feature of newsletter feature a CAPFAA member in each issue. There will four newsletters throughout the year-February, May, August and November.
The council was pleased with the outcome of the electronic newsletter and how far it has come.

FA Fair for Education Professionals:Sylvia Hangen and Lisa Kyranos

Save the date reminders were sent to all high school guidance counselors before the school year ended. Sessions and agenda need to be firmed up. The committee is on track with their timeline.
Proposed Budget-\$12,180 needed for 0405.

Winter Conference: Tracie McGinity/Mercy Smith/Beth Baker

This year will be the 35th anniversary of the winter conference. The main focus of the conference will be diversity. Deadlines were set if you would like to sponsor a topic deadline is 7/1/04 and deadline for conference packet is 11/1/04. The agenda for the conference is still being designed. Speakers and moderators are needed. There will be a reception held for new comers to CAPFAA. Silent Auction will be held.

Vanessa raised the discussion of raising the conference fee to \$195. \$195 increase in conference fee was motioned by Rich Bishop. 2nd motion was made by Heather Hamiton. Motion approved by Vanessa Richmond and Florence La Croix. Motion carried.

Discussion took place about the signs used for the conference. Cost at last conference was \$750. Committee will try to use permanent signs from year to year. Tracie recommended a sign committee be formed. Proposed budget \$60,230.

Constitution Bylaws/and Association History –Margie Wolf/Henry Miller

Proposed budget \$300 . Committee is open to suggestions. A suggestion was made to have pictures form scholarship recipients at annual business meeting sent to schools. In the past paper photos 1 set was sent to newsletter and something specific should be sent to chair of committee. Jim suggested pictures be put on the website. Henry will work with annual conference committee to help with history.

Comprehensive Training-Henry Miller

Nineteen people paid this year. Interactive presenters are needed. Discussion took place do we want to continue doing this session every year or every other year?

Last year budget was \$3,000 -

Motion made by Henry Miller Comprehensive training will take place every other year

2005/2006 will be made up of a multi day format

Off year training committee 2004/2005 will consist of 1 day training. \$1,500 would be enough for 1 day training. \$1,500 would be added into budget as training.

Joe Martinkovich 2nd the motion.

Motion carried-Vanessa, Heather, Florence.

Meeting adjourned: 4:44 p.m.