

**IASFAA EXECUTIVE COUNCIL RETREAT MINUTES - Approved
December 10, 2004**

President Julie Dunn called the meeting to order at 10:25 a.m.

Members of the Executive Council present were: Nancy **Ankeny**, John **Beneke**, Matt **Brown**, Debbie **Craig**, Heather **Doe**, Julie **Dunn**, Michele **Dunne**, Don **Duzik**, Brenda **Easter**, Robin **Fisher**, Amy **Gaffney**, Natalee **Girardi**, Tracy **Havener**, Beverly **Hickman**, Mary **Jacobsen**, Connie **Jensen**, Lora **Juhl**, Steve **Loven**, Paula **Mitchell**, John **Parker**, Tracie **Pavon**, Cindi **Reints**, Mary Jo **Smith**, Aaron **Steffens**, Brandi **Stone-Miller**, Jean **Vander Wert**, Gretchen **Zimmermann**.

Julie Dunn requested a motion to approve or correct the November 3, 2004 Telenet meeting minutes. Tracie Pavon made the motion to accept the minutes as written. Amy Gaffney seconded the motion. Motion carried.

Treasurer's Report: Robin Fisher/Aaron Steffens

Aaron reported that we have 240 members, 10 away from the budgeted goal of 250.

Robin resent the invitation to executive council members inviting them to view QuickBooks on the web. In order to gain access to the reports, we must respond to her email. Let Robin know if you need access and did not receive the invitation.

Robin reported that taxes were filed on time in October. Tracie Pavon let us know that she has the key to the lockbox; important papers can be stored there.

Robin provided the following reports:

| IOWA ASSOCIATION OF FINANCIAL AID ADMINISTRATORS | |
|---|----------------------|
| Summary Balance Sheet | |
| As of December 9, 2004 | |
| | Total |
| ASSETS | |
| Current Assets | |
| Bank Accounts | 77,538.42 |
| Total Current Assets | \$ 77,538.42 |
| Other Assets | 45,000.00 |
| TOTAL ASSETS | \$ 122,538.42 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Total Liabilities | |
| Equity | 122,538.42 |
| TOTAL LIABILITIES AND EQUITY | \$ 122,538.42 |
| Thursday, Dec 09, 2004 03:53:47 PM GMT-6 - Cash Basis | |

| IOWA ASSOCIATION OF FINANCIAL AID ADMINISTRATORS | | | | | |
|--|---------------------|---------------------------|---|---------------------|---------------------------|
| Profit & Loss | | | | | |
| July 2004 - June 2005 | | | | | |
| | Total | | | Total | |
| | Jul 2004 - Jun 2005 | Jul 2004 - Jun 2005 (YTD) | | Jul 2004 - Jun 2005 | Jul 2004 - Jun 2005 (YTD) |
| Income | | | MENTORING TASK FORCE | | |
| DIVIDEND INCOME | 1,073.02 | 1,073.02 | Gifts - Fall Conference | 72.51 | 72.51 |
| DUES | 13,200.00 | 13,200.00 | Meals - Planning | 32.56 | 32.56 |
| INTEREST INCOME | 92.47 | 92.47 | Travel - Planning | 62.63 | 62.63 |
| REG FEES | | | Total MENTORING TASK FORCE | \$ 167.70 | \$ 167.70 |
| CONFERENCE - Fall | 10,255.00 | 10,255.00 | PROF DEV | 265.88 | 265.88 |
| Exhibit Fees - Fall | 1,000.00 | 1,000.00 | LEADERSHIP SYMPOSIUM | -50.00 | -50.00 |
| NASFAA Materials - Fall | 1,581.00 | 1,581.00 | NASFAA training | 1,824.78 | 1,824.78 |
| NASFAA TRAINING - Fall | 660.00 | 660.00 | Other | 91.25 | 91.25 |
| SUPPORT STAFF TRNG | 1,020.00 | 1,020.00 | Support Staff Training | 1,271.38 | 1,271.38 |
| Total REG FEES | \$ 14,516.00 | \$ 14,516.00 | Total PROF DEV | \$ 3,403.29 | \$ 3,403.29 |
| SPONSORSHIPS | 9,000.00 | 9,000.00 | PROGRM COMM | 299.73 | 299.73 |
| Total Income | \$ 37,881.49 | \$ 37,881.49 | Fall Conference Entertainment | 232.54 | 232.54 |
| Expenses | | | Fall Conference Meals | 7,150.80 | 7,150.80 |
| ASSOC REP | 2,154.18 | 2,154.18 | Fall Conference Printing | 115.50 | 115.50 |
| Association Travel | 963.49 | 963.49 | Travel - Planning | 403.88 | 403.88 |
| Total ASSOC REP | \$ 3,117.67 | \$ 3,117.67 | Total PROGRM COMM | \$ 8,202.45 | \$ 8,202.45 |
| ASSOCIATE MEMBERS | 0.00 | 0.00 | SITE COORD COMM | 353.35 | 353.35 |
| AWARDS | 72.87 | 72.87 | SITE SELECT COM (deleted) | 54.90 | 54.90 |
| CMMNTY OTRCH | | | SPECIAL PROJECTS | 1,329.63 | 1,329.63 |
| Make High School Count | 1,408.81 | 1,408.81 | Total Expenses | \$ 19,861.28 | \$ 19,861.28 |
| Meals | 55.65 | 55.65 | Net Income | \$ 18,020.21 | \$ 18,020.21 |
| travel | 72.00 | 72.00 | | | |
| Total CMMNTY OTRCH | \$ 1,536.46 | \$ 1,536.46 | | | |
| ELECTRONIC SRVS | 644.50 | 644.50 | | | |
| FINANCE | 879.47 | 879.47 | Thursday, Dec 09, 2004 03:54:57 PM GMT-6 - Cash Basis | | |
| Meals | 66.16 | 66.16 | | | |
| Postage | 32.83 | 32.83 | | | |
| Total FINANCE | \$ 978.46 | \$ 978.46 | | | |

| IOWA ASSOCIATION OF FINANCIAL AID ADMINISTRATORS | | | | | | |
|---|---------------------|---------------------|---------------------|---------------------|-----------------|-----------------|
| Budget vs. Actuals: 2004 IASFAA Budget - FY05 P&L Classes | | | | | | |
| July 2004 - June 2005 | | | | | | |
| Total | | | | | | |
| | Actual | Budget | \$ Over Budget | \$ Remaining | % of Budget | % Remaining |
| Income | | | | | | |
| DIVIDEND INCOME | 1,073.02 | 0.00 | 1,073.02 | 1,073.02 | | |
| DUES | 13,200.00 | 13,750.00 | 550.00 | 550.00 | 96.00% | 4.00% |
| INTEREST INCOME | 92.47 | 2,000.00 | 1,907.53 | 1,907.53 | 4.62% | 95.38% |
| REG FEES | | | 0.00 | 0.00 | | |
| CONFERENCE - Fall | 10,255.00 | 13,300.00 | 3,045.00 | 3,045.00 | 77.11% | 22.89% |
| CONFERENCE -Spring | | 13,300.00 | 13,300.00 | 13,300.00 | 0.00% | 100.00% |
| DRIVE IN WORKSHOP | | 600.00 | 600.00 | 600.00 | 0.00% | 100.00% |
| Exhibit Fees - Fall | 1,000.00 | 625.00 | 375.00 | 375.00 | 160.00% | 60.00% |
| Exhibit Fees - Spring | | 625.00 | 625.00 | 625.00 | 0.00% | 100.00% |
| NASFAA Materials - Fall | 1,581.00 | 2,295.00 | 714.00 | 714.00 | 68.89% | 31.11% |
| NASFAA TRAINING - Fall | 660.00 | 2,400.00 | 1,740.00 | 1,740.00 | 27.50% | 72.50% |
| Total REG FEES | \$ 13,496.00 | \$ 33,145.00 | \$ 19,649.00 | \$ 19,649.00 | 40.72% | 59.28% |
| SPONSORSHIPS | 9,000.00 | 11,000.00 | 2,000.00 | 2,000.00 | 81.82% | 18.18% |
| Total Income | \$ 36,861.49 | \$ 59,895.00 | \$ 23,033.51 | \$ 23,033.51 | 61.54% | 38.46% |
| Expenses | | | | | | |
| ASSOC REP | 2,154.18 | 4,300.00 | 2,145.82 | 2,145.82 | 50.10% | 49.90% |
| ASSOCIATE MEMBERS | 0.00 | 700.00 | 700.00 | 700.00 | 0.00% | 100.00% |
| AWARDS | 72.87 | 375.00 | 302.13 | 302.13 | 19.43% | 80.57% |
| BYLAWS | | 0.00 | 0.00 | 0.00 | | |
| CMMNTY OTRCH | | 4,000.00 | 4,000.00 | 4,000.00 | 0.00% | 100.00% |
| ELECTRONIC SRVS | 644.50 | 3,000.00 | 2,355.50 | 2,355.50 | 21.48% | 78.52% |
| EXEC CNCL | | 3,000.00 | 3,000.00 | 3,000.00 | 0.00% | 100.00% |
| FED ST ISSUES | | 625.00 | 625.00 | 625.00 | 0.00% | 100.00% |
| FINANCE | 879.47 | 1,800.00 | 920.53 | 920.53 | 48.86% | 51.14% |
| LONG RANGE PLANNING | | 25.00 | 25.00 | 25.00 | 0.00% | 100.00% |
| MENTORING TASK FORCE | | 2,350.00 | 2,350.00 | 2,350.00 | 0.00% | 100.00% |
| PROF DEV | | | 0.00 | 0.00 | | |
| Drive-In Workshop | | 400.00 | 400.00 | 400.00 | 0.00% | 100.00% |
| LEADERSHIP SYMPOSIUM | 50.00 | 0.00 | 50.00 | 50.00 | | |
| NASFAA training | 1,824.78 | 4,695.00 | 2,870.22 | 2,870.22 | 38.87% | 61.13% |
| Other | 91.25 | 500.00 | 408.75 | 408.75 | 18.25% | 81.75% |
| Support Staff Training | 1,271.38 | 1,200.00 | 71.38 | 71.38 | 105.95% | 5.95% |
| Total PROF DEV | \$ 3,137.41 | \$ 6,795.00 | \$ 3,657.59 | \$ 3,657.59 | 46.17% | 53.83% |
| PROGRM COMM | 299.73 | 29,350.00 | 29,050.27 | 29,050.27 | 1.02% | 98.98% |
| SCH RLTS | | 0.00 | 0.00 | 0.00 | | |
| SECRTY | | 0.00 | 0.00 | 0.00 | | |
| SITE COORD COMM | 353.35 | 600.00 | 246.65 | 246.65 | 58.89% | 41.11% |
| SPECIAL PROJECTS | 1,329.63 | 1,600.00 | 270.37 | 270.37 | 83.10% | 16.90% |
| SPNS COMM | | 500.00 | 500.00 | 500.00 | 0.00% | 100.00% |
| Total Expenses | \$ 8,871.14 | \$ 59,020.00 | \$ 50,148.86 | \$ 50,148.86 | 15.03% | 84.97% |
| Net Income | \$ 27,990.35 | \$ 875.00 | \$ 27,115.35 | \$ 27,115.35 | 3198.90% | 3098.90% |
| Thursday, Dec 09, 2004 03:51:19 PM GMT-6 - Cash Basis | | | | | | |

Connie Jensen made a motion to accept the treasurer's report. Tracie Pavon seconded the motion. Motion carried.

OFFICERS REPORTS:

Past President: Tracie Pavon no report.

President: Julie Dunn reported that she submitted an article for the MASFAA Newsletter describing the activities of our state association. She will be going to St. Louis for MASFAA. Also, she received and circulated the letter from Judi Pierick, thanking us for our donation to Dollars for Scholars.

President Elect: John Beneke let us know that he has received some great nominations. Elections are scheduled for right after the holidays.

Vice President: Connie Jensen no report.

Secretary: Gretchen Zimmermann no report.

Delegates: Brenda Easter, Amy Gaffney, Jean Vander Wert
Amy reported that there has not been much progress on the 'Fact Book'. She may be contacting folks for assistance.

ICSAC REPORT: Brenda Easter reported that the commission recently had a historical board meeting. Karen Misjak from Missouri has been hired as the new Executive Director of the ICSAC. Her first day will be January 10th. Everyone there is very excited.

Also, Teacher Forgivable Loan disbursement rosters will be available in a few days. The Iowa Tuition Grant has been increased by \$275 for the spring. Outfitters is seeing a lot of activity and there are more great things to come.

COMMITTEE REPORTS:

Associate Members: Cathy Hoch absent, no report.

Awards: Mary Jacobsen will send a revised lifetime member definition.

By-Laws: Delegates no report.

Community Outreach: Tracy Havener reported on the following:

- Planning Your Child's Future brochure will be sent to Head Start programs. The booklet is currently being reviewed with the ICSAC.
- Planning for College for a Day has started.

- Make High School Count (MHC) was discussed. Tracy let us know that Robin Fisher and her staff were wonderful. There were 175 people in attendance. With reservations for over 200 for dinner.
 - ✓ What happened at the MHC event?
 - Jr. High School (7th & 8th grades) students and parent/adult were invited for dinner.
 - Students and parents were contacted via a direct mailing.
 - The event was totally free to the families.
 - Prizes were solicited from schools around the state.
 - There was a general session.
 - In the lobby there was a mini College Fair.
 - There were breakout sessions:
 - Students – 10 Reasons to Know Your High School Counselor and a student panel
 - Parents – College Search Process and Financing a College Education
 - ✓ There is lots of interest from other colleges to host. Some suggestions:
 - Put announcement on website to ask schools to host
 - Provide a kit for schools who do the event, as colleges do most of the work
 - How to reach students who don't think college is an option? This year a DHS mailing was done, plus contacts with High School Counselors and 4H Clubs. These contacts really seemed to reach some of these students.
 - Discussed the need to communicate with people outside the financial aid community, so that they will buy into the event.
 - ✓ Brandi Stone-Miller indicated that they were going to try a mini Make High School Count at the Boys & Girls Clubs sites.

Electronic Services: Nancy Ankeny no report.

Federal and State Issues: John Parker reported that Visit the Hill is scheduled for February 16th. He encouraged us to attend and be a good role model for the rest of the membership.

Coordination for the scholarship will be through the financial aid office. Information has been sent to the listserv. They will resend the information with the link on the website. Materials will be available before Christmas.

The committee will be promoting visits to the Iowa based offices of U.S. Congress people this spring.

Finance: Julie Dunn Finance Committee Report
November 19, 2004

Julie Dunn passed out the five (5) year budget and provided the following report:

Finance Committee members Debbie Craig, Julie Dunn, Robin Fisher and Tracie Pavon met with the Investment Task Force volunteers on Friday, November 19 in Des Moines. The volunteers were Gretchen Zimmerman, Ken Smith and David Ketcher.

The volunteers were provided copies of our investment policy in advance of our meeting. Robin updated the group on our current investments and value and expressed that we felt we should look for a better return on our investments.

Given our current policy, we are constrained to short-term secure investments (TIAA, Vanguard Funds). The by-laws would need to be changed to do much more. Debbie reminded the group that we are a not-for-profit organization and some members have questioned our large reserve balance.

We need to develop a plan for what we want to do with the income from our investments. Some ideas suggested were to provide new employee training, fund conference scholarships that pay for room and travel also, enhance Community Outreach, give back to our membership by changing our approved increase in dues for next year, donate to Dollars for Scholars or fund other scholarships for students. It was suggested that at the December retreat we break into small groups to create a vision for IASFAA and our reserve funds.

We then broke into groups to discuss vision and ideas for IASFAA. Here are the ideas of the various groups. The numbers in () indicate the number of additional times the item was mentioned if more than once.

- (3) Offer multiple Make High School Count Nights
- (3) Increase conference budget for organized evening activities
- (2) Don't Raise Dues – Do Raise Dues
- (2) Continue Leadership Symposium & offer advanced opportunities
- (2) Higher risk investments
- (2) More community outreach activities
- (2) Spend money for bigger/nationally recognized speakers at conference
- (1) Hire a consultant to do marketing
- (1) Pay hotel & transportation along with scholarships to conference (tie to leadership participation)
- More marketing of IASFAA
- Send IASFAA Representatives to other conferences/organizations
- Invite two (2) newcomers to Executive Council meetings
- Utilize the website
- Advertise in High School newspapers
- On-line photo directory
- Scholarships for FAAs/Children
- Spending Policy
- Professional Development & Regional Training – Excel, Access, Form Development
- Expand the mentoring taskforce
- Subsidize conference expenses for NASFAA Training
- Increase the John Moore Award
- Provide scholarship for the legislative day

Don't give travel scholarships
Sponsor other organizations to come to conferences (ACAC, NACUBO, ICA,
Voc Rehab)
Utilize more experienced members
Image archives
Offer scholarships to MHSC representative
Membership scholarship
IASFAA Home Office
Free room and registration for Program chair
Scholarship money to John Heisner recipient's school or school of choice

Tracie Pavon helped with the five (5) year core and non core budget.
The question was asked about whether the budget would need to be revised if the membership buys into any of the above ideas – the answer was yes.

Julie Dunn requested a motion to approve or amend the current year budget. Tracie Pavon made a motion to approve the current year budget. Jean Vander Wert seconded. Motion carried.

Julie Dunn requested a motion to approve or amend the five year fiscal plan core and non core. Brenda Easter made a motion to approve the five year fiscal plan core and non core. John Beneke seconded. Motion carried.

Long Range Planning: Debbie Craig no report.

Mentoring Task Force: Mary Jo Smith indicated that they have had a very successful year. There is a good community atmosphere.

They will be have a planning session to discuss ways to encourage less active members to participate. Last year events were held in Des Moines and Dubuque.

She asked for our input on the following ideas:

- There was discussion on the newcomer gathering at the upcoming spring conference. Tentatively there will be a breakfast on Friday morning.
- Host another mid year event in late spring or early summer?
- She has asked Tara to design a folder that can hold welcome packet materials for newcomers. There may be other uses for the folders as well. There are discounts for orders of 500 or more. She indicated that she could cover part of the cost and asked if IASFAA would cover the remainder. There were a lot of positive comments. The special fund will be used to cover the cost.

Newsletter: Heather Doe reported that it is wonderful to have Michele Dunne on board. Articles can still be submitted for the newsletter.

Professional Development: Cindi Reints reported that there were 55 people in attendance at the Support Staff Training at the DMACC campus in Newton. Evaluations for the event were very positive. Partnering with Admission was a good thing to do because they helped financially by paying the \$1500 speaker fee of Aaron Davis. IASFAA covered about \$1100 for food etc.

Michele Dunne did a great job! Timing was not the best for admission staff. Cindi recommended that we partner with admission again for this training.

The Drive-in Workshop will be held at AIB on February 15th.

Cindi let us know that only two people submitted scholarship applications for the fall conference. There was discussion on the process. These suggestions were put forth:

- Wait and see what happens. Perhaps the conference location in Okoboji impacted the applications received.
- Offer the scholarship earlier
- It may also help if conference information is sent 6 weeks in advance of the conference.

Program: Lora Juhl reported that the planning session for the spring conference was held yesterday in Mason City. The session was very productive.

Spring 2005 conference

- Theme – IASFAA Fools (Financial aid Officers On the Loose)
- Conference dates – March 31st and April 1st
- Room rates – non-pool side \$59, pool side \$79 (need to request)
- Sessions mentioned – 1) Identity Theft 2) Deadra Stanton from Mason City will speak on ‘Your Value in the Workplace’
- Conference promotional information will be added to the newsletter. Also information will be provided about the spring conference beginning in January.
- Brandi Stone-Miller suggested collecting soup labels for our charity event. This idea will be passed on the Associate Members Committee.

Fall 2004 conference recap:

- Evaluations were pretty positive. Definitely need to have bottled water available.
- There was a lot of discussion regarding conference attendance. This was the lowest attended conference ever with about 110 in attendance. Normally it is approximately 130. Was attendance impacted by
 - the Okoboji location?
 - the timing, variety and availability of other training – EAC, MASFAA, NASFAA (this year in Minneapolis)

Other topics:

- Are sector meetings really needed?
- The evaluation form will be changing.
- Lora recommended that we stay with a fixed cost for the conference. There had previously been some discussion about a sliding fee. With a sliding fee structure there were concerns about budgeting. Also it would be difficult to manage the information needed to set such a fee. She thinks overall with the fixed fee it is a wash Des Moines area higher, with other locations being lower cost.
- Des Moines Sites – There was much discussion, some suggestions were made:
 - In lieu of the Marriott, consider alternative sites in Des Moines for conferences.

- The Des Moines Convention and Visitors Bureau may be able to offer suggestions.
- Don Duzik indicated that the following sites are currently being considered for spring '06 – a downtown location, the Holiday Inn by the airport, the Sheridan and Stoney Creek
- During the fall conference a session on on-line award letters was pulled because it was felt by some that we were promoting Iowa Student Loan. There was a lot of discussion about vendors doing presentations on their products/services and there being a level playing field. These were some suggestions/concerns:
 - Have Business Solution sessions – vendors present what ever they want for a charge.
 - If vendors are doing presentations on their products, we would not want these presentations competing with other conference activities or to run against the conference.
 - Tie vendor presentations to sponsorship level?
 Julie Dunn asked the delegates to write a policy on this.

School Relations: Steve Loven

We had 186 counselors signed up to attend the Financial Aid training over the ICN on November 4th. In addition, thank you to the 20 IASFAA volunteers serving as site coordinators. Evaluations were very good; we received an overall rating of 3.65. Our next event is our annual Financial Aid Night over the ICN, scheduled for January 27th, 2005. We currently have 14 high schools signed up for this program. Thanks again to ICSAC, for their generous financial support of the ICN programs.

Steve Loven
School Relations Committee

Site Coordinating: Don Duzik no report.

Fall 2005 Conference Information:

Julie Dunn let us know that she visited the Holiday Inn in Dubuque

We discussed possible dates for the conference of October 26th -28th or November 9th – 11th.

Based on the discussion the November dates might work better.

Sponsorship: Bev Hickman no report.

OLD BUSINESS: None

NEW BUSINESS:

The following individuals have been selected to chair committees for the MASFAA conference that will be held in Iowa -- Roberta Johnson has been selected as Program and Debbie Craig for Site. We will need to have a booth at the conference in West Virginia.

Robin Fisher passed out QuickBooks OnLine Instructions. Robin and Aaron will be able to update/change information. Others will only have view access to pre-built reports. Let Robin know if you have questions.

Robin Fisher made the motion to adjourn the meeting. Amy Gaffney seconded the motion. Motion carried.

Meeting adjourned at 2:03 p.m.

Respectfully submitted,
Gretchen Zimmermann
Secretary