



NYSFAAA

New York State Financial Aid Administrators Association, Inc.

2011-2012 Annual Report



*New York State Financial Aid
Administrators Association*

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New York State Financial Aid Administrators Association

President's Remarks

As I prepare to leave the office of President, I do so with many fond memories during these past two years. I can honestly state that the experience of serving all of you as NYSFAAA President was absolutely the most fruitful and rewarding journey in my thirty-three year professional career. During this time, I have had the wonderful opportunity to meet so many young and energetic new friends and colleagues and I leave a richer and far better person for these new experiences and friendships. I have been so fortunate to be able to work with such a terrific team of executive officers, regional council members, regional chairs, committee chairs, past-president's and officers, along with all of the volunteers who are so dedicated to the spirit and mission that NYSFAAA represents. I need to thank so many of you who have supported and carried me along the way during these past two years. To quote from Woodrow Wilson some one-hundred years ago when taking over as President, "I not only will use all the brains I have, but all I can borrow." And that was certainly the case for me as your President these past two years since so many of you carried me along the way.

I am so pleased that in a few short days NYSFAAA will be under the extraordinary leadership of Scott Atkinson as our President. Scott has diligently prepared in the role of President-Elect for his new role and his attention to detail, team-building approach and indelible commitment to this wonderful organization is unwavering. Over the past year, Scott has attended state, regional and national conferences meetings and I have seen first-hand his intellect, patience, even keel approach to problem solving and I am very confident that we have the right person in place to take NYSFAAA to the next level.

I am also excited that we'll have three new leaders who will be joining the executive team over the next two years. With three executive office seats that were needed to be filled this past summer, the Nominations & Elections Committee gathered a slate of candidates and I am happy to report the final results from this past summer's elections based on the four-hundred plus NYSFAAA members who casted their ballots:

First Vice President: Janice Scheutzow, Nazareth College

Second Vice President: Jane Gilliland, Alfred State College

Secretary: Kathleen Flaherty, SUNY Oswego

Congratulations to our new officers whose terms will begin at the fall conference. With Pat Johnson, our current Treasurer-Elect taking over as Treasurer at this year's conference, I am confident that

NYSFAAA will be well served over the next two years. Finally, a special thanks to all who ran for office and their willingness to serve NYSFAAA in this way.

As I have often stated over the course of my term I have been so blessed and NYSFAAA has been well served to have four dedicated people serving us as your executive officers: Clair Jacob, First Vice President, Howard Leslie, Second Vice President, Gina Soliz, Secretary, Steve Dwire, Treasurer. They have given so much our organization so much during their tenure and are a true asset to the NYSFAAA and the profession they serve. I'll provide more information regarding their contributions later on in my report!

In spite of the inherent landscape challenges around us, our dedicated members continue to push upward and onward as we capitalize on past momentum gains. After having come off a terrific statewide conference last October at the Turning Stone Conference Center in Verona, NY, membership is flourishing. For the 2nd consecutive year overall membership is up – an overall increase this year of almost 11% (146 members) from this year to last year. We are seeing record membership growth in Region 6 (New York City) and can directly point to the “return on investment” (ROI) that our members/institutions are seeing, e.g. enhanced training and professional development; for their membership fee. Specifically, with last summer’s purchase of Go-to-Live Webinar meeting software, our Statewide Training Committee has delivered seven “Technology and Innovation Committee (TIC)” survey requested training sessions to the membership of high value with unprecedented attendance, well into the several thousand if we count participants each time they attended. I would be remiss if I did not recognize the outstanding work that Clair Jacobi, our 1st Vice President, has done regarding all of the administrative, marketing and record keeping duties tied to membership. Clair’s work has gone a long way in reflecting the membership increase that we’ve seen over the past two years along with generating increased revenue for our organization. Congratulations on a great run these past four years and thank-you Clair for your willingness to serve and your friendship!

After almost 18 months of planning, exploring vendors and potential redesign options, our NYSFAAA Website Redesign Committee unveiled the launch of our new website. The platform’s new homepage welcomes visitors with bold colors, a clean brand with an uncluttered design, and images with featured content focused on our mission to provide our students, families, financial aid professionals and clients with the most accurate and up-to date information possible. With new micro-sites tied to conference, training, videos, high school counselors, along with a brand new blog feature (Empire Chat) the website now offers rich content and the ability to collaborate and communicate from within. Our new redesigned website will be updated on a regular basis, with news of events, announcements, and training opportunities. I want to thank Howard Leslie and Gina Soliz, the co-chairs of the Website Redesign committee, members of the Technology and Innovation Committee (TIC); Lea Nuwer, Sarah Macri, Lucila Villaquiran and Ideta Daniel, for all of their time and effort tied to this important project. Finally, I also would like to thank Paula Gordon from ATAC for her outstanding work and collaboration that helped to ensure that we would deliver the best web platform possible. I encourage you to access our new web platform regularly and please feel free to offer suggestions as to how we can continue to improve it. Start blogging everyone!

The **State Government Relations Committee (SGRC)** was directed by the NYSFAAA President last Fall to develop and distribute a **TAP State Grant Reform Survey** via email to our membership in order to collect and evaluate feedback from the financial aid, student account, registrar and academic advising areas within all sectors as to how we might be able to improve the overall administration, complexity

and transparency of the TAP program. After having tabulated the statewide TAP survey, the State Government Relations Committee has identified 3 primary issues surrounding potential TAP Reform:

1. Multiple TAP Schedules and the need for transparency and equity in TAP awarding.
2. Rethinking the use of NYS Net Taxable Income (NTI) for TAP award determination.
3. The Definition of “Independent Student” for both state and federal financial aid.

NYSFAAA sincerely believes that the recommendations submitted via the NYSFAAA copyrighted “TAP Reform White Paper,” as reflected by the NYSFAAA members who responded to the survey, deserve legislative attention and consideration. Some of the identified concerns and recommendations involve eligibility and process areas that largely have remained unchanged since the inception of TAP. Where initial legislative intent reflected the needs and concerns of the time, it is reasonable to conclude that certain components of TAP eligibility criteria, and award processing methods, need to be reviewed and reevaluated for change. Although NYSFAAA recognizes that any program changes must be considered in light of severe budget constraints, we are hopeful that additional program efficiencies might be found to offset any possible budgetary concerns. Our recommendations for improving TAP are intended to ensure that the program continues to efficiently and equitably serve eligible NYS students. I have personally shared this “White Paper” with both members of the NYS Assembly and Legislative branches and I am hopeful that they will reference it in the next legislative session. In closing I want to thank and acknowledge our three SGRC Co-Chairs; Sue Mead, Dan Sistarenik, and Bill Cavin, along with committee members Michael Williams and Shirley Clark for all of their terrific work with both the administering and tabulating of the TAP Reform Survey along with the scripting of the corresponding TAP Reform White Paper.

NYSFAAA celebrated the 42nd anniversary of our premier “**Novice Training Workshop**” at SUNY Brockport this past June. Once again under the skillful leadership of co-chairs Lisa Simpson and Lisa Papke, they delivered another outstanding and successful training program for our ninety-two Novice participants. I want to thank all of the NYSFAAA small and large group leaders along with all of the other volunteers who routinely give their time and expertise to both mentor and train our future NYSFAAA leaders. In addition, this year a new initiative, two day “Mini Novice” if you will was held this past May at the University of Buffalo. As a result of the University of Buffalo needing their front end staff trained on specific financial aid topics, our Novice co-chairs were approached about providing a shorter more condensed program. Our trainers for this event were Scott Atkinson, Jim Hanley, Heather McDonnell and Lisa Simpson and the training was rated as very successful. Consequently; NYSFAAA will continue to offer such mini-Novice training as requested and needed by organizations.

Our “**Statewide Training Committee**,” led by Howard Leslie, Vera Senese, Beth Post Lundquist, along with the TIC Committee, ventured full board into our recently purchased video conferencing technology and provided a record number of statewide training programs during the past year. These high quality programs touched thousands of NYSFAAA members and covered topics such as the FAFSA, Verification, Veteran’s Affairs, IRS Data retrieval, Tax Workshop, etc. The Statewide Training committee did outstanding work and collaborated with the Department of Education, NYSHESC, along with outside vendors to deliver high quality and critical information sharing. The session evaluations have directly reinforced to the Executive Committee that the membership wants and needs this

training on a consistent basis. On behalf of NYSFAAA, I also want to thank Howard Leslie, 2nd Vice President; for the tremendous task he undertook in accepting the inherent challenges toed to the technology piece with statewide training. Howard masterfully orchestrated the delivery of double digit training session via our Go-To Webinar software and he assumed a tremendous amount of the work tied to delivering this technology efficiently during these training sessions. Howard is also a terrific negotiator and he also saved NYSFAAA thousands of dollars in getting training delivered at a reasonable price. Terrific work Howard! You've been extremely dedicated to NYSFAAA, it's mission, and you've been a great friend as well.

Thanks to the financial support from NYSHESC we were able to conduct our long standing High School Counselor Workshops during the past year. School Counselor workshops were held across the state from October through January in partnership with HESC using Challenge Grant funding to support all workshops. Regions 1, 3, and 8 held two workshops at separate locations and Region 5 held their workshop in conjunction with the Guidance Expo. NYSHESC funded all the workshops with the exception of Region 5 who utilized Challenge Grant funding and Lisa Simpson coordinated each event selecting a location, date and refreshments. Full day programs were provided this year with motivational guest speakers after lunch. Topics covered included, Federal and State updates, Financial Aid 101/Novice sessions, CSS Profile, Opportunity Programs, Special Circumstances, Undocumented Students, Financial Literacy, 529 Plans, the Admissions process, Completing the FAFSA and the recently launched Net Price Calculator initiative. I want to thank Pat Johnson and Lisa Simpson for all of their work with this initiative.

New York's College Goal Sunday (NYCGS) is a collaborative public service project of the New York State Financial Aid Administrators Association (NYSFAAA) and the New York State Higher Education Services Corporation (NYSHESC). This program is comprised of numerous FAFSA completion events delivered in targeted areas throughout New York State which have a history of high financial need and a disproportionately small number of online FAFSA applications submissions. NYCGS events took place statewide on various dates in January, February and March 2012. Integral to the success of these events are the hundreds of volunteer school counselors, college administrators, teachers, parents and others who donate their time and expertise to help students complete the FAFSA along with the New York State Tuition Assistance Program (TAP) application. I want to thank Wayne Harewood and LaSonya Griggs, along with each site coordinator who maintained responsibility for outreach to students and families, with assistance from members of the State Task Force. These folks worked extremely hard to develop relationships with local schools to help distribute event registration information to their students and families through posters, flyers, in-school announcements, meetings with guidance staff and through their school newsletters. While there were fewer hosted sites than the previous year, this was due in part to the fact that more students and families are aware of the importance of FAFSA completion through the efforts of New York's annual Student Financial Aid Month (SFAAM) which runs from January 25 to February 25 each year and, as a result, are completing the online FAFSA at SFAAM events. With that written, the committee does believe that there needs to be more emphasis and awareness in underserved areas of the state and are committed to improving our identification of these areas throughout the state.

As I have mentioned in the past, one of NYSFAAA's challenges centers around the lack of a steady revenue stream to achieve our goals of training and various outreach projects. Thanks to a very successful conference last year in Verona along with a dramatic increase in our overall membership numbers, our budget was in the black once again this year. Several prior year outstanding audits have

now been completed and closed and our overall investment portfolio has shown dramatic improvement over the past (18) months. I want to thank Steve Dwire, for all of the work he did the past two years as our Treasurer. Having an accurate and balanced budget sheet is a testimony to the outstanding job that he did.

In closing, I am so indebted to the committee chairs, regional chairs and many volunteers that are the backbone and strength of NYSFAAAA. I want to thank, from the bottom of my heart, all of the excellent work that the officers and the Executive Council Regional representatives have done this past year.

Scott Atkinson - President-Elect
Clair Jacobi - 1st Vice President
Howard Leslie - 2nd Vice President
Steve Dwire - Treasurer
Pat Johnson – Treasurer-Elect
Gina Soliz - Secretary
Michele Rizzo - Region 1
Lisa Papke - Region 2
Dawn Langdon - Region 3
Kristina Delbridge - Region 4
Dan Robinson - Region 5
Lou Palefsky - Region 6
Gene Rogers -Region 7
Shalena Duprey - Region 8

I would also like to acknowledge and thank Lisa Simpson for all of her help and support during these past two years. Without the “heavy lifting” that she so often did for me in planning meetings, workshops, conferences, etc., I would have been absolutely overwhelmed. In addition, serving as your President would not have been possible if it was not for the support given to me by the Financial Aid Office staff at SUNY Fredonia. A special thanks goes out to Megan Mackowiak and Jeremy Corrente, Assistant Directors; and Sarah Miller, Financial Aid Counselor; for their unwavering support throughout this journey. As I have repeatedly stated, it has truly been an honor to serve each and every one of you for these past two years. NYSFAAAA is truly the best financial aid professional organization in the nation and it’s carried by the dedication and commitment of so many of you. This is truly an experience that I will always treasure!

Best,

Dan

Governance Committee

It has been an active year for the NYSFAAA Governance Committee. A number of projects have been undertaken for review and approval by the Executive Council.

- **Constitution**
A review of the NYSFAAA Constitution was conducted. A number of changes were suggested by the Committee, endorsed by the Executive Council and will be brought to the Association for their review at the annual meeting and subsequent approval. The recommendations include:
 - Addition of a new non-voting membership classification, Affiliate members
 - Requirement that Officers and Councilpersons be active members employed by institutions within New York State.
 - Required attendance at Executive Council meetings for Councilpersons with possible removal procedures in the event of excessive absences.
 - Other technical amendments and updates
- **Policy and Procedures Manual**
An ongoing review and rewrite of the Policy and Procedures manual was conducted and suggested revisions were presented at each Executive Council meeting for their approval. Changes included updates to bring the manual in line with current practices and structure, to improve fiscal soundness, add procedures for existing and new standing committees and add policies regarding the use of images and social media. The establishment of an alcohol policy was suggested, reviewed and referred to an Ad Hoc committee to investigate and make recommendations.
- **Strategic Plan**
A review of the Five Year Strategic Plan was conducted, evaluating progress and making the following recommendation to the Executive Council which was accepted and approved.

The Governance Committee has reviewed the current Five Year Strategic Plan and has evaluated the association's progress to date. It is our opinion that we have not progressed very far in achieving the goals set forth in this plan. We believe that our lack of progress is due to the plan's complexity, timeframe and extensive reporting requirements.

The committee recommends that the NYSFAAA Exec. Council designate a new Long Range Planning Committee to review and revise the current Five Year Strategic Plan. It is the recommendation of our Committee that the time frame be changed to reflect a Three Year Strategic Plan. It is our belief that in the current environment it is more practical to project out three years instead of five. This seems to be consistent with other state and regional associations. Specific consideration should be given to the fact that NYSFAAA is a volunteer organization and that any required activities and reporting be designed with this in mind.

- Statement of Principles
A review of the Statement of Principles was conducted and no changes were recommended at this time.

2011-12 NYSFAAA Governance Committee

Scott Atkinson, President Elect, The College at Brockport

Anne Barton, Past President, Inceptia

Curt Gaume, Past President, Canisius College

Judy Milidan, Past President, Cayuga Community College

Heather McDonnell, Past President, Sarah Lawrence College

State Government Relations

During the summer of 2011, the SGRC met to determine our agenda for the coming year. At that point, after discussing many potential goals and objectives, we decided that instead of trying to tackle several issues, we would try to focus on a particularly strong goal/objective. We then focused on the NYS Tap program and other NYS related programs because of the complexity of administering these programs and the often confusing regulations that go along with the state programs. It was felt that Tap reform should be the issue and focus of the SGRC for the 2011-2012 year. However, we felt that it was important to give a voice to the NYSFAAA membership as part of this process.

A comprehensive survey was developed and through the assistance and technical guidance of several NYSFAAA members, we were able to put the survey out to the membership. At the completion of the survey period, the results were tabulated and then analyzed and several themes from the survey results became the platform for the presentation to Exec Council in February. The survey results were well received and as a result, a white paper was developed to strengthen the major points and recommendations based on the survey results.

This was a major undertaking for the SGRC and we are hopeful that the results of the survey and its message will ultimately bring the necessary changes and reform to the NYS Tap program.

SGRC Co-Chairs:

Bill Cavin

Sue Mead

Dan Sistarenik

Committee Members :

Shirley Clark

Michael Williams

Nominations and Elections

The NYSFAAA Elections Committee was charged with conducting elections for the position of First Vice President, Second Vice President, and Secretary. The Committee was formed and solicited nominations for the positions. A full ballot with multiple candidates for each position was constructed and candidacy statements were distributed. Elections were held via electronic vote in which 412 members voted. Election results for the 2012-14 were as follows:

First Vice President, Janice Scheutzow, Nazareth College

Second Vice President, Jane Gilliland, Alfred State College

Secretary, Kathy Flaherty, SUNY Oswego

2011-12 Elections Committee

Scott Atkinson – President Elect, The College at Brockport

Annette Broski, Region 3 – Mohawk Valley Community College

Carolyn Corcoran, Region 8 – SUNY Potsdam

Kristina Delbridge, Region 4 - Empire State College

James Newell, Region 7 – SUNY Downstate

BJ Revill, Region 2 – University of Rochester Medical Center

Vera Senese, Region 6 – City University of New York

Lisa Treman, Region 1- Buffalo State

Rob Zasso, Region 5 – SUNY Dutchess

Conference 2011

NYSFAAA 43 "Helping Students Catch Their Dreams"
Turning Stone Conference & Casino, Verona NY
10/18/11-10/20/11

Co-Chair Report:

The NYSFAAA Conference 43 was a true success! The primary objectives of the Region 2 Conference Committee were to offer a quality, substantive conference to our members, to engage the NYSFAAA membership, and to use our resources wisely by minimizing expenses and maximizing profits. The enthusiasm, the dedication and the creativity of our Region 2 Conference Committee definitely accomplished these objectives and more! Our team delivered a top notch conference complete with federal and state updates, experienced keynote-speakers who are leaders in our industry, current, in-demand training topics, and professional networking opportunities. Of the 130 conference survey respondents, 80% rated the *overall conference* "Very Good" to "Excellent"; 90% indicated the *conference content* was "Good" to "Excellent"; and 80% rated the *network opportunities* as "Very Good" to "Excellent".

The site location for NYSFAAA 43, Turning Stone Conference and Resort (TS), was a new venue for our organization. Region 2 agreed to remotely host the conference at this location to honor a previously signed contract with TS. After visiting TS, we all agreed the venue offered key advantages such as being centrally located amidst our eight regions, spacious meeting rooms, a reduced room rate, and quality dining and accommodations. Our only concern with the location was the allowance of smoking in designated areas. Overall, our Conference Committee received very positive feedback regarding the TS site during and after our event. Of the 130 conference survey respondents, approximately 75% to 85% rated the TS accommodations, hotel registration, conference facilities, and food as "Very Good" to "Excellent". We did, however, receive survey comments that the smoke was an irritant to some members and it permeated non-smoking areas. We ask Executive Council to consider this feedback when considering future NYSFAAA venues.

Conference attendance was very strong despite another year of budget constraints on many college campuses. Our conference registration reached a total of 308 NYSFAAA members, including full, day-tripper and vendor registrants. This attendance generated a total income of **\$107,700**. Total conference expenses were **\$57,254**, most of which were TS food and technology expenses. Conference 43 generated a profit of **\$50,446** to the NYSFAAA organization. A detailed itemization of income and expenses are listed on the attached budget spreadsheet.

We would like to take this opportunity to thank our Conference Chairs for all their hard work in making Conference 43 such a success! Each conference committee chairperson has included a final report in this summary. These reports detail each committee's responsibilities, challenges or successes, budgets and recommendations for future conferences.

The Conference Committee Chairpersons were:

Program: Theresa Gieseke(ASA) and Jerome St. Croix (MCC)

Facility: Anne Barton (NSLP)

Registration: Lisa Papke (GCC)

Vendor: Laura Helmich (PNC)

Publicity: Corinne Franklin (RIT) and Vern Hazen (RIT)

Entertainment: Margaret Christian (U of R Med. Cntr) and BJ Revil (U of R Med. Cntr)

Transportation: Dorcia Ulysses-Diallo (SUNY Geneseo)

In conclusion, we would like to present the following recommendations to Executive Council and/or future NYSFAAA Conference Volunteers:

- Executive Council should specify under which scenario, if any, conference presenters are required to pay a registration fee.
- Confirming Jeff Baker for the Federal Update was very difficult and frustrating! He did not confirm until 4 days before the conference! Plan a back-up plan in case he does that again.
- Past Registration Chair should remain on the current Registration Committee, i.e. Advisory Role, to relay important information regarding the registration process, ATAC access, reporting and conference fee deposits. This would offer continuity in the process and eliminate hours of time “figuring-out” the process.
- We recommend the NYSFAAA Technology Committee administer the final conference survey to NYSFAAA members. We believe the Technology Committee may be better versed in using Survey Monkey and consistent administration will promote survey data integrity and analysis.
- List “House-keeping” items on the big screen in the general session rooms.
- Keep the First Time Attendee Reception but make the agenda more interactive, ie. a scavenger hunt type ice-breaker.
- Keep Birds of Feather (BOF) Session but make it its own time frame- do not have it complete against other sessions. Also, add BOCES Schools as a choice in BOF.
- Create a Grad- Professional Track
- Add “Cash Bar” by President’s Reception and Awards Dinner in program.
- Inform first attendees about “what to expect”- i.e. Dinner on own, cash bar, dress for awards dinner.
- Maintain the use of “Breakfast Cards” if possible. Great reviews!
- Reduce breakout sessions from 1 hour & 15 minutes to 1 hour. This may allow for an additional session or to repeat sessions.
- Offer free water or coffee in the vendor area.

- The Conference Budget paid for two other NYSFAAA Committee expenses- \$150 for Scholarship Comm. raffle tables and \$75 for Technology table rental. Is this appropriate? Shouldn't other committees cover their own expenses?

Submitted by:

Jan Scheutzow (Nazareth College)

Mark Schwartz (MCC)

College Goal Sunday

New York's College Goal Sunday: 2012 Report June 2012

Profile

Applicant Name: Kathy Crowder, NYS HESC and Daniel Tramuta, NYSFAAA

Primary Address: 99 Washington Avenue, Albany NY 12255

Primary Telephone: 518-402-1448

E-mail Address: kcrowder@HESC.ny.gov

Primary YMCA Affiliation:

YMCA Name

Association/Branch Number

Location:

Phone:

Web Address:

Summary

Cities

How many *cities* did you expect to participate this year? **23**

How many actually did? **23**

Sites

How many *sites* did you expect to participate this year? **25**

How many actually did? **25**

Volunteers

How many *volunteers* did you expect to participate this year? **360**

How many actually did? **362**

Students

How many *students* did you expect to participate this year? **1,300**

How many actually did? **1,304**

How many *students* has your College Goal Sunday program served *altogether*, since it began in your state? **7,037**

Grantee Report

Planning and Volunteer Coordination

Briefly describe how you planned and organized CGS in your state, particularly any distinctive features.

New York's College Goal Sunday (NYCGS) is a collaborative public service project of the New York State Financial Aid Administrators Association (NYSFAAA) and the New York State Higher Education Services Corporation (HESC). NYCGS is comprised of numerous FAFSA completion events set in targeted areas throughout New York State which have a history of high financial need and a disproportionately small number of online FAFSA applications submissions.

NYCGS events took place statewide on various dates in January, February and March 2012.

Integral to the success of these events are the hundreds of volunteer school counselors, college administrators, teachers, parents and others who donate their time and expertise to help students complete the FAFSA along with the New York State Tuition Assistance Program (TAP) application.

A key feature of NYCGS is the awarding of scholarships funded through the federal College Access Challenge Grant (CACG) Program which HESC administers in New York. Five \$500 scholarships were offered at each CGS event, randomly awarded to qualified participating students.

Organizationally, NYCGS is managed by two State Co-Coordinators, State Task Force and Site Coordinators.

Site coordinators serve as the general managers of their events. Site coordinator duties include: obtaining a suitable site location; coordinating location logistics, including any necessary security and support services; soliciting and training volunteers; securing any needed in-kind and additional financial contributions beyond that which was provided for through the Lumina grant; student and family outreach and promotion; and event reporting.

HESC and NYSFAAA provided administrative and support services. These services included web site maintenance; development of promotional and operational tools made available through the web site; assistance with promotion and publicity efforts; solicitation of volunteers; budgeting and paying bills.

CollegeGoalSundayNY.com again served as the central web site for NYCGS. A list of event dates and sites, along with other details, was provided in a user friendly format. Volunteers and participants for many events were able to register directly through the web site. The administrative portal provided site coordinators quick access of promotional and administrative materials.

What lessons did you learn this year about planning and volunteer coordination?

This year, NYCSG hosted fewer sites than the previous year. This may be due, in part, to the fact that more students and families are aware of the importance of FAFSA completion through the efforts of New York's annual Student Financial Aid Month (SFAAM) which runs from January 25 to February 25 and, as a result, are completing the online FAFSA at SFAAM events. However, we also believe we need to place more emphasis and raise awareness in underserved areas of the state and are committed to improving our identification of these areas throughout the state.

Securing volunteers for 2012 was, for the most part, successful. All sites were staffed adequately, thanks to the efforts of the site coordinators and HESC who successfully recruited volunteers from local colleges and NYSFAAA membership. At some sites, we would like to enlist an even greater number of knowledgeable volunteers who have a deeper knowledge of financial aid and FAFSA procedures. We will continue working on earlier recruitment and training of volunteers, establishing consistent, easy-to-follow procedures and promote greater involvement of college and university financial aid offices.

Publicity

Briefly describe your CGS publicity campaign. Please include details of avenues vehicles, especially multilingual communications.

The primary goal of New York's publicity campaign was to attract students and families to participate in a local CGS event. Each site was responsible for the grass roots promotional activities and outreach strategies throughout the areas they serve.

Marketing tools provided to site coordinators through the web site include:

- Customizable Poster
- Customizable Student Flyer English/Spanish
- CGS Event Confirmation Flyer /Email
- CGS Event Day Agenda English/Spanish
- Next steps to securing financial aid flyer
- Useful Web Sites Flyer
- Event Sign-in Sheet
- Business Development / Contribution Letter
- Photo Release Form

HESC provided promotional assistance for the NYCGS events. Information related to each NYCGS event was posted on the HESC web site for New York's Financial Aid Awareness Month, StartHereGetThere.org. In February, HESC developed and issued a news release statewide with a schedule of all NYCSG events and days prior to each event also issued a news advisory to local media. Information on all events was promoted in HESAC's High School Counselor Newsletter. HESC also posted regular NYCGS announcements on the agency's Facebook page and Twitter feed.

Several site coordinators were proactive in attracting news media for their events. (See below.)

Additional publicity efforts were provided through partnerships with other groups. The CUNY list serve also heavily promoted NYSCGS. NYSFAA promoted events through its web site and through e-mail communications.

Describe the outcomes of your campaign in terms of Web site hits, media coverage, etc.

Many sites were successful in obtaining registration of both participants and volunteers through the CollegeGoalSundayNY.com web site.

The Bronx site coordinator was successful in placing a promotional photograph and news story in a major newspaper prior to his events. HESC assisted in this effort by providing advertorial copy.

The Syracuse coordinator secured a local radio news story reporting on the event. “Federal Financial Aid Is Out There,” a featured story on WSYR in Syracuse, highlighted the NYGCS event at Nottingham High School in Syracuse.

What lessons did you learn this year about CGS publicity?

Strong relationships with high schools is key to a successful turnout for NYCGS events. The NYCGS Buffalo event, for example, yielded a very high number of FAFSA filers. This success was a direct result of the site coordinator’s ability to promote with and through the school district. This approach should be expanded in other areas of the state.

Outreach Activities

Describe in detail the specific outreach strategies that were implemented to reach the targeted population. Please include details regarding multilingual outreach efforts.

Each site coordinator maintained responsibility for outreach to students and families, with assistance from members of the State Task Force.

Site coordinators were encouraged to develop relationships with local schools to help distribute event registration information to their students and families through posters, flyers, in-school announcements, meetings with guidance staff and through their school newsletters.

Those site coordinators who were able to obtain high school senior postal or email lists from their local school coordinated a direct mail campaign using the flyers, posters and other materials available through our web site. HESC assisted with these mailings, providing fulfillment services and paying postal costs.

Site coordinators were also encouraged to reach out to groups in their communities, including libraries and other local organizations, to help them target students and families.

Registrants for many sites were sent a reminder about the event date and time via email or mail.

Bilingual outreach publications provided to site coordinators through the administrators portal on CollegeGoalSundayNY.com included:

- Customizable Student Flyer
- Event Confirmation Flyer
- Event Confirmation Email
- Event Day Agenda

What collaborative efforts were used with partners or community liaisons?

Each site coordinator has developed partnerships within their own communities. For example, the Buffalo site once again collaborated with the Buffalo Public School District, forming a very rewarding and successful partnership. In the New York metro area, College Goal Sunday services were offered to the students and families in the metro New York City area through our partnership with the College Access Consortium of New York (CACNY). Working with CACNY allowed us to provide services to the students and families in their 100-member organizations.

In addition to the local partnerships, NYCGS was supported by:

- State University of New York – provided volunteers, event locations; publicity and outreach assistance
- City University of New York provided volunteers, event locations; publicity and outreach assistance
- Community Colleges provided volunteers, event locations; publicity and outreach assistance
- CACG – provided \$62,500 in funds for scholarships through HESC’s administration of the grant

What strategies showed the greatest results?

A key strategy for reaching students and families continues to be the establishment of a strong partnership with local high schools to promote the NYCGS event. This ensures that the event is frequently promoted to students and there is a stronger likelihood that they will show up on the event day. There are challenges, however, in designating one high school for an event when there are a number of high schools in the area; students from other schools may be reluctant to go to the unfamiliar school for the event. Finding a neutral site may help.

Other strategies that improved results included:

- a follow-up email after registration, including a checklist of what to bring
- a reminder email the day before the event

Separate from the collaborations described above, what collaborative efforts engaged local YMCAs? Please describe any local UMCA collaboration in detail. Please provide name and location of YMCAs and how they were involved.

The Albany site coordinators worked with the Albany YMCA in downtown Albany to promote the event among students who participate in their youth programs.

The CGS Event

Briefly describe your CGS events, particularly any distinctive features.

Although there are numerous NYCGS events managed by different site coordinators, the events follow a similar agenda. Students and their families are greeted at the event by a volunteer who helps assess their awareness of the financial aid application process and readiness to apply online. Each is then assigned a volunteer who provides them with information and assistance as needed, guiding them through their online FAFSA and TAP applications.

Some events included tax preparation assistance to qualified families prior to completion of the FAFSA. Through a partnership with HESC, the Office of Temporary and Disability Assistance (OTDA), the Internal Revenue Service (IRS) and the CASH Coalition of the Greater Capital Region, certified tax preparation volunteers assisted families earning less than \$50,000 in completing and filing their taxes. Growing the number of sites that include this added service is a goal for 2013.

After completing the FAFSA, students were directed to complete the national CGS online survey and, if they were qualified and wished to enter the scholarship drawing, complete the entry for a \$500 scholarship funded through CACG funds. A total of five scholarships were offered for each NYCGS location. Scholarships will again be funded in 2013.

What lessons did you learn this year about staging a CGS event?

College Goal Sunday events continue to be highly labor intensive, yet successful way through which students and families can apply for financial aid.

Recruiting and training volunteers early and providing site coordinators with consistent tools and procedures is vital. Coordinator relationships with local high schools is critical, and clear, established roles and assignments among coordinators is critical.

Evaluation

Briefly describe how you evaluated CGS.

We used the CGS national evaluations, post-event interviews with volunteers and feedback from current site coordinators to help determine areas for improvement. Our State Task Force will review this report and develop strategies and possible new initiatives for the upcoming year.

What lessons did you learn this year about gathering and using evaluative feedback?

The use of Survey Monkey was very successful in obtaining valid scholarship entries from the students. This tool may also be useful in soliciting evaluations from students/families and volunteers.

Budget Status

Please describe any unexpectedly low or high expenditures, as detailed on your financial report.

Expenses incurred include web site support, printed tee shirts for volunteers, and mandatory site maintenance, such as computer support, security and janitorial services.

See the attached detailed expense sheet.

Proposed Changes

Do you propose any changes in goals or other terms of your grant agreement?

No changes in goals or other terms of our grant agreement, as this is the last year of the current grant.

National Office

How could the national staff and the YMCA of the USA be more helpful?

We continue to be pleased with the operational guidance provided from national staff.

The YMCA continues to show that a wealth of information/knowledge is shared each year at the annual Forum. In addition, the webinars and on line training sessions have been very helpful. The support of Marcia Weston and Latoya Sykes has been invaluable.

YMCA Involvement

Did you collaborate with any YMCAs?

Yes

If so, how many YMCAs collaborated in your state program.

1

NYSFAAA, Inc. Transaction Report July 2011 - June 2012

Date	Type	Num	Name	Memo/Description	Account	Split	Amount	Balance
515 College Goal Sunday								
02/13/2012	Check	3977	Michael Wilday	College Goal Sunday - Fort Plain computer support	515 College Goal Sunday	004 HSBC Checking	125.00	125.00
02/13/2012	Check	3980	James Mulkeen	College Goal Sunday 2012- Bronx tech support	515 College Goal Sunday	004 HSBC Checking	150.00	275.00
02/13/2012	Check	3978	Angel Mercado	College Goal Sunday 2012 Rochester - security	515 College Goal Sunday	004 HSBC Checking	175.00	450.00
02/13/2012	Check	3979	Larry Whie	College Goal Sunday 2012 Rochester - security	515 College Goal Sunday	004 HSBC Checking	175.00	625.00
02/13/2012	Check	3982	Toni Greenlee	College Goal Sunday Rochester - reimbursement supplies	515 College Goal Sunday	004 HSBC Checking	390.82	1,015.82
02/14/2012	Check	3983	Michelle Agron Rivera	College Goal Sunday 2012 Bronx site technical support	515 College Goal Sunday	004 HSBC Checking	150.00	1,165.82
02/17/2012	Check	3986	Randall Boardman	College Goal Sunday 2012 Jamestown	515 College Goal Sunday	004 HSBC Checking	200.00	1,365.82
02/17/2012	Check	3985	Robert J. Schmitt	College Goal Sunday 2012 Rochester technical support	515 College Goal Sunday	004 HSBC Checking	264.00	1,629.8
02/18/2012	Check	3987	Next Wave Software	College Goal Sunday website expenses	515 College Goal Sunday	004 HSBC Checking	3,326.00	4,955.82
03/02/2012	Check	3997	Oswego City School District	College Goal Sunday expense from 2010 never paid	515 College Goal Sunday	004 HSBC Checking	126.50	5,082.32
03/19/2012	Check	4000	Kheron Austrie	College Goal Sunday 2012 Janitorial and technical support	515 College Goal Sunday	004 HSBC Checking	200.00	5,282.32
03/19/2012	Check	4004	Enlarged City School District - Troy	2012 College Goal Sunday -troy	515 College Goal Sunday	004 HSBC Checking	1,703.98	6,986.30
03/24/2012	Check	4006	PROforma	2012 College Goal Sunday tee shirts	515 College Goal Sunday	004 HSBC Checking	3,119.72	10,106.02
03/28/2012	Check	4009	Say Yes To Education	2012 College Goal Sunday expenses	515 College Goal Sunday	004 HSBC Checking	274.37	10,380.39
04/24/2012	Check	4021	PROforma	College Goal Sunday Expenses - pens etc	515 College Goal Sunday	004 HSBC Checking	2,671.01	13,051.40
Total for 515 College Goal Sunday							\$13,051.40	
TOTAL								

Membership

As of June 30, 2012 NYSFAAA has a 11 % increase in membership. The breakdown is as follows:

- 1217 Active Members
- 104 Associated members
- 15 Retired Members
- 8 Lifetime Members

Below is a 5 year membership summary.

<u>YEAR</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
<u>COUNT</u>	1,425	1,245	1,129	1,208	1,344

<u>REGIONAL</u>	<u>2007-8</u>	<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
<u>MEMBERSHIP</u>					
Non-Affiliated	146	123	76	32	41
Region 1	176	155	132	135	140
Region 2	152	137	101	120	112
Region 3	193	191	158	173	172
Region 4	207	164	130	117	125
Region 5	177	142	126	138	161
Region 6	440	411	341	398	507
Region 7	257	204	179	188	194
Region 8	93	68	49	46	43
TOTAL*	1841	1595	1292	1347	1495

*Note: Includes # with more than 1 regional affiliation

<u>CLASSIFICATION</u>	<u>2007-8</u>	<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
ASSOCIATE	274	163	125	100	104
ACTIVE	1138	1062	979	1085	1217
RETIRED	7	13	16	15	15
LIFETIME**	6	7	8	8	8
	1425	1245	1128	1208	1344

<u>INSTITUTIONAL DESCRIPTION</u>	<u>2007-8</u>	<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
Private	632	603	540	592	677
Public	345	307	312	288	321
Proprietary	161	143	136	194	209
Lender	130	81	43	37	36
Agency	74	58	34	20	21
Guidance	2	2	1	2	2
BOCES	11	12	11	12	13
Consultant	23	18	14	15	18
Other or Blank	47	21	38	48	47
	1425	1245	1129	1208	1344

<u>GENDER</u>	<u>2007-8</u>	<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
FEMALE	1018	877	825	894	984
MALE	398	348	292	301	341
UNKNOWN	9	20	12	13	19
	1425	1245	1129	1208	1344

<u>STATUS</u>	<u>2007-8</u>	<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>
NEW	335	203	202	245	235
RENEWALS	1092	1043	927	947	1109
UNKNOWN					
RETIRED					
INSTITUTIONS	369	366	333	314	338

Mentoring

Co-chairs: Janet McGrath and Jim Vallee

Volunteer Mentors: Mary Koehneke, Amy Murch, Margaret Christian, Toni Greenlee, Katrina DelGrosso, Margaret Stearns, Tim O'Donnell, Perry Brown, Joe Weglarz, Roberta Daskin, Anne Gorrick, Brian Ghanoo, Anna Kopit, Ursula Duran, Adrienne King, Oscar Vasquez, Mina Friedmann, Tanya Patterson-Stanley, Nancy Brewer

The Mentoring Committee co-chairs distributed contact cards to those attending the June 2011 Novice Workshop, asking permission from the novices to be contacted by a mentor from their home region throughout the year. Over 80 completed cards were collected.

Based on the number of novices from each region, we recruited 20 voluntary mentors from across the state, and distributed the contact cards among the mentors.

Having secured money in the Committee's NYSFAAA budget to award "scholarships" (registration fee waivers) to the October 2011 NYSFAAA Annual Conference, we drew names until we had one winner from each region. Four novices took advantage of the opportunity and attended the conference.

Mentors were to maintain contact with their mentees, reminding them of regional meetings and various training opportunities, and encouraging them to be active in NYSFAAA activities.

The co-chairs attended the 2011 NYSFAAA Conference First-Timers Welcome Reception to greet the mentees and mentors who attended and assist with introductions.

During the spring, the co-chairs attended a seminar on the mentoring process in Rochester, sponsored by EACUBO – the Eastern Association of College and University Business Officers.

Following the June 2012 Novice Workshop, we have collected over 100 completed contact cards for distribution to the mentors. Again, names were drawn for Conference Scholarships, and we will see how many attend.

Respectfully submitted,

Janet McGrath

Jim Vallee

Awards

At the 2011 annual conference the following awards were presented:

Lifetime Achievement	Joe Russo
Founders' General Service	Howard Leslie Steve Dwire
Citation of Appreciation	Lisa Simpson Lisa Papke Holly Zaglaniczny Kathy Flaherty
Regional Service	Michele Rizzo Lisa Papke Bonnie Rooker Anne DelPlato Debra Bouabidi Mike Turner Debra Evans Susan Aldrich
Regional Rising Star	Christina Horner BJ Revill Michelle Lee Amanda Manuel Amy Kahn Stacey Hawkins
Circle Awards	Rachel Barker Rick Cole Jackie Darquea Maria DelInnocentiis Wayne Harewood Rafael Villalona

The awards committee begins its work over the summer soliciting nominations for awards from the general membership. We also review NYSFAAA activities to select additional candidates for awards. We meet, via conference call, in September to review and select award recipients. Our Regional Service and Regional Rising Star awards continue to be important as they offer the association the opportunity to recognize new members and encourage involvement.

The following were the 2011 committee members: Troy Martin (1); Susan Romano (2); Dawn Langdon (3); Bryan Kelly-Austin (4); Rob Zasso (5); Maria DelInnocentiis (6); Debra Evans (7); Robyn Rhyner (8). Their work is key to the success of this Committee. We continue to invite and encourage any member to join us in a mentoring role.

Respectfully submitted,
Kathy Flaherty
NYSFAAA Awards Chair

Statewide Training

Training Committee Members for 2011-12:

Vera Senese through January 30, 2012 and Beth Post-Lundquist Co-Chairs

Region 1 Michelle Rizzo

Region 2 Janice Scheutzow

Region 3 Kathy Flaherty

Region 4 Earl Tretheway

Region 5 Amanda Manuel

Region 6 Lucy Villaquiran

Region 7 Sandy Filbry

Region 8 Mary Ellen Chamberlin

The co-chairs, with the significant assistance of Howard Leslie and committee members, organized seven successful training opportunities for NYSFAAA Members.

Note:

1. Number of participants, below, are estimated as we have knowledge that many events were viewed in groups with only one registrant.
2. Result values are based on Survey Monkey responses

Training Event #1

Date: October 5, 2011

Presenter: Howard Leslie, Berkeley

Topic: Gainful Employment

Number of participants = Over 500

Results = Good

Howard Leslie kicked off our first official NYSFAAA webinar series by leading this webinar discussion "NYSFAAA Gainful Employment- Birds of a Feather - ARE YOU IN COMPLIANCE?"

It was a round table discussion about the Gainful Employment requirements led by Howard Leslie, Vice President of Financial Aid at Berkeley College. Howard facilitated the discussion with a sharing of thoughts, experiences, ideas and expectations for the future. He began with a review of all the requirements with a Q & A every step of the way. These questions were posed and the group weighed in: What will the future bring? Did you know there is a new GE NPRM? Most schools may still be out of compliance - and many don't even know it.

Training Event #2

Date: December 8, 2011

Presenter: Tom Dalton, Excelsior College

Topic: Satisfactory Academic Progress

Number of participants = Over 600

Results = Very Good

Tom led our second webinar series using the NASFAA SAP training guide.

He shared the basic principles of the new Federal SAP regulations effective July 1, 2011, to provide training on evaluating institutional SAP policy and business procedures, and identifying opportunities for cross-campus collaborations to support institutional compliance.

Training Event #3

Date: February 10, 2012

Presenter: Carney McCullough, USDOE

Topic: 2012-13 Verification Changes

Number of participants = Over 700

Results = Very Good

Carney McCullough from the U.S. Department of Education agreed to do this exclusive presentation for NYSFAAA members. This training was especially timely in that several major changes had happened in the prior few weeks regarding the Verification process. Carney included these in her presentation.

While this was also a webinar which Carney phoned in for (she could not travel for our usual video conference format), we limited the participation to groups at these sites:

Region 1 Erie Community College

Region 2 Genesee Community College

Region 3 LeMoyne College

Region 4 Excelsior College

Region 5 Berkeley College - Westchester Campus

Region 6 Teachers College

Region 7 Hofstra University

Region 8 Members contacted Kelly Lubold at luboldkl@plattsburgh.edu or Mary Ellen Chamberlain at mchamberlain@paulsmiths.edu for site information.

The “group-inars” fostered the NYSFAAA community spirit and allowed for interactions among the participants. Some members expressed preference for the convenience of “at your desk” webinar trainings citing saving travel time and expense savings. This was the only “group-inar” of the year.

Training Event #4

Date: March 2, 2012

Presenter: Jim Briggs

Topic: 2012-13 Tax Detective Debrief

Number of participants = Over 900

Results = Very Good

Jim Briggs, always a popular presenter, covered the following topics:

- Review of Tax Filing Threshold
- Review of Tax Filing Statuses
- Review of 2011 tax forms:
 - 1040 EZ
 - 1040 A
 - 1040
- Review of Updated Verification Rules
- Review of IRS Transcripts
- Questions and Answers

Training Event #5

Date: April 25, 2012

Presenters: Richard Robitaille, Berkeley; Norene Grose, HESC; Barbara Hochberg, HESC

Topic: Veteran's Benefits

Number of participants = Over 500

Results = Excellent

With a strong comprehensive overview by Richard, Norene and Barbara rounded out the session which covered:

Together, they walked participants through the maze of different GI Bill Chapters and how financial aid interacts with each one. Coverage included focus on the new Net Payer regulations, Yellow Ribbon and the interaction with TAP/VTAP. Many questions were accepted and answered by Richard.

Training Event #6

Date: May 17, 2012

Presenter: JoEllen Soucier, ProEd Solutions

Topic: Verification

Number of participants = Over 1000

Results = Excellent

While members benefitted from the February overview of regulatory changes by the Department of Education, there was a need identified for a deeper dive into verification issues. JoEllen's webinar presentation was well received. She reviewed:

Current verification requirements, common errors made on required data elements, recent changes, tax transcripts and W2 data elements required to be reviewed, data elements not required for review, common items verified by colleges for quality assurance but not required by regulation, and more.

This presentation format was slightly different, with JoEllen as the primary presenter and a panel of financial aid administrators to share their "on the ground" application of regulation and perspective.

Training Event #7

Date: June 21, 2012

Presenter: JoEllen Soucier, ProEd Solutions

Topic: Database Matches, C Code Resolution and Citizenship Confirmation

Number of participants = Over 1000

Results = Excellent

JoEllen's prior presentation was so impressive, the feedback so positive, we asked for and she gave an encore webinar for members. She reviewed the following topics:

- C-Code Definitions and Flags
- Resolving C-Code Flags
- Documentation Used to Clear Flags
- SAR Comment Codes
- Data elements not required
- Citizenship Confirmation
- NSLDS
- Selective Service
- Social Security Number requirements

Again financial aid administrator panelists were part of the presentation, and Bob Miller from UAlbany was particularly impressive with his broad knowledge on Citizenship/Federal Aid documentation and regulation.

The committee estimates that we provided training to over 6000 (duplicated) people in 2011-12.

We thank Executive Council and all the members of NASFAA for their support and for giving us the opportunity to serve the association.

Technology and Innovation

Goals Met:

- Developed our Policy & Procedure policy.
- Refined and increased submission rate of Technology Resources Survey.
- Distributed survey results and a listing of our services to regional chairs, statewide committees, and Executive Council.
- Assisted State Government Relations Committee with Survey Monkey survey.
- Assisted Tri-Regional Chairs with member survey.
- Used Google Docs and/or Chat to perform most “meetings”.
- Maintained sites and increased participation in NYSFAAA Facebook and Twitter.
- Established a presence on LinkedIn.
- Developed a Social Media Primer.
- Contributed to the NYSFAAA Newsletter.

Future Goals:

- Attain full regional representation.
- Continue to be available to regions and/or committees in meeting their technology needs.
- Continue our own research on products, software and websites that can help NYSFAAA’s regions and committees be more efficient and effective.
- Present Social Media Primer at conference and/or regional meetings.
- Continue to assist with Survey Monkey creation.
- Provide training on GoToMeeting and GoToWebinar software for NYSFAAA committees’ co-chairs.
- Support and contribute to the development of the new website design.

Summary:

Using the recommendation of Exec Council, we made progress with the resource survey responses, and have distributed the results among the stakeholders.

We believe that using and maintaining NYSFAAA’s social media falls under our vision, mission, and goals. We continue to maintain the Facebook page, as well as the Twitter account in an effort to bring awareness to members. We feel that this is helpful in conjunction with the promotion of training opportunities. We have also launched a LinkedIn group of members.

We are preparing edits on our Social Media Primer. The primer was developed to assist members in setting up their own social media on their campuses. Our goal is to present this to the membership.

We were instrumental in the SGRC TAP Survey. This survey led the way to the white paper which was pivotal in the SGRC’s conversations in Albany. We have done outreach to the FGRC to remind them of our ability to assist when needed.

Respectfully Submitted,
Sarah Macri

Novice Training

The 42nd Novice Training was held for the fifth year at The College at Brockport from June 2th through June 8th, 2012. We welcomed 96 new NYSFAAA members this summer and Sixteen (16) staff assisted. The staff worked diligently again this year revising the *Novice Training Manual*, as there were many changes. Novice is truly a group effort and would not be what it is without each and every Novice Member. Thank you to the following staff members who contributed to these efforts and made Novice 2012 an excellent week:

Novice 2012 Staff

Lisa Simpson, NYS Higher Education Services Corporation, Co-Chair

Lisa Papke, Genesee Community College, Co-Chair

Heather McDonnell, Sarah Lawrence College, Large Group Leader

Scott Atkinson, The College at Brockport, Large Group Leader

Michael Fraher, Vassar College, Large Group Leader

Jim Hanley, NYSHESC, Large Group Leader

Michael Williams, NYSHESC, Athletic Director

Perry Brown, College of Westchester, Small Group Leader

Dan Hunter, Director Emeritus, Buffalo State College, Small Group Leader

Curt Gaume, Canisius College, Small Group Leader

Mark Stephens, Pace University, Small Group Leader

Tanya Patterson-Stanley, New York College of Osteopathic Medicine, Small Group Leader

Patricia Johnson, Syracuse University, Small Group Leader

LaSonya Griggs, SUNY Upstate Medical University, Small Group Leader

Kerry Lubold, SUNY Plattsburgh, Small Group Leader

Maria DeInnocentiis, Mary Mount Manhattan College, Small Group Leader

Participants Evaluation of Workshop

The survey was created through the use of Survey Monkey, a web-based program that administers and stores the survey responses. A link to the survey was e-mailed to all 96 attendees of the NYSFAAA Novice Training Workshop. We had received 85 responses for a return rate of 89 percent.

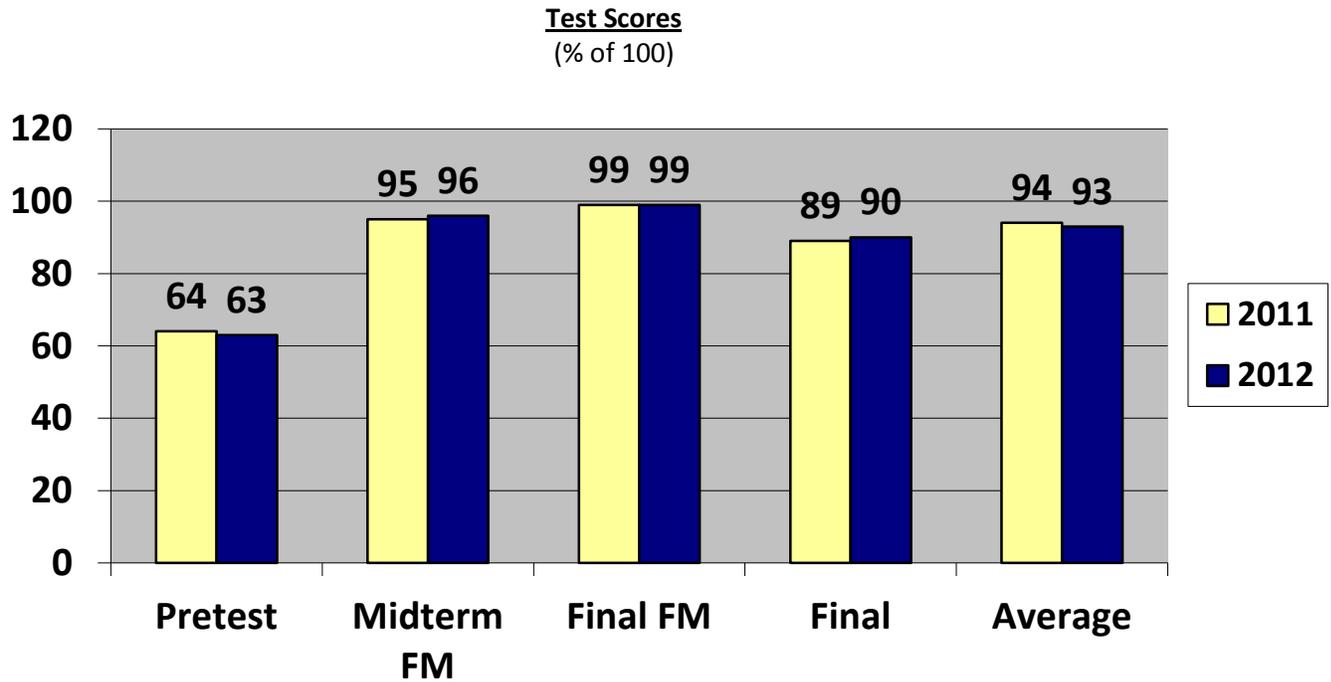
Most respondents (95%) rated the overall workshop as either very good or excellent. Almost all respondents found it informative while benefitting from the large group/small group format and networking opportunities provided.

The chart below represents the recipient's rating of the session as either **Very Good or Excellent**. This year we included both Counseling and Civil Disobedience and from the chart below, every session received a higher rating than last year!!!! **Way to go Group Leaders!!!!**

Respondents were asked to rate each of the sessions offered at the workshop. The (77) responses were as follows:

<u>Session</u>	<u>Very Good</u>	<u>Excellent</u>	<u>Total 2011</u>	<u>Total 2012</u>
<i>Counseling</i>	26%	74%	77%	100%
<i>PJ & Verification</i>	35%	61%	79%	96%
<i>Federal Methodology</i>	23%	74%	82%	97%
<i>General Provisions</i>	35%	64%	79%	99%
<i>Title IV Programs</i>	32.5%	67.5%	87%	100%
<i>Packaging & Budgeting</i>	33%	62%	90%	95%
<i>NYS Programs</i>	34%	61%	79%	95%
<i>Federal Loan Programs</i>	40%	60%	81%	100%
<i>Pell Grants</i>	29%	67%	72%	96%
<i>Civil Disobedience</i>	30%	64%	---	94%

The following is a summary of the overall progress of workshop participants listing all test scores and comparing them to last year's scores:



Types of Institution/Affiliation		Regional Breakdown	
Private College	56	Region I	5
Public College	21	Region II	5
Proprietary College	12	Region III	21
Other/Non Specified	4	Region IV	5
Grad/Professional	3	Region V	20
Lenders	0	Region VI	24
Total	96	Region VII	7
		Region VIII	2
		Not Affiliated	7
		Total	96

Almost 90 percent of the respondents stated they would recommend novice training to their colleagues. Some even commented they would like to come back and be part of the Novice Staff one day, while a few would like to see an “Intermediate Novice”. Not only do the reviews and test scores show that Novice 2012 was a very successful week, many new contacts and friends were made as well!

Also this year a two day “Mini Novice” was held on May 7th and 8th, 2012 at the University of Buffalo. UB consolidated offices and needed 18 front end staff trained. Our trainers for this event were Scott Atkinson, Jim Hanley, Heather McDonnell and Lisa Simpson.

We will continue to research and compare prices to help reduce our expenses and training manual updates will soon begin for Novice, 2013.

Respectfully Submitted,
Lisa Simpson, Co-Chair
Lisa Papke, Co-Chair

Website Communications

What a privilege it has been to serve the NYSFAAA membership and its Executive Council as NYSFAAA's Website Communications Chairperson. The knowledge I have gained from working with the various committees and chairpersons have been instrumental in both my professional and personal development. NYSFAAA is like my security blanket, I know I can always find the answer to whatever I seek through one of the many colleagues and friendships I've developed over the years through this great organization.

By now all members have visited the new NYSFAAAA website launched earlier this year in July 2012.

As our President Daniel M. Tramuta (Dan) points out, "The site's new homepage welcomes visitors with bold colors, a clean brand with an uncluttered design, and images with featured content focused on our mission to provide our students, families, financial aid professionals and clients with the most accurate and up-to date information possible. With new micro-sites tied to conference, training, videos, high school counselors, along with a brand new blog feature (Empire Chat) the website now offers rich content and the ability to collaborate and communicate from within".

With the myriad of new technologies we will be able to keep the site current with news of events, announcements, and training opportunities.

All critique is welcome and all ideas and suggestions will be considered. I urge you to let your voice be heard. Blogging on the NYSFAAA website just takes a click on  and you are on your way. Imagine the possibilities and the difference your voice your words can have. Who knows, you may even change lives. Come on, be the first, start the conversation!

Remember, you can always count on me to assist with job postings, posting of training and workshop materials, registration setup for statewide training, tri-regional, regional elections and events, and any questions on website functionality.

Thank you for the opportunity to serve.

Ideta Daniel

NYSFAAA Website Communications Chair

High School Outreach

Counselor workshops were held across the state from October through January in partnership with HESC using Challenge Grant funding to support all workshops. Regions 1, 3, and 8 held 2 workshops at separate locations and Region 5 held their workshop in conjunction with the Guidance Expo. Overall evaluations were very positive.

HESC funded all the workshops with the exception of Region 5 using Challenge Grant funding and Lisa Simpson coordinated each event selecting a location, date and refreshments. Full day programs were provided this year with motivational guest speakers after lunch. The full day was met with some mixed reviews but the speakers received high reviews.

Topics covered included, Federal and State updates, Financial Aid 101/Novice sessions, CSS Profile, Opportunity Programs, Special Circumstances, Undocumented Students, Financial Literacy, 529 Plans, Admissions, Completing the FAFSA and Net Price Calculator.

Additional comments:

Region 1 – October was too early so attendance was lower than usual. The region provided handouts and covered the cost. Participants would like more aid administrators and they prefer the Classics Restaurant to a college campus.

Region 2 – There was quite a bit of confusion at the site with set up, start time and equipment however once that got settled the workshop went very well. Held at the U of R with no parking but shuttle was provided which to some counselors seemed to be an inconvenience. Over 90 counselors registered but only 64 actually attended, perhaps due to the parking issue.

Region 3 – Two workshops, Binghamton and Syracuse. Both were well attended with minor logistical glitches. Binghamton workshop had guest speakers from the Office of children and Family Services/PDP who spoke about youth in foster care. Syracuse had Darrell Andrews after lunch and those who stayed were very impressed unfortunately many left right after lunch.

Region 4 – The workshop went well however comments indicate they would have preferred another FA session rather than a guest speaker.

Region 5 – Two sessions were held at the EXPO, one early in the day and one later. The early session was well attended and covered FA 101. The 2nd session was the last one of the day and had half the attendees. This session covered the federal and state updates. This venue works well for Region 5 as the counselors make a point of attending. The late day session may have been better attended however if it was earlier in the day.

Region 6 – Last workshop held in January due to scheduling conflicts for counselors in November and December. The Evaluations were generally very positive with the exception of 1 presenter and technical difficulties. No complaints were received regarding timing. A College Board representative presented on CSS Profile and unfortunately ran into some irate counselors complaining about the profile.

Region 7 – Workshop was held in October with very poor attendance possibly due to being so early. Many also left before the guest speaker.

Region 8 – Workshops were held in 2 locations, Clarkson and SUNY Plattsburgh coordinated fully by Region 8 but funded by HESC CACG. Region 8 always includes an admissions panel at the request of their counselors and also run their workshops through lunch due to the distance the counselors travel.

Planning the workshops generally went very well except changes to the format were made later; changing from half day to full day workshops to include a guest speaker. The support by HESC (Lisa Simpson and staff) with the logistics, securing the locations, sending invitations, follow up, registration, etc and funding through the Challenge Grant were greatly appreciated. This partnership has enabled NYSFAAA to continue providing training and support to the counselors we work with and we look forward to continuing.

I would like to thank all of the region chairs and co-chairs, HESC and all of the staff from HESC who worked together to put on these workshops not only for 2011-12 but all the years before and for all the years to come. The counselors of our high schools around the state appreciate your efforts as well.

Respectfully submitted,

Pat Johnson
Syracuse University
High School Counselor Workshop Chair

Finance & Budget

Committee:

Steve Dwire, Treasurer

Darrin Rooker, Region 3

Patricia Johnson, Treasurer-Elect

Jean Fura-D'Ambrosia, Region 4

Kerry Lubold, Chair

Perry Brown, Region 5

Amanda Lodyga, Region 1

Lucila Villaquiran, Region 6

Nora Bell, Region 2

Diane Beltrani, Region 7

Mary Ellen Chamberlain, Region 8

The Budget & Finance committee was tasked with preparing a draft 2012-2013 budget for presentation to executive council at the summer 2012 meeting. We reached out to region and statewide committee chairs to submit budget requests and prepared the draft taking those requests under advisement. After discussion and appropriate adjustments, the 2012-2013 budget was accepted by Executive Council on June 15, 2012. The budget supports the current activities of the organization, and planned initiatives for the immediate future.

Respectfully submitted:

Kerry Lubold

Treasurer's Report

Submitted by Steve Dwire

2009-10 Audit

Arcara & Borczynski LLP completed the 2009-10 financial audit (as of June 30, 2010) for NYSFAAA. Please see the attachments for more detail.

2010-11 and 2011-12 Audits

NYSFAA continues to work with Arcara & Borczynski LLP to complete the 2010-11 audit. We hope to have this audit completed by January 2013. We are gathering and will submit the paperwork for the 2011-12 audit soon.

Regional Bank Accounts – HSBC handed our account over to First Niagara. We will continue to work towards opening all the regional account with First Niagara.

Account Openings and Signing Authority

POLICY: NYSFAAA, under our Tax ID Number (TIN#), will have all non-investment assets available in a checking account with a sub-account for each of the eight (8) regions. Signature authorization on the bank account shall consist of any one (1) of the following: NYSFAAA President, Treasurer or Treasurer-Elect. Signature authorization on each of the sub-accounts shall consist of any one (1) of the following: NYSFAAA Treasurer, Region Treasurer or Region Chair.

PROCEDURES:

1. It is the responsibility of the NYSFAAA Treasurer or Treasurer-Elect to ensure the account's corporate resolutions and signature cards remain current with statewide and regional position holders.
2. It is the responsibility of the region treasurers and/or region chairs to notify the NYSFAAA Treasurer or Treasurer-Elect of position changes.
3. The NYSFAAA Treasurer may make deposits into the sub-accounts without express permission from region treasurers or chairs.
4. The NYSFAAA Treasurer may make withdrawals, transfer funds, write checks or sign checks from the sub-accounts only with express permission from region treasurers or chairs.

New York State Financial Aid Administrators Association, Inc.

**Statement of Cash Flows
For the Year Ended June 30, 2010
With Comparative Amounts for 2009
Increase (Decrease) in Cash**

	2010	2009
Cash Flows from Operating Activities		
Change in Net Assets	\$ 155,340	(89,845)
Adjustments to Reconcile Change in Net Assets to Net Cash		
Provided by (Used in) Operating Activities:		
Realized and Unrealized (Gain) Loss on Investments	(39,870)	95,692
(Increase) Decrease in Assets:		
Accounts Receivable	1,600	2,040
Grants Receivable	-	20,000
Prepaid Expenses	359	4,977
Increase (Decrease) in Liabilities:		
Accounts Payable and Accrued Expenses	(17,043)	(6,295)
Deferred Revenue	(18,707)	(3,945)
Net Cash Provided by (Used in) Operating Activities	81,679	22,624
Cash Flows from Investing Activities		
Proceeds from Sale of Investments	56,351	157,148
Purchase of Investments	(59,657)	(139,957)
Net Cash Provided by (Used in) Investing Activities	(3,306)	17,191
Net Increase (Decrease) in Cash	78,373	39,815
Cash		
Beginning of Year	94,508	54,693
End of Year	\$ 172,881	94,508

See Notes to Financial Statements and Independent Auditors' Report.

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New York State Financial Aid Administrators Association, Inc.

**Statement of Activities
For the Year Ended June 30, 2010
With Comparative Totals for 2009**

	2010			2009
	Unrestricted	Temporarily Restricted	Total	Total
Revenue				
Membership Dues	\$ 70,484	-	70,484	85,251
Sponsorship Support	7,250	-	7,250	10,500
Conferences and Workshops	173,293	-	173,293	183,068
Regional Activities	4,265	-	4,265	10,994
NYSFAAA Scholarship	-	400	400	4,927
College Goal Sunday	8,500	34,284	42,784	47,567
Gear Up	-	17,223	17,223	21,799
Investment Income				
Dividends (Including Capital Gain Dividends) and Interest, Net of \$ 4,936 Investment Fees	3,305	-	3,305	4,652
Realized and Unrealized Gain (Loss) on Investments	39,870	-	39,870	(95,692)
Net Assets Released from Restrictions				
Satisfaction of Donor Restrictions	33,347	(33,347)	-	-
Total Revenue	340,314	18,560	358,874	273,066
Expenses				
Executive Council	38,089	-	38,089	64,419
Homepage	3,970	-	3,970	8,215
Conferences and Workshops	121,203	-	121,203	168,308
College Aid Awareness Project	2,245	-	2,245	-
Regional Activities	5,197	-	5,197	35,809
NYSFAAA Scholarship Expenses	7,500	-	7,500	10,000
College Goal Sunday	16,543	-	16,543	41,717
Gear Up	4,949	-	4,949	21,799
Special Projects, Training and Other Expenses	3,415	-	3,415	9,512
Special Meetings	423	-	423	3,132
Total Expenses	203,534	-	203,534	362,911
Change in Net Assets	136,780	18,560	155,340	(89,845)
Net Assets				
Beginning of Year	171,180	141,552	312,732	402,577
End of Year	\$ 307,960	160,112	468,072	312,732

See Notes to Financial Statements and Independent Auditors' Report.

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New York State Financial Aid Administrators Association, Inc.

**Statement of Financial Position
As of June 30, 2010
With Comparative Amounts for 2009**

	2010	2009
Assets		
Current Assets		
Cash	\$ 172,881	94,508
Accounts Receivable	1,041	2,641
Prepaid Expenses	-	359
Total Current Assets	173,922	97,508
Long-Term Investments	331,247	288,071
Total Assets	\$ 505,169	385,579
Liabilities and Net Assets		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 34,617	51,660
Deferred Revenue		
Dues	2,480	4,680
Grants		
HESC - Gear Up	-	7,222
Lumina Foundation - College Goal Sunday	-	9,285
	2,480	21,187
Total Current Liabilities	37,097	72,847
Net Assets		
Unrestricted		
Undesignated	210,437	106,019
Designated for Scholarships	40,826	22,252
Regional Activities	56,697	42,909
Total Unrestricted	307,960	171,180
Temporarily Restricted	160,112	141,552
Total Net Assets	468,072	312,732
Total Liabilities and Net Assets	\$ 505,169	385,579

See Notes to Financial Statements and Independent Auditors' Report.

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Executive Council 2011-2012

Dan Tramuta	President
Scott Atkinson	President-Elect
Clair Jacobi	1 st Vice President
Howard Leslie	2 nd Vice President
Steve Dwire	Treasurer
Pat Johnson	Treasurer-Elect
Gina Soliz	Secretary
Michele Rizzo	Region 1
Lisa Papke	Region 2
Dawn Langdon	Region 3
Kristina Delbridge	Region 4
Dan Robinson	Region 5
Lou Palefsky	Region 6
Gene Rogers	Region 7
Shalena Duprey	Region 8
Lisa Simpson	HESC Representative

