

## NYSFAAA 2015-16 GOALS & OBJECTIVES

The following are goals and objectives of the NYS Financial Aid Administrator's Association (NYSFAAA) Executive Council for the year 2015-16. These goals are defined by the initiatives outlined in the Long Range Plan of Communications & Technology, Fiscal Stability, Advocacy & Public Policy, Training & Leadership Development and Outreach.

### **Communications & Technology**

Goal: Maintain an updated and relevant website

Objectives:

- ✓ Review report of website usage to identify areas of need
- ✓ Charge regions with ensuring relevant events are posted in a timely fashion
- ✓ Review website for regular updates to leadership, events, committees, and develop a timeline to ensure regular review.
- ✓ Look toward making website more dynamic and interactive.

Goal: Explore new modes of communication

Objectives:

- ✓ Determine relevance and cost of implementation of different technologies and/or modes of communication. (*ex. QR, HTML email, FaceBook, LinkedIn, Twitter*)
- ✓ Develop ways to utilize membership for feedback. (*ex. Chat feature, comments button, surveying...*)
- ✓ Develop plans for implementation of those determined to be relevant and cost-effective.

Goal: Expand and maintain open communication with membership

Objectives:

- ✓ President will invite Regional members to Executive Council meetings and publish draft agenda prior to the meetings.
- ✓ Executive Council/President will develop a regular communication update to membership.

### **Fiscal Stability**

Goal: Ensure financial integrity of NYSFAAA books

Objectives:

- ✓ Pass a balanced budget each year
- ✓ Review budget vs expenditures at each Executive Council meeting to determine standing and anticipate potential problems.
- ✓ Begin 2016-17 budget discussion at February Executive Council meeting to determine potential need for increases to fees (*conference, novice, and/or membership*)
- ✓ Maintain up to date audit

Goal: Support goals of Development Committee

Objectives:

- ✓ Identify regional committee members to assist Development Chair in researching and contacting potential donors and grant-writing.

### **Advocacy & Public Policy**

Goal: Ensure consistent communication with federal and state leadership

Objectives:

- ✓ Assist State Relations Co-chair in identifying key state issues and positions prior to February Advocacy Committee meeting
- ✓ Assist Federal Relations Co-chair in identifying key federal issues during reauthorization year and encourage membership participation.
- ✓ Schedule an advocacy training session for membership at NYSFAAA Conference or Webinar training.
- ✓ Ensure committee membership with Regional members
- ✓ Encourage regional participation in legislative communications/visits

### **Training & Leadership Development**

Goal: Evaluate and develop training based on membership needs.

Objectives:

- ✓ Survey membership on timeframes, topics, and modes of training to determine most effective methods.
- ✓ Develop training plan based on surveyed needs ensuring balance of web-based and in-person modes. Include Regions as part of this plan.

Goal: Develop Leadership Training and Opportunities

Objectives:

- ✓ Support new Novice Training leadership
- ✓ Develop training to encourage leadership development. The semi-annual Intermediate Workshop is an example of this.
- ✓ Committee membership should be reviewed and updated to encourage new member participation and chairmanship of committees
- ✓ Invite regional members to Executive Council meetings
- ✓ Develop mentoring opportunities.

### **Outreach**

Goal: Encourage membership participation and leadership in outreach activities

Objectives:

- ✓ Outreach Committee to collaborate with Mentoring Committee to engage new members.
- ✓ Explore new opportunities for outreach – possibly on regional level.
- ✓ Maintain regular communication with membership regarding activities of NYSFAAA and opportunities for committee work and leadership roles.
- ✓ Utilize New Member reception at annual conference for introduction to Executive Council and Committees

Goal: Enhance Outreach to the Community

Objectives:

- ✓ Build and enhance new relationships with organizations and professionals who focus on college preparation and access, including our affiliate members.
- ✓ Encourage membership of affiliate members.