



**GEORGIA ASSOCIATION OF STUDENT FINANCIAL AID
ADMINISTRATORS
(GASFAA)
STRATEGIC PLAN
2007-2012**

GASFAA was established in 1967 with the primary purpose of providing a common ground for financial aid administrators and others involved in assisting students finance their postsecondary education. Long range or Strategic Planning is a critical component of GASFAA's mission.

Beginning with the 1999-2000 year, GASFAA set forth to create a five-year plan. Over a two year period, a group of GASFAA members with input from the Executive Board created the Strategic Plan 2001-2006. This plan was revisited and evaluated during the five year time period. Based on that plan, its evaluation, the growth of the Association and the diversity of the Association, a retreat of GASFAA members was held to fully review and explore GASFAA's mission, goals and objectives. The Strategic Plan outlined below is a framework for guiding the Association over the next five years.

MISSION STATEMENT

The Georgia Association of Student Financial Aid Administrators, Inc. is a professional organization that promotes the development of its members as they serve the needs of students, families, institutions and communities to meet the cost of postsecondary education.

CONFERENCES AND PROFESSIONAL DEVELOPMENT ACTIVITIES

GOAL: GASFAA Conferences should continue to address the needs of all members while presenting timely training and networking opportunities to all participants.

Objective #1: Emphasis should be placed on expanding training opportunities in the fall to include student financial aid counselors and support staff as well as other related campus offices (Bursar's Office, Admissions, Registrar, Information Technology, etc.).

Objective #2: Explore non-traditional delivery of training opportunities (e.g., one-day workshops, web/on-line training, etc.).

Objective #3: Research minimizing the fall conference into a series of one-day workshops and strengthening the content of the spring conference.

Objective #4: Maintain a continuing effort to keep conference registrations and costs as reasonable as possible to facilitate increased participation by the membership.

Objective #5: Professional development activities should be held in locations across the state to increase participation by the members.

FINANCES

GOAL: Strengthen the fiscal integrity of GASFAA by regularly exploring opportunities for future financial growth as well as maintaining the accountability of association funds and records.

Objective #1: Explore opportunities for external review (professional audit) of association funds on a timely basis more frequently than an annual review.

Objective #2: Recommend the creation of a finance committee appointed by the President with the approval of the Executive Committee to regularly review the financial records, to make recommendations for future growth, and to articulate policies related to finances.

Objective #3: Explore the need for GASFAA to have liability insurance for association events.

Objective #4: Recommend the appropriation of funding for research grants and outreach programs for the purpose of advancing financial aid awareness to our constituencies – students, families, staff, and legislators.

GOVERNANCE & BY-LAWS

GOAL: Maintain the by-laws as an open and active document during the annual operations of GASFAA.

Objective #1: A complete review of the by-laws should be a routine component of a transitional board activity each year.

Objective #2: Educate board candidates regarding the by-laws prior to election each year.

MEMBERSHIP

GOAL: GASFAA will encourage and solicit membership from all individuals associated with the administration of student financial aid.

Objective #1: Explore options of institutional membership vs. individual membership.

Objective #2: Survey members regarding needs and activities which the association can provide.

POLICIES & PROCEDURES

GOAL: The GASFAA Policies & Procedures Manual should be reviewed on a continual basis.

Objective #1: The secretary should convene the Policies & Procedures Committee as outlined in the by-laws. The purpose of this committee is to review minutes of Executive Board, minutes of conferences, and Policies & Procedures Manual for agreement annually.

Objective #2: Each Board member will provide at the end of his/her term an up-to-date timeline of activities during the past year. These are to be given to the incoming Board members at the transitional board meeting each year. The GASFAA secretary will be responsible for collecting these and attaching them to the Policies & Procedures Manual as an addendum.

LEGISLATIVE ACTION

GOAL: GASFAA should incorporate a four-step process of internal debate, research, consensus, and communication with leaders as a means of heightening awareness of legislative issues which concern the financial aid community.

Objective #1: Explore any legal implications of lobbying activities for a non-profit organization.

Objective #2: Disseminate information to the GASFAA membership regarding bills submitted to the US Congress and Georgia legislature.

Objective #3: Encourage internal debate among the GASFAA membership regarding "hot-topic" legislative issues.

HISTORY

GOAL: Maintain an accurate historical record of GASFAA.

Objective #1: Recommend a formal procedure for cataloging archives and to budget for investing in electronic services.

Objective #2: Develop a GASFAA History display at the annual conference(s).

Objective #3: Highlight the history of GASFAA as part of the 40th anniversary in 2007-2008. Include all past presidents.

MEMORIAL SCHOLARSHIP

GOAL: Promote financial support to students in memory/honor of financial aid administrators who demonstrated professional commitment to the administration of Student Financial Aid.

Objective #1: Open competition for scholarships to students statewide with recipients selected by Past Presidents Council based on academic performance, a brief essay, etc.

Objective #2: Promote contributions “in honor of” living colleagues as well as “in memory of” deceased colleagues. Recognize donors annually in newsletter, conference programs, brochure, etc.

Objective #3: Determine that the Memorial Scholarship is GASFAA’s only fund-raising activity unless another project is approved by the Executive Committee.

Objective #4: Develop annual and one-time fund-raising activities that support the Memorial Scholarship that surpass current fund-raising activities (i.e., scholarship dinner, cookbook, dance, etc.).

Objective #5: Distribute annually the GASFAA Memorial Scholarship brochure to Presidents of GASFAA institutions, foundations at GASFAA institutions, families of deceased colleagues honored by the scholarship, and previous donors not included in the preceding group. Provide funding for this through the current GASFAA budget and maintain the funding annually.

LENDER/VENDOR RELATIONS

GOAL: To maintain an effective partnership to assist in promoting professional development for all persons involved in student financial aid administration.

Objective #1: Efforts should be made at every GASFAA function to insure that appropriate display space, recognition and support are provided to our lenders and vendors.

Objective #2: Encourage the involvement of both lenders/vendors and school representatives for joint presentation of conference sessions, training sessions, etc.

PUBLICATIONS AND COMMUNICATIONS

GOAL: GASFAA will provide timely publications and communications that inform and update the membership.

Objective #1: Evaluate the current schedule of all publications (newsletter, website, listserv, directory, etc.) in reference to the content that they contain and their timeliness.

Objective #2: Provide the membership directory and newsletters in PDF form and discontinue paper-printing of these items by 2007-2008.

Objective #3: Encourage conference session moderators to promote open communication and to foster the concept of “no dumb questions in Financial Aid.”

STRATEGIC PLANNING

GOAL: GASFAA will maintain an ongoing five-year plan to guide the growth of the association.

Objective #1: An annual review of the Strategic Plan should be written to the Executive Board by the Strategic Planning Committee. This review should occur each spring and be presented to the Association.

Objective #2: The Strategic Plan should be reviewed by the Executive Board at the beginning of each fiscal year for planning purposes.