



GEORGIA ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATOR (GASFAA) STRATEGIC PLAN 2013-2018

GASFAA was established in 1967 with the primary purpose of providing a common ground for financial aid administrators and others involved in assisting students with financing their postsecondary education. Any organization involved locally and nationally with the variations concerning policy, budgets, and real life issues of students and families must continually evaluate its role and scope in the pursuit of positive outcomes. The strategic plan has been created to direct GASFAA toward this goal. The members of the Strategic Planning Committee recognize that the strategic plan will continue to evolve. GASFAA's Strategic Plan is intended to be a "living document," and as such, actively used and referred to in the planning and implementation of Association activities.

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 and provide a broad based understanding of the numerous ways of meeting the costs of a postsecondary education.

VISION STATEMENT

- Serve as a resource for all financial aid professionals in Georgia;
- Provide members with opportunities to become actively involved in the activities of the Association;
- Prepare members to assume leadership roles in the student aid profession, the Association, and other financial aid associations;
- Serve as an authority in the state on student aid issues and be consulted regularly by federal and state policy makers, the media, and other educational partners; and
- Be proactive with regard to positions on state and national financial aid policy issues, and in protecting the interests and rights of Georgia students for educational access and choice.

SUMMARY

The Strategic Plan consists of ten sections:

- Governance & By-Laws
- Policies & Procedures
- Executive Board
- Committees
- Strategic Planning
- Membership Outreach
- Professional Development
- Finance
- Archives/History

For each section, specific goals and objectives are identified which are consistent with the mission and purposes and functions of the Association.

The members of the Strategic Planning Committee recognize that a long range plan can never become final. Any organization involved with the dynamics of public policy, budget concerns at both state and national levels and the real issues of students and families must continually evaluate its role and scope.

GOVERNANCE & BY-LAWS

Goal: Ensure the By-Laws reflect the mission of the Association and support the viability of the organization.

Objective 1: Review the By-Laws annually to ensure current relevance, and, when appropriate, update them to support the Association's mission.

Objective 2: A complete review of the By-Laws will be a routine component of a transitional board activity each year.

Objective 3: Educate board candidates regarding the By-Laws prior to election each year.

POLICIES AND PROCEDURES

Goal: Ensure the Policies and Procedures facilitate the administrative responsibilities contained in the By-Laws in the most effective and efficient manner possible.

Objective 1: The Board should review the Policies and Procedures at least annually to address all current responsibilities of the Association; thereby, ensuring directions are provided for the continued fiscal responsibility of the organization.

Objective 2: 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.

EXECUTIVE BOARD

Goal: Ensure that the Executive Board is structured appropriately to accomplish the goals of the association: to provide leadership, to facilitate further leadership development, to be fiscally responsible, and to efficiently and effectively administer the Association.

Objective 1: Review the makeup, organization and responsibilities of the Executive Board members on a periodic basis.

Objective 2: Identify and promote methods for developing future leaders within the organization.

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Objective 3: 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 is responsible for collecting and attaching the documents to the Policies & Procedures Manual as an addendum.

Objective 4: Require that each Board member provides regular written reports to the Executive Board at each Board meeting, as well as a written year-end report that summarizes the committee's activities and budget.

Objective 5: Ensure that the annual transition of leadership for the Executive Board as well as Committee Chairpersons is responsibly facilitated.

Objective 6: Ensure that each committee's responsibility and functions continue to meet or exceed current needs of the Association in a fiscally responsible manner.

COMMITTEES

Goal: Ensure that committees are of sufficient size and number and represent the diversity within GASFAA's overall membership, to accomplish the stated goals of the Association in a fiscally responsible manner while developing future leadership.

Objective 1: Select and appoint committee members, to the extent possible, who represent the sector and demographic diversity within GASFAA's membership.

Objective 2: Ensure that the committee member appointments include an appropriate mix of new and experienced members of the Association to ensure continuity of committee business while also providing the opportunity for development of potential future leaders in the Association.

Objective 3: Ensure that committee meetings are held at times and locations giving reasonable consideration for travel, lodging and other expenses.

Objective 4: Require that each committee provides regular written reports to the Executive Board at each Board meeting, as well as a written year-end report that summarizes the committee's activities and budget.

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 will be provided 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.

MEMBERSHIP

Goal: Ensure membership opportunities are extended to all members while establishing recruitment of new members within the Georgia financial aid community.

Objective 1: Actively reach out to increase membership annually, particularly in the under-represented categories and sectors.

Objective 2: Review membership opportunities at least every five years to consider whether additional constituencies (students, high school guidance personnel and/or others) should be considered.

OUTREACH

Goal: Explore and develop opportunities to reach out to those who are involved in assisting students finance their postsecondary education by providing training, advocacy, and support that promote financial assistance for postsecondary education.

Objective 1: GASFAA will continue to administer and develop the GASFAA Memorial Scholarship Program to provide scholarships to Georgia students.

Objective 2: GASFAA will provide timely publications and communications that inform and update the membership.

Objective 3: Emphasize the continual development of new ideas and the improvement of current processes to ensure the effective and efficient delivery of financial assistance.

Objective 4: Endorse, when appropriate, programs, services, policies, and regulations that would benefit the institutions of the association and/or the students served by the Association.

Objective 5: Apprise members of legislative issues affecting the profession; educate members of alternative approaches, advocate involvement on issues and advocate positions when reasonable consensus exists.

Objective 6: Develop relationships with other organizations involved in higher education, student financial aid, and post-secondary enrollment.

Objective 7: Develop relationships with secondary school professionals and provide information for secondary school children regarding financial aid opportunities.

PROFESSIONAL DEVELOPMENT

Goal: GASFAA Professional Development and Training Activities and conferences will continue to address the needs of all members by providing professional growth opportunities while presenting timely training and networking opportunities to all participants.

Objective 1: Emphasis will be placed on expanding training opportunities 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: Provide a diverse delivery of training opportunities (e.g., one-day workshops, web/on-line training, etc.).

Objective 3: Identify and promote methods for developing future leaders in the financial aid profession.

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 will 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 and transparency of Association funds and records.

Objective 1: The Finance Committee, appointed by the President with the approval of the Executive Board, will regularly review the financial records, make recommendations for future financial growth, and articulate policies related to finances.

Objective 2: Develop and implement an investment strategy to maximize the earnings on funds held in reserve (those funds not immediately needed to cover operational expenses).

Objective 3: Maintain a budget strategy to accumulate and provide a reserve to support all customary Association activities for one year plus the funds required to meet all future contractual obligations that generally exist at any point in time (primarily future conference contracts that have been signed).

Objective 4: Determine the appropriateness of other relevant Association expenditures to ensure that they are commensurate with services, costs and potential liabilities.

ARCHIVES/HISTORY

Goal: Maintain the records of the Association.

Objective 1: Establish procedures to maintain records of the Association electronically.

Objective 2: Periodically review the methods used to maintain records.

Objective 3: Ensure the accessibility and continuity of the Association's records.