



MASFAA Strategic Long-Range Plan 2006 - 2011

The 2005-06 MASFAA Association Governance and Planning Committee (AGPC) was charged with developing a new strategic long-range plan for the Association. The Committee developed and administered a membership survey and reviewed the results. The Committee also conducted a two-day facilitated meeting that included AGPC and other MASFAA members. The results and feedback from these activities were used in the development of this plan.

The MASFAA strategic long-range plan is designed to be a vital tool that provides direction and guidance to the association. As such, the Association Governance and Planning Committee should review the relevancy of this document on an annual basis and should continually update it so that this plan provides a working blueprint for the Association and its leadership.

MASFAA PURPOSE STATEMENT:

The purpose or purposes for which the Midwest Association of Student Financial Aid Administrators is formed are:

- A. To foster and promote standards of professional preparation and ethical practices for the financial aid profession through activities that include training, mentoring, recognition, and association of student financial aid administrators and counselors in post-secondary institutions and other public and private agencies and organizations concerned with or engaged in the support and/or administration of student financial aid.
- B. To serve the needs and interests of students, faculties, and administrators of post-secondary educational institutions, public and private agencies and organizations, and individuals concerned with, or engaged in, the support and/or administration of student financial aid by advising and assisting them in the promotion and development of effective programs of student financial aid.
- C. To promote and facilitate communications between secondary and post-secondary institutions and those organizations involved in the disbursement of student financial aid funds.
- D. To stimulate, promote, and conduct systematic studies and research, cooperative experiments, education, conferences, and such other related activities as are desirable or necessary in fulfilling the purposes of the regional, state, and national associations.

To achieve these goals, the Association Governance Committee has identified three strategic areas to address:

1. Training and Professional Development
2. Membership
3. Association Finances

TRAINING AND PROFESSIONAL DEVELOPMENT

Goal: Continue to provide quality training and professional development opportunities that are responsive to members' needs.

Objectives:

- Continue to offer an outstanding annual conference that provides training and a forum for the exchange of ideas.
 - Consider ways to expand system and technology training, including the possibility of bringing trainers from the major software systems to our annual conferences.
 - Provide a program or reception for first-time attendees at our conferences.
 - Provide opportunities for pre-conference training and professional development activities and programs.

- Continue to offer a Summer Institute that provides fundamentals training to new financial aid administrators.
 - Expand discussions on professionalism and ethics as part of the Summer Institute curriculum.
 - Consider offering each Summer Institute graduate a discounted registration to their first annual conference, with activities and/or sessions specifically designed for the graduates.

- Consider the use of outside vendors to provide specialized training and professional development either within each state or at a conference or workshop.

- Develop a new annual professional development program.
 - Offer a bi-annual leadership conference designed to build state leaders into regional and national leaders.
 - Develop colloquia on various financial aid topics for mid-level and experienced financial aid administrators in years when a leadership retreat is not offered and consider offering in a retreat setting.

- Cultivate members for leadership roles in MASFAA and provide a positive, professional experience for our elected officials and committee chairs.
 - Rotate committee chairs on a regular basis.

- Take a leadership role to inform members on regulatory changes and legislative updates without waiting for NASFAA or others to act on our behalf.

MEMBERSHIP

Goal: Increase the number of MASFAA members and increase participation of members in Association activities.

Objectives:

- Develop a marketing strategy that clearly articulates the benefits of membership.
- Offer a quarterly newsletter, either electronically or via paper.
- Utilize the listserv and website to more effectively provide information to the membership.
- Issue white papers and opinion pieces designed to generate comments and discussion on financial aid issues.
- Promote accomplishments and involvement of MASFAA members in NASFAA and other national organizations.
- Continue to have MASFAA represented at state conferences to update state members and to promote MASFAA activities, benefits and opportunities.
- Consider ways to increase the participation of financial aid administrators as conference presenters, moderators and participants.
- Provide membership profiles in the newsletter to highlight profession activities and accomplishments of the membership.
- Promote volunteerism among MASFAA members.
- Create a member support committee that coordinates volunteer solicitation and utilization and provides a mentoring program.
- Consider ways to increase networking opportunities for members.

ASSOCIATION FINANCES

Goal: Ensure the fiscal integrity and financial stability of the Association.

Objectives:

- Evaluate that adequate checks and balances are in place and that the current assignment and separation of duties between the Vice President, Treasurer and Treasurer-Elect result in appropriate levels of fiscal integrity.
- Review the appropriate level of reserves and consider ways to use the current excess reserves to provide increased support and services to members.
- Establish annual membership dues, registration fees and corporate support structures to maintain financial stability for the Association.
- Consider creative ways to make our conferences and activities more affordable to our members.
 - Consider ways to address the conference hotel rates for the 2010 MASFAA conference in Chicago.
- Review our investment strategy annually.
- Develop a process to evaluate the financial impact of our programs and services (especially our annual conference), with a goal of providing better historical financial information for our elected leadership.
- Continue to provide funding for the state exchange program, conference scholarship program, and for sending members to the NASFAA Leadership Conference.

The Past-President shall be responsible to oversee and evaluate MASFAA's progress toward meeting the long range goals and provide the Executive Council with an annual report.