

2008-09 MASFAA EXECUTIVE COUNCIL REPORT

Meeting Date: January 17-18, 2009

Agenda Item 8.1

Office/Committee/State: Membership Services

Individual Reporting: Aaron Steffens

1. Committee Member(s) (Names/Place of Employment/Address/Phone/Email):

D Denny – VanderCook College of Music, Illinois
Ann Franzen-Roja – Ivy Tech Community College, Indiana
Jessica Sidla – Citi Student Loans, Minnesota
Amy Henson – Three Rivers Community College, Poplar Bluff, Missouri
Kaye Widney – West Virginia University, West Virginia
Sara Beth Holman – Lawrence University, Wisconsin

2. Committee Strategic Long Range Plan Goals:

Increase MASFAA Membership
Increase member participation in MASFAA activities

3. Activities planned, not yet completed toward Strategic Long Range Plan Goals:

I am finishing up with finalizing committee members and would like to have a conference call with them by the end of January to share ideas for increasing membership and make possible assignments.

4. Approved Budget Breakdown and Actual Expenditures to Date:

\$2,000 Approved Budget/ \$0 Expended to date

5. Recommended discussion items for the Council:

First of all, I would simply like to report that we have 792 members as of 1/9/09. 132 IL, 137 IN, 49 IA, 64 MI, 46 MN, 72 MO, 156 OH, 18 WV, 69 WI, 49 Out of region. After visiting with ATAC, I was able to get a report to work that shows the individuals who were members last year but are not currently. The list revealed 590 names. Of those, 202 were affiliated with lenders or guarantors. Some other interesting facts showed that 57 of the 85 students that attended Summer Institute in 2008 appeared on the non-member list. I also looked at the number of individuals

from Missouri that did not renew a membership since the conference was held in their state in the previous membership cycle. The number of Missouri non-renewals was 84.

What does the council see as ways to increase membership? If we would create propaganda in either print or electronic format, who needs to approve it before it is distributed? Some ideas that I have thought of include possibly cutting one article of the MASFAA newsletter and distributing it on the state listservs along with the other headlines, but not the full stories using the e-mail as a teaser for membership. I have also thought about e-mails with a list of benefits to non-members, brief presentations at state conferences and possibly even a promotion about what makes a MASFAA Conference better than an FSA Conference (especially with one FSA in 2009).

Do we have a method to compare membership numbers at varying points of the year from one year to the next? I have been unable to find a report in ATAC that would show what membership is now compared to the same date 1 year or even 2 years earlier. If we don't have such a report, do we need to put one in place or at a minimum should I run the membership reports on a monthly basis and keep them in a binder for the sake of tracking history and assisting with budget projections.

6. Recommended action items for the Council:

Review the proposal made by the Conference committees as it relates to waiving the membership fees for those from the state where the conference is being held. As of now, MN has roughly 50 paid members, or a revenue loss of \$2,500. If all 740+ members in Minnesota attended the conference, those losses would jump to over \$37,000. Additionally, MASFAA would have to issue refunds to those who have already paid membership. A huge unknown if we proceeded with this proposal is how many people from the host state would actually end up at the conference. Somewhere between 50 and 740 is a budgeting nightmare.

If we were to look at waiving any sort of membership fees, I would offer the following suggestion. Waive the fee of those who serve on either local arrangements or conference program committee the year after they serve in those positions as a token of appreciation. These folks really do not get to attend many of the sessions during their year of hosting a conference because of their duties. This is a nice way to reward those folks, a way to keep them involved in MASFAA for an additional year and hopefully a way to increase the next year's conference attendance. Plus, the Finance Committee would know a year in advance how many dollars would be attributed towards waived membership fees.

I offer the above proposal if anything is done at all. Due to our current financial situation, neither of the above options may be feasible.