

South Carolina Association of Student Financial Aid Administrators



2020-21 Executive Board Meeting
Thursday, August 6, 2020
Zoom

Present

Traci Singleton
Bridget Blackwell
Kim Chalmers
Vanessa Childs
Zachary Christian
Melanie Gillespie
Holly Gilliam

Katie Harrison
Samantha Hicks
Kisha Howze
Augusta Kitchen
Michelle Lodato
Elizabeth Milam
Ana Montjoy

Miracle Mosley
Justin Pichey
Kelly Savoie
Regina Hailey Smith
Carolyn Sparks
Terria Williams

Meeting

President Singleton called the 2020-21 Executive Board Meeting to order at 10:34 AM. The purpose of this meeting was to vote to accept the 2020-21 SCASFAA Budget, Sponsorship Opportunities, and 2020 Conference Registration Fee. A quorum was established with all voting members present.

Action Item: Approval of agenda with authority given to the president to make changes as needed in order to facilitate the flow of business. Melanie Gillespie motioned to approve the agenda. Carolyn Sparks seconded the motion, which carried.

President Singleton announced that Zachary Christian will be acting Secretary on behalf of Michelle Upchurch, who was unable to attend the meeting.

President Singleton called on Zachary Christian, Conference Chair, to present the Conference Committee's proposed Conference Registration Fee.

Zachary reported that the Conference Committee has provided two options of Conference Registration Fees for the Virtual SCASFAA Conference to be held in October. Option 1 is \$35 per member, while Option 2 is \$25 per member. Based on an average of 130 attendees, Option 1 would generate \$4,550 in revenue.

Action Item: To approve a Conference Registration Fee of \$35 per member for the Virtual SCASFAA Conference to be held October 2020. Zachary Christian motioned to approve the registration fee of \$35 per member, which carried.

President Singleton Called on Samantha Hicks, Treasurer, to present the proposed 2020-2021 SCASFAA Budget.

Samantha reported that a draft budget was provided based on the two Conference Registration Fee options. Her recommendation is to approve the budget based on the \$35 per member Conference Registration Fee, which was approved by the Board.

Action Item: To approve the 2020-2021 SCASFAA Budget, based on a \$35 Conference Registration fee, as proposed by the Budget Committee. Samantha Hicks motioned to approve the budget, which carried. Approved Budget is attached.

Samantha also discussed the need to update section 107.1 "Budget Codes" in the SCASFAA Policies and Procedures. Samantha reported that SCASFAA currently has 296 budget line items in Quickbooks, and the current plan SCASFAA has only allows for 250. It would cost an additional \$700 annually to upgrade Quickbooks, which is not feasible. The Budget Committee proposes eliminating and combining certain line items. As the budget line items, categories, and subaccounts are outlined in the P&P, a vote to update section 107.1 of the P&P is needed. The proposed change to section 107.1 is attached.

Action Item: To approve the Budget Line item changes as proposed by the Budget Committee. Samantha motioned to approve the changes to section 107.1 of the P&P and updating Quickbooks to reflect the changes, which carried.

President Singleton called on Bridget Blackwell and Kim Chalmers, Sponsorship Co-Chairs, to discuss the proposed changes to the 2020-2021 Sponsorship Opportunities.

Bridget reported a copy of the proposed Sponsorship Opportunities was sent out to the Board prior to the Meeting.

Discussion: The concern is that the sponsorship tier costs are too high, given that the 2020 Annual SCASFAA Conference is Virtual. With so many unknowns surrounding the first-ever Virtual Conference and the ongoing COVID-19 emergency, it was recommended that the Sponsorship Committee make changes to the Sponsorship Opportunities before a vote can be taken.

The 2020-21 Sponsorship Opportunities will be reviewed by the Sponsorship Committee and an E-Meeting Vote will be called next week.

Old Business

There was no old business.

New Business

An E-Meeting Vote will be called once the Sponsorship Committee has an updated proposal.

Madam President adjourned the Meeting at 11:19 AM.

Respectfully Submitted,

Zachary Christian
Acting Secretary for
Michelle Upchurch
2020-21 SCASFAA Secretary

SCASFAA 2020 Annual Conference Registration Fee Proposal

The recommendation from the Conference Committee is to set the registration fee for the 2020 Annual Conference at one of the following options:

Option 1 - \$35 per person; using the average of 130 attendees, this would generate \$4,550 in revenue.

Option 2 - \$25 per person; using the average of 130 attendees, this would generate \$3,250 in revenue.

It is anticipated that the conference being held in a virtual format, spread over the course of the entire month of October, will yield more attendees than the average attendance rate experienced with in-person conferences.

Both options are being submitted on behalf of the Conference Committee.

I, myself, highly recommend Option 1, as this will put SCASFAA within \$450 of breaking even with the proposed Program Budget of \$5,000. If SCASFAA can entice 143 members to register and pay to attend the virtual conference, we will fully cover the conference budget with conference revenue.

Respectfully submitted,

Zachary Christian
2020-21 Conference Chair

Income

003 Contingency/Transfer of Assets	\$	-
005 Other Income	\$	100.00
007 Charity	\$	1,000.00
020 Membership Dues 350 @ \$30	\$	10,500.00
030 Fall Conference 130 attendees	\$	4,550.00
050 Professional Development Income		
050.1 New Aid Officers' Workshop 40 @ \$20	\$	800.00
050.7 Leadership Symposium 20 @ \$20	\$	400.00
070 Sponsorships	\$	8,000.00
083 Dividends Earned	\$	2,500.00
085 Capital Gains	\$	2,500.00
Total Income	\$	30,350.00

Expenses

101 President	\$	2,000.00
102 President-Elect	\$	6,000.00
103 Vice-President	\$	100.00
104 Secretary	\$	100.00
105 Treasurer	\$	1,000.00
106 Member at Large	\$	200.00
107 Treasurer-Elect	\$	100.00
201 Membership Committee	\$	100.00
202 Communications	\$	100.00
204 Program-Fall Conference	\$	6,100.00
205 Nominations & Elections	\$	100.00
206 Legislative Relations	\$	100.00
208 President's Contingency	\$	1,000.00
209 Miscellaneous	\$	500.00
213 Professional Development		
213.1 New Aid Officers' Workshop	\$	500.00
213.7 Other Workshops	\$	500.00
213.8 Charles Witten Professional Dev Fellowship	\$	200.00
215 Counselor Relations	\$	100.00
218 Global Issues	\$	150.00
221 Long Range Planning	\$	100.00
222 Sponsorship	\$	500.00
224 Site Selections	\$	100.00
225 Special Projects	\$	100.00
226 Executive Board		
226.1 Transitional Board Meeting	\$	3,500.00
226.2 Board Meetings	\$	500.00
227 Insurance & Bonding	\$	800.00
228 Electronic Services	\$	2,000.00
229 Scholarship Awards	\$	2,000.00
230 Advisory Committee to CHE	\$	100.00

233 Fees (ASCAP & BMI)	\$	500.00
234 Ad/Hoc Liaisons Expenses	\$	200.00
235 Charity	\$	1,000.00
Total Expenses	\$	30,350.00
Net Operating Income	\$	-

South Carolina Association of Financial Aid Administrators
Budget Committee
Recommendations for 2020-2021

1. Approve the Proposed Budget for 2020-2021 (2 versions dependent on Conference Registration Fee Vote).
2. The Budget Committee proposes SCASFAA Revise P&P 107.1 "Budget Codes". We currently have 296 budget line items in Quickbooks and our plan only allows for 250. We must make a change before 8/17 to prevent disruption. Upgrading is an annual increase of over \$700 (doubling our Quickbooks expenses - not a feasible option). Instead, we propose to eliminate/combine line items. We propose to do this by combining budget subaccounts – expenses can be placed into other categories for eliminated subaccounts. Doing so eliminates 111 accounts. This is a P&P change that requires a Vote by the Board.

Current SubAccounts

A Travel
B Printing
C Postage
D Supplies
E Food
F Miscellaneous
G Honorarium
H Meeting

Proposal

A Travel (remove this from accounts in Quickbooks that do not actually incur travel expenses)
~~B Printing~~
~~C Postage~~
B Supplies (printing & postage if incurred can go into supplies)
C Food
D Miscellaneous
E Honorarium (used in Quickbooks only for accounts using guest speakers)
F Meeting
~~H Meeting~~



SCASFAA 2020-2021 SPONSOR/EXHIBITOR OPTIONS

Annual Sponsorship

Tier 1: Valued Friend \$1500 (if registration is received by 8-30-20, after that \$1750)

- One paid conference registration
- Opportunity to present on industry-specific topics at the conference at the approval of the Conference Committee in conjunction with a school's testimony
- Opportunity to moderate a general session at the conference
- Website banner advertisement on SCASFAA webpage and the SCASFAA blog
 - Sponsor must provide artwork for banner ad (361 x 29 pixels, .jpg format, include link)
 - Submit banner ad to Katie or Kisha (katie@sctuitiongrants.org or nhowze@yorktech.edu)
 - Banner ad will run through June 30, 2021
- Page advertisement in the conference program (electronic)
- Page advertisement in the association newsletter (electronic)
- Opportunity to present one webinar to membership during the 2020-2021 year
- Advertisement prior to a general session or professional development session
- LOGO displayed on the session PowerPoint presentation.
- Conference registration/attendee listing two weeks prior to the conference and a final listing after the conference

Tier 2: Exhibitor: \$1000 (if registration is received by 8-30-20, after that \$1250)

- One paid conference registration
- Opportunity to moderate and present on industry-specific topics at the conference at the approval of the Conference Committee or Professional Development training sessions
- Advertisement prior to a concurrent session
- Half-Page Advertisement
- Conference registration/attendee listing (final listing after the conference only)

Tier 3: Non-Sponsor \$750

- General Support
- Online Conference Support Recognition

- May Moderate at the request of the Professional Development Committee and the Conference Committee
- Half Page Advertisement (newsletter or conference program)

A-la-carte Advertising Options

For those sponsors who do not wish to take advantage of the Tier Sponsorship Packages, SCASFAA offers the following a-la-carte advertising options. You may purchase advertising options on a standalone basis or as an add-on to the Exhibitor option, which does not include advertising. Please choose only one option below.

- Website banner advertisement on SCASFAA webpage **(\$300)**
 - Sponsor must provide artwork for banner ad (361 x 29 pixels, .jpg format, include link)
 - Submit banner ad to Katie or Kisha (katie@sctuitiongrants.org or nhowze@yorktech.edu)
 - Banner ad will run through June 30, 2019
- Half page advertisement in the conference program **(\$150)**
(made available to members to print prior to arriving)
- Half page advertisement in the newsletter **(\$150)**
(emailed to members)
- Advertising Combo Pack **(\$500)**
(includes all three a-la-carte advertising options at a \$100 discount)

Mail Payment to:

Miracle Mosley
 SCASFAA Treasurer-Elect
 Sykes House
 638 Oakland Ave.
 Rock Hill, SC 29733