

NJASFAA STRATEGIC PLAN

2004-2009

Introduction

NJASFAA's strategic long range planning process began in 2003- 2004, initiated at the request of Dave Sheridan, President. Michael J. Bennett was named Chair of the Long Range Strategic Planning Committee and NJASFAA began with an outline for how the process should work over the course of the year. The process started with a Membership Survey which provided insight into what NJASFAA members think are the key issues, what the Association does best, where work is needed, how to get more people involved, etc.

NJASFAA also decided it would be best if someone with a fresh perspective lead us through the Strategic Planning Process and Susan Howard, Director of Financial Aid at Antioch New England College Graduate School in New Hampshire, was selected as she had been chosen to oversee the EASFAA process in each of the last two occasions that EASFAA has established a Long Range Strategic Plan. NJASFAA felt her leadership and experience would assist NJASFAA in developing their first Long Range Strategic Plan.

A group of several Past Presidents and current members of Executive Council and Committee Chairs met at the Sheraton in Eatontown on Friday, March 5, 2004. An overview of the process was provided to the group and participants broke into smaller groups to brainstorm about many different NJASFAA events, committees, initiatives and goals. Each breakout group was given a few topics to discuss; for instance, one group focused on conference, training, government relations and multi-cultural concerns. Another was assigned technology issues, the web site, newsletter, public relations and the speakers bureau. A third group discussed development, membership, budget, Constitution and Bylaws, Leadership Development and Mentoring. The small groups then shared their thoughts with the whole group, obtained feedback, followed by more breakout sessions for further fine-tuning.

The following is a detailed strategic plan that incorporates member feedback via the survey, the thoughts of the individuals who gathered at the March 2004 retreat, and subsequent feedback from the membership.

The specific areas covered by the Long Range Strategic Plan are:

- Awards and Recognition
- Budget
- Constitution and Bylaws
- Conference
- Development
- EASFAA Representative
- Electronic Initiatives
- Government Relations

- Leadership Development
- Membership
- Mentoring
- Multi-Cultural Concerns
- Newsletter
- Non Traditional
- Public Relations
- Scholarship Selection
- Speaker Bureau
- Training

Each year the NJASFAA Executive Council will review the plan as it prepares for the upcoming twelve months, taking into account what has been and what still needs to be accomplished according to the Strategic Plan.

David G. Sheridan
Stevens Institute of Technology
NJASFAA President, 2003/2004

Michael J. Bennett
Brookdale Community College
Chair, Long Range Strategic Plan

AWARDS AND RECOGNITION

GOAL: To ensure that all awards and recognition honors are given on a yearly basis.

ACTIONS: Standardize procedures, so that it can be passed on year-to-year

Have all awards given at the Spring Conference

Promote and emphasize NJASFAA Milestones

Campus Media

Local Newspapers

College President or appropriate official

BUDGET

COMMITTEE PURPOSE: The Budget Committee oversees the financial integrity of the NJASFAA by recommending for adoption by the Executive Council a sound plan for the management of the income and expenses of the NJASFAA for adoption by the Executive Council.

GOAL: Increase involvement in the budget process

ACTIONS:

- Expand the Budget Committee membership to include the following positions: Budget Committee Chair, President, Past President, President Elect, Treasurer, Treasurer Elect, and Development Chair.

GOAL: Review the existing Reserve policy along with strategies to use surplus reserve money.

ACTIONS:

- Communicate to the membership the Reserve policy and explain what NJASFAA activities were funded by the Reserve the past year.
- Determine appropriate activities to spend surplus Reserve money in a given year.

CONSTITUTION AND BYLAWS

COMMITTEE PURPOSE: The Constitution and Bylaws Committee reviews the Constitution and Bylaws and PPM and NJASF AA activities to be certain that NJASF AA is adhering to existing Constitution and Bylaws.

The committee also recommends to Executive Council needed changes to the Constitution and Bylaws to Executive Council.

GOAL: Increase involvement in the understanding and review of the Constitution and Bylaws

ACTIONS:

- ❑ At Board of Directors meeting 6/04, discuss how best to accomplish this
- ❑ Put in place for 2004-05
- ❑ Develop a Constitution and Bylaws/PPM review process so that these exist as living documents

CONFERENCE

COMMITTEE PURPOSE: The Conference Committee plans, organizes and execute all facets of the annual conferences.

GOAL: Continue to offer quality programs that attract widespread participation at a reasonable price.

ACTIONS:

- ❑ Assess the environment in terms of needs/demands
- ❑ Take into account competing training opportunities
- ❑ Incorporate ideas from year-end assessment report from chairs to new chairs (*ongoing*)

GOAL: Use the conference to create a sense of community within NJASF AA

ACTION:

- ❑ Continue to explore alternative conference sites, paying special attention to early planning and multi-year arrangements. Surplus reserve funds should be available in the event that conference costs rise so that

membership does not have to shoulder the full burden of any increased costs.

GOAL: Ensure that the conference includes sessions of interest essential to the aid community

ACTIONS:

- Assess the environment in terms of needs/demands
- Take into account competing training opportunities
- Incorporate ideas from year-end assessment report from chairs to new chairs (*ongoing*)

GOAL: Encourage vendor/sponsor participation

ACTION:

- _____

GOAL: Continue to be fiscally responsible in planning and conducting the conference

ACTION:

- Review current Constitution and Bylaws and policy and procedure manual regarding VP role/conference responsibilities to ensure it is aligned with current practice (*at next Executive Council meeting*)

GOAL: Be creative in programming

ACTION:

- _____

GOAL: Document for Policy and Procedure Manual appropriate Conference Committee procedures and calendar of events

ACTION:

- Establish a recommended Calendar of Conference Events for use by future Conference Committees.

GOAL: Develop/encourage more conference sessions with NJASF AA members as presenters

ACTION:

DEVELOPMENT

COMMITTEE PURPOSE: This committee solicits funds for training activities, the Conference Planning Committee, the Membership Directory, NJASFAA News advertising and the Graduate Symposium.

GOAL: **Increase sponsorship and maintain vendor membership and sponsorship of NJASFAA activities**

ACTIONS

- Be aware of trends and changes that may affect vendor interest and involvement
- Establish options for vendors one year in advance
- Pay attention to “care and feeding” of Vendors
- Recognize vendors frequently and in appropriate ways
- Develop a policy for “give-aways” at non-conference events

EASFAA REPRESENTATIVE

COMMITTEE PURPOSE: **The EASFAA Representative is a voting member on the EASFAA Council and represent NJASFAA viewpoints and communicates back to NJASFAA relevant regional association information.**

GOAL: **Maintain representation on the EASFAA Council**

ACTION:

- Inform membership as well as executive council of selection of EASFAA representative

GOAL: **Encourage more involvement in EASFAA activities among NJASFAA members, helping them to recognize the benefits of participation in a regional association, leading to more leadership opportunities within EASFAA for NJASFAA members**

ACTION:

- _____

ELECTRONIC INITIATIVES

COMMITTEE PURPOSE: This committee is composed of skilled financial aid technology users and is responsible for training, testing, evaluating and recommending enhancements to electronic financial aid technology processing.

GOAL: **Expand committee and website and consider moving to ATAC's new web site platform. Investigate how new platform would provide enhancements to:**

- **navigation**
- **better menu display**
- **automated features such as voting**
- **visuals**

ACTION:

- Expand committee to include new members, including Webheads
- Continually review website
- Assess ease of use, find out if links are working
- Make sure the navigation is logical
- Update information
- Add new areas for job postings, forms page
- Monitor web sites of other state/regional associations for trends and ideas
- Collect information re: new initiatives
- Explore Imaging
- Review E communications
- Consider implementing use of "virtual counselors"
- Review NASFAA's technology pyramid
- Add committee members
- Develop sessions for fall conference

GOVERNMENT RELATIONS

COMMITTEE PURPOSE: This committee is responsible for tracking, interpreting and evaluating all activity related to Federal and State Regulations and statute during the year.

GOAL: Cohesively monitor state and federal issues and report to membership

ACTIONS:

- ❑ Maintain communication with state and federal legislators (*ongoing*)
- ❑ Continue to use newsletter and web as communication vehicles and explore other avenues of information dissemination.
- ❑ Maintain links/partnerships with EASF AA, NASF AA, and other state organizations

GOAL: Promote communication and advocacy

ACTIONS:

- ❑ Educate other constituencies, i.e. Presidents, students, through encouragement of membership to communicate beyond financial aid staff
- ❑ Empower the members so that they are aware of their potential impact on legislative issues

GOAL: Define the objective of the state relations aspect of committee and determine if it should return to its own committee

ACTION:

- ❑ To Be Considered

LEADERSHIP DEVELOPMENT

COMMITTEE PURPOSE: This proposed committee is would be responsible for developing strategies and activities to develop new leaders for NJASFAA.

GOAL: Identify and develop new members to assume leadership positions

ACTIONS:

- ❑ Identify career-oriented members
- ❑ Obtain input from newest members (*in 2004-05*)
- ❑ Follow up on novice trainees (*in 2004-05*)
- ❑ Recognize new members at functions and make them identifiable
- ❑ Open committees to new members or proactively encourage committee participation among new members, as least 1 or 2 per committee (*2004-05*)

MEMBERSHIP

COMMITTEE PURPOSE: The Membership Committee is responsible for develop strategies to maximize membership of NJASFAA.

GOAL: Increase and maintain active membership

ACTIONS: (*all of the actions below should be taken immediately and be ongoing*)

- ❑ Complete school listing on database
- ❑ Find ways to have more contact with members
- ❑ Follow up with lapsed members to determine reason for lapse
- ❑ Develop brochure
- ❑ Mail brochure to supervisors of members - current, lapsed, and potential

- ❑ Send letters to College Presidents about importance of NJASFAA membership
- ❑ Develop plan for working with lapsed members
 - Conduct survey of why they did not renew membership
 - Study to see if obvious one-time attendees at workshops should be required to become members

GOAL: Address Associate member issues

ACTION: Membership to vote on Associate members' voting and office-holding rights at the Fall 2004 Conference

MENTORING

COMMITTEE PURPOSE: The Mentoring Committee is responsible for developing activities to encourage involvement in NJASFAA and the financial aid profession.

GOAL: Develop program for effective mentoring

ACTIONS:

- ❑ Survey other effective programs
- ❑ Focus on those with one year or less in profession
- ❑ Develop Mentor Training program
- ❑ Be sensitive to geographic and program compatibility
- ❑ Provide one Fall Conference registration free of charge
- ❑ Mentor serves as "buddy" to mentee at entire conference starting with meeting to help with registration
- ❑ Expectations for mentoring include:
 - Participation in planned activities
 - Geographic alignment so it's easy to get together
 - In-person and ongoing contact is encouraged
 - Mentees identified and assigned by experience level
 - Take your mentee to lunch!

(By spring 2005 plan will be ready for implementation)

MULTI-CULTURAL CONCERNS

COMMITTEE PURPOSE: The Multi-Cultural Concerns Committee has historically promoted sensitivity to those issues that are of significant concern to students of culturally diverse backgrounds.

GOAL: Sensitize and educate membership to diversity issues: range, scope, impact and importance

ACTIONS:

- Sensitize NJASFAA members to working with diverse campus communities
- _____

GOAL: Work within NJASFAA to encourage inclusiveness in programs and NJASFAA objectives

ACTIONS:

- Examine opportunities for this committee to work collaboratively with other NJASFAA committees (*Retreat*)
- Encourage minority leadership in the organization (For example by offering Association scholarships) (*Ongoing*)

NEWSLETTER

COMMITTEE PURPOSE: To provide a regularly published newsletter to inform members about the activities and concerns of NJASFAA and to provide a forum for communicating to the membership regarding issues affecting the financial aid profession.

GOAL: Define purpose of newsletter

ACTIONS:

- Develop task force to focus on newsletter
- Decide what is possible and needed by membership -Post conference document? Number of issues?
- Address sponsorship, format, style, timeliness, information, web vs.Email

- ❑ Survey membership – format, content, what do they expect/need in light of NASFAA, EASFAA, IFAP?

GOAL: Determine if ATAC provides what we need/want

ACTION:

- ❑ Review contract with ATAC – does it give us what we want?

.....
What does branding do? ~~Note: (Not sure what this means but it was listed twice in the newsletter section)~~

NON-TRADITIONAL

COMMITTEE PURPOSE: This committee addresses the unique needs of Rabbinical, Proprietary, Nursing and Voc-Tech, institutions and serves as a forum and network for training and problem resolution.

GOAL: Increase membership from non-traditional institutions

ACTIONS:

- ❑ Identify schools
- ❑ Offer incentives to become members
- ❑ Provide training specific to non-structured terms and clock hours
- ❑ Include non-traditional track at conferences (starting Fall 2004)
- ❑ Identify mentors and trainers

NOVICE TRAINING

GOAL: To develop policies and procedures for Novice Training Committee

- ❑ Residential Setting preferred
- ❑ Need to develop calendar (yearly, every other year, etc.)
- ❑ Develop clear policies and procedures
- ❑ Standardize format, using NASFAA CORE as basis of training
- ❑ Develop cadre of trainers

PUBLIC RELATIONS

COMMITTEE PURPOSE: This committee publicizes NJASFAA's efforts to disseminate accurate, timely and useful student financial assistance information to students, parents, guidance community, politicians and the general public.

GOALS: Advertise ourselves to both colleges and to the various constituencies

ACTIONS:

- ❑ Develop radio ads and Public Service Announcements
 - Consider pricing and the message we want to relay
 - Explore possibilities with sports radio, teen stations
- ❑ Press releases
 - Determine content
 - Determine which newspapers make the most sense for us
- ❑ Create brochures for different purposes:
 - Campus officials -consider year-end report of federal and state aid and numbers of recipients
 - Media
 - New financial aid people - Who we are, what we do, why get involved
 - Guidance counselors - Letters, monthly meetings, invite to conference
 - Elected officials

- Promote ourselves on New Jersey college campuses

- Offer NJASFAA 101 session at conference and develop template for Power Point

- Solicit articles for newsletter – how you were successful, promoting your office on campus

- Thank you notes from NJASFAA president to committee member's supervisor (~~thanks for commitment~~)

SCHOLARSHIP SELECTION COMMITTEE

COMMITTEE PURPOSE: This committee meets as needed to select the winners of the NJASFAA Scholarship, who are announced at the Spring Conference.

GOAL: Review existing scholarship criteria and calendar and make recommendations if needed to NJASFAA Council.

GOAL: Scholarship Chair will work with President-Elect, Development Chair, Multi-Cultural Concerns Chair and appropriate others in developing a NJASFAA Endowed Scholarship Fund

SPEAKERS BUREAU

COMMITTEE PURPOSE: The NJASFAA Speaker's Bureau is designed to lend support to all in the New Jersey higher education community in need of information concerning financial assistance to attend a post secondary institution.

GOAL: Review dissemination of information to high schools (letters, brochures, etc.)

ACTIONS:

- Prepare letter (from NJASFAA President) and brochures to high school guidance counselor
- Mail no later than October/early November for financial aid nights

GOAL: Conduct outreach to target high schools

ACTIONS:

- Identify underrepresented high schools

- ❑ Make personal contact with guidance counselors– letters, brochure, (and mail information when scheduled)

GOAL: Explore regional, NJASFAA sponsored, financial aid nights (off site) at 3-5 locations in NJ

ACTIONS:

- ❑ _____

GOAL: Participate in "College Goal Sunday"

ACTIONS:

- ❑ Identify chair
- ❑ Pursue funding (~~Lumina foundation~~)
- ❑ Plan public relations/advertising
- ❑ Organize training
- ❑ Investigate NASFAA's role with States in facilitating "College Goal Sunday"

GOAL: Encourage more South Jersey participation, particularly Atlantic, Cape May, Cumberland and Salem counties

ACTIONS: Attempt to get coverage shown on the web site for Cape May, Atlantic and Cumberland Counties, perhaps more for Salem and Gloucester also.

GOAL: Update Speaker's Bureau page on NJASFAA Web site

ACTIONS: Removing lapsed members, updating employers and phone numbers, adding new people, etc.

TRAINING

COMMITTEE PURPOSE: The primary purpose of the committee is the planning and arranging for all training and professional development activities. The committee will serve as liaison for EASFAA/NASFAA training activities, which require involvement and coordination with EASFAA training committee.

GOAL: Continue to provide training free or at minimal cost, and maintain professional development as a cornerstone of the Association.

ACTIONS:

- ❑ Develop trainers
- ❑ Decentralized training
- ❑ Explore holding/requiring NJASFAA "training for trainers"
- ❑ Develop a standard 3 year calendar of training events, with some of the more popular ones being offered on a scheduled, rotating basis (PJ, Return of Title IV, SAP, Clock Hour issues, etc.)
- ❑ Coordinate training with other professional organizations
 - PA, NY, EASFAA, Tri-State
 - EOF, Bursar, Guidance Officers, ACAC
 - NJ Teacher Convention – possible training session opportunity
 - Executive Speaker Series
 - Develop a yearly speaker series for senior financial aid administrators bringing in nationally recognized experts in related fields

GOAL: Consistently, over time, offer training to all levels of financial aid professionals

ACTIONS:

- ❑ Provide technical, developmental, and core training (i.e. support staff, novice, etc.) on an annual basis.

GOAL: Provide training regionally, throughout the state of New Jersey

ACTIONS Identify South Jersey locations, and offer the key training topics in both the northern and southern regions of the state

GOAL: Offer timely training

ACTION:

- Encourage current committee chair to mentor current committee members to lead next year's committee, which will facilitate the transition from year to year and allow for advance planning

2004 – 2005 Strategic Plan

2004 – 2005 Strategic Plan		
Committee	Goal	Due Date
AWARDS AND RECOGNITION	<p>GOAL: To ensure that all awards and recognition honors are given on a yearly basis.</p> <p>ACTIONS: Standardize procedures, so that it can be passed on year-to-year</p> <p style="padding-left: 40px;">Have all awards given at the Spring Conference</p> <p style="padding-left: 40px;">Promote and emphasize NJASFAA Milestones</p> <p style="padding-left: 80px;">Campus Media</p> <p style="padding-left: 80px;">Local Newspapers</p> <p style="padding-left: 40px;">College President or appropriate official</p>	
BUDGET	<p>GOAL: Increase involvement in the budget process</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Establish the Budget Committee membership to include the following positions: Budget Committee Chair, President, Past President, President Elect, Treasurer, Treasurer Elect, and Development Chair. <p>GOAL: Review the existing Reserve policy along with strategies to use surplus reserve money.</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Communicate to the membership the Reserve policy and explain what NJASFAA activities were funded by the Reserve the past year. ❑ Determine appropriate activities to spend surplus Reserve money in a given year. 	

<p>CONSTITUTION AND BYLAWS</p>	<p>GOAL: Increase involvement in the understanding and review of the Constitution and Bylaws</p> <ul style="list-style-type: none"> □ - At Board of Directors meeting 6/04, discuss how best to accomplish this 	
<p>CONFERENCE</p>	<p>GOAL: Continue to be fiscally responsible in planning and conducting the conference</p> <p>ACTION:</p> <ul style="list-style-type: none"> □ Review current Constitution and Bylaws and policy and procedure manual regarding VP role/conference responsibilities to ensure it is aligned with current practice (<i>at next Executive Council meeting</i>) <p>GOAL: Use the conference to create a sense of community within NJASFAA</p> <p>ACTION:</p> <ul style="list-style-type: none"> □ Continue to explore alternative conference sites, paying special attention to early planning and multi-year arrangements. Surplus reserve funds should be available in the event that conference costs rise so that membership does not have to shoulder the full burden of any increased costs. <p>GOAL: Document for Policy and Procedure Manual appropriate Conference Committee procedures and calendar of events</p> <p>ACTION:</p> <p>Establish a recommended Calendar of Conference Events for use by subsequent Conference Committees.</p>	

<p>DEVELOPMENT</p>	<p>GOAL: Increase sponsorship and maintain vendor membership and sponsorship of NJASFAA activities</p> <p>ACTION:</p> <ul style="list-style-type: none"> ○ Provide a menu of sponsorship options for the entire year. ○ Develop a policy for “give-aways” at non-conference events that will be distributed with the menu of sponsorship activities. ○ Develop new ways to recognize vendors throughout the year 	
<p>EASFAA REPRESENTATIVE</p>	<p>GOAL: Maintain representation on the EASFAA Council</p> <p>ACTION: Inform membership as well as executive council of selection of EASFAA representative The Retreat discussion included the need to delete this goal and action item. However, in retrospect, it seems to be appropriate as written. We, the Executive Council, may know who the EASFAA Representative is, but the general membership may benefit from an introduction, which would include a brief description of what the EASFAA representative does.)</p> <p>GOAL: Encourage more involvement in EASFAA activities among NJASFAA members, helping them to recognize the benefits of participation in a regional association, leading to more leadership opportunities within EASFAA for NJASFAA members</p> <p>ACTION:</p> <ul style="list-style-type: none"> □ Research the proposal to provide a “discount” for NJASFAA members who also attend the EASFAA conference. We will need the NJASFAA Fall conference numbers, identify the NJASFAA members who are also EASFAA 	<p>Immediate</p> <p>June 30,2004</p>

	<p>members.</p> <ul style="list-style-type: none"> ❑ Promote EASF^{AA} awareness in NJASF^{AA} venues, including the website and newsletter. ❑ Post minutes and reports on NJASF^{AA} Committee page. 	<p>Begin August 2004</p>
ELECTRONIC INITIATIVES	<p>GOAL: Expand committee and website and consider moving to ATAC's new web site platform. Investigate how new platform would provide enhancements to:</p> <ul style="list-style-type: none"> • navigation • better menu display • automated features such as voting • visuals • portal capability • on-line job postings accompanied by e-mail broadcast • updating of passwords on-line • pictures of Executive Council and Committee Chairs <p>ACTION: Expend \$ 3,500 to convert to new platform</p>	
GOVERNMENT RELATIONS	<p>GOAL: Cohesively monitor state and federal issues and report to membership</p> <p>ACTIONS: (all actions endorsed and reiterated at Retreat)</p> <ul style="list-style-type: none"> ❑ Maintain communication with state and federal legislators (<i>ongoing</i>) ❑ Continue to use newsletter and web as communication vehicles and explore other avenues of information dissemination. ❑ Maintain links/partnerships with EASF^{AA}, NASF^{AA}, and other state organizations <p>GOAL: Promote communication and advocacy</p>	<p>ON-GOING</p>

	<p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Educate other constituencies, i.e. Presidents, students, through encouragement of membership to communicate beyond financial aid staff ❑ Continue with email, letter campaigns, post-card campaigns to communicate with and encourage members to contact legislators on particular subjects (ongoing) ❑ Design an “Awareness Campaign” for campuses, incorporating a campus-version of the NJASFAA brochure when available. ❑ Empower the members so that they are aware of their potential impact on legislative issues ❑ Make sure that Follow-ups such as Thank-you’s, updates, etc. are not forgotten (Ongoing) <p>GOAL: Define the objective of the state relations aspect of committee and determine if it should return to its own committee</p> <p>ACTION:</p> <ul style="list-style-type: none"> ❑ Formally identify the State Relations as a subcommittee of the GRC with the following charge: <ul style="list-style-type: none"> ○ Report back to the Executive Council and NJASFAA membership on NJACSA and HESAA developments and initiatives ○ Report back to Executive Council and NJASFAA membership on state bills, legislation and other proposals ○ NJACSA representative from 	<p>ON-GOING</p> <p>START IN AUGUST 2004</p> <p>ON-GOING</p>
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	<p>NJASFAA must sit in the GRC/SRC</p> <ul style="list-style-type: none"> ○ Maintain website links to HESAA, state and federal sites ○ Reach out to all sector groups 	<p>FIRST MEETING FOR 04-05</p>
<p>LEADERSHIP DEVELOPMENT</p>	<p>GOAL: Identify and develop new members to assume leadership positions</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> □ Identify career-oriented members (<i>after discussing, perhaps at 2004 Retreat, how this might be accomplished</i>) □ Obtain input from newest members (<i>in 2004-05</i>) □ Follow up on novice trainees (<i>in 2004-05</i>) □ Recognize new members at functions and make them identifiable (<i>start Spring 2004</i>) □ Open committees to new members or proactively encourage committee participation among new members, as least 1 or 2 per committee (<i>2004-05</i>) 	
<p>MEMBERSHIP</p>	<p>GOAL: Increase and maintain active membership</p> <p>ACTIONS: (<i>all of the actions below should be taken immediately and be ongoing</i>)</p> <ul style="list-style-type: none"> □ Complete and clean up school listing on database □ Find ways to be more effective in public relations efforts 	

	<ul style="list-style-type: none"> ❑ Find ways to have more contact with members – we need to make the presence of NJASFAA more relevant to all aid administrators ❑ Follow up with lapsed members to determine reason for lapse ❑ Develop brochure ❑ Mail brochure to supervisors of members - current, lapsed, and potential 	
MENTORING	<p>GOAL: Develop program for effective mentoring</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Survey other effective programs ❑ Mentor serves as "buddy" to mentee at entire conference starting with meeting to help with registration ❑ Expectations for mentoring include: <ul style="list-style-type: none"> - Participation in planned activities - Geographic alignment so it's easy to get together - In-person and ongoing contact is encouraged - Mentees identified and assigned by experience level 	
MULTI-CULTURAL CONCERNS	<p>GOAL: Develop a TEAM</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> • Review membership roster and recruit members willing to work on MCC initiatives <p>GOAL: Establish policies and procedures and criteria for the Multi-Cultural Scholarship</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Review the current proposed policies and procedures, and formalize them into a document. • Adjust where needed • Write the document for as a proposal for review 	<p>July 2004</p> <p>October 2004</p>

	<p style="text-align: center;">by Executive Council</p> <p>GOAL: Establish revenue stream/source for funding for scholarship</p> <p>ACTION:</p> <ul style="list-style-type: none"> • Establish relationships with and solicit private industry, with care not to solicit the same resource as the Development Committee • Consult and work with other state organizations on how they administer their scholarship program <p>GOAL: Sensitize and educate membership to diversity issues: range, scope, impact and importance</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> □ Sensitize NJASFAA members to working with diverse campus communities □ Define “Diversity” <p>GOAL: Work within NJASFAA to encourage inclusiveness in programs and NJASFAA objectives</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> □ Examine opportunities for this committee to work collaboratively with other NJASFAA committees (<i>Retreat</i>) □ Encourage minority leadership in the organization (For example by offering Association scholarships) (<i>Ongoing</i>) 	July 2004
NEWSLETTER	GOAL: Define the purpose of the NJASFAA newsletter	

	<p>ACTIONS:</p> <ul style="list-style-type: none"> ○ Finalize plans for a combination of media; some newsletters should be electronic, some should be paper. The hard copies put the NJASFAA “brand” in the recipient’s face and stands out in the daily mail rather than being one of 100 e-mails one receives in a day. ○ The electronic newsletter should include external links, and the e-mail broadcast announcing it should highlight the articles in it. ○ Paper newsletters should be non-timely and cover topics with long shelf lives such as conferences, more of a yearbook or almanac. Instead of focusing on nuts-and-bolts financial aid issues, paper newsletters should focus on the people who make up NJASFAA and/or broader, journal-type articles. ○ Paper newsletters should cover things you can only find in a NJASFAA newsletter. 	
<p>NON TRADITIONAL CONCERNS</p>	<p>GOAL: Increase membership from non-traditional institutions and identify their needs as professionals that can be met by membership in NJASFAA</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> □ Identify schools □ Offer incentives to become members □ Provide training specific to non-structured terms and clock hours □ Include non-traditional track at conferences (starting Fall 2004) □ Identify mentors and trainers □ Disseminate NJASFAA brochure to 	<p>Immediate /as soon as possible</p>

	<p>introduce NJASFAA and the Non-Traditional Concerns Committee (as soon as brochure is ready)</p> <ul style="list-style-type: none"> ❑ Chair should sit in GRC and serve as liaison with non-traditional institutions 	
<p>NOVICE TRAINING</p>	<p>GOAL: To develop policies and procedures for Novice Training Committee</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Residential Setting preferred ❑ Need to develop calendar (yearly, every other year, etc.) ❑ Develop clear policies and procedures ❑ Standardize format, using NASFAA CORE as basis of training ❑ Develop cadre of trainers 	
<p>PUBLIC RELATIONS</p>	<p>GOALS: Advertise ourselves to both colleges and to the various constituencies</p> <p>ACTIONS: (Recommend the Public Relations Committee identify a few specific activities below for inclusion in the 2004/2005 Plan.)</p> <ul style="list-style-type: none"> - Constituent groups include, but are not limited to: members, including prospective and lapsed members; guidance counselors; legislators and their staffs; Admissions officers and other groups on campus; sponsors or prospective sponsors; the public, including students and parents; NJASFAA members’ supervisors, college Presidents, VP’s, Deans, etc. - Communicate and promote NJASFAA and our goals and missions through brochures, press releases, letters, public service announcements and other vehicles. - Constituent groups should be prioritized and targeted. We should not attempt to publish on piece to distribute to all groups, otherwise it would be so broad as to not serve any real function. We need to demonstrate to each of these groups how and why a symbiotic relationship exists between them and NJASFAA membership. - A public relations focus needs to be understood 	

	and incorporated into the work of many other NJASFAA committees and functions. For example, a brochure introducing NJASFAA to legislators should be coordinated with the GRC.	
SCHOLARSHIP SELECTION COMMITTEE	<p>GOAL: Review existing scholarship criteria and calendar and make recommendations if needed to NJASFAA Council.</p> <p>GOAL: Scholarship Chair will work with President-Elect, Development Chair, Multi-Cultural Concerns Chair and appropriate others in developing a NJASFAA Endowed Scholarship Fund</p>	
SPEAKERS BUREAU	<p>GOAL: Review dissemination of information to high schools (letters, brochures, etc.)</p> <p>ACTIONS:</p> <p>Follow up on our success in exposing problems and issues with private consultants, highlighting our recent recognition by NASFAA</p> <ul style="list-style-type: none"> ❑ Prepare letter (from NJASFAA President) and brochures to high school guidance counselor ❑ Mail no later than October/early November for financial aid nights 	
TRAINING	<p>GOAL: Consistently, over time, offer training to <u>all</u> levels of financial aid professionals</p> <p>ACTIONS:</p> <ul style="list-style-type: none"> ❑ Provide technical, developmental, and core training (i.e. support staff, novice, etc.) (<i>annually</i>) ❑ Coordinate training with other professional organizations ❑ Explore having an executive speaker series 	