



MASFAP June 2017 Communication

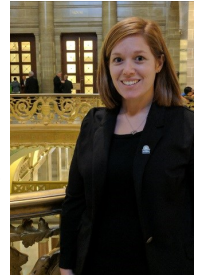
Announcing 2018 MASFAP Election Results

MASFAP held the 2018 officer elections in May and June 2017. The following MASFAP roles will begin January 1, 2017.



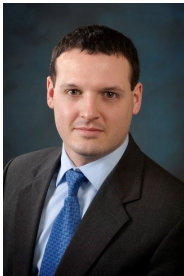
◀ President-Elect: Samantha Matchefts,
University of Missouri St. Louis

Vice President: Alexandria Miller,
Williams Woods University ▶



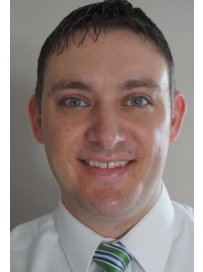
◀ Secretary: Kim Cary,
Ozarks Technical Community College

Treasurer-Elect: Becca Diskin,
Missouri Southern State
University ▶



◀ Institutional Delegate at Large (3 year): Charles Mayfield,
Northwest Missouri State University

Institutional Delegate at Large (1 Year):
Scott Young, University of Missouri
Kansas City ▶



New Mailing Address for MASFAP

Update your records please! Effective immediately, MASFAP has a new mailing address (since the UPS Store our box is located in is moving). The new mailing address is:

MASFAP
2208 Missouri Blvd, Suite 102 #308
Jefferson City, MO 65109

Wanted: Student Success Stories

Each and every one of us serves students. MASFAP will honor students who received financial aid and are successful at the upcoming 50th anniversary conference in November. Think about students who you can nominate, and complete the form attached to this communication. Thank you for participating!

Mission Statement and Strategic Plan

The MASFAP Board would like to introduce an official mission statement and a strategic plan – please see the following pages for the details. Thank you to the MASFAP Delegates for coordinating this effort.

Upcoming Training Opportunities:

- Friday, June 23—Business Officers Roundtable
- Tuesday, July 11—MASFAP Town Hall
- November 6-9—MASFAP Annual Conference

Register at www.masfap.org



50th ANNIVERSARY STUDENT SUCCESS STORY AWARD



The 50th Anniversary Student Success Story is intended to focus on individuals while symbolizing the real purpose of financial aid, which is to provide the means to pursue and realize a postsecondary education. Five awards will be given. It is intended to award one recipient from each decade to commemorate MASFAP's 50 years.

The Criteria for Selection: MASFAP is not attempting to select the "most successful" former financial aid recipients, but rather to choose people who can be representatives of all aid recipients who are successful. Each nominee for the Student Success Story must meet the following qualifications:

1. The nominee must hold a degree or certificate of completion from a post-secondary educational institution within the state of Missouri, which is an eligible institution for U.S. Department of Education Title IV student assistance programs.
2. The nominee must have received financial assistance while enrolled at the institution.
3. The nominee currently either must be engaged in vocational or professional activity, or be enrolled in a graduate or professional school. Preference will be given to nominees who are not practicing aid administrators.
4. The recipient must be able and willing to attend the awards ceremony. (The Awards Committee will contact recipients and make necessary travel arrangements.)

MASFAP is dedicated to serving students. Therefore, it is fitting that at its 50th Anniversary meeting, MASFAP honors students who are successful financial aid recipients and, in so doing, honors all students who needed aid, received aid, and used aid to achieve success.

The Selection: All MASFAP members are eligible to submit a nomination. The MASFAP Awards Committee will evaluate each nomination and hold discussion on the merits of each potential recipient. The MASFAP Awards Committee shall have the prerogative to request additional information if necessary. The final selection will be based on the concept of what the award is intended to represent.

The Presentation: The Student Success Story recipients will be announced and presented at MASFAP's 50th Anniversary Conference in an awards ceremony on Monday, November 6, 2017. The recipients will be expected to be able to attend and receive their awards during the awards ceremony. Travel Expenses to the awards ceremony for the student award recipients will be assumed by MASFAP. A representative from the student's institution will also be asked to attend.

Please complete the nomination form to nominate a deserving student from your institution.



50TH ANNIVERSARY STUDENT SUCCESS STORY AWARD



Nominee _____ **Title** _____

Institution _____

Address _____

Line 2 _____

Phone _____ **Email** _____

Nominator _____ **Title** _____

Institution _____

Address _____

Line 2 _____

Phone _____ **Email** _____

Please check which years this nominee represents (check one):

- 1967-1976
- 1977-1986
- 1987-1996
- 1997-2006
- 2007-present

In 500 words or less, explain why this nominee should receive the MASFAP 50TH Anniversary Student Success Story Award. Please attach your explanation on a separate document. Feel free to share additional information (i.e. resume, LinkedIn page link, etc.) in support of your nomination. **Deadline for submission is July 20, 2017.**

Submit Form to: **MASFAP 50TH Anniversary Student Success Story**
Attn: Samantha Matchefts
Student Financial Aid Office, 327 MSC
University of Missouri-St. Louis
One University Blvd
St. Louis, MO 63121-4499
samantha.matchefts@umsl.edu



Missouri Association of Student Financial Aid Personnel (MASFAP) Strategic Plan

Approved by Executive Board on June 21, 2017

The Strategic Plan of the Missouri Association of Student Financial Aid Personnel is intended to help guide the decision-making of the Executive Board of MASFAP and to inform the membership of the priorities and activities of the Association. The goal of the Plan is to ensure that MASFAP continues to serve its members most effectively and efficiently.

This Plan is built on the nine Purposes stated in the Constitution and summarized in the Mission Statement. The Plan uses these concepts to articulate a set of goals for the Association over the next three years. This Plan will be reviewed and amended as needed to reflect emerging circumstances and to ensure MASFAP retains relevance to its members.

MASFAP's Association Governance Committee is to review the MASFAP Strategic Plan and to ascertain to what extent the Board and Committee Chairs, acting on behalf of the membership, achieved the goals and objectives established in the Strategic Plan. Recommendations will be made as necessary to fully meet the goals and objectives.

MASFAP's nine Purposes are excerpted below. While our goals may change from time to time, these principles remain:

The purposes of the Missouri Association of Student Financial Aid Personnel shall be:

1. to establish and maintain high professional standards in college, university, and other post-secondary financial aid programs;
2. to establish and maintain effective relationships between high schools, colleges, and financial aid agencies, and organizations concerned with or engaged in the support and/or administration of student financial aid, both public and private;
3. to develop effective financial aid programs designed to encourage qualified students to pursue higher education;
4. to coordinate activities with other professional organizations with like objectives;
5. to maintain ongoing contacts with state and national assemblies, in order that new ideas, projects and problems concerning present and proposed legislation can be voiced;
6. to maintain contact with federal and state officials in agencies relating to student financial aid;
7. to initiate and to maintain a program of public information concerning student financial aid, and to assist those agencies dedicated to this task;
8. to provide a program to exchange information and ideas among the members of the Association;
9. to provide training materials and programs which will stimulate and further professional growth and enable financial aid personnel to improve service to students.

Mission Statement

The Missouri Association of Student Financial Aid Personnel (MASFAP) is a dynamic association dedicated to serving and advocating for practitioners, users and providers of student financial aid programs.

MASFAP Strategic Plan Goals

Priority Area: Financial Health/Fiscal Stability

Goal: Ensure and strengthen the fiscal integrity of the Association by regularly exploring opportunities for future financial growth as well as maintaining the accountability and transparency of Association funds and records.

Measures: Manage operations in accordance with Association Bylaws and Policy & Procedures.

Strategies/Actions	Responsibility
Annually review dues and fiscal policies to ensure congruence with Association goals, budget, and operations.	Budget & Finance
Ensure events and activities are self-sustaining, whenever possible	Budget & Finance
Develop and maintain a balanced budget.	Budget & Finance
Establish recommendations for annual membership dues, registration fees and exhibitor fees that ensure the Association can adequately execute its core functions as defined in this plan.	Budget & Finance

Goal: Maintain and strengthen the long-term financial stability of the Association.

Measures: Maintain a balanced budget, with minimal use of asset reserves (no more than 10% annually). Asset reserve is maintained at 1 1/2 to 2 years of annual budget, including all contractual obligations.

Strategies/Actions	Responsibility
Create and monitor an investment policy and strategy with counsel from a professional wealth/financial manager. Intent is to: <ul style="list-style-type: none"> a. safeguard Association cash reserves, and b. Produce as high an interest income as possible. 	Budget & Finance
Maintain the Investment Policy Statement <ul style="list-style-type: none"> a. Communicate with members about the purpose of the policy and ongoing management of the reserves 	Budget & Finance
Review the Association investment strategy and adequate level of the reserve considering options for using the reserve earnings in support of Association activities by the vote of the Executive Council on an as needed basis only.	Budget & Finance

Priority Area: Advocacy and Outreach

Goal: Continually improve our methods of engaging and communicating with both internal and external constituents of MASFAP on matters such as legislation, advocacy, financial aid knowledge, association decisions, early awareness and financial literacy.

Measures:

- Identify number of users of the listserv and blog, and track attendees at events, to determine who is receiving communication and to determine percent of MASFAP membership being reached.
- Track number of communications sent to membership
- Outcomes from advocacy efforts

Strategies/Actions	Responsibility
Participation in Hill Days at both the state and national levels	Legislative
Evaluate or refine the intent or use of the blog, newsletter, other communications	Communications/ Executive Board
Continue Work With Blog and Newsletter to communicate key board discussions/motions, association events/offerings, and other hot topics and legislative updates pertaining to higher education.	Communications/ Executive Board
Promote usage of the MASFAP list serve.	Executive Board
Engage with other associations related to higher education (i.e. NACAC, MACRO, etc.)	Early Awareness/ Associate Member/ Executive Board
Increased and Diversified Early Awareness Activities	Early Awareness

Priority Area: Association Governance, Organizational Structure, and Preserving History

Goal: The Constitution and Policy/Procedures will reflect the mission and nine purposes of MASFAP and are focused and relevant for the membership and the constituencies that are informed by and served by its membership.

Measures: Updates to Policy and Procedures complete

Strategies/Actions	Responsibility
Board will investigate alternative approaches to maintaining policy, governance & historical documents.	President, President-Elect, Past President (Association Governance)
Incorporate and formalize changes through revisions to the Constitution and Policy/Procedure manuals	President, President-Elect, Past President (Association Governance)

Goal: Ensure the progression of meeting the Association goals and objectives.

Measures: SWOT analysis of strategic plan
Report outcomes of annual goals of the strategic plan

Strategies/Actions	Responsibility
Monitor and assess performance against strategic goals annually	President, President-Elect, Past President (Association Governance)
Evaluate membership structure and implement appropriate changes	Membership committee; Association governance President, President-Elect, Past President (Association Governance)
Evaluate the job descriptions of officers annually	President, President-Elect, Past President (Association Governance)
Reporting outcomes of the association’s annual activities	President, President-Elect, Past President (Association Governance)

Goal: Maintain the historical records and ensure accessibility and continuity of the records

Measures: Periodically review process to ensure records have been maintained

Strategies/Actions	Responsibility
Review official policy to: Define which documents to be preserved: Board meeting minutes, board reports, conference program, keepsakes, annual calendar, updated copies of P&P and Constitution, and other official documents and contracts. -AND- Determine where the documents will be stored: MASFAP website under Official Documents, and/or the official storage facility at Moberly Area Community College.	President, Past President Archives
Annual collection of documents and distribution into official archives.	President, Past President Archives

Priority Area: Professional Development and Training

Goal: Offer training to develop skills, knowledge, confidence and careers that are responsive to MASFAP member needs.

Measures: Track number of attendees, percentage of MASFAP membership attending PD events; track the number of events offered and evaluation of content; and, review statistics and outcomes at least annually to determine effectiveness.

Strategies/Actions	Responsibility
Collect topic ideas from membership routinely	Professional Development Vice President/Program
Compile list of speakers to gather content experts	Professional Development Vice President/Program
Assign committee roles to assure tracking of attendees and events occur consistently	Professional Development Vice President/Program
Utilize standard assessment tool for evaluation of events	Professional Development Vice President/Program Committee Chair Event Coordinator

Priority Area: Membership, Volunteers, and Leadership Development

Goal: Identify opportunities for new, existing, and retired members within the Association to promote volunteerism and leadership.

Measures: Obtain the appropriate number of volunteers to fill the required number of volunteer roles needed for each committee
Recruit new volunteers each year (new on committee and new member)

Strategies/Actions	Responsibility
Review P&P to confirm the description of the committee is accurate	Executive Board Committee Chairs
Determine the expected time commitments and number of volunteers required to complete committee tasks	Executive Board Committee Chairs
Evaluate volunteer trends to determine which committee(s) have an abundance of volunteers/committee members and which are in need	Executive Board Committee Chairs
To develop and maintain a volunteer guide on the website	Membership Chair Committee Chairs
Develop a handout highlighting the value of MAFSAP membership to be provided to senior leadership at member institutions (more important than ever during times of budget reductions and withholdings)	Membership Chair
Each committee chair recommend an active volunteer to participate in the next year's MAFSAP leadership development program	Executive Board Committee Chairs

Goal: Maintain an accurate list of institutional, associate and individual MAFSAP memberships.

Measures: Confirm that each primary contact has reviewed the membership list
Purge inactive MAFSAP accounts

Strategies/Actions	Responsibility
Have each primary contact review and revise the institution's membership list to delete inactive members or those who no longer wish to participate regularly in MAFSAP, for example, a Registrar who attended a workshop one time	Membership
Collaborate with the Technology Committee to identify the different offices and positions within the institutions' MAFSAP memberships, for example, the Financial Aid office members versus partner offices like Admissions, Bursars, and Registrars	Membership Technology
For those where a primary contact has not reviewed their membership, analyze the activities participated in by the members listed for that institution and contact those who have not been active during the past 3-5 years	Membership