

POLICIES AND PROCEDURES MANUAL

Louisiana Association of Student Financial Aid Administrators, Incorporated

APPENDIX I

LASFAA'S Strategic Long Range Plan for 2010-15

Mission

Enhance the professional development of financial aid administrators.

GOAL 1: Training/Professional Development

Provide training and professional development opportunities that are responsive to the needs of the membership.

Critical Success Factors and Assessments

- Increase attendance at training opportunities by 3% each year.
- Program/Session evaluations reflect excellent/good approval rating of 90% or more.

Objectives and Strategies

Objective 1.1 Ensure the Fall and Spring Conferences are of high quality and of relevance to the Membership

(Conference Site, Site Selection, Training, Conference Program, Diversity Awareness/Professional Development, Financial Aid Awareness, Exhibit Liaison, Technical/Automation)

Strategies:

- Offer sessions in the following areas at least once a year:
 - Department of Education
 - Compliance
 - Technical issues
 - Clock hour/credit hour issues
 - 2-year/4-year issues
 - Leadership
 - Graduate/Professional issues
 - Diversity Awareness
 - Professional Development
 - Other topics related to current issues
 - Mid-management development
- Increase marketing
 - Advertising of training/conferences should begin sixty days prior to the event
 - A tentative agenda should be available thirty days prior to the event

Objective 1.2 Provide for annual NASFAA Decentralized Training (NASFAA/SWASFAA) (Training)

Strategies:

- Provide trainer for SWASFAA committee

Objective 1.3 Organize and conduct Boot Camps for new/novice aid officers (Training, Conference Program, Conference Site Selection)

Strategies:

- Utilize NASFAA CORE or other professionally developed materials
- Solicit experienced trainers

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Objective 1.4 Provide opportunities for professional development for experienced aid officers
(Training, Conference Program)

Strategies:

- Upper level management meeting
- Participation in SWASFAA Mid-Level Training workshop

Objective 1.5 Provide training for support staff
(Training)

Strategies:

- F.A.S.T. – Financial Aid Staff Training offered yearly
- Customer service development

Objective 1.6 Explore and develop electronic training initiatives
(Technical/Automation, Training)

Strategies

- Determine economic feasibility of proposed training initiatives
- Yearly examine all training opportunities to determine most effective and economic methods of delivery

GOAL 2: Communication

Facilitate and enhance communication.

Critical Success Factors and Assessments

- Updates to website will be made and announced via list serve in a timely manner
- Electronic newsletter will be published two to three times yearly

Objectives and Strategies

Objective 2.1 Maintain and enhance communication with all state Title IV institutions
(Technical/Automation, Membership/Mentoring, Delegates-at-Large, Legislative Advocacy)

Strategies:

- Develop and maintain a state database that includes 100% of the institutions in the state:
 - Obtain information for all Title IV participating institutions from the U.S. Department of Education
 - Annually send information to the institutions regarding membership
 - Periodically remind institutions to update institutional membership database
 - Provide the membership legislative updates on state and federal issues

Objective 2.2 Maintain and enhance Association website
(Technical/Automation, All Board Members)

Strategies:

- Maintain a calendar listing of events related to the needs of the membership
- Ensure that the website is a quick reference for members

Objective 2.3 Maintain and enhance the electronic newsletter
(Publications, Technical/Automation, All Board Members)

Strategies:

- Editor will request articles thirty days prior to publication of the newsletter from:
 - LASFAA president
 - Committee chairs

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- Committee chairs will provide a report of activities to the editor thirty days prior to publication of the newsletter
- Newsletter editor will announce publication of the newsletter to the membership via the list serve and provide a direct link

Objective 2.4 Support and encourage outreach
(Financial Aid Awareness, Cost Of Attendance)

Strategies:

- Provide all secondary institutions in Louisiana access to the "Guide to College Costs for Louisiana Schools" brochure
- Organize and encourage participation in the annual community service project
- Participate in other opportunities that become available
- Encourage campuses to have some type of financial aid awareness program annually, if appropriate

GOAL 3: Leadership Development

Develop leadership within the association.

Critical Success Factors and Assessments

- 10% of committee chairs will be new to the board

Objectives and Strategies

Objective 3.1 Create a leadership mentoring program
(Membership/Mentoring, Fall Conference Program, Diversity Awareness/Professional Development, Nominations and Awards)

Strategies:

- Solicit mentors
- Develop a database of mentors and their area(s) of expertise
- Survey members to determine interest in a mentoring program
- Match mentors with interested and job-related members

Objective 3.2 Encourage committee membership from mentoring program
(Diversity Awareness/Professional Development)

Strategies:

- Foster future leaders through committee participation

GOAL 4: Finances

Secure and enhance the financial viability of the Association.

Critical Success Factors and Assessments

- 100% of the eligible institutions in the state will be Association members
- Association products and services should be self-sustaining

Objectives and Strategies

Objective 4.1 Develop a sound financial plan
(Finance, Long Range Planning, Membership/Mentoring, Exhibit Liaison)

Strategies:

- Evaluate the dues structure at least every two years
- Evaluate the fall and spring conference fees yearly with the objective of providing a self-sustaining conference from the conference fee only
- Evaluate any other activity of the associate that creates an expenditure

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- Each year the 1st Vice President will develop a budget for the upcoming fiscal year and present it for approval at the last Board meeting prior to the beginning of the new fiscal year
- Maintain an amount that represents 10% of the annual budget in the reserve fund

Objective 4.2 Develop a plan to recruit non-member eligible institutions
(Membership/Mentoring, Delegates-at-Large)

Strategies:

- Survey non-member institutions to determine reason for decision not to join

Objective 4.3 Develop a plan to retain current member institutions
(Membership/Mentoring, Delegates-at-Large, Long Range Planning)

Strategies:

- Survey membership to determine if the Association is meeting the needs of participants.