



NeASFAA Strategic Directions – 2014-2016  
Final Draft Adopted: January 31, 2014

Introduction:

In June 2013, the NeASFAA Board of Directors embarked on a journey. We felt a need to collaborate together on this strategic directions document in order to focus the efforts of the board and committees as we serve the association. This is the first such document that the NeASFAA board has attempted to draft – at least in recent history. It is the board's hope that this document will give both direction and inspiration to the board and its committees by laying out a path with some short term goals for us to follow. All of the directions in this document are an attempt to put into practical action the mission and vision of NeASFAA as defined in our Bylaws and Policies & Procedures. This is also a short term document that really only covers the next two years. Then after two years, if this experiment is successful, a future board will have to gage its success and decide if they want to adopt a new Strategic Directions document to help guide future goals of the board. Obviously adopting a strategic directions document is not without precedent and has been quite useful in guiding associations at all levels: state, regional and national.

This document has been voted on and approved by the board of directors. It is the expectation that all board members and committee members become familiar with this document and know what sections are especially applicable to their committee or board position. Reports presented to the board in meetings should reflect, as much is practical and applicable, the work done to accomplish these goals. Being our first attempt at an initiative of this sort, it is reasonable to expect that there may have to be some tweaking and amending of the goals, but only when the goal is determined to be unworkable or unmeasurable. Otherwise we should continue to work on the goals outlined in this document so that, if a new board decides to draft a new Strategic Directions document, they can measure the effectiveness and outcomes in order to guide the drafting of a new one. As it stands, there is no requirement within our Policies and Procedures that a Strategic Directions document be drafted and approved. If this experiment proves helpful a future board may want to adopt language in the Policies and Procedures to codify the process of drafting and adopting these directions documents.

Matt Johnson, NeASFAA President



NeASFAA Strategic Directions – 2014-2016  
Final Draft Adopted: January 31, 2014

**NeASFAA exists to:**

**PROMOTE PROFESSIONALISM**

Develop professionalism among aid officers of Nebraska – to include fostering and promoting professional standards, effectiveness and recognition. (*Bylaws, History, P&P*)

- The NeASFAA Board of Directors along with the committees will annually examine their role and function with an emphasis on efficiency, sustainability, representation, and cost savings opportunities. (Board of Directors)
- NeASFAA will develop an ethics statement and conflict of interest statement for board members and committee chairs to sign by the summer board meeting of 2014. (President)
- NeASFAA will provide a leadership seminar for financial aid professionals by April 2016. The focus will be on coordinating this training in the off-year of the RNASFAA leadership pipeline. This may be accomplished through the assignment of an ad hoc committee. (President)

**COORDINATE AND NETWORK**

Provide a means to bring together all aid officers, counselors and public & private agencies for the discussion of common problems related to the distribution of financial aid to students. (*Bylaws, History, P&P*)

- NeASFAA will implement a mixer at the annual spring conference with the goal of facilitating new connections. (PDC and membership)
- NeASFAA sector representatives will reach out to new members with the intent of welcoming them and encouraging participation in the organization. The sector representatives will work together to develop a standard questionnaire to ask of the new members through which they can provide an introduction to the association. The sector representatives will provide ideas on how they will find out about new office staff and the questionnaire questions they want to use to introduce the new members to NeASFAA. Recommendations to the board by the fall board meeting of 2014. (Sector Representatives)
- NeASFAA will explore the feasibility of an inter-state leadership exchange program to allow the office of the President meaningful connection to the leadership and inner workings of other state associations for benchmarking and idea generation. A report including a cost analysis for implementing such a program will be provided to the board by April 2016. (President)

Promote and facilitate coordination of student financial aid plans and programs between and among financial aid administrators, post-secondary counselors and public and private agencies. *(Bylaws)*

- NeASFAA will solicit and document the technology needs and wishes for each board member and committee chair by the fall 2014 board meeting. Each board member and committee chair will bring a list of technology to the meeting. (Board members report to Communication Committee, Audit and Finance Committee)
- NeASFAA will continue to evaluate the current website against the technology needs to determine its usefulness to the membership. Through attendance at the SOCS training and board feedback, there will be an ongoing effort to match website capabilities with the organization's needs. (Communications Committee)
- NeASFAA will ask its membership for ways to utilize technology to increase interactivity between and among its members and provide a report with recommendations to the board at the fall 2014 board meeting. (Membership and Communications Committees)

## **TRAIN & DEVELOP**

Stimulate, promote and encourage leadership, continuing education, conferences and other related activities for aid officers. *(Bylaws, History, P&P)*

- NeASFAA will create and publish in electronic form, timelines for each office and committee by April 2014. (Board members send to Communications Committee)
- NeASFAA will hold a transitional board meeting at the annual conference for the purpose of informing and training new officers, board members and committee chairs concerning their responsibilities. (President and President elect)
- NeASFAA will invite vice chairs to attend board meetings. (President and current holder of position)
- The board and PDC will continue to evaluate Business officer involvement and conference tracks through April 2016 in order to measure their interest and integration into NeASFAA. (PDC)

Provide training for aid officers. *(History, P&P – indirectly in Bylaws)*

- NeASFAA will annually evaluate the location and timing of the conference for optimum attendance and provide a report and recommendation to the board at least one year prior to the actual conference date. (PDC)
- NeASFAA will implement at least one new programming idea per spring conference. (PDC)
- NeASFAA will ensure that 50% of its annual conference breakout sessions utilize institutional members as presenters. (PDC)
- NeASFAA will ensure that in spring conference, a minimum of 20% of the content is devoted to financial aid 101 basics and a maximum of 20% of its content is devoted to topics that are "fluff". (PDC)
- Develop and advertise multiple-site training programs with the purpose of having more localized training opportunities in the state. (PDC)

## **INFLUENCE LEGISLATION**

Influence federal and state legislation dealing with student financial programs and provide an avenue for dissemination of ideas and concerns of students and administrators in financial aid problems.

*(History, P&P)*

- NeASFAA will ensure that each annual conference addresses some form of training on the legislative process. (PDC)