

LASFAA'S Strategic Long Range Plan for 2016-2020

Approved October 20, 2015

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, Executive Board Members)

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
 - Mid-management development
 - NASFAA Annual State and Regional Training material
 - Other topics related to current issues
- 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 Organize and conduct Boot Camps for new/novice aid officers

(Training, Conference Program, Site Selection, Executive Board Members)

Strategies:

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

Objective 1.3 Provide opportunities for professional development for experienced aid officers

(Training, Conference Program, Executive Board Members)

Strategies:

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

Objective 1.4 Explore and develop electronic training initiatives
(*Technical/Automation, Training, Executive Board Members*)

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

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, SWASFAA Delegate, Executive Board Members*)

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, Publications, All Committee Chairs, Delegates-at-Large, SWASFAA Delegate, Executive 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
- Enhance LASFAA Facebook page, including building membership excitement and opportunities for communication and collaboration
- Utilize social media outlets

Objective 2.3 Support and encourage outreach
(*Financial Aid Awareness, Cost Of Attendance, Executive Board Members*)

Strategies:

- Provide all secondary institutions in Louisiana access to the "Guide to College Costs for Louisiana Schools" brochure electronically
- Organize and encourage participation in the annual community service project
- 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, Executive Board Members)

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, Executive Board Members)

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, Delegates-at-Large, Executive Board Members)

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 (3 meals, speakers, printing, AV) from the conference fee only
- Evaluate any other activity of the associate that creates an expenditure
- Each year the First 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, SWASFAA Delegate, Executive Board Members)

Strategies:

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

Objective 4.3 Develop a plan to retain current member institutions

(Membership/Mentoring, Delegates-at-Large, SWASFAA Delegate, Long Range Planning, Executive Board Members)

Strategies:

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

Goal Summary Chart

	Goal 1	Goal 2	Goal 3	Goal 4
Officers				
Executive Board Members	All	All	All	All
Delegates-at-Large		2.1, 2.2		4.1, 4.2, 4.3
SWASFAA Delegate		2.1, 2.2		4.2, 4.3
Committee				
Cost of Attendance		2.2, 2.3		
Diversity Awareness/Professional Development	1.1	2.2	All	
Exhibitor Liaison	1.1	2.2		4.1
Fall Conference Program	1.1, 1.2, 1.3	2.2	3.1	
Fall Conference Site	1.1	2.2		
Finance		2.2		4.1
Financial Aid Awareness	1.1	2.2, 2.3		
Legislative Advocacy		2.1, 2.2		
Long Range Planning		2.2		4.1, 4.3
Member Relations/Mentoring		2.1, 2.2	3.1	All
Nominations and Awards		2.2	3.1	
Publication		2.2		
Site Selection	1.1, 1.2	2.2		
Spring Conference Program	1.1, 1.2, 1.3	2.2		
Spring Conference Site	1.1	2.2		
Technology/Automation	1.1, 1.4	2.1, 2.2		
Training	All	2.2		
Amenities		2.2		