



MASFAA

Midwest Association of Student Financial Aid Administrators

2014-2019 Strategic Plan

The Strategic Plan of the Midwest Association of Student Financial Aid Administrators is intended to help guide the Association as it makes decisions about resource allocations, training, advocacy, and community support activities. This Plan is built on the guiding principles laid out in the Articles of Incorporation and summarized in the Mission Statement. The Strategic Plan uses these concepts to articulate a set of goals for the Association over the next few years. It is recommended that this plan be reviewed annually and amended as needed to reflect emerging circumstances.

MASFAA's guiding principles come through four statements of purpose included in the Articles of Incorporation and are excerpted below. While our goals may change from time to time, these principles should remain as originally written.

1. To foster and promote standards of professional preparation for the financial aid profession, and the appointment, effectiveness, recognition, and association of student financial aid administrators and counselors in post-secondary institutions and other public and private agencies and organizations concerned with or engaged in the support and/or administration of student financial aids.
2. To serve the needs and interests of students, faculties, and administrations of post-secondary institutions and of individuals and public and private agencies and organizations concerned with or engaged in the support and/or administration of student financial aids by promoting and facilitating the coordination of student financial aid plans and programs and by advising and assisting them in the promotion and development of effective programs of student financial aids.
3. To promote and facilitate communications between secondary and post-secondary institutions and those organizations involved in the disbursement of student aid funds.
4. To stimulate, promote, and conduct systematic studies and research, cooperative experiments, education, conferences, and such other related activities as are desirable or necessary in fulfilling the purposes of the regional, state, and national associations.

http://masfaaweb.org/docs/associnfo/governing_docs/artincorp.html

The Mission Statement has been updated several times since the legal creation of the Association but has always reflected the vision of those aid professionals who founded MASFAA. The current Mission Statement can be found at http://masfaaweb.org/docs/toc_associnfo.html and is included below.

The Midwest Association of Student Financial Aid Administrators (MASFAA) is a regional organization of individuals engaged in or concerned with the ethical administration and/or support of student financial aid. Our mission is to promote and provide quality training and professional development opportunities, to advocate and support financial aid programs, and to facilitate effective communication and coordination among interrelated professional associations, thereby serving the needs and interests of students and postsecondary institutions.

This Plan sets goals for the 3 main areas identified in the Mission Statement: Training and Professional Development, Advocacy, and Enhanced Communication and Coordination. This Plan also reaffirms MASFAA's commitment to diversity and inclusion in all activities and adds goals for Association Infrastructure since those must remain strong in order for the other goals to be achieved.

TRAINING AND PROFESSIONAL DEVELOPMENT

Goal: Provide timely and cost effective training to implement new regulations and best follow practices.

Objectives: Continue to offer an outstanding annual conference that provides training and a forum for the exchange of ideas.

Continue to offer annual fundamentals training at the most reasonable possible rate, but no less than break-even.

On at least a biannual basis, offer a pre-conference workshop.

Explore the option of expanding Summer Institute by offering mid-level training for financial aid practitioners that have been in the field for 3-5 years.

Keep our members, their institutions, and organizations at the forefront of regulatory changes, best practices of the profession, and enhancing professional and personal growth.

Goal: Develop training for nonmembers that permits them to benefit from the expertise of MASFAA members.

Objectives: Offer training webinars on a quarterly basis commencing as soon as possible but no later than October 2015.

Provide training on financial aid as well as develop and share tools to provide information that will enhance the knowledge of others in order to better understand the role congress, state legislators, high school personnel and other post-secondary professionals play in the development, growth and learning of students and development of aid programs and regulations.

Goal: Create financial aid leadership development to prepare members for greater responsibilities in the financial aid profession.

Objectives: Assist in filling crucial financial aid office vacancies, MASFAA Board leadership roles, as well as those of our states and NASFAA.

Offer the MASFAA Leadership symposium each year to MASFAA members interested in advancing their careers.

Goal: Determine most effective method and schedule of communication with members to ensure their needs are being met.

Objectives: Create a MASFAA Blog that allows members to post aid related questions, information and activity dates by October, 2015 to coincide with our membership year. Once established, promote this Blog as the go to site for MASFAA information.

Continually evaluate, update and review best practice forms of communication, social media tools, and blogs. Ensure the access and training for members to utilize these forms of communication.

Goal: Sensitize, educate, and engage members and non-members within the MASFAA region to issues related to post-secondary education access, inclusion, and diversity.

Objectives: Actively encourage volunteers that reflect the diversity within the MASFAA region.

Facilitate training within or in addition to the annual conference that focuses on access, inclusion, and diversity issues in post-secondary education.

ADVOCACY

Goal: Develop position statements for legislators on topics of interest to financial aid professionals, students and parents, drawing on the strength of the combined populations served by the MASFAA region schools.

Objectives: Charge the Federal Issues committee with developing a set of core values that articulate MASFAA's position on Loans, Gift Aid and Student Employment.

Partner with other regional associations in the coordination and implementation of an annual advocacy efforts with representation from each MASFAA state.

Represent the position of the various sectors, institution types, legislative needs, and foremost students, while enhancing opportunities for participation, representation, input and design of advocacy at the national, Midwest and state levels for our members, with the intent of assisting students with easier access to post-secondary education opportunities.

Goal: Create a process to collect and share reactions to legislative proposals for NASFAA and legislators that incorporate perspectives of the other regional associations.

Objectives: Establish the MASFAA Blog as the collection point for legislative reactions and select a MASFAA member to do a quarterly summary of relevant data.

Partner with NASFAA and other regions to design position statements and provide advocacy that can result in change or the creation of policy that will enhance the opportunities for access for all students.

ENHANCED COMMUNICATION AND COORDINATION

Goal: Increase and improve the interactions between the states of the MASFAA region and the Association as well as each other by identifying issues for collaboration.

Objectives: Utilize the State Exchange Program to promote collaboration between our member states by asking these individuals to present an interest session at their conferences on common concerns.

Establish monthly conference calls for the state presidents, facilitated by the state exchange representative, to allow for ongoing discussion of issues and sharing of ideas.

Goal: Increase regular MASFAA activities within each state to improve the relevance of the Association to financial aid professionals in these states and to improve their ability to carry out their responsibilities.

Objectives: Create a Task Force to identify at least nine value added activities so that there is a least one scheduled option in each state each year.

Goal: Increase use of electronic and social media for issues of concern to MASFAA members.

Objective: Use low cost, high impact approaches to connect with members.

INFRASTRUCTURE

Goal: Develop annual budgets that are constrained by expected income only and do not rely on investment principal.

Objective Establish a budget each year that strives to have activities function in a break-even fashion so that the Executive Council can conduct its business through membership dues and carry forward or invest funds from activities that earn income.

Optimize programs that create revenue above costs to offset other necessary programs and activities.

Goal: Review web services and communication tools, updating as needed to ensure that they meet member needs and expectations.

Objective: Do a cost benefit review of our Web Service Provider to determine if we are meeting the needs of our members in an efficient manner.

Adopt and incorporate the use of social media to promote awareness of and activities facilitated by MASFAA.