

LASFAA'S Strategic Long Range Plan for 2016-2022

Approved October 18, 2021 to extend through 2022

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 | | |