LASFAA’S Strategic Long Range Plan for 2016-2020

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
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