



Kansas Association of Student Financial Aid Administrators (KASFAA) Strategic Long-Range Plan, 2024 to 2027

Approved by 2023-2024 Board of Directors, April 10, 2024

The Strategic Long-Range Plan (SLRP) of KASFAA is intended to help guide the decision-making of the Board of Directors of KASFAA and to inform the membership of the priorities and activities of the Association. The goal of the SLRP is to ensure that KASFAA continues to serve its members and meet its objectives effectively over the three-year period from April 2024 to March 2027.

The SLRP is informed by KASFAA's core values as well as its mission and vision which are defined in our By-Laws and Policies and Procedures Manual. It uses these foundational materials to define priority areas for the Association. Each priority area has a number of goals that support our work in upholding our core values. Goals are further broken down into measurable strategies, actions, and tasks that will guide the work of the Association over the three-year period of the SLRP. Various officers and committees are tasked with the work outlined in each strategy/action/task.

Strategic Long-Range Plan Development Timeline

During the July 2023 board meeting, the Board of Directors reviewed the 2021-2024 SLRP to determine goals that had not been completed or were scheduled to be completed in Year 3 (2023). During the September 2023 board meeting the board and committee chairs were tasked with identifying two main priority areas. During the discussion ideas and goals were identified. The committee chairs were directed to take information back to committees to review potential goal ideas. During the December 2024 board meeting strategies, actions, and tasks were determined for the two main priority areas. Again, the Board and committee chairs were tasked with reviewing and bringing any feedback to the next meeting. In February 2024, the SLRP steps, strategies, and actions were reviewed one last time for accuracy and content. The KASFAA President finalized the Measures of Success for the goals.

KASFAA's Core Values, as outlined in Association By-Laws

Friendships – To foster and promote standards of professional preparation, effectiveness, recognition, and association of student financial aid administrators and counselors at institutions of higher education and other public and private agencies/organizations concerned with or engaged in the support and/or administration of

student financial aid.

People – To serve the needs and interests of students, faculties, and administrators of institutions of higher education, and public and private agencies/organizations administering student financial aid by promoting and facilitating the coordination of student financial aid programs.

Association Governance – To promote and facilitate communication among institutions of higher education and other public and private agencies/organizations.

Training – To stimulate, promote, and conduct training, research, cooperative experiments, education, conferences, and other related activities as are desirable or necessary in fulfilling the purposes of the Association.

KASFAA's Mission & Vision, as outlined in our Association Policies & Procedures Manual

The Mission of KASFAA is to assist college students in the State of Kansas with accessing the maximum available student financial aid possible through its commitment to training and professional development opportunities for the members of the Association.

The Vision of KASFAA is to be one of the most reliable and valuable resources for student financial aid support in the State of Kansas.

Year 1 steps: Goal is to complete between April 2024 and March 2025

Year 2 steps: Goal is to complete between April 2025 and March 2026

Year 3 steps: Goal is to complete between April 2026 and March 2027

Priority Area 1: Relationship Building

Goal 1: Encourage and enhance volunteerism within the membership.

Measures of Success: Review committee member lists for member types.

Each committee is fully staffed with volunteers.

Create a survey for volunteers to indicate if they felt informed of and utilized for committee work.

Steps/Strategies/Actions	Responsibility	Year	Progress
Provide prize incentives for completed volunteer forms at the conference	Board of Directors Conference Planning	Year 1	
Explore which Committees should have an Associate Member representative	Associate Member Rep Corporate Support	Year 1	
Explore options to recognize institutions with the largest percentage of volunteers per capita. Conference recognition or scholarship, i.e. NASFAA credential	Board of Directors Membership	Year 1	
Utilize the website and blog to familiarize KASFAA membership with Board Members & Committee Chairs	Association News ERC	Year 2	
Demystify Committee & Officer responsibilities by providing more info on volunteer website page	Board of Directors ERC	Year 2	
Explore the possibility of a "Rookie Scholarship" to encourage involvement at local and regional levels.	Board of Directors Finance	Year 3	
In February solicit volunteer testimonials from current committee volunteers to be shared through social channels and conference	Association News Conference Planning	Ongoing	
At the end of each board year, evaluate and identify the appropriate number of volunteers for each committee	Association Governance Committee Chairs	Ongoing	

Goal 2: Increase engagement of membership

Measure of Success: Complete a benchmark survey. A two percent increase should be the goal in participation of members (i.e.-conference attendance, professional development training, moderating sessions, and serving on a committee)

Steps/Strategies/Actions	Responsibility	Year	Progress
Create and distribute a one-pager for Fiscal Officers to express what KASF AA offers for them	Fiscal Officers Electronic Resources	Year 1	
Provide more opportunities for co-presenting to encourage newer FAAs to be involved	Conference Planning	Year 2	
Encourage Mentor/Mentees to co-present/moderate at the conference	Conference Planning Membership Professional Development	Year 2	
Provide Birds of a Feather and Town Hall meetings outside of the conference	Professional Development	Year 3	
Survey membership to determine the most effective communication tools	Board of Directors Association News Electronic Resources	Year 3	
Continue photo archive on KASF AA website of trainings, conferences, etc. listing names, dates, and event	Archive Association News & Publicity Electronic Resources	Ongoing	
Hold KASF AA Sponsored Fiscal Officer meetings, every quarter, to discuss issues affecting Fiscal Officers	Board of Directors Electronic Resources Fiscal Officers	Ongoing	
Hold KASF AA Sponsored quarterly meetings by institution type and combined institution types to discuss current financial aid trends or legislation	Professional Development Electronic Resources	Ongoing	

Goal 3: Develop Leadership & Diversity

Measure of Success: The conference survey should include questions about opportunities to network and connect. A rating of 4 or higher on a 5-point scale in regards to satisfaction with networking, and connection-building activities.

Steps/Strategies/Actions	Responsibility	Year	Progress
Review NASFAA DEI Toolkit to help guide the work done within the KASFAA Board and Committees	Board of Directors Committee Chairs Association Governance	Year 1	
Provide DI Education and Awareness at the spring conference	Board of Directors Conference Planning Association Governance	Year 2	
Help build connections within the membership at the conference	Conference Planning Corporate Support Membership	Ongoing	
Assist institutions in identifying and introducing employees to others who do a similar job at other institutions	Conference Planning Membership	Ongoing	
Hold intentional daytime team-building events, during the spring conference to build relationships	Conference Planning Corporate Support	Ongoing	

Goal 4: Provide opportunities for mentorship

Measure of Success: For mentorship programs, level of satisfaction in the program. For relationship programs and developing candidates for future officer positions, have a positive number of participants and have full slate of candidates. Increased traffic to desired web pages.

Steps/Strategies/Actions	Responsibility	Year	Progress
Review the need for a Mentorship Program for Fiscal Officers	Fiscal Officers Membership	Year 1	
Develop a program to match aspiring Financial Aid Directors with current Financial Aid Directors as a resource for professional development	Membership Professional Development	Year 1	
Review membership directory items to determine necessary information (ie. Software provider)	Board of Directors Electronic Resources	Year 2	
Communicate and train members on the search functionality of the membership database	Electronic Resources Association News Conference Planning	Year 2	
Utilize KASFAA membership database info to pair like members together	Membership Professional Development	Year 3	
In February of each year, solicit mentor/mentee testimonials from outgoing mentors/mentees to be shared at the conference and on the blog	Association News Conference Planning Membership	Ongoing	
Assist members/institutions in keeping their profiles and roster up to date and using the directory to find experts in specific topic areas (i.e. R2T4, loans, etc)	Associate member Rep Electronic Resources Membership Professional Development	Ongoing	
Work with Financial Aid Directors to identify quality candidates for future committee chair or officer positions and work to mentor for those positions in the long term	Board of Directors	Ongoing	

Priority Area 2: Training

Goal 1: Continue to provide quality training to high school counselors and other partners so they can provide FAFSA Completion Support for their students.

Measure of Success: Evaluation data from training sessions indicates high satisfaction of attendees.

Steps/Strategies/Actions	Responsibility	Year	Progress
Provide training and resources to assist with the FAFSA Simplification transition	Outreach Training	Year 1	
In support of KBOR FAFSA completion, create a High School FAFSA completion night presentation for KASFAA volunteers to offer virtually, hybrid, or in-person	Outreach Training KBOR	Year 1	
Expand FAFSA training sessions to include parents and students. Offer multilingual training.	Outreach Training	Year 2	
Coordinate FAFSA labs with state High schools	Outreach Training	Year 3	
Identify and implement new session topics based on consumer demand or new legislation	Outreach Training	Ongoing	

Goal 2: Increase membership utilization of kasfaa.org as the resource it's intended to be.

Measure of Success: Ninety percent of members have updated their member profile for expertise and uploaded a photo of themselves.

Survey of membership indicates that fifty percent of members are using the website for networking and identifying training opportunities.

Steps/Strategies/Actions	Responsibility	Year	Progress
Develop instruction for committee members on using Project/Committee area and finding other relevant information (i.e. Archive, Membership, and Conference Planning would all have different areas relevant to them)	Committee Chairs Electronic Resources President-Elect	Year 1	
Offer informational "What the KASFAA Website Can Do For You" sessions	Conference Planning Electronic Resources Professional Development	Year 1	
Continue to review the security of the website and what is available to members only	ERC Board of Directors	Year 1	
Create a blog series featuring different areas of the website	Association News Electronic Resources	Year 2	
Maintain an "Important Release" section on the website for Federal & State information	Board of Directors ERC	Year 2	
Provide a way for members to discuss topics in real-time	ERC	Year 3	
Build alerts/notifications within the website to notify members when new content is loaded	ERC	Year 3	
Host KASFAA "Info" Table at the spring conference	Board of Directors Conference Planning ERC	Ongoing	
Keep calendar up to date with training opportunities	Associate Member Rep Corporate Support Electronic Resources Outreach Training Professional Development	Ongoing	

Goal 3: Continue to provide effective training for membership

Measure of Success: A survey of attendees at training sessions/conference indicates an average score of 4 or higher on a 5-point scale in regards to satisfaction with training, and ability to use information to perform their job duties.

Steps/Strategies/Actions	Responsibility	Year	Progress
Partner with Associate Members to provide relevant professional development sessions to members	Professional Development Corporate Support	Year 1	
Provide a conference listening session to keep abreast of what the membership needs/wants are	Board of Directors Conference Planning	Year 1	
Offer FAAC Prep Course	Conference Planning Professional Development	Year 2	
Provide training on the roles & duties of an FAA	Conference Planning	Year 2	
Partner with RMASFAA Professional Development team to enhance training opportunities year-round	Professional Development	Year 3	
Provide topic-relevant sessions/events for Fiscal Officers and heavily market these events	Conference Planning Professional Development	Ongoing	

Goal 4: Maintain fiscal stability while providing training, networking, and professional development opportunities to the membership.

Measure of Success: It remains financially feasible for KASFAA to provide scholarships for at least 3 members to attend Summer Institute, at least one member (in addition to President-Elect and Treasurer-Elect) to attend NASFAA Leadership and Legislative Conference, and at least one member to recertify their Certified Financial Aid Administrator status each year while maintaining a standard operating budget for existing expenses.

Steps/Strategies/Actions	Responsibility	Year	Progress
Develop and implement a scholarship program to provide financial support for 1-3 members to certify/recertify their Certified Financial Aid Administrator status	Association Governance Finance Treasurer	Ongoing	
Conduct a cost-benefit analysis to evaluate KASFAA offerings to the membership and determine if dues need to be increased to meet goals	Board of Directors Finance	Ongoing	