



Strategic Directions – October 2012 through October 2015 (3 year plan, adopted 10/15/2011)
2011 RMASFAA Conference Board Meeting
Saturday, October 15, 2011

Strategic Long Range Plan Summary Goals with accompanying Strategic Directions:

Training – provide to all RMASFAA members a wide array of opportunities for training and professional growth.

- RMASFAA will provide an annual conference with an agenda focused on providing RMASFAA members with the most current industry updates and training resources striving for an average overall evaluation rating of 4 on a 1 to 5 scale. ([ANNUAL CONFERENCE, TRAINING, DMCI, ASSOC MEMBER DELEGATE](#))
- RMASFAA will provide its eight state associations with a minimum of 2 local training opportunities or sessions that can be implemented into annual conferences or local training opportunities. ([TRAINING, DMCI](#))
- RMAFSAA will document the current interactive classroom experiences provided at Summer Institute and add at least one new or improved concept each year. ([SUMMER INSTITUTE](#))
- RMASFAA will provide recommendations for the use of webinar technology to support its training and communication efforts including cost projections and a detailed plan for implementation by the fall 2015 annual meeting. ([TRAINING, DMCI, LEADERSHIP PIPELINE, EIC](#))

Communication – Develop and maintain effective avenues of communication among current and prospective RMASFAA members using the most appropriate and efficient methods and technologies available.

- RMASFAA will create a dashboard for regular tracking of its membership total and composition using board approved demographic factors by the fall 2015 annual meeting. ([MEMBERSHIP](#))
- RMASFAA will create and implement a communication plan for the publication of articles on the association blog to include a minimum of 24 blog posts or interactive activities per year. ([ASSOCIATION NEWS](#))
- RMAFSAA will seek to increase blog subscribership to represent 80% of the membership by the fall 2015 annual meeting. ([ASSOCIATION NEWS](#))
- RMASFAA will provide its membership with the ability to make online payments by October 2014. ([ELECTRONIC INITIATIVES](#))
- RMASFAA will improve marketing efforts to increase attendance at Summer Institute by at least 10% per year (subject to capacity issues). ([SUMMER INSTITUTE](#))
- RMASFAA will establish a formal feedback loop between the general membership and members of the board for regular, intentional, quarterly communication on board initiatives by the fall 2015 annual meeting. ([PRESIDENT, STATE DELEGATES](#))



Proposed Strategic Directions – October 2012 through October 2015 (3 year plan) – cont.

Leadership – Provide opportunities and activities that will assist RMASFAA members in developing, nurturing, and maintaining leadership skills.

- RMASFAA will seek to increase new member leadership by filling committees without special designations with at least one member who is new to the financial aid profession or to RMASFAA. ([PRESIDENT ELECT](#), [STATE PRESIDENTS](#))
- RMASFAA will strive annually to fill each committee with its respective required number of volunteers. ([PRESIDENT ELECT](#), [STATE PRESIDENTS](#))
- RMASFAA will seek to develop new Summer Institute faculty by targeting an annual faculty mix of 50% veteran (4 or more years teaching experience), 30% experienced (1-3 years teaching experience), and 20% new (no previous teaching experience). ([SUMMER INSTITUTE](#))
- RMASFAA will seek a 10% increase in the number of DMCI scholarship applications each year. ([DMCI](#))
- RMASFAA will establish a leadership resource center that includes articles, books and other information accessible to all members to assist with leadership development “as needed” by the fall 2015 annual meeting. ([LEADERSHIP PIPELINE](#))
- RMASFAA will establish a permanent, but flexible structure for leadership development building on the foundation of the Leadership Pipeline program and including service in leadership positions within the association. ([LEADERSHIP PIPELINE](#))
- RMASFAA will explore providing resources and training designed to enhance financial aid profession awareness initially targeting activities to promote of Financial Aid Professional Day scheduled on the third Wednesday in October. ([BOARD OF DIRECTORS](#))

Professional Alliance – Provide opportunities for collaboration and alliance with other professional associations, entities, and peer groups.

- RMASFAA will annually evaluate the need to add additional Summer Institute training tracks and propose rationale for additions to the RMASFAA board by each annual fall board meeting. ([SUMMER INSTITUTE](#), [ASSOCIATE MEMBER](#))
- RMASFAA will research for professional associations, entities and peer groups that are potential organizations for collaboration and provide recommendations to the board by the fall 2014 board meeting. ([CORPORATE DEVELOPMENT](#), [MEMBERSHIP](#))
- RMASFAA will strive annually to provide a vehicle for meaningful interaction between annual conference exhibitors and annual conference attendees. ([ANNUAL CONFERENCE](#), [ASSOCIATE MEMBER](#), [CORPORATE DEVELOPMENT](#))



Proposed Strategic Directions – October 2012 through October 2015 (3 year plan) – cont.

Organizational and Fiscal Responsibility – Systematically examine the role and function of the officers, board of directors, and committees to ensure that the organizational structure is sufficient to accomplish the goals of RMASFAA, represent the composition of the membership, and maintain sound fiscal strength.

- RMASFAA will review and re-evaluate the directives for the Diversity and Multicultural Initiatives committee for stronger focus and concrete purpose and will submit recommendations by the fall 2013 annual meeting. RMASFAA will implement and test DMCI recommendations from the fall 2013 annual meeting and evaluate the committee's progress toward change at the annual fall 2015 meeting. (DMCI, EXEC BOARD)
- RMASFAA will review and examine the relevance and need for a committee or office which has legislative concerns as part of its duties and will submit recommendations by the fall 2013 annual meeting. (ASSOCIATION GOVERNANCE)
- RMASFAA will construct a committee to examine the role and function of the officers, board of directors and committees with an emphasis on efficiency, sustainability, representation, conflict of interest and cost savings opportunities. The committee will provide an official report with recommendations to the board by the fall 2015 annual meeting. (ASSOCIATION GOVERNANCE)
- RMASFAA will review and examine the current practice of annual conference site selection specifically relating to location and contract negotiation outsourcing to either reinforce current practice or make recommendations for change. Recommendations will be submitted to the board by the fall 2015 annual meeting. (AD HOC, ASSOCIATION GOVERNANCE)
- A special committee will be established at the fall 2014 annual meeting to review RMASFAA's long range plan, goals, and 3-year strategic objectives for presentation and adoption at the fall 2015 annual meeting. (SPECIAL, AD HOC)