



Comprehensive Strategic Plan



Dear Colleagues:

The continued success of our Association is largely dependent upon the same type of careful planning and solid decision-making that has been part of NHASFAA's culture since the very beginning. Recognizing that student financial aid associations are experiencing shifts in membership, participation, revenue, and, in some instances, existence, the NHASFAA Council opted to embark upon a comprehensive strategic planning process in 2018 with continued work throughout the 2019 council year.

We have sought continuous feedback from the NHASFAA membership in the following ways:

- In the summer of 2018, all NHASFAA members were surveyed seeking input regarding the Association, its activities, and its future
- From the summer of 2018 surveys, themes were developed and feedback on each of those themes was solicited via a general session at the Fall 2018 NHASFAA Conference
- From the feedback gathered via the Fall 2018 NHASFAA Conference general session, the NHASFAA Council reviewed draft strategic goals early in 2019
- These same draft goals were reviewed and edited by a 2019 Directors Summit, inviting all NH financial aid directors for input
- These same, edited draft strategic goals were reviewed and edited by a 2019 Assistant Directors Summit, inviting all NH financial aid assistant directors for input
- The edited goals were then shared with the NHASFAA Council and finalized
- Objectives were established in order to bring each of the goals to life, inviting existing NHASFAA Council Members, Associate and Regular Members, NHASFAA Past-Presidents and the NHASFAA President-Elect to give input

To that end, the focus of this comprehensive, NHASFAA Strategic Plan 2019-2025 includes:

1. A commitment to continued robust training and professional development
2. A showcasing of the NHASFAA Annual Conference as the premier event of the Association
3. Opportunities for networking, community engagement and advocacy
4. Communications, marketing, and NHASFAA brand development
5. Mentoring and leadership development
6. Continued success

I wish to thank the NHASFAA Council, the NHASFAA Past Presidents, the NHASFAA President-Elect, the directors and assistant directors who participated in each of their respective summits, and the NHASFAA membership for their commitment to the strategic planning process.

We have so much to be proud of as an Association. Collectively, we can be confident that NHASFAA will continue to flourish through 2025.

My very best always,



Kenneth Ferreira
2019 NHASFAA President



Our Mission Statement

The New Hampshire Association of Student Financial Aid Administrators engages, educates, and empowers New Hampshire's financial aid professionals to encourage student access to, and completion of, post-secondary education.

Our Vision:

Through 2025 and beyond, NHASFAA will thrive, through:

- A diverse, engaged, robust, and active membership
- Leadership committed to success of the Association
- Being a leading voice of advocacy for NH students
- Ongoing community engagement
- Demonstrated fiscal strength and prudence

Our Commitment to Diversity:

In support of our mission, NHASFAA promotes diversity and inclusion regardless of race, ethnicity, religion, gender, age, sexual orientation, disability, appearance, geographic location, professional level, or institution type.



GOAL 1: Training and Professional Development

NHASFAA strives to be the go-to Association for the professional development and training of its members. Recognizing that there are multiple avenues for FA professionals to receive training from (FSA, Vendor-Specific, EASFAA, NASFAA), NHASFAA will offer training and professional development opportunities that are robust, frequent, delivered in multiple formats (in person, online, hybrid) and tailored to all aspects of the financial aid profession.

GOAL 1: Objectives

- NHASFAA will commit to a minimum of four trainings per year (two fall and two spring events) in addition to the annual conference
- NHASFAA will commit to an Annual Director's Summit
- NHASFAA will commit to an Annual Assistant Director's Summit
- NHASFAA Training Committee will conduct an annual survey to determine training needs of the membership and design programming accordingly
- NHASFAA Training Committee will coordinate with the Conference Committee to prevent overlap and/or re-offer conference sessions as training opportunities
- The NHASFAA Training Committee Chair will solicit Training Committee membership from all school types (four year, community college, trade/professional) in an effort to represent the training needs of all NHASFAA members
- The NHASFAA Training Committee will seek collaborative efforts between the regional (EASFAA) and national (NASFAA) training committees—opportunities for partnerships, cross-representation, and/or cross-marketing of events



GOAL 2: Showcase the NHASFAA Annual Conference

NHASFAA's annual conference is the marquee event of the association, affording members the opportunity to fully immerse in an in-person training and networking format. NHASFAA's annual conference will include opportunities for all Association members and will use the event to amplify NHASFAA's mission.

GOAL 2: Objectives

- NHASFAA will explore venue rotations with IMN Solutions
 - NHASFAA will commit to an annual conference for the next five years
 - NHASFAA will explore affordability and options for underwriting the annual conference
 - NHASFAA will incorporate break-out sessions that are specific to networking at the annual conference
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GOAL 3: Networking, Community Engagement and Advocacy

NHASFAA will leverage its diverse membership represented by more than 23 institutions and associate members to offer opportunities that connect and engage all members. The Association will also partner with other organizations to advocate for financial aid programs that support student access to and completion of post-secondary education.

GOAL 3: Objectives

- The NHASFAA Council will ensure networking opportunities are embedded within the annual conference and/or all training events
- The NHASFAA Council will strengthen partnerships with external organizations (CCP, NHCUC, Talent Search)
- NHASFAA will develop a Partnership Event (annual meeting) and target invites to constituencies from outside of the Association to engage a broader audience
- NHASFAA will increase membership by assessing and targeting university partners that collaborate with the administration of Title IV aid (ie: accounts receivable, registration, and enrollment)



GOAL 4: Communications, Marketing, and Brand

As an all-volunteer operated, professional Association, NHASFAA will develop a brand and a messaging platform that positions the Association as the expert voice of student financial aid for NH students and financial aid professionals. This voice will be communicated widely both internally and externally through partnerships, collaboration with other NH entities and regular, targeted communications to external audiences (media, legislative, guidance counselors).

GOAL 4: Objectives

- The NHASFAA Council will craft and ensure publication of local media at least twice per year
- The NHASFAA Council will draft introductory materials and forward to: the Governor's Office
the NH House Majority and Minority Leader's Office
the NH Senate Majority and Minority Leader's Office
the NH Congressional Delegation
- The NHASFAA Communications Team will explore a bi-monthly newsletter
- The NHASFAA Communications Team will identify messaging opportunities that position the Association as a go-to entity
- Create a brand standards guide for Association use
- Establish Branding Guide for the Association, located on www.nhasfaa.org and communicated broadly to council
- Review the establishment of an ad-hoc social media committee
- Develop, present, and manage an annual promotional budget



GOAL 5: Inspire, mentor, and develop future leaders

NHASFAA will develop financial aid professionals to be leaders within the Association, NH, and the financial aid profession, furthering the Association's mission, vision, and commitment to advocacy.

GOAL 5: Objectives

- The NHASFAA Council will appoint an ad-hoc Leadership Development Committee
 - The Leadership Development Committee will imbed content in all aspects of the Association
 - Council meetings
 - Training Dates
 - Annual Conference
 - Nominations and Elections
 - The NHASFAA Council will collectively vet all nominees for NHASFAA office and vote on a slate of candidates to be brought forward to the membership prior to elections
 - The Leadership Development Committee will be responsible for an annual Director's and Assistant Director's summit
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GOAL 6: NHASFAA will continue to thrive

NHASFAA will continue to thrive through stability and conservative growth of memberships, vendor relations, and demonstrated fiscal responsibility.

Goal 6: Objectives

- The NHASFAA Council will commit to budgeting for an annual, operational surplus not to exceed 10%
- The NHASFAA Council will invest in leadership development opportunities and call for nominations outside of the Council for sponsorship
- The NHASFAA Council will explore conducting an annual audit from an external entity
- The NHASFAA Council will explore procedural changes that amend the bylaws for the following
 - Any withdrawal from reserve funds
 - The requirement of an investment policy





www.nhasfaa.org

