

**ANNUAL PLAN OBJECTIVES**  
**NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID**  
**ADMINISTRATORS**  
**2008-09**

The 2008-2009 Annual Plan for the National Association of Student Financial Aid Administrators is based primarily upon the Association's Strategic Plan adopted by the Board of Directors for 2006-2011. The Annual Plan serves to guide the Association for a one-year period. It consists of a set of institutional objectives that are to be achieved by the Association through the efforts of the divisions and departments or cost centers, as well as commissions and committees of the Board of Directors. Thus, all unit plans are linked to NASFAA's Annual Plan, just as the Annual Plan is linked to the Strategic Plan.

The annual plan objectives are developed in two categories: *Operational Objectives* that reflect the ongoing operations and functions of the Association, and *Developmental Objectives* that represent new initiatives and innovations.

**OPERATIONAL OBJECTIVES:**

1. To provide ongoing, high quality programs and services for NASFAA's diverse membership and institutions with a particular emphasis on those services and training opportunities that enhance capacity to better serve students
2. To provide on-going leadership, advocacy, support and technical assistance on all public policy issues which address the needs of the student aid community at the national, state, and local levels
3. To provide high quality services in the areas of fiscal, administrative and support services; management of human resources, supervision of information technology services; and oversight of all matters related to physical facilities, operations management, and lease/rental contracts
4. To provide overall executive level leadership for the Association including on-going support for the Board of Directors, commissions, committees, and other bodies responsible for the governance of the Association
5. To provide an ongoing level of communication, marketing, public relations and membership services to ensure that the Association and all of its members are informed and advised on matters of significance to the student aid community.

**DEVELOPMENTAL OBJECTIVES:**

1. To focus the efforts of the leadership conference to reflect the training and development opportunities for new leaders on diversity; governmental relations and advocacy; and other professional development activities which build and expand upon linkages/partnerships with states and regions

2. To plan and implement a national conference that focuses on the needs of members, trends in the field; emerging issues; affordable participation rates, and a dissemination/training strategy targeted to non-conference participants
3. To develop a strategic framework for staff training and professional development that focuses on institutional, state, regional and national requirements; and identifies state-of-the-art technology tools that also provide NASFAA with responsive and alternative delivery options
4. To develop a needs assessment tool to identify and address the staff training needs of financial aid staff in the field
5. To aggressively expand membership development, marketing and outreach-oriented communications, and follow-up; provide professional development, research, including SOGAPP, and staff training opportunities for NASFAA'S graduate and professional membership group; and partner with appropriate professional associations, as appropriate
6. To initiate planning and implementation strategies related to the NASFAA sponsored "National Conversation on Access and Aid for Students in Post-Secondary Education"
7. To plan and develop an on-going strategy to support and expand volunteerism among the membership at the regional and state level
8. To continue to plan, develop and initiate(as appropriate) national program models (e.g. College Goal Sunday) and effective partnerships with such groups as NCAN and the Council of Great City Schools to focus on expanding student access to education and participation levels of under-represented groups in post-secondary education
9. To explore options for new publication approaches and methodologies for NASFAA to focus on important and critical issues related to access and student aid in post-secondary education
10. To develop a federal legislative and advocacy agenda that focuses on simplification of program delivery systems (including FAFSA), follow-up strategies related to HEA reauthorization and regulatory analysis, training, and other issues important to the effective administration of financial aid
11. To significantly upgrade the use of technology for the benefit of the association and the financial aid community by implementing key components of the Solutions Project
  - a. Complete the first phase of E-Solutions Project components with a significantly improved NASFAA website and web-based conference registration and membership data management
  - b. Develop a plan for prioritized enhancements and funding for implementing additional phases of the E-Solutions Project
  - c. Complete business process assessments and strategies for functional areas of NASFAA, especially those which provide improved benefits for the membership, positively impact financial aid policy, and generate revenue for the association

- d. Expand the involvement of the Technology Initiatives Committee and other technology-oriented members of the association in order to increase the results and benefits of the E-Solutions Project
12. To develop and launch a new advancement and development plan in order to identify specific funding strategies and opportunities and acquire additional alternative financial resources to help achieve short and long-term fiscal stabilization and effectiveness for the Association

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