



*OKLAHOMA ASSOCIATION OF  
STUDENT FINANCIAL AID ADMINISTRATORS*

**LONG-RANGE PLAN  
07/01/2023-06/30/2026**

### **Mission Statement**

OASFAA promotes the professional development of student financial aid administrators, assists in the development of student financial aid programs for post-secondary students in Oklahoma, and facilitates communication between institutions and the sponsors of financial aid funds.

### **Vision Statement**

OASFAA will serve as the primary resource for financial aid training in the state of Oklahoma.

### **Statement of Purpose**

To promote the professional preparation, appointment, effectiveness, recognition, and Association of student financial aid administrators in institutions of higher learning.

To serve effectively the interests and needs of students, faculties, government agencies, and sponsors through coordination of plans and programs pertinent to student financial aid.

To assist educational institutions, foundations, government agencies, and private and community organizations to promote and develop effective programs of student financial aid.

To facilitate communication between educational institutions and sponsors of student financial aid funds.

To promote such systematic studies, cooperative experiments, conferences, and other related activities as may be desirable or required to fulfill the purpose of OASFAA.

## Previous OASFAA Strategic Long-Range Plan Update (2020-2023)

The Strategic Long-Range Plan was previously developed for 2020-2023 with three main goals. Given the unforeseen changes in the industry during this timeframe, there is a need to determine industry best practices to revise and enhance the strategic plan to reflect best both the needs of OASFAA and the financial aid community.

In summary, the goals remain similar while at the same time providing a new and defined focus of the strategies and objectives on which OASFAA will focus for the next three years.

# Strategic Goals

1. Continue to Build a Collaborative Community
2. Finances
3. Volunteer and Association Leadership Development
4. Training and Professional Development
5. Member Experience

## 1. Continue to Build a Collaborative Community

- a. **GOAL:** Ensure the Association engages all institutions in the training and networking offered.  
**OBJECTIVE:** Increase membership and extend participation to all Title IV-eligible institutions in the state. Explore and expand initiatives such as campus visits, trial memberships, conference scholarships, and letters to the upper administration of schools.
- b. **GOAL:** Ensure that the Association encourages collaboration between members, institutions, and agencies for the advancement of student financial aid and the benefit of aid administrators.  
**OBJECTIVE:** Provide engagement opportunities for all levels of experience and resources. Welcoming newcomers and sharing the Association's history and traditions. Encourage collaboration through interactions such as networking events, advisory committees, and participation in local, regional, and national associations.

## 2. Finances

- a. **GOAL:** Develop a 5-year financial plan  
**OBJECTIVE:** Provide for the establishment, maintenance, investment, and monitoring of an Associational reserve fund sufficient to cover at least one year's operating expenses and outstanding contractual obligations. Also, explore investment opportunities to grow the reserves fund.
- b. **GOAL:** Review the process for transitioning financial leadership from year to year.  
**OBJECTIVE:** As financial leadership positions may change annually, a regular time should be scheduled to conduct a transition. This will allow individuals to sign bank documents, review the budget and budgeting process, and review prior year data.

### 3. Volunteer and Association Leadership Development

- a. **GOAL:** Provide Association leadership development opportunities  
**OBJECTIVE:** Identify and encourage potential leaders who are prepared to take leadership roles through an evaluation tool or by creating other avenues for leadership development, such as mentoring.
- b. **GOAL:** Create volunteer opportunities to build a pipeline of Financial Aid professionals who would like to be a part of the Association.  
**OBJECTIVE:** Expanding committee involvement and participation by engaging volunteers in task forces and building a framework for succession within committees.

### 4. Training and Professional Development

- a. **GOAL:** Ensure the Association provides quality training each year (quarterly) to enhance the knowledge and competency of the membership.  
**OBJECTIVE:** Provide relevant, engaging, innovative, accessible, and cost-effective professional and personal development opportunities that cover financial aid basic and advanced topics, current regulatory and legislative issues, and technological advances.
- b. **GOAL:** Continue to provide an annual conference that rotates throughout various locations in the state.  
**OBJECTIVE:** This will provide Financial Aid professionals in Oklahoma the opportunity to learn relevant training topics, network and build connections with others across the state, and help engage our members with our vendor sponsors to share information about products and services.

### 5. Member Experience

- a. **GOAL:** Improve membership experience  
**OBJECTIVE:** Ensure that the membership database captures all sectors of post-secondary education. Create a membership renewal drive and provide information to institutions regarding the value of what their membership will provide.
- b. **GOAL:** Provide enhanced communication functionality to members  
**OBJECTIVE:** Create the opportunity to increase member engagement and allow for new and seasoned members to stay connected and communicate with one another. (Use of Slack)