



## **Texas Association of Student Financial Aid Administrators (TASFAA) 2021-2023 Strategic Plan**

### **Introduction**

TASFAA's strategic plan is designed to help guide the board in accomplishing its mission and vision through the implementation of measurable objectives.

### **Background**

The strategic plan is based on input from the Strategic Plan Taskforce and TASFAA Board member consultations and revised every three years. The 2021-2023 Strategic Plan was adopted by the board on December 14, 2021.

### **Vision Statement**

TASFAA will serve as an exemplar for promoting student access and success in higher education while also providing excellent professional development opportunities for its members.

### **Mission Statement**

TASFAA will advance student access to higher education by providing professional development for its diverse members, advocating for informed public policies, and facilitating forums on financial aid topics.

### **Diversity, Equity and Inclusive Statement**

TASFAA is firmly committed to fostering a warm, open environment for Financial Aid Professionals, as our membership is comprised of many intersecting identities that make us unique individuals. We strive to eliminate discrimination including, but not limited to: race, color, ethnicity, national origin, gender, gender identity and expression, sexual orientation, age or veteran status. Additionally, we embrace the cultural, political, social class and religious affiliations of our members, as those differences allow us to best serve the vastly diverse student community in the State of Texas.

## **Purpose** from the Constitution and Bylaws:

The Association is organized for education and research purposes of its membership and shall not be operated for profit. In furthering these general purposes, the Association shall be dedicated to:

Section 1. Encouraging students to pursue higher education.

Section 2. Promoting student financial aid programs in the post-secondary institutions of the state.

Section 3. Facilitating communication, activities, services, and professional development among constituencies involved in student financial aid administration in the state.

Section 4. Inspiring professional competencies in the field of student financial aid administration.

Section 5. Motivating innovation and creativity in the financial aid field to span all cohorts. Encourage, Promote, Facilitate, Inspire, Motivate

## **Strategic Goals**

- I. Lead and facilitate the development of informed policies related to effective student financial aid programs and the improvement of student access and success at institutions of higher education.
  - Annually review and approve the public policy goals of the Association.
  - Actively engage members and partners within the higher education community in discussions and initiatives.
  - Strengthen current public policy activities (as appropriate).
  - Serve as the resource for the State of Texas for policy decisions relating to professional financial aid knowledge.
  - Increase members' awareness of the public policy development process.
  - Align TASFAA with NASFAA's State Advocacy initiative for implementation purposes.
- II. Develop the professional skills and expertise of student financial aid professionals in the State of Texas.
  - Continue to improve the opportunities for members to further their

professional knowledge and skills.

- Further enhance the opportunities for members to enhance their leadership skills.
- Explore and develop collaborative training opportunities with partners within the higher education community.

III. Ensure that finances are managed for the long-term fiscal health of the Association while also using funds to develop initiatives that better meet the needs of the Association's members.

- Define long-term fiscal health objective (e.g., articulate funds investment policy, ways to achieve policy, and timetable for achievement).
- Identify changes, if any, needed in current financial management practices in order to achieve long-term fiscal health.
- Identify areas where funds are needed for current unmet needs of Association members (e.g., training opportunities).
- Prepare a financial management plan for approval by the board that takes into account the preceding.

IV. Promote and maintain data integrity with regards to the website and document security.

- Utilize website encryption to protect TASFAA data.
- Develop and implement a document storage/recovery plan.
- Foster digital rights management.
- Employ collaboration tools to ensure access controls are in place.