



# Alabama Association of Student Financial Aid Administrators

2014-2015 AASFAA EXECUTIVE BOARD AND COMMITTEE REPORTS

EXECUTIVE BOARD POSITION/COMMITTEE NAME: Public Relations Chair

NAME: Donna Bass

DATE: June 23, 2015

## **Summary of Activity (include relationship to goal, bylaw or p&p, if applicable):**

For the 2014-2015 academic year approximately 320 pictures have been taken and placed on the AASFAA website and Facebook page for viewing, download, printing and sharing by the members. The break down by event is approximately, 42 for the Fall 2012 workshop, 9 for SASFAA 2015 Conference and 7 from the Administrative Workshop and College Goal Sunday. 260 pictures were taken at the 2015 Spring Conference. Approximately, 45 – 60 members have viewed the pictures on Facebook. We have approximately 74 members of our AASFAA Facebook group which is an increase from before the spring conference of 60 members. Thank you to Stephanie for all the updates from the SASFAA meeting on our Facebook group. We have no way that I know of to track the traffic on the website.

## **Action Items (New business or Unfinished business):**

I would like to recommend that AASFAA purchase a new camera, that is WiFi enabled, and a SD card, if it is financially manageable. Most of the pictures are taken in low light and must be lightened or adjusted before putting them online. I believe that the new technology could help with the quality of the photos and the time it takes to get them online.

## **Policy & Procedure: Changes/ Updates/Recommendations:**