



## **Texas Association of Student Financial Aid Administrators (TASFAA) 2018-2020 Strategic Plan**

### **Introduction**

TASFAA's three-year strategic plan was developed to help guide the board in accomplishing its mission and vision through the implementation of measurable objectives.

### **Background**

The strategic plan is based on consultations with members and their input. From July of 2017 through January of 2018, input was sought through various forums at each stage of the plan's development. The strategic plan was adopted by the board on February 20, 2018.

### **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.

### **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.
- 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.