Ohio Bursars Association

Summer 2023 Board Meeting

July 25, 2023

In attendance: Kendel Holloway (remote), Becky Sparks, Scott Medley (remote), Andrea Seward, Virgil Lloyd (remote), Cory Gadel, Shannon Hadding, Leigh Jackson, Karen Jones, Tammy Holcomb, Nick Heldman (remote)

I. The meeting was called to order at 10:04am by President, Becky Sparks.
II. **Old Business:**
    a. Membership Report – Scott
        i. As of 7/20:
            1. Invoiced 60 schools; 40 paid.
            2. Invoiced 27 business partners; 14 paid.
            3. Continuing outreach for business partners.
    b. Treasurer Report – Andrea
        i. Andrea provided the 22-23 FY treasury report.
        ii. Removed PO box from budget-not billed or paid for in 2 years.
        iii. Cashnet – use for electronic checks as well and not just credit cards? Avoid needing to worry about checks being in mail. Find out how much Cashnet charges.
        iv. Website hosting fees include fees for app, so cost is higher than in the past.
        v. Need to make at least 1 transaction through bank account to avoid being charged $50 inactivity fee. Find out if 5/3 offers different type of account that would avoid being hit with fee? Got hit with fee for 06/2023 due to no activity. If 5/3 can't accommodate – consider switching banks.
        vi. A motion was made to approve the Treasurer Report by Shannon Hadding; a second to approve was made by Leigh Jackson. **The motion carried.**
    c. Becky provided Spring 2023 Board meeting minutes.
        i. A motion was made to approve the Spring 2023 Board Meeting minutes by Leigh Jackson; a second to approve was made by Andrea Seward. **The motion carried.**
    d. July OBA Zoom call – about 30 participants, survey sent in advance so there were topics to discuss.
        i. Fall Zoom call 11/15/23 – get talking points from members at the conference.

III. Fall Conference 2023
    a. Oct 17 – OBA Board Meeting
    b. Oct 18 – OBA Conference

        c. Possible space: Nationwide Conference Center
- i. What drives people to come to conference? Try a central location in Columbus
- ii. Send poll to schools who didn't come or didn't send a lot of people to find out what kept them from attending. Cost? Place? Something else?

        d. Speakers/Topics for FA23 conference
- i. Invite AG
    1. Have more than 1 session during this time for private schools
- ii. Business partners usually provide topics they want to present.
- iii. Customer service type session
- iv. Discuss holding transcripts
- v. ListServ Live!
- vi. 1098T

IV. Spring 2024 Conference
- a. Offer option for just 1 or 2 days of conference instead of requiring all 3 days
- b. Just 2 days for Spring
- c. Start early to encourage additional attendance
    - i. No confirmed dates yet – looking at April again.

V. Invoices
- a. Scott and Becky to invoice schools for 23/24 – use google docs? – send out first week of august – due date 30 days out from that date. Will need to pay before fall conference to attend.
- b. Increase membership fees for schools

VI. Updated Budget for 23-24 FY
- a. Andrea/Becky provided updated 23/24 Budget for the FY
- b. Increase membership fee for schools to $250 beginning the 23/24 FY
    - i. Hope is that 50 schools will pay
- c. Business partners memberships still $1000
    - i. Hope is that 20 will pay
- d. $250 for SP24 conference registration
    - i. Hope is that 75 will pay/attend

VII. New Business:
- a. Introduce new Business Partner Board Member – Nick Heldman
- b. Ideas for increasing member engagement
- c. OBA website
    - i. New website coming (issues with the current one) Virgil – had to get new domain – once we get conference planned and details, then get website more 'user friendly'.
        1. Had issues on the backend with previous domain
            a. Current URL is a 'dead' link
        2. New domain: www.ohiobursarsassociation.org
        3. New modern look and feel
        4. Upgrade security flaws that were in previous website
        5. Delaying app launch since website and app will 'talk'
        6. Multiple board members will get access to website to avoid issues with transferring access in the future

7. Can setup email addresses (ex: treasurer@ohiobursarsassociation.org). Can be transferred to new board members as they come into OBA.
8. Virgil to verify new website design isn't an extra cost from yearly charge

d. OBA App
   i. Quick preview of app
   ii. Live on app store
   iii. Calendar
   iv. Presentations added
   v. Chat feature
   vi. Push messages
   vii. Pay fees
   viii. Can tag specific members

e. Brainstorm ways to organize and easily share important OBA docs
   i. Google drive
   ii. Have generic email addresses to pass on to new board members
   iii. OBA Gmail account created for app – use drive

VIII. Business Partner Update – Nick
   a. Enjoyed conference and layout – enjoyed being in the same room
   b. The more schools that attend, the more business partners will want to attend and pay
      i. Scott said 14 more are coming back – maybe 6 more
      ii. Business partners want to know how they can help schools reduce their workload
      iii. Schools and partners want to be engaged
      iv. Send out survey to find out what members want to hear/talk about at conference

IX. **Adjournment**
   a. Meeting adjourned at 1:51pm
      i. Motion to adjourn was made by Leigh Jackson; a second to approve by Kendel Holloway. **The motion carried.**