

MEMBERS:

Co-Chair: Dave Kelly, Boston University
Co-Chair: Christina Coviello, Boston University
Co-Chair: Cathy Kedski, Mass Maritime Academy

Members: Jen Schott/ASA, Nick Balk/BU, Bill Buescher/Consultant, Kori Ferris/Boston Architectural College, & Diane Viveiros/Bentley

PURPOSE:

The purpose of the Communications Committee is to produce the MASFAA Newsletter. In addition, the committee is responsible for collecting, researching and organizing historical documents of the Association. The Committee will provide historical perspective to Executive Council when appropriate to discussion. Finally, the Committee should encourage greater volunteer participation among MASFAA members, recognize the contributions of MASFAA volunteers and increase recognition and awareness of the financial aid profession among non-financial aid professionals of the higher education community.

2010-2011 MASFAA GOALS:

- **Sharpen the focus of the Association on serving students**
- **Increase engagement of members**
- **Continue commitment to high quality, cost effective training and professional development**
- **Update the Association's strategic plan**

2010-2011 OBJECTIVES:

Reorganize and retool committee with goal of making committee one seamless organization dedicated to all communications matters.

MONTHLY REPORT: APRIL 2011

- ◆ ***Meeting Date(s): March 30, 2011 @ 11:00 (conference call)***
 - Committee Leadership – Dave Kelly is interested in stepping down as co-chair, both Bill and Kori expressed interest
 - Committee Roster Management – working on a spreadsheet
 - Year-End Newsletter – Bill and Kori will coordinate and send an email to the list requesting articles
 - Press Kit – Dave is working on it

MONTHLY REPORT: MARCH 2011

◆ **Meeting Date(s): no meeting**

- No updates

MONTHLY REPORT: FEBRUARY 2011

◆ **Meeting Date(s): January 18, 2011 at 10:00**

- Met with the committee members to discuss goals for the new committee
 - Discussed liaison structure, creating a press kit template, and ways to archive material going forward
- Purchased the external hard drive for archived materials
 - Need to figure out how we will back up the information on the external hard drive

MONTHLY REPORT: JANUARY 2011

◆ **Meeting Date(s): January 11, 2011 at 10:30**

- We will be meeting with the entire committee on Tuesday, 1/18 @ 10:00 to discuss our new goals for the committee
- Cathy is pricing out external hard drives and will report to EC on Friday, 1/14 with a proposal for budgeted funds

MONTHLY REPORT: DECEMBER 2010

◆ **Meeting Date(s): No meeting this month**

- Collecting articles for the newsletter
- Coordinating a meet with Christine McGuire to talk about our new committee's goals and ideas for the future

MONTHLY REPORT: NOVEMBER 2010

◆ **Meeting Date(s): October 26, 2010 at 1:30**

- Handbook
 - Working on updating the text for the handbook
- Archiving/Storage
 - Cathy will price out external electronic storage devices
- Liaisons
 - We still need liaisons; Cathy will follow up with other committees
- Getting ready for the Newsletter
 - We'll need to assign/ask for articles
- PR for Carnival of Learning
 - Dave is looking at the draft of the press release

MONTHLY REPORT: OCTOBER 2010

◆ *Meeting Date(s): October 6, 2010 at 1:30*

- Handbook information
 - We decided that we would each produce a draft of some updated text for the handbook. Looking at the old, separate text that exists for Archives, Newsletter, & PR, we will try to combine information that reflects the purpose and goals of the new combined Communications Committee.
- Archive Issues
 - Cathy brought the computer to Best Buy and while the computer can't be repaired, they were able to retrieve the data from the hard drive and put it on a disk for her
 - The cost for the retrieval was \$100
 - Note for Gail: the "Geek Squad" won't take an old computer and clean out the hard drive. They will take the computer to recycle it, but will give you back the hard drive
 - Question: Can we store the archive data electronically on a server?
- Liaisons
 - Cathy received notification from one committee about their Communications Committee liaison. Who are the others?

MONTHLY REPORT: SEPTEMBER 2010

◆ *Meeting Date(s): September 14th at 1:30*

- **Report:** The Communications Committee has been formed to handle duties of the former Newsletter, Achieves, and Public Relations Committees. All responsibilities of those former committees will now come under the Communications Committee. The tri-chair structure will allow the committee to handle new challenges and existing tasks.

We requested time on the agenda to address these questions:

- Dave has received e-mails about new volunteers for committees. Should he be forwarding these to the committee chair, or is he just being copied on these e-mails?
- Are there other members of the former PR committee that we are unaware of who will need to be included going forward?
- When should we publish the two additions of the newsletter? November and March?
- Cathy has a problem with her "archive" computer, how can she go about getting it fixed?