

MEMBERS:

Co-Chair: Christina Coviello, Boston University
Co-Chair: Kori Ferris, Boston Architectural College

Members: Nick Balk (BU), Katie Bouts (BU), Tyler Britland (BU), Josh DeMaio (Boston College), Ryan Forsythe (Mount Wachusett Community College), Cathy Kedski (Mass Maritime Academy), Dave Kelly (BU), & Carrie O'Donnell (BU)

PURPOSE:

The purpose of the Communications Committee is to create, collect, disseminate, and archive information that is important to the MASFAA members. The committee strives to acknowledge 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.

2011-2012 OBJECTIVES:

- Manage recruitment and placement of MASFAA volunteers
- Assist MASFAA committees with event promotion through effective use of press releases and other promotional materials
- Produce surveys of/for membership as needed
- Manage electronic library of MASFAA documents, on an external hard drive, and update committee liaisons and MASFAA website with current information and archival material, when appropriate
- Manage database/spreadsheet of all archival material
- Maintain a repository of MASFAA memorabilia
- Produce two issues of the newsletter, annually
- Write informational articles for the MASFAA Newsletter and at other points during the year
- Report on Association activities and recent industry trends

2011-2012 MASFAA GOALS:

- Advance the Art and Science of our Profession
 - with students, families, on and off-campus colleagues, faculty and administration, elected and governmental officials
- Increase engagement of members
- Continued commitment to high quality, cost effective training and professional development
- Update the Association's Strategic Plan

MONTHLY REPORT: MAY 2012

- ◆ Committee meeting held on Tuesday, 5/8

- ◆ Discussed outgoing (Christina) and incoming chairs (Ryan)
- ◆ Newsletter deadlines will be sent out to the MASFAA list
 - Everyone is encouraged to write an article

MONTHLY REPORT: MARCH 2012

- ◆ No updates

MONTHLY REPORT: FEBRUARY 2012

- ◆ Newsletter is live... check it out!

MONTHLY REPORT: JANUARY 2012

- ◆ Committee chairs should send updated committee lists to Christina.
- ◆ Newsletter articles have been sent to Steve Culp and we are waiting for an electronic draft. We hope to go live very shortly.

MONTHLY REPORT: NOVEMBER 2011

- ◆ Committee met on Tuesday, 11/15 @ 3:00 via conference call
- ◆ We have completed the Communications Tool Kit, including updated letterhead, and will distribute it to EC and the committee chairs (for their use only)
- ◆ Archive project is complete
- ◆ Newsletter will be live in mid-December

MONTHLY REPORT: OCTOBER 2011

- ◆ Archive project is almost complete.
- ◆ We are looking for fall newsletter articles.

MONTHLY REPORT: SEPTEMBER 2011

- ◆ Committee met on Tuesday, 9/27 @ 3:00 via conference call
- ◆ We have a draft of a press release and the subcommittee is working on the rest of the press kit info
- ◆ Christina will pick up the archive items from Cathy and will have work study students scan the documents
- ◆ We discussed timing for the fall newsletter
- ◆ We have updates from Steve regarding the newsletter template: printers won't be able to print to the edge, as it is in the example that EC preferred.
- ◆ Next meeting is Tuesday, 11/8 @ 2:30.

MONTHLY REPORT: AUGUST 2011

- ◆ Committee met on Wednesday, 8/31 @ 11:00 via conference call
- ◆ We have created a subcommittee for the press kit project
- ◆ We will work this year to make sure that all old documents are scanned and archived on the external hard drive that was purchased last year
- ◆ Working on setting timeline for the fall newsletter
- ◆ We need a list of new liaisons from other committees
- ◆ Working with Steve on letterhead template
- ◆ Next meeting is Tuesday, 9/27 @ 3:00