

MEMBERS:

Co-Chair: *Beth Feinberg Keenan-College Coach*

Co-Chair: *Julie Shields-Rutyna-MEFA*

Co-Chair: *Susan Sullivan-Independent*

Members: *List names and schools*

PURPOSE:

The Committee is charged with developing and successfully implementing a one-day event that assists Massachusetts families to complete the FAFSA as the first step in applying for financial aid to attend college. The primary target participants for these free services are low-income, underserved and first-generation prospective college students and their families. The current structure for the operational plan calls for the coordination of a network of host sites at key locations around the state. Each site will be sufficiently staffed with experienced volunteers from MASFAA and partner organizations. Families will be able to obtain comprehensive instruction on FAFSA completion at each site and be able to discuss all aspects of the financial aid application process as it pertains to their unique situations. An extensive statewide promotional campaign, involving media, direct mail, presentations, and email, will precede the CGS event. The event will serve to increase access to college for targeted families by assisting them in successfully completing the critical initial stages of the financial aid process and equipping them with a more thorough understanding of the sources of available financial aid.

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:

- **Renewed focus on what works best for families and FAFSA Day Massachusetts**
 - Work with sites to offer computer access at all sites so families will have the option to leave the event with the FAFSA completed.
 - Offer varying times and dates for the event to accommodate a maximum number of families.
 - Offer a follow-up plan to assist families after the event.
- **Continue to increase numbers of targeted lower income families.**
 - Work more closely with ACCESS to reach Boston and Springfield families in all public schools in these cities.

MONTHLY REPORT: May 2011

- We have requests by a couple locations to be sites for next year. One might be a new site and the other a site to replace a current site.
- We have also been in contact with the guidance counselors for Technical and Vocational high schools in MA. Sites at these locations have been very well attended in the past and also have the resources to hold the event. We have 5 schools that have expressed interest in being a site for this coming year.

- Getting ready to start the planning for FAFSA Day Massachusetts 2011-2012

Evaluation Results from the National Y:

- 61% of participants from target audience.
- Successes with the following populations:
 - Hispanic population MA – 28% National – 11%,
 - Families with incomes less than \$40K MA – 42% National – 36%
 - Families where neither parent attended college MA – 36% National 27%
- Sites that stood out in reaching target audience:
 - Lawrence – 99%, Lowell – 92%, Lowell – 74%, Cambridge – 73%
- Sites that high percentage of target audience groups
 - Incomes less than \$20K
 - Lawrence – 55%, Lynn – 36%, Wakefield – 31%, Chelsea -31%, Lowell – 30%
 - Higher percentage of black participants
 - Roxbury – 64%, Cambridge – 39%
 - Higher Hispanic participants
 - Lawrence – 90%, Chelsea -62%, Lowell -50%
- Most students seem to hear about the event through high school counselors (45%) and high school publications (26%).

MONTHLY REPORT: March 2011

■ **Friday, March 4, 2011**

- Wrap up meeting with the site coordinators face to face and some called in via a conference call number.
- We still have one more event at Pine Manor College on SUN but the final numbers are:
 - Students – 1502
 - Attendees – 2419
- This is down again from prior years and we also had 2 sites cancelled due to weather this year. We did not find that these families went to other sites when we asked those who were there. We are also thinking that the FAFSA on line has become easier to use.
- Looking at other places to expand next year, we have had a lot of success at the technical hs and looking at reaching out to others to see if we might be able to have a site in the south shore.
- The Y in Springfield is looking to work with this area in the future and working on this partnership early on.
- Cambridge had members of the school committee there and they would like to see all students attend this event and how to get the students there. Looking at how we can reach out to local organizations to get the students to each of the sites.
- Roxbury was more successful this year and also had access to computers, looking to go back to the same location next year.
- Need to start looking for options for Brockton very soon, Stonehill was a success and they do quite a lot of outreach already and this is a big area that needs to be covered.
- Working on the national conference that will be held in San Antonio in May 2011. We will be sending a couple people to this to share ideas and come back with new ones.

■ **Wednesday, February 16, 2011**

- The event in Wakefield was held and there were about 75 families that showed up. Numbers were a bit down but this could be accounted for the date and the early filing deadlines that families needed to meet.

■ **Thursday, February 10, 2011 Tri Chair Meeting**

- Looking at the number of phone calls and emails that we took and site coordinators took to include them in our numbers. Some of these families did not need to attend after they received the assistance.

- Also looking at having a site back in Lawrence again in addition to doing the one at the high school like we did this past year to serve a greater number of people.

MONTHLY REPORT: February 2011

■ **Monday, January 31st Tri Chair Meeting**

- Date change for the Wakefield event due to pending snow – NEW DATE - Wednesday, Feb 16th. There are about 115 students and families registered to attend this event. If you can please consider volunteering for this event from 6-8PM.
- Susan did a webcast of the shortened presentation posted that under student and parent resources to listen to.
- The long version and shortened version of the presentations are also posted on line for families to view.
- We have also added a handout on what to expect next after completing the FAFSA.
- There were about 1300 students and families helped out at this point not including the numbers from Wakefield.
- We have also added one more site for Sunday, March 6th at Pine Manor College starting at 2PM.
 - Another opportunity to volunteer if available. They will have computer access.

■ **Sunday, January 30th FAFSA Day Event**

- Good weather!!!! 24 sites around the state held their FAFSA day events around the state
- There was a lot of press about the events. Julie was on the radio that morning on WBUR, Susan Sullivan did an interview on Fox news on 1/24 in the morning. Gail Holt did an interview on Channel 22. There were also articles done by QCC and Cape Cod on line.

■ **Saturday, January 29th FAFSA Day Event**

- Event was held in Roxbury at the O'Bryant School of Math & Science

■ **Thursday, January 27th, FAFSA Day Events 4 sites**

- Marlborough HS and Bunker Hill Community College had to cancel their events due to weather. Events were not rescheduled.
- Amherst and ACCESS Boston both held their events at their sites.
 - There was an article done about this event

■ **Tuesday, January 18th, Lawrence HS FAFSA Day**

- Staff from ACCESS, College Coach, MEFA, OSFA and other local college staff members volunteered with Lawrence HS high school counselor their time to assist with a pilot that we did having a FAFSA Day event at a high school. We were able to assist approximately 130 students and their parents complete the FAFSA applications on line. The event was from 9-2 and open to all of their students.
- There was an article done by the Eagle Tribune about this event.

■ **Friday, January 14th, Site Coordinator Meeting – QCC**

- This was our packing meeting where we provided sites with the materials for their events. We also had a meeting where we went over logistics and publicity that was going to be happening to spread the word.
- This year we also had site coordinators print most of the materials that they would be giving out to their participants the day of the event to cut back on costs.

MONTHLY REPORT: January 2011

■ **Monday, January 10th, Tri Chair-Conference Call**

- We are still looking for more volunteers and one more email is going out. We are down about 80 from where we were last year.
- Pre Registrations are up from last year by about 100. We also have more sites.
- Working on getting materials ready for each of the sites
- Presenters have been secured for most all sites that are having a presentation at their site.
- Julie going to record a sound bite that will be sent to radio stations to play about FAFSA Day MA.
- Our first event is on Jan 18th at Lawrence HS with their students, they have 500 plus graduating seniors and we are trying something new this year.
- Meeting with site coordinators is on Friday Jan 14th at Quinsigamond CC.

■ **Tuesday, January 4th , Tri Chair-Conference Call**

- Susan has contacted people she knows to recruit more volunteers
- We are also looking at partnering with the Tax Coalition on their new project on Financial Aid U, more to follow on this. Helping families complete their FAFSA applications.
- Press Release is going out soon.
- Finalizing the meeting that we are having with site coordinators on 1/14 at Qunisigamond Community College
- Not expecting to get the presentation until the week of 1/18
- FAFSA on the Web worksheets not available from DOE so we need to print on our own, they are shortened again and less information, need to explore their use in future years.
- Reviewing budget where we are and what future expenses we have.

■ **Tuesday, December 21st , Tri Chair-Conference Call**

- Materials and T shirts have been ordered from Culp design.
- Some of the materials that were printed last year for site coordinators are being sent in file format for each site to print on their own.
- Phone is working again and we are receiving calls and emails from registrants.
- Jessica Hipp at MEFA is working on the PR piece to have ready to go after the new year.
- Susan will be doing the webcast piece.

■ **Thursday, December 16th , Tri Chair-Conference Call**

- Stonehill College has been confirmed as a site to serve the Brockton area this year. They have computer access in a number of labs on campus.
- Ordered materials from the DOE to be given out at the sites.
- Working with ASA to confirm the ability to create a webcast
- Waiting to hear what was raised at the UNOS event still.
- College Coach/Bright Horizons has agreed to help with webinars this year to pilot them. Looking at doing 2 of them with about 25 people each.
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MONTHLY REPORT: December 2010

■ **Wednesday, December 4th , Tri Chair-Conference Call**

- Setting up the meeting date for Jan with all of the site coordinators at Quinsigamond Community College
- Web site is updated and all of the events with different dates and times are right on home page.
- Sending out emails for volunteers at the present time we are about 100 less than we were at this time last year.
 - Please consider volunteering if you have not done so already.
- This year we are going to provide site coordinators PDF version of documents to print for their sites
- We have all of the site specific PDFs on the web site that can be downloaded as needed. Spanish and English general flyers are also out there. Please feel free also to order materials on line.

- UNOS event is going to be held at this time we are waiting 4 to 6 weeks to see what we made for the event. It is hard to tell as we had 21 participating restaurants. Some offices did events during the work day and others went out after hours.
- Considering doing an event at the end of March/beginning of April at a community college to target that population. Other states are also piloting this in their states.
- **Tuesday, November 22nd, Tri Chair Conference Call**
 - Starting to send out emails to solicit for volunteers to those who indicated they were interested when they registered for MASFAA. More to go out next week.
 - Still working on spreading the word about the UNOS event.
 - This year we have 29 sites for FAFSA Day MA. One of the sites will be at Lawrence HS on 1/18. They have 500 seniors in their graduating class and their goal is to get as many students to complete their FAFSA on line that day. We are getting volunteers from MEFA, OSFA, ACCESS, College Coach, area community colleges to assist students that day. At the present time we have secured 16 volunteers for that day from 9-3. Most of their students are in our target population.
 - We have 4 sites with events on 1/27, 1 site on 1/29, 1 site on 2/1 and 1 site on 2/2. The rest are on 1/30 (Sunday). Please feel free to volunteer for a Sunday site and one on a weeknight if you are available.
 - Some of the site changes that we have this year in target areas are: Stonehill College will be the site for the Brockton area and the O'Bryant School of Math and Science for the Roxbury area.
 - We have received a \$250 grant from the Gleason Foundation-Bright Horizons.

MONTHLY REPORT: November 2010

- **Thursday, October 14th, Tri Chair-Conference Call**
 - Working on getting table tents for MASFAA Conference about UNOS fundraiser
 - Finalize planning of all site coordinator meeting on 10/29
 - Getting information on College Access Grant
 - Erin is working on putting together a piece to provide to families on the next steps after FAFSA Day.
- **Monday, October 25th, Tri Chair-Conference Call**
 - Still working on getting the last site contracts back. There are a number of sites that will have events before the Sunday and after the Sunday to accommodate families. Working with a couple locations to see how far into Feb we will be having events this year.
 - Applied for some additional grant funding through Bright Horizons.
 - Staffed at table at the YMCA College Fair at BC and spoke with a number of students about FAFSA Day
 - Working on logistics of Webinar
 - Finalizing sites on line to allow for registrants to register.
 - Site Coordinator meeting on 10/29 at QCC

MONTHLY REPORT: OCTOBER 2010

- **Tuesday, September 28th, Tri Chair-Conference Call**
 - Susan sent out letters to MEFA and ASA for partnership they have committed
 - Added the flyer and poster to the tool box as well as the FAFSA Day web site that we can start receiving orders for general site materials. Also the flyer can be downloaded off of the web site.
- **Thursday, October 7th, Tri-Chair Conference Call**
 - Still trying to get all of the site contracts back from the sites to finalize the process
 - Getting materials together for the YMCA college Fair that will be held at BC in 2 weeks

- *Getting information together for people to be able to register at MASFAA conference to volunteer.*
- *Working on MASFAA presentation for the conference.*
- *Please become a FAN of our new FAFSA Day web page on Face Book*
- *UNOS event finalized-flyers for the event can be emailed out more to come in November at that meeting.*

MONTHLY REPORT: September 2010 :

■ **Thursday, September 09th, Tri Chair-Conference Call**

- *Susan is working to set up a new Facebook page for FAFSA Day Massachusetts, other pages are being brought down.*

■ **Thursday, September 2nd, Tri Chair-Conference Call**

- We are in the extended grant phase with the National Y and that grant application has been submitted.
- Grant application submitted to Staples for materials.
- UNOs' has a fundraising program called Dough Raising. Met with the Marketing Coordinator at UNOS in Wrentham and she is reaching out the UNOs across the state to participate. If we raise over \$1000 we are able to keep 20% of the sales that night (not including tips and taxes).
 - Tentative date for the event is Thursday, December 6th
 - Looking to hold it at 22 sites
- We have started to receive back a handful of site contracts back from site coordinators. We have received them back from Marlboro HS, Blackstone Vocational HS, Webster HS, Framingham HS, Malden HS, and Pittsfield.
- We are also working on changing the email address to massinfo@fafsaday.org with Noetic. They are working on updating the web site with our updated name and contact information.

■ **Thursday, August 26th-Tri Chair Conference Call**

- Our flyer for this upcoming year has been approved by the National Y office. Also the name change has been approved to FAFSA Day Massachusetts that is listed on the flyer.
- We received information back from ASA that they are willing to partner with us for 2011 and also providing \$5K in funds.
- We are working with Kristi Pierce from TERI (also member of our steering committee) in getting information and possible funding from the National Access Challenge Grant. MA has not heard if it has been approved for funding at the present time.

■ **Thursday, August 12th-Tri Chair Conference Call):**

- Julie and Kathy Anderson met with Willie from the Boston Y
 - He is the head of the Boston Y but it is a Y without walls. He is going to work with us to make sure that we have access to the students that he works with. The programs that he runs are all over the Boston area and he can help get the information out to these students about the event.
 - The Ys have a program at Boston College in October (College Fair) for the Young Achievers Program where we will be giving out flyers. We will also be able to put flyers in the YMCAs throughout Boston.
- Looking to explore the use of Webinars and or phone help desk that we can run after the main event. Reaching out to more families who might not have attended or those who need some additional assistance.

■ **Thursday, August 19th -Tri Chair Conference Call**

- Email sent out to all site coordinators with the site agreements and role of the Site Coordinator
 - Looking for input to reach out for sponsorship
- Reviewing current sponsorship, we have commitments from MEFA and MASFAA at this time for \$5K from each.

- Roxbury Community College would also like to be a FAFSA Day site for this coming year. It is likely that the event will be held on another day than 1/30/2011.
- We are looking for site coordinators for Brockton, Cambridge and North Shore Community College.

■ **Friday, July 16th-Steering Committee**

- We met for the first time as the steering committee to start planning for the upcoming year. Members of the Steering Committee are: Beth Feinberg Keenan, Julie Shields-Rutyna, Susan Sullivan, Cathy Nelson, Joanne Dashiell, Kristi Pierce, Jessica Hipp, Erin Cox Weinberg, Ollie McArdle, Iris Godes and Adam. Here are some of the highlights of the meeting:
 - Looking at locations for 2011 we are going to be looking for a new location for Roxbury-one that has access to computers.
 - The possibility of more flexibility of having sites with different dates than the Sunday, January 30th.
 - Discussing the role of the site coordinator, where we have sites at HS and community centers having a MASFAA member as a co-coordinator.
 - The use of webinars
 - Looking for more opportunities for fundraising and also looking to site coordinators for suggestions or contacts they might have.
 - Changing the name to FAFSA Day Massachusetts a College Goal Sunday Program.
 - Involvement with the Y in getting the word out and also with publicity on the local level.
 - MEFA will have the event in their booklets that they are using at high school nights. Information will also be included in the MEFA emails through MEFA Counselor.
 - We will also work on putting together an email that high school counselors can send out to their students and families about FAFSA Day.
 - Looking into other ways to get the word out-phone blasts through high schools who have the ability to do this. Going to school districts if they have a PR person to spread the word through the community.
 - Still looking at sports teams and connections the Y might have for this. Also if we are able to get this done looking at doing this for New England and pooling our resources together.
 - Flyers in banks that hare market share in this area. We need to contact Citizens Bank, Eastern Bank, Sovereign and AAA.
 - Outreach to local community organizations in the communities that we are supporting (Rotary Clubs, Elks, Lions Etc.)
 - Looking into the program that Disney did last year give a day get a day and registering with this for volunteers to get something in return for their support and help.
 - Updating Facebook and starting this from scratch with FAFSA Day Massachusetts. Getting rid of the current sites that we have and also linking this to high school web sites and possibly fundraising sites.