

MEMBERS:

Tri-Chairs: Meredith Barnhart, MEFA, Migdalia Gomez, Emmanuel College, Kelly Morrissey, Mount Wachusett Community College

Members: Erica Rose, UAspire

Addison Callahan Barwise, Gear Up, North High School

Donna Hubbard, Quabbin High School

Adam Reinke, UAspire

Beth Hennessey, Blackstone Valley Technical High School

Luis Manzi, YMCA of Springfield

Deb Marsella, Middlesex Community College

Kristi Pierce, American Student Assistance

Julie Shields-Rutyna, MEFA

Tynisha Henderson, Community Foundation of Western Massachusetts

Beth Feinberg Keenan, College Coach

Keith Curtis Dimalanta, Northeastern University

PURPOSE:

The Committee is charged with developing and successfully implementing a statewide event that assists Massachusetts families with the first step in applying for financial aid for college – completing the FAFSA. The target demographics for these free services include low-income, first-generation and underserved 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 needs. Most sites will offer services to help families complete the actual FAFSA.

A comprehensive grassroots promotional campaign including direct mail, presentations, and email, will precede the FAFSA Day events. The events will serve to increase college access among targeted families by assisting them in successfully completing the FAFSA and equipping them with a thorough understanding of the sources of available financial aid.

2012-2013 2013-2014 OBJECTIVES:

1. Increase overall awareness of and attendance at FAFSA Day events, especially among our targeted populations.
2. Increase volunteer participation and to make better use of our Steering Committee's expertise.

3. Expand partnerships with key stakeholders who work with the same targeted populations; and to expand awareness of post-FAFSA Completion steps such as IRS Data Retrieval and Verification.
4. Develop a webinar and/or video that may be utilized by individuals who are unable to attend a FAFSA Day event in person.

2013-2014 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
- Implement the Association's Strategic Goals for 2012 - 2015

MONTHLY REPORT: JUNE 2014



MONTHLY REPORT: MAY 2014



MONTHLY REPORT: APRIL 2014

- ◆ We are currently gathering feedback on FAFSA Day 2014 from all Site Coordinators and will be sending a presentation with this feedback as well as a general FAFSA Day 2014 recap to all Site Coordinators, likely in mid-May.
- ◆ Along with the FAFSA Day 2014 recap, we'll be sending out Site Intake Forms for 2015, in an effort to finalize site locations much earlier this year.
- ◆ As we could not find a date that fit well into enough schedules, we will not be holding the thank you lunch for Site Coordinators, but will instead be sending them all long-sleeve FAFSA Day polo shirts to wear at future FAFSA Days.
- ◆ Thank you notes to FAFSA Day host institutions were mailed out on May 2nd.

MONTHLY REPORT: MARCH 2014



MONTHLY REPORT: FEBRUARY 2014

- ◆ We successfully held 32 FAFSA Day events in January and February. We provided assistance for 2,820 attendees and helped 1,539 students complete their FAFSAs.
- ◆ We are thrilled to welcome Alcira Zadroga from Fitchburg State as our new co-Chair, starting this summer.
- ◆ Migdalia Gomez will be rolling off as Chair after 3 wonderful years of service.
- ◆ We'll be sending thank you letters and planning a thank you lunch for Site Coordinators in the near future.
- ◆ We'll be sending Site Intake Forms this spring for FAFSA Day 2015 to get a jumpstart on planning.
- ◆ We're continuing our social media presence this spring to remind families of next steps in the financial aid process.

MONTHLY REPORT: JANUARY 2014

- Held our two Site Coordinators and Steering Committee meetings where sites picked up their materials.
- FAFSA Day events were successful. We have had 26 events thus far- we are still totaling the numbers.
- Used Facebook Ad campaign for the first time and increased Facebook likes to 1,052 from 356 likes. The cost was \$615.57.
- Had an event with Senator Warren, Secretary of Education Matthew Malone, and Commissioner Freeland at Charlestown High School. The event was very successful, received media coverage and helped promote FAFSA Day. All media coverage is posted on <http://fafsaday.org/news.php>.
- Committee looking for third chair as Migdalia will be stepping off this year.

MONTHLY REPORT: DECEMBER 2013

- ◆ Materials for FAFSA Day events were ordered (lawn sites, stakes, t-shirts, and buttons)
- ◆ New for this year, at a suggestion from our October meeting, ordering FAFSA Day PIN Cards. These are business cards that will be distributed at FAFSA Day events for families to write their PINs, and where they can list helpful website.
- ◆ Worked with National College Goal Sunday to update the FAFSA Day Massachusetts survey.
- ◆ USA Funds will offer a FAFSA training in January.
- ◆ Chairs are in process of finding a place to direct the FAFSA Day calls. Currently being forwarded to College Planning Center in Brockton but they have requested to no longer have the calls forwarded to them.
- ◆ Connect EDU employees will be volunteering together for FAFSA Day. They will be attending the Roxbury Community College event in February and reached out to us to volunteer as a company.
- ◆ Volunteers and presenters are being assigned as they volunteer.

MONTHLY REPORT: NOVEMBER 2013

- ◆ The Committee is working on hosting a virtual FAFSA Day site for Nantucket.
- ◆ Planning for the January Site Coordinator meeting has begun. The January meeting is where materials are distributed for the events. This year, two January meetings will be hosted to allow for more flexibility so more site coordinators can attend.

- ◆ The Chairs sent e-mails to MASCA, MEOA and MASFAA listserv encouraging people to volunteer and request materials off the website.
- ◆ The Chairs worked on organizing the online Toolkit for Site Coordinators on the FAFSA Day Admin site.
- ◆ Conversations began regarding searching for the next Tri-Chair.
- ◆ Submitted an article for the MASFAA Newsletter.

MONTHLY REPORT: OCTOBER 2013

- ◆ The first meeting of the Site Coordinators was held on Friday, November 1 at Quinsigamond Community College.
- ◆ The FAFSA Day Committee will be presenting a session at the MASFAA Conference this week on the basics of FAFSA completion.
- ◆ A table to promote FAFSA Day volunteers will be set up at the Conference. All volunteers before Thursday at 12:00 pm will be entered into a gift card raffle to be drawn at the end of the Conference.
- ◆ The USA Funds grant application was successfully approved for \$12,000.
- ◆ The FAFSA Day posters, brochures and certificates for each site have been printed and are available for distribution.

MONTHLY REPORT: SEPTEMBER 2013

- ◆ Almost all 2014 FAFSA Day sites have been finalized and posted to the FAFSADay.org website
- ◆ FAFSA Day promotional Save-the-Date cards and bookmarks have been printed
- ◆ FAFSA Day will be promoted at the MEOA and MASCA Fall Conferences, and Save-the-Date cards will be sent to every high school holding a MEFA College Financing seminar this fall
- ◆ First Site Coordinator Meeting has been planned for Friday, November 1st at Quinsigamond CC
- ◆ Chairs are working on presentation for the MASFAA Conference
- ◆ Marketing Sub-Committee is working on additional promotional materials
- ◆

MONTHLY REPORT: AUGUST 2013

- ◆ The Tri-Chairs have been actively meeting on at least a weekly basis throughout the summer, planning for an exciting FAFSA Day season for 2014.
- ◆ Migdalia attended the National College Goal Sunday Forum in June, and returned with many new ideas.
- ◆ The grant application to apply for funding from USA Funds was submitted on 8/15/2013, a total of \$12,000 was requested.
- ◆ FAFSA Day will take place on January 26, 2014, with a second statewide event taking place on February 23, 2014. The addition of the February event will reach students who do not have to meet an earlier FAFSA deadline, and will attract additional students in the target demographics.
- ◆ The Site Logistics Subcommittee members have begun to send out site contracts, we anticipate at least three new sites this year.
- ◆ Sites will be asked if they prefer to host their event on the primary date of January 26, 2014, or if they choose to host a later event on February 23, 2014. Some sites have already agreed to both dates.

- ◆ Once contracts are returned, the date preferences will be reviewed in an effort to ensure geographic coverage for the primary date.
- ◆ The Marketing subcommittee has begun to work on branding promotional materials and Save the Date cards that will promote both FAFSA Day dates.