

**MEMBERS:**

Chairs: Kevin Derousi, Salem State University  
Jennifer Keenan-Jolie, Westfield State University  
Kate Rajbhandari, Mount Holyoke College

Members: Amy Belina, Holyoke Community College  
Yvrantz Celestin, American Student Assistance  
Dan Dreves, Nelnet Partner Solutions  
Jennifer Dudley, Wells Fargo  
Shannon Eagan, Bentley University  
TJ Griffis, Elms College  
Alexis Guay, MGH Institutes of Health Professions  
Brendan Leahey, Worcester Polytechnic Institute  
Candy Marlow, Wellesley College  
Eric Newnum, Stonehill College  
Michelle Smith, Umass-Lowell  
Denise Zarlengo, Springfield Technical Community College  
Wende Wagner, Middlesex Community College

**PURPOSE:**

The purpose of the Committee is to plan the annual fall conference for the MASFAA membership.

**2013-2014 OBJECTIVES:**

1. Plan the overall conference format, program, activities and agenda that will attract both novice and seasoned members of the Association
2. Solicit session proposals from the MASFAA membership
3. Select and arrange an array of sessions and presentations that appeal to the MASFAA membership and support the Association's strategic mission
4. Execute hotel arrangements and other provisions to support conference activities as necessary
5. Develop and execute a scheduled plan to publicize the conference through the newsletter and other sources
6. Coordinate the Annual Business meeting with the President of MASFAA.
7. Coordinate with the liaisons from the Technology and Membership Committees to conduct conference registration on-line via the MASFAA website
8. Prepare and make available the agenda book, name tags, and other conference materials
9. Coordinate the availability of session presentation materials on the MASFAA website
10. Solicit evaluation of the conference from participants and make recommendations for the future
11. Recommend conference fees

12. Develop a workplan and timeline for producing the conference in order to aid the work of current and future committees

**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**

- ◆ *A Conference Committee meeting was on June 9<sup>th</sup> at Wellesley College. Main discussion topics included the conference structure/timeline and keynote speaker possibilities. Budget Buddies was selected as this year's conference charity and "Everyday Heroes" was finalized as the theme.*

**MONTHLY REPORT: MAY 2014**

- ◆ *A Conference Committee meeting was held on May 6<sup>th</sup> at the conference venue in Lowell. The Committee toured the site and met with the site manager about our event. We also began to brainstorm theme and charity ideas, and went over the division of labor/subcommittee assignments for the year.*

**MONTHLY REPORT: APRIL 2014**

- ◆ *The first Conference Committee meeting was held at Wellesley College on April 4<sup>th</sup>. At this meeting we introduced new committee members, reviewed the timeline and tasks for the year, talked about subcommittee responsibilities and began brainstorming theme ideas.*

**MONTHLY REPORT: MARCH 2014**

- ◆ *The Conference Committee will not meet in March. Tri-chairs are working on solidifying Committee membership for the 2014 cycle and planning for meetings to begin in April.*

**MONTHLY REPORT: FEBRUARY 2014**

- ◆ *The Conference Committee will not meet in February.*
- ◆ *Contract for 2014 Conference venue should be signed this month.*

## MONTHLY REPORT: JANUARY 2014

- ◆ *The Conference Committee met on January 17<sup>th</sup> at Bentley University. At this meeting we reviewed the evaluation results and consolidated the feedback from the conference in preparation for next year. Overall, feedback was very positive. We also collected the subcommittee "P&P" documents that each subcommittee prepared over the course of the year and began conversations about who would continue on the committee in 2014. Lunch was provided.*
- ◆ *Also in January, tri-chairs worked with President-Elect to select venue for 2014 conference.*

## MONTHLY REPORT: DECEMBER 2013

- ◆ *The Conference Committee did not meet in December. However, we did oversee the dissemination and collection of electronic concurrent session and overall conference evaluations this month. We received 383 session evaluations (65 on paper and 318 electronic) and 160 overall evaluations (electronic). Data was compiled in preparation for the January EC meeting and the January Committee Wrap Up.*

## MONTHLY REPORT: NOVEMBER 2013

- ◆ *MASFAA's 2013 Conference was held at Showcase Live in Foxboro, MA on Nov. 6-7, 2013. There were a total of 471 attendees registered (448 registered in advance and 23 registered on site; of those who registered online, 354 registered for Wednesday and 368 registered for Thursday). We offered 5 general sessions, 28 concurrent sessions and 1 Birds of a Feather round table. Keynote speakers were Megan McClean, Jeff Baker, Terry Hartle, and James Alan Fox. We had 13 exhibitors on site. We raised \$2,715 for our charity, School on Wheels of Massachusetts.*

## MONTHLY REPORT: OCTOBER 2013

- ◆ *Conference committee meeting was held on October 3<sup>rd</sup>, 2013 at Showcase Live in Foxboro, MA. We met on site to review the space and to begin to finalize space, layout and technical requirements. Registration is now open and 139 attendees are registered so far. We also have 10 confirmed exhibitors signed up. The format and layout for the agenda book have been approved and we expect to be ready to go to print by Oct. 16<sup>th</sup>. Contingency plans for government shutdown were discussed.*

## MONTHLY REPORT: SEPTEMBER 2013

- ◆ *Conference committee meeting was held on September 6, 2013. Plans are well underway for the conference, which is Nov. 6-7, 2013 at Showcase Live located in Foxboro, MA. Registration is planned to go live on Friday, September 13<sup>th</sup>. Tentative agenda and hotels have been pushed live to the MASFAA website. 28 concurrent sessions are planned with several general sessions.*

## MONTHLY REPORT: AUGUST 2013

- ◆ *Conference committee meeting was held on August 1<sup>st</sup>, 2013. At this meeting session decisions were finalized, Birds of a Feather discussion topics were chosen, moderator needs were reviewed, and we began talking about the possibility of developing an online session evaluation. We also mapped out a general communications plan for the next 3 months and identified the portions of the website that should be updated at this point.*