

Final 5/14/04 ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Best Western Yankee Drummer Inn
Auburn, MA**

April 8, 2004

In attendance: Sherry Andersen, Dawn Atsalis, Carla Berg, Nicole Brennan, Kenneth Burnham, Kate Carnivale, Patti Corjay, Sherri Culp, Christopher Earnshaw, Tony Erwin, Ina Frye, Gail Holt, Scott Jewell, Martha Johnston, Jason Kahn, Cathy Kedski, Shawn Morrissey, Ann Playe, Scott Prince, Susan Stano, Donna Wood-Lozier

Absent: Jennifer Garratt-Lawton, Kathleen Gibbons, Yvonne Gittens, David Goldman, Seamus Harreys, Kenneth Hayes, Brian Hodge, Allesandra Lanza-Cosgrove, Catherine Miller, Bernie Pekala, Elayne Peloquin

President Susan Stano called the meeting to order at 10:02 A.M.

PRESIDENT'S REMARKS

Susan Stano

sstano@hcc.mass.edu

Sue thanked everyone who ran for office. Sue needs recognition forms from committee volunteers as well as committee accomplishments over the past year.

PRESIDENT ELECT

Sherry Andersen

sanderse@capecod.mass.edu

The 2005 MASFAA conference will be at the Sheraton Ferncroft hotel in Danvers. The room rate will be \$119, the same rate as the past three years. The hotel has really worked with Sherry to accommodate the conference needs. The dates will be November 1-4, 2005. The retreat will be in August at the Coonamessett Inn in Falmouth.

Sherry sent an email to all co-chairs asking for nominations for the Volunteer of the Year Award. She has only received one so far.

Sherry thanked the Chairs for responding quickly to her request for Vice Chair nominations.

SECRETARY'S REPORT

Tony Erwin

aerwin@stonehill.edu

Tony presented the minutes from the March 11, 2004 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

TREASURER'S REPORT

Sherri Culp
sculp@brandeis.edu

Sherri distributed copies of the Year to Date budget report, Income and Expense Report, and Net Worth Report. She asked the Chairs to compare the Year to Date budget report to their figures and to let her know if there are any corrections. Sherri had booked the MASFAA banner under the Sponsorship line. Cathy said that the banner did not include sponsors so this should be an Executive Council expense. Sherri will move this expense to Executive Council.

Sherri asked where she should book the expense for the Membership Directory that will be sent to the associate members this week. The Executive Council voted unanimously to move the full expense for the Directory from the Conference Committee budget to the Sponsorship budget. Sherri reminded the chairs that budget requests are due on April 15th. Sherri reported that she cancelled MASFAA's bonding policy with Hanover Insurance at the end of March and has secured a new policy with The Hartford Insurance Company that will increase coverage from \$75,000 to \$200,000.

CONFERENCE COMMITTEE

Jason Kahn
jkahn@collegeloan.com

David Goldman
dgoldman@bentley.edu

The Committee had their first meeting last month. There are fourteen or fifteen members including the co-chairs. The group discussed the theme of the 2004 conference. The theme will be "SS MASFAA" and use the idea of a cruise. There will be different foods each night and decorations to go with the stops on the cruise. The 2005 conference theme was also discussed. At the end of the 2004 conference the Committee could have a giveaway for the next one to announce the theme of "Deep in the heart of financial aid."

Martha asked all chairs to look at their pages on the website to get things updated. Sue discussed a potential conference speaker she heard recently at the Banner conference. She was a dynamic speaker and would likely be entertaining since she received a standing ovation from six thousand people. She will email the name to Jason Kahn.

Jason requested everyone to consider submitting session proposals.

TECHNOLOGY COMMITTEE

Martha Johnston
Martha.Johnston@citizensbank.com

Brian Hodge
b.hodge@neu.edu

Martha reported that under two hundred people participated in the online election process despite the many reminders that were sent. Some members were upset that they received listserv messages after voting. It was suggested that the names of the people who are on the ballot be included in the e-mail reminders. Sue suggested we target the e-mails only to the people who can vote in each given election. Gail asked if the username/password issue may have dissuaded people from voting. People didn't realize how easy it was to get them. Everyone will have to get a username and password to renew membership so voting participation might increase next year, but other steps need to be taken to increase participation next year. Martha will ask Noetic Harbor if they can report the names for members who haven't voted for better targeted reminders.

The Committee is working on Early Awareness Committee's new site, which is almost done. If other committees want additional pages, they should contact the Technology Committee. Brian is working on the project to track committee members in a new database. The Public Relations Committee is getting

lists of members from all of the committees. Sue asked if the liaisons could contact the committees for volunteer lists so the individual committee pages can be updated. Martha will have them do this as well as update their goals and objectives. Sue also noted that the old reauthorization proposal needs to be taken off of the Government Relations page.

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Allesandra Lanza-Cosgrove
lanza@amsa.com

Ann displayed the final version of the next newsletter which has not yet been posted to the website. It should be up by the end of the week. Ann thanked those individuals and committees who wrote articles. There is one more issue this year. The deadline for submissions is May 17th. Ann asked for any suggestions for the focus of the issue. Ann asked if Conference would like to put in some information about the conference. They will likely have the logo done and can put something snazzy in.

A question came up about if the Membership Committee can put in an article about the new membership renewal process along with the statistics from the recent election. In addition, there can be an announcement for the Final Fling. Early Awareness will have an article on the Journey to College by May 1st. They should also include something about College Goal Sunday. Shawn can send a live update from EASFAA as it will be happening at the deadline. Sue needs to write her final article as President. Chris will talk to his Committee since he was under the impression that they were submitting to every issue and the most recent doesn't have a submission from them. Public Relations should be putting information in about the Final Fling on June 10th.

MEMBERSHIP REPORT

Patti Corjay
pcorjay@bank1ed1.com

Jennifer Garratt Lawton
jglawton@mtholyoke.edu

Patti distributed the membership statistics. There are 792 members, 541 of which are active and 251 associate. 233 members work in graduate aid. There are nine unpaid members. Patti next discussed the breakdown of financial aid experience across the Association. Most people in MASFAA have between 1-5 years or more than 10 years of experience. Patti discussed the section of the handbook that deals with membership dues. Currently dues are paid by July 1 and membership is active from July 1 to June 30. Patti wants to say that membership paid after May 1 will be good through June 30 of following year. She has e-mailed the text to Tony. Wording should say "membership applications processed after April 30 will be valid from the process date through the June of the following year." Executive Council voted unanimously to accept this change. Patti said that in the past members have been sent paper renewal membership applications. She would like to go paperless this year and send a listserv message instructing people to go to the web to do their renewal. Gail asked if the school could be invoiced once members renew. Patti will ask the Technology Committee if it would be possible to e-mail an invoice to each member once they complete the renewal process. Patti suggested that the associate members are asked in the renewal process if they want the directory because probably not all of them want them. Sue suggested that a question be added to the sponsorship form asking how many they want. Patti said that there is an issue with the labels. Had a problem printing them from the web site due to an old version of Acrobat Reader. She upgraded to 6.0 but still having a problem. Martha is working with Nelson from Noetic Harbor on this. Patti would like the labels to be produced in Word instead of a PDF file. Can make labels from a spreadsheet but can only get data output of the entire database so it is a very manual process if someone only wants associate members, etc.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons

Kathleen_gibbons@nelliemae.com

Ina Frye

ifrye@bu.edu

The Committee mailed information about the IIN to 420 career services, multi-cultural, and financial aid offices in the State. There has not much response yet to that initiative. They have also reached out by email to 80 members who identified themselves as minorities asking for suggestions for conference events or to become Committee members. The Committee is still working on estimate for the mentoring guide and they have an article in the works for the next newsletter. They would like a table/booth at the conference to promote the Committee and look for new members.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt

gholt@bu.edu

Kate Carnivale

kcarnivale@brocktonhospital.org

Kate reported that the Journey to College will be on June 1st at Assumption. A save the date announcement went out to MASFAA and to the guidance counselor association. Invitations going out at the end of this month. Invitations will be at the table for EASFAA as well. Website has been updated and is just about final for the event.

Gail reported that they are expecting five responses from public relations firms for the College Goal Sunday project. The proposals received thus far vary in depth and detail; one is outstanding. Cathy asked about prices. The firms were given a budget of around \$100,000 for three years. Each worked with that budget. There is a broad spectrum in the proposals. Gail passed out a copy of the request for proposals sent by Maine and reported that the Massachusetts one is very similar. Gail will email the Massachusetts one which has some minor differences. Most of the proposals indicated that the firms didn't think all they things in the RPF could be accomplished for the budget.

Gail distributed a draft of an article for general distribution to promote the event. She thought that this announcement should go in the newsletter. Gail would like feedback on a possible title and content of the article. They could do a postcard with funds in the planning grant budget. Website will also be developed. Collegegoalsundaymass.org/com/net have all been secured. Price for this for two years was under \$50.00. She will get masscollegegoalsunday.org/com/net as well which may end up being the final url. Specifications were sent to Noetic Harbor to get cost for the website. There would be two phases; first, will be general then more specific once the public relations firm is on board. Noetic will charge \$2500 for the project which fits in perfectly with the budget from the planning grant.

Gail distributed some text that will likely appear on the website soon. She would like the website to be available when the announcements are made to the membership. Site can be revised as needed once the CGS leadership team is up and running. Sue suggested a "conversation with" with someone from Maine regarding their CGS program. Gail suggested an agenda topic at the retreat to look at CGS and the Handbook of Standing Rules for revision. She also feels there will be a lot of time needed at the retreat to discuss CGS. Gail confirmed that the date should be February 13, 2005. It is a little later than they would like but Super Bowl Sunday is the week before. Most sites in the country will be this date. Martha asked what support will be needed from the Technology Committee for the CGS website. Gail responded that she is thinking it will be separate since the scope of CGS is so different. Martha agreed and said that Technology Committee doesn't need to be involved but can be a resource. There will be an Executive Session after this meeting to discuss who will be on the task force. Sue asked what needs to be done right now. Gail responded that they need to go ahead for the website and she needs comments on the proposed announcements and/or postcards. Gail said that there is a national CGS logo that must be used so MASFAA could use that for a postcard. Sue likes the idea of a postcard. Scott would like the postcards to be sent to the EOCs and the guidance counselors. Gail would like to focus now on just MASFAA and turn attention to other constituencies after the public relations firm is on board. They would hit schools in

September with the public relations firm doing the work at the end of the summer. Gail is working on a draft of the planning grant report form. She can start working on the program grant request form which has a deadline of August 1st but will likely be finished in June. Sue suggested that Steve Culp work on the postcard and the printing, etc. Gail displayed the three choices of logos available from CGS. The article Gail distributed will be in the June newsletter. Both Sue and Tony would like to wait on a listserv announcement until the website is up and running. Gail asked that people email comments on the spec sheet and the language sheet within a week so they can get any updates to Noetic Harbor. Sue should sign a contract with Noetic Harbor for the work. Sherri will make any required payment which will likely be half of the whole charge and can come from the planning grant funds. Could the “conversation with” meeting happen on the date of the Final Fling. There will be an Executive Council meeting that day but the time of it can be flexible. Sue would like to start the conversation soon since there have been some questions regarding how CGS fits in with the mission of MASFAA. Volunteers could be solicited at that session as well. When the announcement should include the discussion of this conversation with event and tied into the Final Fling announcement. WPI is a possibility as well as Assumption.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Catherine Miller
cmiller@amsa.com

Carla reported that there are two workshops left to do this year. The first is on presentation skills on May 7th at Pine Manor. This session will take into account feedback from the first presentation skills session offered early this year. The other workshop is the annual novice workshop which will be held on June 2nd at Wellesley College. The Committee has not yet purchased the LCD projector they were approved for.

EASFAA

Shawn Morrissey
smorris@frc.mass.edu

There has been no meeting since the last MASFAA Executive Council meeting. The EASFAA conference is May 16-19th in Providence.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw
christopher_earnshaw@keybank.com

Elayne Peloquin
epeloquin@admin.nesl.edu

Chris reported that his Committee hasn't met since the last Executive Council meeting. Their Symposium will be at the Boston University School of Management during the first week of December. They are looking for names to give to Sherry for next year's co-chairs.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes
Krh@mit.edu

Dawn Atsalis
datsalis@amsweb.com

Dawn asked for feedback from the ambassador program distributed at the last meeting. They are talking about the round ups and are looking to liven them up and likely move times depending on what they come up with. Needs to get language for the final fling invites. Sherri will ask Steve Culp if he has it. Yvonne should have them as well. Steve should have enough note cards but may need envelopes according to Tony. They are working on the pins and thank you certificates. Stretchy guy with 2004 on it. Dawn has a bunch of calendars and mouse pads. She asked if Patti wants them for the new members. Patti will check with Jennifer. Cathy suggested we give them out at the novice workshop. Gail asked if the Final Fling has

been added to the calendar. Shawn confirmed that the Worcester Art Museum is confirmed for that date from 5-7 P.M.

ASSOCIATE MEMBER AT LARGE

Scott Prince
sprince@mefa.org

Scott thanked Patti and Sherri for their hard work on the membership directory project.

FSA INTERNSHIP

Nicole Brennan
nbrennan@annamaria.edu

Nicole reported that from a conversation with Dwayne Rumber that they have been picking people for internships since the beginning of March. By May all will be selected. In the past we have given them names of the people we have picked and they got preference but the timing of that is too late. Nicole has one application and potentially two more names coming. She will pass on the names that we have now.

OLD BUSINESS

There was no old business.

NEW BUSINESS

There was no new business.

A motion to adjourn was offered, seconded, and approved unanimously at 1:07 P.M.