

Final 9/18/03

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Retreat
Wachusett Village Inn and Conference Center**

August 4-5, 2003

In attendance:

Sherry Andersen, Carla Berg, Nicole Brennan, Kenneth Burnham, Kate Carnivale, Patti Corjay, Sherri Culp, Lystra Decious, Christopher Earnshaw, Tony Erwin, Ina Frye, Jennifer Garratt-Lawton, Kathleen Gibbons, Yvonne Gittens, Seamus Harreys, Brian Hodge, Gail Holt, Scott Jewell, Cathy Kedski, Allesandra Lanza-Cosrove, Pam McCafferty, Catherine Miller, Shawn Morrissey, Bernie Pekala, Elayne Peloquin, Scott Prince, Michelle Smith, Susan Stano, Dawn Stiliha, Lisa Talbot.

Absent: Ken Hayes, Ann Playe

President Susan Stano called the meeting to order at 9:30 A.M.

PRESIDENT'S REMARKS AND INTRODUCTION

Susan Stano
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Sue welcomed all in attendance. All introduced themselves. Sue reviewed expectations of elected and volunteer members.

Sue asked everyone to review the handbook of standing rules. Elected officials need to be at each meeting. Missing two meetings in a row or missing three meetings in total will result in Executive Council asking you to leave. Sue did remind those elected that Executive Council can, upon a vote, decide not to ask members to step down. Committee chairs are asked to coordinate their attendance with their co-chair. One co-chair should be at every meeting; both, however, are always welcome. If neither co-chair can attend, they are asked to provide a written report or to send a committee member in their place. In addition, Sue asked all to update the Secretary if any contact information changes.

Sue then reviewed who can vote. Only those elected can participate in official votes. Others in attendance, including the co-chairs, are always welcome to participate in discussions and in unofficial votes. Turning to communication with the membership, Sue reminded everyone that not every member is signed up for the MASFAA listserv. If you have an official communication or some message that requires the attention of all members, you can arrange to have that message broadcast by email through either the Technology or Membership Committees.

Since there are many start of year updates required, Sue reviewed several housekeeping items. The Secretary is responsible for collecting updates and revising the handbook of standing rules. The Technology Committee is responsible for updating the MASFAA website. Since all committee members must be paid members of MASFAA, Sue asked that co-chairs either check their status when the new membership list becomes available or check with the Membership Committee for committee members' current membership status. In order to more evenly distribute the work of each committee, it is advisable that co-chairs make use of their committee members and do not try to accomplish work alone. By availing themselves of committee members' help, co-chairs will also be better able to advise President-Elect Sherry Andersen which members may make good chairs next year.

Sue next reminded the group that the newsletter was reduced from nine to five issues at the end of last year. She requested that each committee submit at least one newsletter article of their choosing this year.

Sue asked that Council make better use of the calendar on the website this year. In addition, she will dedicate some time at retreat to the creation of a master calendar for Executive Council. When setting and working towards goals, Sue asked that chairs keep in mind the strategic plan and survey results.

Sue reminded everyone that contracts for services must be voted on in an executive session and, if approved, can only be signed by the President. In addition, only the President is authorized to speak for the organization.

Meeting dates were then set for the year. Meetings will be held on the following dates:

9/17 at Babson
10/8
11/18 at the conference site
12/17
2/12
3/11
4/8
5/13

Although no meeting is scheduled for January, one may be held at the round up session if needed. The June meeting will be held at the final fling.

Discussion followed about the best location for the meetings. The first meeting will be at Babson. Lystra Decious will reserve the other agreed upon dates at Babson in case another location can't be agreed upon. All members who have suggestions for other meeting sites should bring their ideas and availability to the September meeting.

PAST PRESIDENT'S REMARKS

Yvonne Gittens
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Yvonne thanked all elected officials and committee co-chairs for their participation this year.

SECRETARY'S REPORT

Tony Erwin
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Tony presented the minutes for the June meeting. A motion to accept the amended minutes was offered, seconded, and approved unanimously.

Tony requested that all committee chairs submit electronic versions of their written reports either before or soon after each meeting. The discussion then turned to where the minutes are located on the website and Lystra advised that an issue regarding that page had been resolved recently.

Since the membership requested more information relating to Executive Council, Tony will prepare an executive summary of the minutes and provide it to the membership with a link to the website when the approved minutes are posted. Sue indicated that, since Executive Council meetings are open, she plans to

send the dates and locations to the membership. Sherri Culp requested earlier distribution of the draft minutes than has been the custom and also asked if a task list could be forwarded shortly after each meeting. Sue asked that that task list be sent more than once during the month.

TREASURER'S REPORT

Sherri Culp
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Sherri distributed written Treasurer's reports. The first report shows all 2002-03 income and expenses received to date. Sherri confirmed that no more requests are forthcoming. Since all business is now complete, she will close the year for the September meeting and present the final 2002-03 data at that time. Sherri asked that if anyone does find a need to request payment for something from last year, that they please indicate 2002-03 on the request for payment form.

The next report discussed was the year to date 2003-04 activity. Since the year has just begun there is limited activity. The budget reflected on this report is the budget approved by Executive Council in June. Sherri has details of all approved budgets available to chairs. Everyone should review their budget and those items charged to their budget for accuracy. Two committees, Conference and Early Awareness, now have categories within their budget.

Sherri continued her report by discussing the net worth. She has not been investing in a CD as the money market is earning a slightly higher rate. Because of the balances in MASFAA's accounts, interest earned in 2002-03 was higher than projected.

Sherri then reviewed the request for payment process. She will send an electronic version of the form soon. Committee co-chairs and Executive Council members only are permitted to request payment. Committee members are not permitted to request payment. The account line on the form is for the category. Those with questions can contact Sherri. Since all checks over \$500 must be cosigned, they will take longer to send than those under \$500. Sherri then reviewed the tax exemption form provided.

Kathleen Gibbons asked why the CEED budget was down, as they have more items planned this year. Council advised that CEED should review their proposed spending and come to Executive Council to request an increase to their budget if needed. Those committees with subcategories do not need permission to go over in one category if they are under budget in the aggregate.

Sherri has banking forms for the new officers to sign. Yvonne, as Past-president, will do the monthly reconciliation of the accounts. Sue asked if online access is available to accounts as it would make the reconciliation process easier.

Motion to accept the Treasurer's report was offered, seconded, and approved unanimously.

DEVELOPMENT REPORT

Cathy Kedski
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Cathy distributed copies of the sponsorship packet. This mailing went to approximately ninety organizations. This year the diamond sponsorship cost has been reduced to \$6500 from \$7000, and the gold level has been reduced to \$4000 from \$4500 to reflect fewer newsletter issues. Since the silver level now receives three conference registrations, the cost has been increased to \$2000 from \$1800.

Cathy distributed and reviewed handbook changes for the Development Committee. She then discussed the responses to the sponsorship mailing received thus far. Sovereign Bank is a new sponsor at the silver level. All other responses have indicated similar level as last year, but Cathy warns it is still too early in the process to predict a final figure for sponsorship.

Gail Holt questioned the materials and pointed out that they indicate sponsorship for all outreach and early awareness events and activities comes from diamond sponsors. Cathy replied that the cover letter sent to potential sponsors indicated that the Carnival of Learning is sponsored through a different process and that no current sponsorship package includes that event. Gail requested that both the printed and web versions of the sponsorship materials be more explicit in excluding the Carnival of Learning and college goal Sunday. The handbook will be updated to include this policy for 2003-04 and beyond. In addition, it was noticed that the dates for the conference were listed incorrectly in the sponsorship mailing. Cathy will be sure to list the correct dates for sponsors in her confirmation mailing and will also have her section of the website updated. Yvonne would like to update the mailing, website, and handbook to indicate the fall conference without reference to the specific dates.

Cathy brought a discussion of the MASFAA banner to the table. The current banner requires hanging and is not appropriate for many event locations. Cathy would like a desk skirt that could be placed around registration tables at events in lieu of the current banner. After some discussion, the group agreed that a new format for the banner is appropriate, and asked Cathy to order it.

MEMBERSHIP REPORT

Patty Corjay
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Jennifer Garratt Lawton
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The co-chairs reviewed their objectives for the new year. Their objectives have changed from last year due to some changes approved by Council. No newsletter labels will be needed since newsletters will be sent electronically. No printed membership directory will be prepared for conference. The new member welcome packet currently has a conference brochure, listserv instructions, a promotional brochure, CEED information, and a welcome letter from the President.

Membership renewals went out in early July to all 2002-03 members with a deadline for response of August 1st. As of that date, there were 282 memberships paid. This represents one third of the total membership from last year. The breakdown was 203 active members, 79 associate members, and 89 members in the graduate area. The first mailing of new member welcome packets will go out in September.

Both Patty and Jennifer indicated that much of their work this year will depend on the direction the organization chooses for online service providers. Thus far, both agreed that they have had to put in significantly more hours than they thought would be required for the position. Lystra asked how many people went online to register. Jennifer and Patty estimated about half but they did not have exact figures. They will add this statistic to their monthly report.

The Membership report then turned to the use of credit cards online. Credit card use for membership was discontinued due to security issues early in the renewal process. Discussion followed regarding slowdown of payments since checks tend to come more slowly than credit card payments. Although the co-chairs can enter credit cards manually if the member requests it on their renewal form, the process is very time consuming. Since the discontinuation of online credit card processing was related to security concerns, several people asked if that process couldn't simply mirror the conference registration process which is secured through Verisign. Shawn Morrissey will help the co-chairs with this process.

Patty and Jennifer indicated that the lifetime members were upset at the renewal mailing since they were asked to return payment. Lifetime members should only be asked to update demographic data each year. The co-chairs will make sure that they are contacted correctly next year.

The online membership search is currently not working. The Technology Committee will check on the problem and work with the Membership co-chairs to review the procedures to upload new membership data to the web.

As the secretary will use his own laptop, the new one purchased for the Secretary will go to Membership in lieu of them buying one.

CONFERENCE COMMITTEE

Pam McCafferty
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Lisa Talbot
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Goals were distributed. The Committee received an overwhelming number of session proposals. Letters of acceptance and denial were mailed last week. The co-chairs then reviewed the tentative agenda for Executive Council.

Sue noticed that the business meeting is scheduled in two sessions. Committee updates are scheduled for Thursday morning breakfast, and lunch Thursday has the Secretary and Treasurer's reports. Sue indicated that MASFAA is required to have a full business meeting at conference, and that is why she requested a half hour for the business meeting. She also requested that committee chairs provide written reports for stuffing in the conference packets. Tony will request those reports in a format he determines then copy and bring them for packet stuffing.

For the Thursday evening activity, the Committee is working with the Basketball Hall of Fame. At the Friday breakfast there will be the EASFAA, AICUM, and State updates. Attendees will then have a tentative one hour break for checkout after which the final speaker, sponsored by CEED, will address them.

Question from Cathie Miller regarding PD&T submission for a work study roundtable session at conference. Lisa said she would check if that submission had been received and, if so, what the status of it was. Cathie will work with the committee to see where this session could fit. Lisa indicated that something else would likely have to be bumped, since there weren't enough break-out rooms available to add further sessions. The Government Relations co-chairs asked for their session to be moved to early Wednesday before the reauthorization session presented by Jane Oates and NASFAA.

Sue returned to the discussion of the annual business meeting. Last year the business meeting was held on the last morning and, since a quorum was not present, voting had to be moved online. She asked for the meeting to happen at lunch with a speaker to try and get more attendance and avoid the problem of last year. Discussion followed as to how best facilitate both. The group came to the conclusion that the business meeting should be at lunch and begin as the meal nears completion. After the business meeting is complete, the speaker should begin.

Sue asked for clarification on some session content from the tentative agenda presented and the potential event at the Basketball Hall of Fame. Chairs asked that all packet materials should be copied in quantity of 600. Executive Council will be supplying a mouse pad. Anyone needing items shipped to the conference site should contact the Committee for assistance. The MASFAA calendar should be done for packet stuffing. GPCC will be doing a flyer to stuff as well. PD&T will again be preparing the bookmark.

June Cline, one of the conference speakers, offered to write one or two newsletter articles prior to conference. Newsletter and Conference Committees will coordinate this.

Packet stuffing will begin at 3:00 P.M. on Tuesday, November 18th. The Conference Committee will arrange location and lunch for the Executive Council meeting, which will begin at noon that day.

Brian Hodge commented that the Family Feud scheduled for 8:30 P.M. might be a little early for vendors taking out clients. That event will be moved to 9:00 P.M. Kathleen asked if CEED can be given some time to sponsor a student group. Lisa and Pam indicated they are trying to use a Jazz group from UMASS/Amherst for the event at the Hall of Fame. CEED is still in the planning stages and will update the conference committee if they indeed find a group. Sue had a suggestion of a group and will pass the information to the CEED Committee.

Scott Prince asked where the vendor area will be at the conference. Vendors will be in main atrium of the hotel. There will be good exposure as people will be traveling to and from sessions. Security was questioned, but Lisa indicated they will have a secure area for vendor equipment. Vendors will have to have someone at their booth at all times if they wish to leave valuables there. Sue wants to ask the hotel if they could provide security. Cathy reminded Pam and Lisa that diamond sponsors are guaranteed a high visibility area. Both Sue and Yvonne felt comfortable with space and openness for vendors.

The Carnival of Learning needs space. The Conference co-chairs indicated that they will be sure that a room is available as part of conference for no additional charge. Carnival can use help after school hours on November 18th and Gail requested that Sue stop by for a welcome or to introduce the motivational speaker. Sue noted that this is during packet stuffing.

Sue asked for clarification of when vendors must be announced at conference. Last year Cathy made the announcements for Yvonne during her committee update. Sue would like to have Cathy do this again during her committee update and include all diamond, gold, and silver sponsors.

TECHNOLOGY COMMITTEE

Brian Hodge
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Lystra Decious
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Objectives were distributed. Most objectives are the same as last year. A list of Technology Committee contacts for each MASFAA committee was provided. This list is also available on the website. Co-chairs should contact these Technology Committee members for support. All updates should be to the committee by August 15th and all submitted changes will be made by September 1st.

Lystra and Brian then discussed the proposals for the website redesign. The need to redesign is based on survey results and to reduce the burden of the Membership Committee. In addition, the membership directory currently is not secure. The co-chairs sent out an RPF and five proposals were returned. One of the responses is not listed on the distributed material because the response was not appropriate for MASFAA's needs. Lystra and Brian then presented the pros and cons of each proposal. The current host is Avenir, which makes no updates to the site. If selected, Avenir will do the renovation then turn the site back over to MASFAA. A question from the group was asked regarding who had designed the current site. Shawn indicated it was done for free by himself and Mike Mullaney.

With ATAC, the Secretary and Co-Chairs can post minutes to the site themselves with a password. Bernie asked why a redesign is needed. Lystra indicated that the results of the recent membership survey showed a need for a new look. She also discussed the need for additional security and functionality. Scott Jewell asked if redesign is necessary, or could additional functionality be added to the site without a complete

redesign. Another vendor, Don Veith, will make surface changes to the site but will not make any changes to functionality.

The Technology Committee, while somewhat concerned with the price of ATAC's service, would like to get the most functionality for the money budgeted. In addition, moving to ATAC would change who has substantial control of the website. Prior discussions indicated that the Technology Committee wanted to remain in control of the site. Brian Hodge would like to keep control of the website with the Committee. He feels the site should remain volunteer; updating the site is a learning experience for the Committee members. He would like some assistance from the outside to update the look and add the database functionality, but he does not want to lose control of site and spend as much money as ATAC charges. Other proposals all require the use of Macromedia instead of FrontPage. Noetic Harbor offers different levels of service depending on what is requested.

Shawn reported that EAFSAA is very happy with ATAC. Tony indicated that all regional associations now use ATAC. Tony discussed his positive experience with ATAC but he did acknowledge the likely significant change to the Technology Committee if Council did choose ATAC. Discussion followed regarding who would own the design of the site. ATAC would have the "rights" to the site, so what would happen if MASFAA decided to opt out of contract in the future? The other three vendors would turn the site over to MASFAA once the design was complete.

Bernie led a discussion on cost analysis. ATAC is obviously the most expensive but offers the most service. Noetic Harbor was not asked what they could do with conference specifically but indicated they would provide service for just about anything MAFAA asked for. Sue indicated she would like to move forward soon. She asked Lystra if references are available for the other vendors. Lystra indicated she could ask for them but that she has already provided examples of their work. Noetic Harbor has designed many sights for other organizations in different industries.

Discussion turned to timeline. No redesign is expected to be complete before conference. Ken Burnham summarized services offered and the discussion. Several people indicated that there would be more options in the future with Noetic Harbor. Bernie would like to have more information before deciding. Sue responded indicating that she would like cost information from ATAC and Noetic Harbor regarding event management for PD&T. ATAC would, according to Lystra, be willing to work with us to add web credit card usage with the current vendor.

Cathy would like to know what Noetic Harbor will do with sponsor advertisements. Brian brought up the issue of password areas. Should members update their information online? What type of security would be required? Sue would like minutes available to Executive Council online with password until such time as they are approved. Lystra provided clarification on charges for events from ATAC. They also provide cost analysis and require authorization to proceed for any new request.

Returning to sponsorship, Sue indicated that one of the main reasons a new web design is being discussed is the need for clearer representation of MASFAA's sponsors online. Bernie asked if Shawn or Tony had any knowledge of where ATAC came from. He also wanted to know if their site could have links to NASFAA or other areas rather than duplicate other already available resources.

Sue summarized for Lystra what she wanted to know from Noetic Harbor to proceed with discussion.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
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Kate Carnivale
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Kate distributed new goals and objectives. The Committee plans to expand partnerships with Gear Up, organize and run the Carnival of Learning, expand the Journey to College program, and work on College Goal Sunday with the Lumina Foundation. Gail indicated that they are already planning for Carnival of Learning. The committee is working to secure an event planner and a motivational speaker. Carnival will be approximately 3:00 to 5:00 P.M. on the Tuesday before conference. The participants will hear a motivational speech, participate in activities, and likely be provided snacks. Clarification was provided that Early Awareness has a budget for this event and so no funding comes from the conference budget. The question of why they would need an event planner was raised. Gail indicated that getting the details right is very complicated and would be too much for the Committee to do with their regular jobs. The carnival involves many activities that require coordination. Gail discussed the giveaway backpacks that will have the MASFAA logo and be filled with vendor school supplies and t-shirts provided by schools. Kate indicated that this event is modeled on the NASFAA carnival and NASFAA recommends the event planner. Bernie asked if parents are involved, Gail indicated no.

Discussion followed on the need of early awareness and the need to involve parents. The conclusion was that the logistics make parent participation unlikely. Discussion followed on how to get the early awareness message home to parents. Yvonne indicated that pictures were taken of participants at the last carnival in caps and gowns. Kathleen Gibbons asked if a flyer could be sent home about this event in the backpacks. Cathy Kedski said that the College Savings Times should be in the in the backpacks as well.

Gail indicated that the requests for items from schools and vendors would happen in September. Gail wants to limit donations for the backpacks to school supplies and college t-shirts. T-shirts are limited to schools; no vendor t-shirts are needed. Scott Prince asked why the Carnival is not included in the sponsorship packages. Gail responded it was left out to allow for additional requests for school supplies or for funding if needed. Currently, MASFAA pays for the backpacks. Committee will get guidance on what type of backpacks are allowed in schools.

Discussion turned to College Goal Sunday. A draft of the proposal to the Lumina Foundation for Education and USA Funds for funding was distributed. Gail discussed the planning process for writing the proposal. Part of the \$7500 grant for planning includes a visit to an existing College Goal Sunday site and some meetings. If awarded, the full grant for the program has a maximum of \$300,000. They would estimate six sites and would perhaps get between \$200,000 and \$250,000 for the first three years. By the end of the three years, that grant is withdrawn and MASFAA is requested to find other sponsorship in place. There is no other state who is yet outside of the first three years. MASFAA's success in gaining other sponsorship would be a factor in renewal for each of the three years. Lumina is very committed to making this work.

Upon Scott Prince's request, Gail provided a summary of the College Goal Sunday program. It is a trademarked name and logo that started in Indiana in 1989. The program consists of a day in February every year that families can get help completing their FAFSA in many locations. Much of the proposed budget for this yearly event is spent on promotion and a spokesperson. Cathy asked for a cost figure for a typical year of this program. Gail had information from the Tri-State organization which indicated that they had spent and estimated \$90,000 for one year. Promotion was \$50,000 of that figure. Some media

time was offered in kind and not included in the total spent. Bernie asked about MASFAA's projected costs compared with the Tri-State organization. Gail indicated that Tri-State funded eleven locations for that figure.

Sue congratulated the Committee for the work they have put into this item. Gail indicated that undertaking this project will require a large amount of money. Scott Price thought that letters should be included from interested vendors, including MEFA, to strengthen the request to Lumina. Bernie asked if this idea can be undertaken with some satellite sites online. Yvonne would like to go with the program as presented now and perhaps add online sites in future years.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

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Elayne Peloquin
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The first meeting of the Committee will be in September. The Committee is confirming speakers for the December 3rd symposium. The Committee goals and objectives have been revamped. Once updated by the Secretary, those new items can be reviewed in the Handbook. All Committee members write articles for the newsletter. One member of the Committee is sponsored to go to EASFAA's conference.

Elayne indicated that a goal this year is to explore sponsorship for the symposium. Sue asked for more information, as all of the events are covered by sponsorship packages (except the Carnival of Learning). Elayne responded that the committee is, in fact, looking to generate more sponsorship for both Committee and public events. Sue indicated that, given the sponsorship program, this type of sponsorship is not acceptable. The Committee should request further budget consideration from Executive Council if they want an additional speaker, etc. They should not be soliciting sponsorship on their own. Sue added that any special opportunity that is unbudgeted should be put before Executive Council. The symposium is December 3rd at Babson. There will be breakfast, three sessions and lunch provided.

Sherry Andersen asked for clarification regarding the Committee sending a member to EASFAA. Was it the EASFAA annual conference or the EASFAA graduate symposium? Elayne replied that the member is sponsored to attend the EASFAA graduate symposium. She also added that they aren't sure they will have a candidate this year. Sue reminded everyone that MASFAA is trying to foster a relationship with EASFAA.

NEWSLETTER

Ann C. Playe
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Allesandra Lanza-Cosgrove
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Alle began her update by reminding everyone that the newsletter is going to five issues in an all electronic format. She distributed and reviewed the goals of the Committee. Alle also indicated that the Committee was accepting bids from new designers. She said the original plan was to request proposals for a new vendor after this year, but that the process actually began this summer. Alle has samples for review from those vendors who submitted proposals.

The deadlines for article submission for this year are: 9/10, 11/17, 1/26, 3/15, 5/17

Although Ann Playe could not attend the retreat, Alle has met with her to set the production schedule. The whole Committee is scheduled to meet in late August.

The group began a discussion regarding committee updates in the newsletter. Lystra thought that committee updates would go on the web and no longer in the newsletter. The Newsletter Committee, according to Alle, wants to move from an update service to a journal format on a bi-monthly basis with articles of interest to and by the community.

Discussion turned to the proposals from the designers. The Committee thought that the more important items to compare vendors on are turnaround time and flexibility. Both Leslie Feagey and Jane Zeeb are freelancers. Jane Zeeb, according to Alle, is cheaper than Leslie Feagey, but Leslie's work is better. There may be some room to lower the price from Leslie Feagey.

Kathleen asked why proposals are being requested at all. Alle responded that they were looking to streamline the process and that they have had issues with the current designer. Cathy Kedski asked if each issue will be longer now that there will be five issues and added that more content could be added without adding pages by replacing the job posting and potentially the calendar sections. Cathy also added that advertisements can't be changed as sponsorship is sold based on set advertisement sizes. Yvonne agreed that the proposed changes, as well as freeing up space from the last page that no longer needs a mailing address, would free space for content. Michelle Smith asked for references from one of the vendors and Sue indicated that the budget allows for costs of up to \$6000.

Sue continued by reminding all that a vote will have to happen soon, as the first deadline is before the next meeting. Alle offered more detail regarding the issues she has had with current designer Steve Culp. She said that her biggest problem is that the layout for each issue does not begin until all content is received by Steve. Ken Burnham responded to Sue, saying that he would not be comfortable making any decision without more information. Discussion followed. Alle recommends Leslie Feagey at this time. Scott Jewell asked again why there is a need to request proposals from new designers before this year is over and Alle responded that the current designers perceived inflexibility is the biggest issue.

Tony asked that if, given Alle's need for flexibility, there could be a request that layout begins without all content for an additional charge by Steve. In addition, since Steve Culp provides many other services to MASFAA without charge currently, Tony asked if MASFAA would now have to pay for those services if he is no longer the newsletter designer. Sherry Andersen added that she has only had very positive dealings with Steve. Michelle Smith asked why, given all this positive feedback and the number of years MASFAA has used Steve successfully, is the Newsletter Committee suddenly dissatisfied with his service. Alle responded by saying that she believes the process could be smoother given what she felt were constant roadblocks from Steve. Alle acknowledged that the Committee, not Steve, has been responsible for missed deadlines in the past year. She completed the Newsletter Committee update saying that it would be upsetting if their recommendation for a new designer wasn't considered. Sue indicated that this discussion would continue in executive session.

Kathleen asked for clarification regarding committee updates. Committee updates will go to Tony before each meeting to be in the minutes and will be posted to the website. In addition, each committee will write at least one article this year for the newsletter.

GOVERNMENT RELATIONS COMMITTEE

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Seamus Harreys
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The focus of the Government Relations Committee this year will be on reauthorization and appropriations. Seamus began by discussing Committee initiatives, including training on reauthorization, a potential State House event, and other outreach. The Committee will focus more on Massachusetts State budget issues as the State looks to cut funding for higher education. They will continue annual visits to

the Massachusetts Congressional delegation. In addition, the Committee plans to provide monthly updates by email to membership focusing on State issues.

The Committee will also be providing support to legislative staffers during reauthorization. One objective for the year is to work with NASFAA and EASFAA on reauthorization initiatives. MASFAA will team with other local state organizations who can provide additional voices in Congress. Cost and accountability are likely to be the most important issues brought forward by the Republicans. The Committee will therefore need a lot of information to address those concerns for Massachusetts' delegates to Congress.

The Committee members are looking for suggestions and wish to get the membership more involved since they haven't been well tapped in the area of government relations in the past. They want more public school and potentially an OSFA representative on their Committee. Bernie discussed the need for more vibrant and understandable information on the MASFAA website. He would like to provide connections to elected officials' email and contact information to make the website more interactive.

In addition to their focus on reauthorization, the Committee will be focusing on appropriations. Administrators need a better model to show the value of financial aid. Such a model should show the net cost of colleges as opposed to the gross costs consistently cited in publications. Sue responded, saying that she feels their work is headed in the right direction. The Committee is worried about more regulations without more benefit in dollars. Bernie indicated that the Committee will work to provide updates to the membership if they wanted it. Those updates can come in a digest form on a monthly schedule but they will have the ability to provide alerts during the month. Updates will now focus on State and national issues.

PUBLIC RELATIONS COMMITTEE

Ken Hayes

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Dawn Stiliha

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Dawn began her update by giving an overview of the Committee's goals for the year:

1. Recruit and place volunteers on committees; Committee will prepare and bring volunteer forms to conference for packet stuffing.
2. MASFAA brochure will be updated for the public with current year sponsorship information.
3. Distribute thank yous and pins to volunteers at final fling.
4. Distribute MASFAA calendar at conference and by mail. Since a custom calendar was cost prohibitive, the calendar will remain the same as in prior years.
5. Plan the Eastern and Western roundups. They will also investigate a third roundup for those working downtown without transportation.
6. Facilitate the new member reception at the conference.
7. Investigate a MASFAA retirees group and provide function similar to those at NASFAA.
8. Contribute articles for the newsletter.

Dawn said Ken was considering more opportunities to promote MASFAA, such as a table at the New England College Fair. In response to Sue's question regarding what MASFAA's role would be at that event, Dawn suggested Ken may be more in a position to discuss these ideas with the group at another meeting. Sue then reminded Dawn that the calendar has to be ready for Conference and asked if the committee could review their section of the website for updates.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

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Ina Frye

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Written goals and a current committee member list were distributed. Kathleen discussed the Informational Interview Network (IIN). The Committee has received five inquiries to the site. Since none of those who inquired were minorities, they plan to make a larger effort this year to promote the service. A brochure will go to the Membership Committee to include in the new member welcome packet. Kathleen requests that all on Council refer job applicants on their campuses to the IIN. There are currently eight mentors whose information needs to be updated on the website. Sherri asked if any of the users of the IIN got jobs as a result of the service. Kathleen replied that she did not know and that follow up was needed.

Kathleen also discussed CEED's sponsorship for a speaker at MASFAA. They are currently developing a mentoring guide to go to the membership. Ina reported that her daughter, who was selected as the internship recipient to the U.S. Department of Education this summer, will report to Executive Council and author an article for the newsletter.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

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Catherine Miller

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The Co-Chairs distributed their goals, a list of committee members, and a list of planned activities. Cathie reviewed the list of activities from last year. The Committee has their retreat on Friday, August 8th. Space is still available for the FISAP workshop on August 13th. The Committee is considering a mid-level workshop in December with possible topics to include presentations, teambuilding, and budgeting. EASFAA training is tentatively scheduled for October and a work study session is planned for the conference in November. The need analysis workshop will be in December, a "conversation with" in January, and the support staff workshop in February. From March to May the Committee hopes to hold another "conversation with" on a hot topic. The last event for the year will be the novice workshop in June at Wellesley.

The list of Committee members is tentative and will be updated soon. Sue asked who mid-level workshop is geared to. Cathie responded, saying that they hope to draw assistant and associate directors for that event to satisfy a need outlined in the membership survey results.

MISCELLANEOUS BUSINESS

Sue reported that, in executive session, Council voted to keep Steve Culp as newsletter designer for this year. She encouraged Executive Council to submit as many articles as possible for the newsletter and offered an opportunity to brainstorm on possible topics. Sue also added that she has authorized the Newsletter Committee to not publish if there isn't enough content for a particular issue. Many chairs offered suggestions of articles they will contribute and discussion followed as the Council brainstormed for possible topics for the Newsletter. Discussion then turned to Newsletter schedule for issue #3, the January/February issue. Sue requested that the publication date be moved to February 4th, giving a deadline for content of January 12th.

Lystra came back to the group with more information regarding the web design vendors. ATAC charges from \$500 to \$1000 for conference setup. Renewal of \$175 per year. Other smaller trainings would be \$175 for setup and \$25 to \$50 to update each year thereafter. Noetic Harbor indicated that event

management could happen for \$500 for conference and all other events with no limit. If significant updates are need in the future, a \$50/hour charge would apply. Noetic Harbor also indicated that random logo display, statistics, and credit cards are included in the price. Support for additional events would be covered in the monthly fee. Again, if a major update is required the \$50/hour charge applies. Verisign can be integrated into the site and event management can be integrated with the membership database. Sue asked Lystra to contact references for Noetic Harbor to gain more information regarding services provided. Lystra will report back at the next meeting.

Sue indicated that the membership survey results reflected a need for more official training offered by MASFAA. Sue distributed information from NASFAA regarding CORE training. Price is going up to \$600 for training of 60 participants. Sue indicated that the Rocky Mountain association uses this material for their summer institute with approx 75 participants. There are two trainers, one experienced and one not. Trainers are then evaluated before being selected again. To be selected, interested trainers complete an application asking for aid and other training experience. Rocky Mountain offers new, intermediate and leadership trainings. They also offer summer training for loan professionals. Cathy Kedski gave Sue the 2001-2002 materials which were very comprehensive. Some of the more involved topics are long while others could be combined to offer several topics in one day.

Sue opened the topic for discussion. The PD&T Co-Chairs were asked if they could take this on in addition to their other events. Carla indicated that they already do training related to some of the modules offered and that MASFAA would therefore not need to adopt the whole CORE training. Sue said that in the past Executive Council has discussed doing this type of training as an alternative to the College Board Institute as it is cheaper and would then allow schools to send staff and be comfortable with their training experience. Michelle Smith asked how many days this encompassed if all modules were offered. Sue responded that it would likely take a week to cover the whole program. NASFAA indicates that this program is designed for a week long institute setting.

Several people indicated that if this training is for new staff it would be better to offer it in a one week setting at a reasonable cost to better serve the membership. Another suggestion was to have one day a week for 5 or 6 weeks to cut out lodging costs for participants. January was suggested so that this training would not compete with Institute and allow maximum volunteers for running the series. Many agreed that five weeks in January and early February would work out well. Location of training was then discussed. Sue would like a location in the middle of the state. Michelle Smith thought that many new staff members in the city would not have transportation so any location must be on public transportation. Scott Jewell said he would like to investigate distance learning. Seamus and others thought the benefits of in-person training, specifically making personal contacts, are very important for new staff.

Sue would like an ad hoc committee to work on this training rather than giving it to PD&T. Sue wants to purchase this year's materials for \$200.00 to see what the training looks like. Cathy thought the conference packet could be used to solicit potential trainers. Sue will bring this topic up again before conference to determine its progress and decide how to proceed at the conference. She hopes to have this training up and running for January, 2005.

EASFAA

Shawn Morrissey
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Shawn reported that there has not been an EASFAA meeting since the last MASFAA meeting. EASFAA wants training in Massachusetts. EASFAA provides funding for the trainer to attend the NASFAA train the trainer then that person conducts the sessions in Massachusetts. Sue reviewed materials relating to the responsibilities of a trainer and reported that she has had difficulty finding volunteers. Several people present volunteered.

Shawn then reviewed his goals and objectives for the year. He reminded everyone that he is a voting member on the EASFAA board. Sue and Shawn both agreed that the EASFAA Representative's published objectives should be updated to include attendance at both the EASFAA retreat and annual conference.

Shawn concluded by reminding everyone that the annual EASFAA conference will be May 16th to 19th in Providence, Rhode Island.

ASSOCIATE MEMBER AT LARGE

Scott Prince

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Scott reviewed his two goals. First, he will collect feedback from other associate members. Next, he plans to get other associate members more involved during MASFAA conference activities. Scott is facilitating an associate member roundtable at conference. He plans to review sponsorship opportunities and get feedback. Cathy Kedski will participate. Scott will also request another representative from Executive Council and the PD&T Committee. Scott hopes to get feedback on exhibit space, sponsorship structure, advertisements, and any other topics that might be of interest. Sue said she was in favor of Scott's efforts, and will be very interested in the feedback particularly regarding the sponsorship packages.

At the conference, Scott also plans to offer some business sessions for the vendors. He is offering a session called Lenders Life on the Road and hopes to promote that session to the associate members. It will be a humorous and tip filled session for those on the road a lot. The Lender Consortium is organizing this session.

AWARD NOMINATIONS PROCESS/TIMELINE

Although awards are normally presented at conference, there is no rule for when they have to be distributed. At recent conferences, the awards have been distributed at breakfast, lunch, dinner and at a general session. Since the award presentations were not part of the conference agenda presented, Sue would like them done Friday morning with the general session. She would also like the tentative agenda updated to reflect this.

Sue reviewed the awards MASFAA gives. Sherry Andersen is in charge of the nomination process. The Council will vote on the recipients at the October meeting in an executive session. Sherry will begin the nomination process immediately. Lystra indicated that the form needs to be updated online.

Sue next reminded the Council of the volunteer of the year award created last year and given at the final fling. Committee chairs and elected officials cannot be awarded. Next, Council discussed the other scholarships that are not currently in the handbook. Sue wishes a new chapter to be added to the handbook for these scholarships.

MASFAA Annual Fall Conference Scholarship:

Recipient must be an active, paid MASFAA member. If a nominee is on Executive Council, that member must remove themselves for the vote. When voting, Council will give preference to one two-year and one four-year school. The nominations will begin by September 1st with a deadline for responses of October 1st. A vote will be taken at the October Executive Council meeting.

SFA Internship Scholarship:

Sue reviewed the USED program. Thirty undergraduate and graduate interns spend the summer at the U.S. Department of Education in Washington, D.C. They work on Federal Student Aid specific projects,

and assist in all aspects of completion. The three MASFAA sponsored participants have all had great experiences so far. USED gives an hourly wage and an allowance for transportation in D.C. MASFAA sponsors housing. To qualify, the recipient must be currently enrolled as an undergraduate or graduate student at a MASFAA school. The student must apply for the FSA internship concurrent with the scholarship application. The recipient of the scholarship will be expected to write an article for the MASFAA newsletter detailing their experience at the conclusion of the internship. Discussion followed regarding the amount of the stipend. Ina and Sherri both reported the \$2500 covers only room and not board as living costs are very expensive in D.C. Ina then told Council about some of the projects her daughter is working on this summer. Christopher Earnshaw asked if MASFAA should clearly limit the applicants to those working in an aid office. Tony added that Council may want to keep options open and that the current description does clearly state those in an aid office will have preference. Motion offered, seconded, and approved to increase this scholarship to \$3500.

Nicole Brennan will take over the job for the FSA internship award process. Chris Fiore has been contacted to give the information from last year to Nicole. Deadline for MASFAA scholarship is March 1st. Voting will take place at the March meeting. Information for nominations will be available in January and there will be an article in the February newsletter.

College Board Summer Institute Scholarship:

Currently, recipients are required to have been working in and aid office for less than three years. Ken Burnham and Jennifer Garratt Lawton gave examples of people who would benefit from this scholarship who had been in aid for several years. Discussion then focused on the exclusion of those not working in an aid office. Qualifications changed to someone who is in or working towards a position in financial aid/financial services. Nominations will come from supervisor which should indicate why the scholarship is needed financially, and also list the nominee's qualifications and career goals. The recipient must write a newsletter article.

ELECTION Nomination Process:

Yvonne is responsible for running the election. Sue wants the process begun earlier this year than in the past. She will select the nomination committee members before conference. According to the governing documents, the ballot must be out by the end of February. ATAC needs four weeks to prepare the election process. This year, the members will be voting on a new President-Elect, Treasurer, and three Executive Council Members. The call for nominations will take place by November 1st, the committee will meet in early December, have the ballot finalized in January. The slate of candidates will go to ATAC by February 1st, and the vote will take place after March 1st.

OLD BUSINESS

Discussion began regarding the definition of an associate member and the use of the MASFAA name and logo. Sue, based on a suggestion made last year, thought a letter to guidance counselors telling them who MASFAA is and what services the organization offers would be appropriate. The letter should go in the Fall. Labels for all high school guidance counselors from their organization cost \$270. Generic labels for the high school only cost \$55. Scott Prince summarized the MEFA ambassador program. Since MASFAA does not offer service for speakers, he thought, and the group agreed, that the proposed letter could be confusing to counselors. Cathy suggested an article in a guidance counselor newsletter telling them who are appropriate resources for financial aid information. Discussion followed, which Sue summarized indicating an article to counselors is a good idea and should steer them away from scholarship scams, for fee services, and towards MEFA with a profile of the ambassador program. Scott Prince will write the article. There will be no letter from MASFAA to the guidance counselors. The suggestion was made that MASFAA could have a booth or do a session for MASCAA conference. Scott advised against a booth but said perhaps a session. Sue will get more information.

Sue distributed and discussion followed regarding the GPCC's proposal for the use of MASFAA Membership as referenced by independent consultants. Scott Jewell asked if there would be any due process for members in violation of this proposed rule. Seamus was concerned that any MASFAA member could act as a consultant and may likely have MASFAA on a resume to help promote skills as a consultant. Scott Prince suggested that if MASFAA has this policy that it be for all members not just associate members. Scott also wondered if this is too much reaction to an issue involving one person. Sue said that she had feedback from other associations that said they have had similar problems in the past but that they didn't last very long. Should Council revisit the definition of financial aid consultant in the bylaws? Discussion followed. Sherry Andersen indicated that NY State has a Vice President for Membership who has authority to sanction members. The Council came to the conclusion that all members can't be policed and that, even though Council doesn't like this behavior, the particular member under discussion technically did nothing wrong. The proposal from the GPCC was tabled.

MASTER CALENDAR

Sue reviewed the items she had for the master calendar and the rest of Executive Council added other items. The Technology committee will add a page for the master calendar in a private area of the website.

NEW BUSINESS

Jolene Mitchell wrote to MASFAA outlining the College Board Regional Forum. She requested some time to come to an Executive Council meeting and give further details regarding the forum. Sue will contact her and give her some dates that are available.

Sue next brought up the issue of a potential tie in an election. MASFAA currently has no provisions to deal with a tie. Yvonne reported that she is aware of one state which holds a run-off election, another state that flipped a coin, a state that pulled a name from a hat, and one state that had the tie resolved because one of the candidates left the profession. Executive Council decided that a tie would be decided by vote of Executive Council. This would require a bylaw change. To accomplish this, a thirty day notice to the membership informing them of change is issued before a vote is called. Since Executive Council needs to vote on any proposed bylaw change, the group decided to go through all the bylaws to make sure no other changes are needed before calling the vote.

Sue next brought up the subject of the NASFAA awards. She asked if MASFAA should submit any items for a state award or for any of the individual awards. Sue then reviewed the individual awards available. She then opened the discussion for a possible candidate for the individual award and any initiatives that may be suitable for the state awards.

MASFAA's digital camera should be with Jennifer Roberts and its location will be confirmed for the next meeting. Currently, the President, Treasurer, as well as the Membership, Technology and Newsletter Committees all have MASFAA laptops. Cathy Kedski will purchase a new banner for use on tables, but a new plain MASFAA banner is also needed. Sherri asked if Council could go over strategic plan and the recent membership survey at the September meeting since there are so many new members.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 1:03 PM Tuesday, August 5th.