

Final 3/12/04 ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Simmons College
Boston, MA**

February 12, 2004

In attendance: Sherry Andersen, Dawn Atsalis, Carla Berg, Nicole Brennan, Kenneth Burnham, , Sherri Culp, Christopher Earnshaw, Tony Erwin, Kathleen Gibbons, Yvonne Gittens, Seamus Harreys, Kenneth Hayes, Gail Holt, Cathy Kedski, Allesandra Lanza-Cosgrove, Shawn Morrissey, Scott Prince, Susan Stano

Absent: Kate Carnivale, Patti Corjay, Ina Frye, Jennifer Garratt-Lawton, Brian Hodge, Scott Jewell, Catherine Miller, Bernie Pekala, Elayne Peloquin, Ann Playe, Donna Wood-Lozier

President Susan Stano called the meeting to order at 10:22 A.M.

PRESIDENT'S REMARKS

Susan Stano

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Sue discussed not skipping the January meeting in the future. There are too many events that need to be attended to after the first of the year that require attention, so this meeting is important.

Sue discussed the email regarding the Eastern Round-Up. Both Ken Hayes and Dawn discussed their trouble with the listserv. For some unknown reason the emails weren't going to the listserv. Also, Sue had sent an email at noon and many people didn't get it until 7:00 P.M. The suggestion was that the host server was very slow. Martha Johnston is the new co-chair of Technology and had some ideas for possible solutions.

Sue would like to test the list by copying Executive Council directly on any message being sent via the listserv. Some problems may have to do with SPAM controls at individual institutions.

Sue reported that no representation from the Conference, Membership, or Technology Committees could be present today.

NOMINATIONS

Yvonne Gittens

gittens@mit.edu

Yvonne reported that the Committee had a successful conference call. They are slightly behind schedule with the election process. Currently, there are five nominees for President, six for Treasurer, and nineteen for Council at Large. Yvonne was very pleased with the nominations. Selected candidates will be contacted soon to ask if they are willing to run. The Ballot should be available online for two weeks once it is set up. Sue reminded Yvonne that the bylaw changes must also go on the ballot. Yvonne will also find out when the ballot information has to be to the vendor. There was some discussion regarding the use of new pins and passwords for the election process. Brian Hodge will be back from vacation next week so these issues can be resolved.

PRESIDENT ELECT

Sherry Andersen

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Sherry reported there was a Finance Committee meeting in December. Some new prizes have been added to the MASFAA awards. There will be a new scholarship for the College Board Regional Forum. Since Sherry forgot to advertise it, it will begin next year. The MASFAA Presidential Award now comes with a \$500 gift card for the recipient. The Sheehan Award recipient previously received a \$500 scholarship, but now will receive a \$1000 scholarship, their plaque and gift, and \$500 gift card for themselves. The Chuck Jones Award will no longer come with the option to attend the College Board Financial Aid Institute, but will come with a free MASFAA conference including room.

Jennifer Whiting is working with Sherry to decide on a hotel for the 2005 conference. Sherry has narrowed it down to four: Ocean Edge Resort, Sheraton Colonial in Wakefield, Ferncroft in Danvers, and the Springfield Sheraton (because the service and space were good). Sherry hopes to have this done before the next meeting. Next there was discussion of potential sites for the August retreat. Sherry would like it at the Coonamessett Inn in Falmouth on the first Monday and Tuesday in August.

Regarding the Leadership Training, Sherry cannot attend but both Gail and Tony are going.

SECRETARY'S REPORT

Tony Erwin

aerwin@stonehill.edu

Tony presented the minutes from the December 17, 2003 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

Tony has updated the online calendar with the Executive Council items. He will email everyone the password.

TREASURER'S REPORT

Sherri Culp

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Sherri distributed the 2003-2004 budget reports. Bank interest has not been updated since Yvonne and Sherri need to reconcile the accounts. Conference income was down by \$7,300 and not the \$20,000 originally projected. Membership is within \$1,000 of their goal. Conference expenses are \$30,000 below budget because meal costs were down with fewer attending. More bills for Carnival came in but the event ended up \$1,300 below budget. Some Profession Development and Training items have been paid for. The mouse pads that were distributed to all members as part of the strategic planning process were below budget. Sherri confirmed for Dawn that the calendar bill has been paid.

Sherri next reviewed the Income and Expense report which is dated from November 21st to present so credit card transactions could be seen. The Lumina planning grant has been received and must be in an interest bearing account and the interest that accrues must be tracked. Sherri would like to open a new account for that money when the larger check is received. \$26,000 has been received since November 21st for conference, mostly from credit cards. Income from the Support Staff workshop is only for the training of non-members. Conference expenses are broken down into categories.

Topic of current net worth was discussed. MASFAA has one CD that matures on March 4th and is at 1.75% interest rate. The Finance Committee wanted to have a planner come in to see what should be done with the money, but that hasn't happened yet. Sue reminded Sherri that the Committee had wanted to

move some money to other banks. Scott Prince commented that MASFAA is not at risk since funds are in different accounts at Eastern Bank. Sherri will check into this and possibly open another money market account. Kathleen can pass on a name from a national certified financial planner association that Nellie Mae has used. Sue would like someone with experience in planning for non profit organizations.

Scott commented that Senator Kennedy paid Jane Oates' fees for attending the conference and Government Relations will write a thank you note.

A motion to close the CD and move it to the money market offered, seconded, and approved unanimously.

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

CONFERENCE COMMITTEE

Jason Kahn
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David Goldman
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Sue distributed the compiled conference evaluations. There were 100 returned. Everyone took time to review the evaluations. The Committee made the following suggestions for the future:

- A master computer file should be created for all forms that are created and reused every year having to do with the annual MASFAA conference. Since Committee members change frequently this will provide some consistency and redundancy in work flow for the Conference Committee. Perhaps this file could be housed on the MASFAA website so that Committee Members can access it;
- Include just one lunch guest speaker during the conference;
- Have a fun, interactive evening and bring back the music;
- More sessions, shorter sessions (45 min-1 hour);
- Look at time slots and schedule them differently;
- In order to get more school FAA's to present, there needs to be some kind of incentive (i.e. different conference rates for presenters vs. non-presenters);
- First-timers reception game was very well received and should be continued each and every year;
- Start the entire conference later on the first day to accommodate "day trippers";
- Make the 4:00 P.M. session shorter than the other sessions;
- Allow more "free" time in the schedule to allow attendees to enjoy the hotel amenities and surroundings;
- Include a bottle of water in MASFAA gift;
- Do away with MASFAA committee updates at the conference and put the updates in each packet;
- Each moderator should be reminded to collect handouts for the session beforehand so that copying isn't an issue at the last minute

TECHNOLOGY COMMITTEE

Martha Johnston

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Brian Hodge

b.hodge@neu.edu

The website continues to be worked on. Minor issues have arisen and Noetic Harbor has been very accommodating to the Committee's needs. Since no suggestions or comments have been received the assumption is that everyone loves the new site.

Brian has delivered a laundry list of items that need to be fixed or modified by Noetic Harbor. The upcoming election is on this list. Noetic Harbor has put a mock-up of a ballot and some testing is being done now. Issuing usernames and passwords needs to be discussed and the slate of candidates with bios and statements needs to be in as soon as possible.

The Early Awareness Committee would like some modification made to their pages on the website. There is a \$400 charge from Noetic Harbor to make the changes they want. Brian would like to make an additional template for use by other committees to accomplish these changes. Gail would like their page to be a resource and information site for other than just MASFAA members. She would like to see it become more appealing and useful as their page currently is very boring. The first page would include news and information. Upcoming events would also be included. Directions for registration for events and to volunteer could be found on the page. The top half of the main page would be news on upcoming events and the lower half would contain links to presentations for members to use, resource pages to GEAR UP, etc., including things specific to early awareness. A page would be devoted to the Carnival of Learning. There would be a page for College Goal Sunday as well as for Journey to College. A page for objectives and members, and a page for the committee members to post minutes would be included. Another page for the College Savings Times would allow users to see the whole document or get the form for an online submission. Gail also wants an Early Awareness view for their items on the calendar that is only viewable to their members.

Questions were raised about what parameters would Executive Council like for these pages. The consensus is to go with any changes the Committee wants but keep the top and sides of the pages the same. There is money in the Technology Committee budget since the cost of the redesign was lower than budgeted.

The Technology Committee would like to purchase another digital camera. Since they have money in their budget there is no problem with that.

NEWSLETTER

Ann C. Playe

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Allesandra Lanza-Cosgrove

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Alle reported that the next issue of the newsletter is almost done. The final PDF will be ready this week. The issue is very full. Most committees did submit something this month. The next deadline is March 15th. The theme will be the financial aid scams. There are a number of articles already lined up. The current issue asks for feedback from the readers to be contributed to the next issue. The next Committee meeting will be next week. There are three or four pages of pictures in the issue. Alle passed around a draft but it is not the final version.

Tony thanked Alle for the great improvement in the newsletter. He also would like to make more fanfare for the membership when the newsletter is distributed. Discussion followed. Most agreed that the email should be directed to the individual member and not the listserv and should include a direct link to the newsletter online.

MEMBERSHIP REPORT

Patti Corjay
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Jennifer Garratt Lawton
jglawton@mtholyoke.edu

Membership Paid:

| | |
|--------------------------|-----|
| All | 785 |
| Voting Members | 539 |
| Non-Voting Members | 246 |
| Involved in Graduate Aid | 233 |

Ethnicity Break-Down:

| | Number | Percentage |
|--|--------|------------|
| African American, Black | 45 | 5.7% |
| American Indian, Alaskan Native | 2 | <1 |
| Asia (Indian Subcontinent) | 1 | <1 |
| Asian American | 12 | 1.5% |
| Hispanic, Latino | 16 | 2.0% |
| Other | 4 | <1 |
| Puerto Rican | 4 | <1 |
| White or Caucasian | 563 | 71.7% |
| Unknown | 138 | 17.6% |

The membership committee has been very busy since December working with the new website, and working out any little changes/bugs that are encountered. As a whole, however, the new website has been very easy to use and Noetic Harbor has been very accommodating to the changes that have been requested. The Committee is still making adjustments so some information is not currently available for reporting. Since the new system is currently not tracking how a payment is made the Committee can't give a number of how many people paid by credit card. And since 100% of registration will now be done online, they won't report anymore on that statistic.

The Committee knows that there has been some concern by Executive Council that the addresses are not showing on the membership list. They want to make sure that everyone is aware that members can currently get address information if they type in their last name on the home page. They have not heard any questions about this by the members, but will be working with the web developer to possibly restructure the entire membership list in the future. Another task for the Membership Committee will be to work with the web developers and the Technology Committee to make sure the database will be ready to handle the renewal membership process scheduled for May.

Sue would like to discuss a policy for dealing with bounce back emails. The group would like those bounce backs to go to Membership for resolution. This was agreed upon, so when Executive Council sends a message via the listserv they should send any bounce backs to Membership.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons
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Ina Frye
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Kathleen reported that the Committee is trying to promote the IIN more. They launched it last year had 6 inquiries. They have 8 or 9 mentors. This year they have had only 1 inquiry. They will be sending a mailing to career placement and multicultural affairs offices to find more potential users. The mailing will go out next month. Sue has suggested mailings to schools that have graduate programs in higher education as well.

Issues were raised regarding the website. The IIN mailbox disappeared when the site was changed over. Now people can fill out a form and an email goes to Kathleen or Ina for response. She is working with Martha Johnston to get that resolved.

Dr. Regina O'Neill is working on a proposal to get the mentoring tool developed. They will decide how to proceed once a price is known. The Committee will need more money for the project. The already small committee is shrinking. Joel Carstens is leaving to take a job out of state. Vanessa Washington from ASA is leaving as well. Kathleen wants to do a targeted email to minority members to suggest joining the Committee and will work with Membership to get that information. Dawn will look for anybody that said they wanted that Committee on their membership form.

The discussion next looked at the results of the membership survey relating to the CEED Committee. The Committee discussed the significant comments from one person that CEED has the wrong focus. It was founded to support ethnic diversity at the direction of the members when surveyed in the past. The main focus is ethnic diversity and that that is still the important focus.

The current survey results show that CEEDs function and activities need to be publicized.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
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Kate Carnivale
kcarnivale@brocktonhospital.org

The submission of the Carnival of Learning for the NASFAA State award is complete. The application is comprehensive and includes a CD with photos of the events, budget figures, quotes from students. It will be mailed on Monday to NASFAA. The GEAR UP website has also posted some pictures and quotes from students who participated.

Mary Jenkins and Gail went to a College Goal Sunday site in Indiana this past weekend and attended a training session. They are working on selecting a public relations firm.

The Committee is working on the June 1st Journey to College at Assumption College which is right before the NEAAAC Conference, also at Assumption.

Gail displayed a poster from the College Goal Sunday in Indiana. She next displayed some information from their site. (AN OUTLINE OF THE PRESENTATION IS ATTACHED TO THE MINUTES)

The goal is to increase the number of FAFSA forms that are filed on time by low-income students through building awareness and alliances with the community. There were 35 sites in Indiana all on the same date. The whole country should do it the first or second week of February. All sites should be on the same date within a state, however none of the dates should be on Superbowl Sunday.

A Statewide news media campaign should be followed by school assemblies with student success stories and an aid person talking about the event.

The grant application is due August 1st but the planning grant must be closed out first. All other states currently offering a College Goal Sunday have a separate committee. Gail added that support from the entire MASFAA community is required to make this project a success. Gail recommends the following: challenge MASFAA to participate 100%; use the College Goal Sunday as a connection to the conference theme and use the conference as a kick off; offer 8 locations including Cape Cod, Boston, South Coast, Merrimack Valley, Central and Western.

Gail would like to use collegegoalsundaymass.org as the URL, which is available. Collegegoalsunday.org is what Lumina uses. Sherri asked if the planning grant funds have to be sent back if we don't use it all.

Gail said definitely yes if it is anything over \$100. We can't pay a Public Relations firm with this planning grant money, but we may have to pay for some costs before the actual grant. Indiana used their public relations firm to design the website and someone in the state organization programmed the site. Executive Council should decide on the website and how it will be designed very soon.

Yvonne asked if Gail thinks we need to have a new committee for CGS. Gail said yes but she doesn't want to hurt the Early Awareness Committee if people want to jump to that new committee. While Early Awareness is large on paper, only 12 to 15 members participate. Scott suggested a subcommittee be formed. Other suggested an ad-hoc committee might work also.

Sue confirmed from the handbook that the President can name committees if that person identifies the need. The handbook says that committee members must be paid MASFAA members but that can be changed on a vote of Executive Council since it is just in the handbook.

Sue asked Gail to confirm what events the Early Awareness Committee does now. Gail responded that the Committee publishes the College Savings Times, runs the Carnival of Learning and the Journey to College. The Committee would like to rotate the Carnival and Journey to College programs each year. Yvonne likes the idea of separating the committees. She would like to encourage the chairs to be long term, not rotated like the others. Gail would like everybody in MASFAA to participate and not have the event become only an Early Awareness activity, but a whole MASFAA event. Sue would like a general session at the conference lunch to promote this. Scott would like to bring in someone from another state to talk. Gail sees 8 to 12 people on the steering committee that are not only financial aid, but every segment of the population. Carla sees this committee being like the Conference Committee, which is on a special schedule to plan one large event. Attendance is required and 100% participation would be expected. Seamus asked if we could redirect some of the many people not selected for Conference Committee to this new committee. It could become prestigious like Conference Committee.

Gail will come to the next meeting with a plan for committee and web use for Executive Council to approve.

Scott asked if the sites used online or paper FAFSA. Gail responded that the majority are using paper forms. Scott commented that we have high percentage of private schools in Massachusetts that require the PROFILE form as well.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
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Catherine Miller
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Carla reported that the workshop on presentation skills held at Mount Holyoke in February received good reviews. The Committee would like to hold it again in the eastern part of the state, perhaps at Pine Manor. The first Support Staff workshop was held at Pine Manor also went well. The second will be held on February 25th at Mount Holyoke. Eileen O'Leary got in touch with Carla regarding a "conversation with" a member of the Governor's office. It will be held on February 23rd at Northeastern from 10:30 to 12:30. The session will be a forum for people to go talk about the new Adams scholarship program and ask questions of the representative from the Governor's office.

Planning for the annual Novice workshop on June 2nd at the Wellesley College Club. The Committee is looking to put together a panel of directors and associates as a general session. Program ends with a wine and cheese reception with a MASFAA presentation before hand. The Committee is hoping for Executive Council and Committee Chairs to attend.

The PD&T Committee would like to purchase a projector for use in workshops. After discussion the request was approved for up to \$2,500. Carla reported that there was some difficulty with the Need Analysis workshop because there was bad weather. There is no policy for bad weather if a workshop is

cancelled. After discussion, it was decided to use the website and MASFAA's toll-free phone number to publicize cancellations. The Committee will coordinate with Tony since the voicemail is located at Stonehill.

Tony suggested that the agenda for the presentation skills workshop should not include a session on using PowerPoint software since the session wasn't offered at the first workshop. In addition, Dawn encouraged participation of Executive Council at the reception after the Novice workshop.

Sue brought forward some information from PASFAA about a workshop on situational leadership by David Knapp. She sees this session as a way to get more seasoned people involved in training offerings. The session was well received by attendees in Pennsylvania. Sue would like to maybe schedule this before the Final Fling in June.

EASFAA

Shawn Morrissey

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The EASFAA Spring training for Massachusetts will be held March 2nd at Stonehill. Tony and Cathy will present. Shawn will be attending the EASFAA council meeting in Maryland next week. Dawn asked if the EASFAA conference agenda is finalized and Shawn said yes. Tony asked Shawn for info about how the Massachusetts EASFAA mentoree registers for the EASFAA conference.

Cathy asked if MASFAA would be willing to pay for lunch for those attending the EASFAA training. She and Tony would also like to offer scholarships for MASFAA members who aren't EASFAA members that want to attend. Yvonne would like to sponsor 12 people. A motion to offer 12 scholarships and provide lunch for all attendees of the EASFAA Spring training was offered, seconded, and approved unanimously. The funds will be transferred from unspent monies in the Executive Council retreat budget.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala

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Seamus Harreys

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Seamus reported that the first meeting for 2004 is tomorrow. He reported that the Governor has proposed a new Adams Scholarship that will waive tuition at State schools for students who score in the top 25% of MCAS takers in the State. The Committee will be discussing this proposal tomorrow. Once they have arrived at a position, they will likely do visits with legislators. Several concerns with the program were noted, including what effect it will have on private schools and the focus being changed from need based aid to merit rewards by the State.

Seamus then reviewed some items from the President's proposed FY05 budget which asks for no Pell increase and sets aside 20% of work-study funds for community service. Seamus testified for a committee appointed by the President regarding simplifying the FAFSA and the student work and savings penalties. Not much more on reauthorization at this point. The Committee will have more information after their meeting tomorrow with whole committee. Since the Democratic National Convention will be in Boston this year, the Committee may have more opportunities to meet with legislators.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw

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Elayne Peloquin

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The Committee met last Tuesday. They are planning on the next Graduate Symposium to be held on December 1st or 8th and welcome topic suggestions. They are still researching GRADSFAA. Some

Committee members have received emails with no details and there has been no update to the GRADSFAA website. They have tried to call some of the officers but there has been no response. Chris reported that there are some familiar names on the website but that there has been no formal announcement or list of purpose.

Newsletter articles have been assigned to Committee members. Chris does have an article in the current issue. Chris also noted that he has been assigned a new area by Key Bank. He will be working in the Washington D.C. and Maryland area but he plans to stay on the Committee and will still live in the area.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes

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Dawn Atsalis

datsalis@amsweb.com

Dawn reported that she will remain on the Committee but won't co-chair it next year. She reported that the Western Round up was successful with 30 people in attendance. The Eastern Round Up is today from 5:00 to 7:00 in the main building of Emmanuel College.

At their Committee meeting last week, there was some discussion regarding why the round-ups are held this early in the year. The Committee thought that they should be held later when people really need the break. Sue thought this year the dates were too late since schools had returned to school that week. Earlier would have been better. Snow squalls kept people away from the western event. Sue would like one in September or October to kick off the year. Dates should be publicized very early so they can be on the bookmark. Sue wants a paper invitation as well nice and early. Nicole suggests including drink tickets to attract members. Ken Burnham thinks it would be more inviting in warm weather and when it is lighter outside in the evening. Sherri suggested having entertainment and that the Committee should request money in their budget to make more of the events.

The Committee presented more information on their proposed ambassador program. Kathleen commented that she is concerned that this program may compete with the mentoring program sponsored by her Committee. The IIN is supposed to recruit minority aid professionals into the community and promote advancement for those that are already working in the field. She thinks that that part of the IIN is similar to the new proposal. She wonders how ambassadors would be identified? Dawn replied that they would start with their Committee members as ambassadors then open it up, as needed, to the membership. Ken Hayes commented that the goal of this program is to bring members to MASFAA. Gail noted that she wondered, too, how this is all that different than the IIN. Do they want this to be a one year thing or do mentors sign up for long term duty. Serving as an ambassador would be another way for people to get involved. Sue sees a distinct difference between the IIN and this. Scott wonders how many new members would have been the members anyway.

Tony is concerned that we must enlist directors to get the names in the first place and to allow people to participate. Cathy suggests that we tell the directors some scholarships are available if they can't budget for new members. A long discussion followed. Tony thinks the big issue is finding the names of those who the Committee would mentor and again stressed she required support of the directors. Ken Burnham would like to suggest the idea to the directors and see how they feel about it before the program starts. Ken Hayes thinks that the support of the director doesn't matter since the membership would be free. Tony and Carla disagree, noting that without the support of the directors the people can't participate anyway so being a member is of no use.

Ken Hayes asked for feedback for which people should be targeted by the program. Cathy would like it open to anybody who is in aid but isn't involved in MASFAA. Ken Burnham asked what information an ambassador needs to pass on and should there be some prepared documents. He suggested a brochure to give to people interested in the field.

ASSOCIATE MEMBER AT LARGE

Scott Prince

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Scott wants to attend a Lender Consortium meeting to get some feedback about training needs. Gail said she is supposed to go a Lender Consortium meeting to talk about College Goal Sunday.

Sue brought up the printing of the membership directory for Associate Members. Scott was going to see about printing it from the website but the discussion suggested that that function does not exist. Sue will check with the Technology Committee. Gail commented that members should be able to see all data including fax when searching for a member on the website.

OLD BUSINESS

Executive Council members would like the Final Fling to be held at the Worcester Art Museum around June 10th. Shawn is looking into the site. He reported that there are several options and the Museum does offer rates for non- profit organizations.

Sue returned to the CORE training. She distributed the contents of the training series. She would like to announce the training in April and create an ad hoc committee to plan the training. Sue wants seasoned professionals to be invited to participate as trainers. The training will be offered one day a week for five consecutive weeks. Sue would like 25 trainers prepared and possible two sites simultaneously.

Cathy ordered a new MASFAA Banner.

NEW BUSINESS

There was no new business.

A motion to adjourn was offered, seconded, and approved unanimously at 3:36 P.M.

Massachusetts College Goal Sunday
February 12, 2005
Site Visit to Indianapolis

- What we learned
- Decisions that will need to be made
- Our recommendations
- Where we go from here

The Goal

- Increase the number of FAFSA forms filed (on time) – specifically by low-income students.
- Motivate audiences to attend College Goal Sunday by building awareness about the event and the importance of financial aid.
- Create alliances between the financial aid community and individuals who serve youth and their families.

Activities

- Statewide News Media Campaign

- ❖ Brochures & Posters
- ❖ Mini Cards
- ❖ Flyers
- ❖ Print Ads
- ❖ Website
- ❖ Videos

- School Assemblies

- ❖ Student Success Stories
- ❖ FAA Promotion

Annual Timeline

- May
June **Begin collecting budget estimates.**
- July **Select site coordinators and determine site locations.**
- August **Begin search for student success stories.**
 Begin updates on CGS website.
 Finalize budget.
- September **Finalize grant proposals.**
- October **Steering Committee meeting**
 Determine media coordinators.
 Secure student success stories.
- November **Order CGS promotional items (calculators, etc.).**
- December **Update CGS tools (site coordinator’s handbook, Powerpoint presentation, evaluations, etc.).**
 Order shirts.
 Photocopy materials for site coordinator boxes.
- January **Assemble and mail site coordinator boxes.**
 Pre Kick-off assembly meeting
 Kick-offs
- February **Kick-offs**
 CGS
 Submit final numbers to BJM.
- March

**Compile and review evaluations.
Steering Committee Wrap Up meeting**

Who Implemented for 2004

• New Implementation Sites

❖ **Hawaii**

- \$57,400
- Two sites

❖ **Missouri**

- \$150,000
- Four sites

❖ **Maine**

- \$194,000
- Twelve sites

❖ **Michigan**

- \$201,400
- Ten sites

Who's Planning in 2004

- Alaska
- Montana
- Nevada
- Texas
- And NASFAA is exploring ways they can assist (maybe in tracking success in increasing filing of FAFSAs)

Now is the Time to Join

- Lumina's funding for Grants approved through 2003
- Significant funds available
- Publicity for MASFAA and mission of financial aid
- We are already doing the work

❖ Just not state-wide initiative

❖ Many smaller financial aid nights with lots less publicity

Lumina's Main Concerns

• Tax status

❖ 2/3 MASFAAs income comes from public sources

❖ Room to receive 100K+ per year without jeopardizing tax status

• Too much open space

❖ Communities all have relatively close group of resources

- Financial aid administrators
- Other community partners (GEAR UP, EOCs)

Obstacles for MASFAA

• Grant Application Due August 1st

❖ Need to close out planning grant first

• Need structure for CGS Steering Committee

❖ Other states are separate and none is subset of Early Awareness initiatives

• Need site coordinators for up to 8 locations

• Need support from MASFAA Community

• Must sustain through alternative financial partners

- 15,798 Students
- 135 Cities
- 288 Sites
- 3,200 Volunteers
- 52% First generation students
- 59% Minority participation
- 28% Did not know how to apply for financial aid before CGS
- 85% said they could not have completed the FAFSA form without CGS help, or could not have done it as well.
- 94% said CGS was worth their time.

2003 First Generation College
 2003 Minority Participation
 Knowledge of Financial Aid
 CGS Helped Participants
 Participants Valued CGS
 Decisions To Be Made

- Steering Committee Structure
- On-Going Financial Support
- Website Development
- Create Community Support
- ❖ Pride
- ❖ Volunteerism
- ❖ Good Will

Recommendations

- Challenge MASFAA community to participate 100%
- Connect CGS with theme for 2004 Conference (have a strong kick-off)
- Offer CGS in 8 locations
- ❖ Cape Cod
- ❖ Boston
- ❖ South Coast
- ❖ Merrimack Valley
- ❖ Central Mass (1-2)
- ❖ Western Mass (2-3)

Where We Go From Here

- RFP being sent out to 3 firms
- ❖ Two more will be sent
- ❖ Due date March 31st
- Website needs to be developed
- ❖ www.collegegoalsundaymass.org available
- Promotion within MASFAA
- ❖ Newsletter articles
- ❖ Website news
- Write final report for planning grant and program grant application