

Final 4/16/04 ae

Massachusetts Association of Student Financial Aid Administrators

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

March 11, 2004

In attendance: Dawn Atsalis, Nicole Brennan, Kenneth Burnham, Kate Carnivale, Patti Corjay, Tony Erwin, Kathleen Gibbons, Yvonne Gittens, David Goldman, Kenneth Hayes, Brian Hodge, Gail Holt, Scott Jewell, Martha Johnston, Jason Kahn, Cathy Kedski, Catherine Miller, Shawn Morrissey, Bernie Pekala, Elayne Peloquin, Ann Playe, Scott Prince, Susan Stano, Donna Wood-Lozier

Absent: Sherry Andersen, Carla Berg, Sherri Culp, Christopher Earnshaw, Ina Frye, Jennifer Garratt-Lawton, Seamus Harreys, Allesandra Lanza-Cosgrove

President Susan Stano called the meeting to order at 10:03 A.M.

PRESIDENT'S REMARKS

Susan Stano

ssano@hcc.mass.edu

Sue sent a request to committee chairs to start the recognition letter process for all volunteers. Letters will go to their supervisors at the end of the year. There is a sheet that they can fill out that gives Sue the supervisor's contact information. Sue distributed sheets for Executive Council members to complete with their supervisor's contact information as well. The information is due by May 15th. Sue will use Eileen's letter that was started a few years ago. The MASFAA brochure goes with it.

NOMINATIONS

Yvonne Gittens

gittens@mit.edu

Yvonne reported that all information for the election has been sent to the Technology Committee. Brian added that they are working on the ballot and they are testing the website. The ballot should be set up by next week. They have pictures from all but one candidate. Email went to the list today for users to get their name and password. The by-law questions were not included. Discussion followed. Yvonne will email Brian first thing tomorrow to get that text onto the ballot. David Goldman had the text and gave it to Brian. Sue will look to see if she has an electronic version. Martha will have access to the results and will forward them to Sue.

PRESIDENT ELECT

Sherry Andersen

sanderse@capecod.mass.edu

Sue reported that Sherry has been checking out hotels. She is planning some visits with Jason Kahn and David Goldman. She has ruled out Ocean Edge but the sites from the last meeting are still under consideration.

Sherry will hold her retreat on August 2-3 at the Coonamessett Inn in Falmouth.

The volunteer of the year award solicitation will be posted to the list soon to get some nominations. Sue encouraged Committee Chairs to nominate an outstanding member of their committee. Sue confirmed that all Executive Council members and Committee Chairs should try to attend the retreat. She asked the Chairs to check committee for possible nominees that are paid members. Nominees can't be a Executive Council Member or a Committee Chair. More than one person from a committee can be nominated.

SECRETARY'S REPORT

Tony Erwin

aerwin@stonehill.edu

Tony presented the minutes from the February 12, 2004 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

Tony reported that the EASFAA training held at Stonehill went well.

TREASURER'S REPORT

Sherri Culp

sculp@brandeis.edu

Sherri submitted a written report as follows:

Year-To-Date Budget Report – The income for Conference and Membership income is lower than what was reported last month due to a double-entered deposit in Quicken that Yvonne and I found during the last reconciliation. Conference registration income ended at \$13,455 below budget, however, this shortfall is more than compensated for by the fact that the Conference Committee came in \$30,548 under their budgeted expenses.

I added a new budget line for PD&T entitled “Conferences” in which I entered expenses for the Committee members who attended the Best Practices Symposium (I just received the Request for Payment Form from Allene Curto today so the actual expense column only reflects the charges for Dana Mignogna.) Since we did not originally budget for this expense, and PD&T has unspent budget monies, I did not enter a budget amount for this line item.

All committees should review the YTD report for accuracy.

Income and Expense Report – I have handwritten the detail in on the Income and Expense Report. I closed out our remaining CD last week so our bank interest is unusually high. Recent payments of note include the Sheehan Award scholarship, MASFAA's liability insurance, NASFAA Leadership Conference fees, EASFAA Training scholarships, and the Western Roundup.

Net Worth Report – I closed our last remaining CD last week so our current assets consist solely of the checking and money market accounts.

Insurance

I checked with Eastern Bank on the security of our accounts and, because they participate in both FDIC and DIF, the total balance of our accounts is protected. I renewed our liability insurance with The Hartford Insurance Company a couple of weeks ago. Due to the rather large balance we are carrying in our accounts, I contacted the holder of our bonding insurance, the Insurance Center of New England, and asked if it was possible to raise our level of coverage (currently, we are only covered up to \$75,000, with a \$1,000 deductible, for a three-year premium of \$564). Our current carrier was unwilling to increase our coverage but The Hartford Insurance Company is willing to cover us for up to \$200,000, with a \$2,000 deductible, for a three-year premium of \$975. Although it is a few hundred dollars more expensive than our current plan, I recommend

that we opt for the higher coverage. (NOTE: We can get a partial refund on our current policy if we cancel.)

04-05 Budgets – Budgets for next year will be due from committees on April 15. I will e-mail the Budget Request Form to all current committee chairs by March 15.

Financial Planner – I set up a free consultation with a financial planner at Eastern Bank last week but the planner had to reschedule. I will report on this at the April EC meeting.

Membership Directory for Associate Members – In talking with Scott, he indicated that he would prefer to print the Directory for the associate members instead of distributing it in a PDF file. I think that this is a good idea as it will be harder for the contact information to be converted into a mailing list if it is on paper. We currently have money remaining in the EC “Supplies” line item so we could book the expense there. The other options would be to add a budget for the Associate Member at Large or to restore a portion of the budget for the former Membership Directory.

A motion to move the bonding insurance to the Hartford Insurance Co. to increase coverage to \$200,000 as recommended by the Treasurer offered, seconded, and approved unanimously.

Bernie asked why MASFAA has so much money. Sue responded that Executive Council has been trying to spend a lot but that it keeps adding up. Sue and Tony responded that we have dramatically increased the number of scholarships that are offered to members. There have been significant increases to the prizes that are given award recipients. In addition, the Finance Committee budgeted very leniently.

Sue moved to budgeting for 04/05. Sue indicates that this is the time for committees to budget for dreams since the funds are there. Bernie suggested that conference fees be reduced. Changing membership would require a by-law change. Discussion followed. All training is now free for members. Gail noted that if sponsorship or membership dropped off, or if a conference had to be cancelled, MASFAA may need that reserve. Reserve was building over the last four years or so. Original goal was one year operating budget. Finance Committee will talk to a financial planner soon who specializes in non profit organizations. If anyone has suggestions Sue wants them brought forward to best benefit the members.

04/05 budgets will be due by April 15th. The Finance Committee then meets and comes up with budget recommendation for Executive Council to vote on at the May meeting. Jason asked if the Conference Committee could have an earlier approval since they need to start making plans. Should they act as if their request will be approved? Jason does have his budget prepared. Sue responded that unless the requested budget is a lot more than before they should be fine. Jason reported that he would like to spend a lot more. Waltham will be more expensive and some things will be done differently. Sue thought that the Committee should look to the budgets from the Quincy site since the food costs would likely be similar to Waltham. Discussion tabled until the Conference update. Sue did advise that the Committee should move ahead since most budgets are approved as requested.

Sue gathered some information from the Florida association which has used a financial planner.

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

CONFERENCE COMMITTEE

Jason Kahn
jkahn@collegeloan.com

David Goldman
dgoldman@bentley.edu

Jason reported that he has met with the hotel staff for the next conference. He commented that the vendors will likely not be happy with the setup. The staff is great, the food is good and the site is easy to get to. The ball room is smaller than the one at the Sheraton in Springfield. Committee wants to have dinner and entertainment at the same time in all three sections of the ball room. The vendors will be in a different section on a different floor. Jason displayed a map of the hotel and described the proposed layout. All breaks will be held in the foyer of the vendor ballroom. Sessions are on the first floor. Cathy asked if we should have the registration table downstairs near the vendors. Jason said there isn't enough room. Changes to schedule will add more time to visit vendors. Since the Committee feels the conference has been stagnant in format, David and Jason would like to mix things up a little. They are requesting a \$38,000 increase to the \$105,000 budget. They plan to have an email station for attendees. Since the Committee feels that the evening activities are just as important as the sessions, they plan to use both nights for events and will not offer a free night. This accomplishes two goals, it keeps the attendees together and the vendors save money. Because there will be another meal, the Committee needs additional food dollars in the budget. Since the food costs are high they are planning some meals as a buffet. There was a very positive response for the family feud last year. They also plan to give better gifts to the vendors. Based on requests, they would like to do away with a the speaker at one lunch. They will request additional funds for presenters to pay for travel and to do some things to encourage school participation. Gail suggested that potential presenters are solicited individually not just in general for session proposals. Total sleeping room guarantee is 390. Jason questions that whether or not that goal can be reached. Cathy wondered if they should offer free rooms for people who present. Committee has mostly new members. They will solicit ideas, presenters, and sessions that people have seen other places that were good.

Since there will be Starwood resort points earned for this conference, Jason will check to see what options are available to save and use the points.

Discussion followed regarding having a free night vs. having all nights booked.

The Committee will meet every third Thursday of the month.

Sue reminded Jason and David that there are guidelines for rooms and expenses in the Handbook. If they have other ideas then they should present them to the Executive Council for a vote to change the Handbook.

The discussion of the succession of information came up. Sue would like to investigate the website for use as a depository for this historical information.

TECHNOLOGY COMMITTEE

Martha Johnston
Martha.Johnston@citizensbank.com

Brian Hodge
b.hodge@neu.edu

Brian welcomed Martha as the new Co-Chair of the Committee. The list of items to be fixed on the website that was delivered last month to Noetic have all been resolved. The Committee is working on the ballot. Noetic fixed a lot of back door things that the Committee uses. The "What's New" section of the home page is being updated weekly by a member. Pictures of round ups are on the site. Sue asked if some pictures that are not flattering should be removed. Brian said that Co-Chairs that don't have a picture on the site should send one to him or ask the Committee to take one of them.

The Early Awareness Committee's pages are being worked on. Brian did get a mock up of what they are looking for. Resource page would provide logo's of other organizations. Brian is concerned with a few of the links since they would bring users to lenders that are not MASFAA sponsors. Sue is also concerned. Gail responded that the Early Awareness Committee brainstormed for resources that would interest those investigating early awareness topics. The website of the College Board, for example, is being directed to a specific section that has a general discussion of 529 plans. No specific plan is being sold at that site. The look of the links proposed for this page are very different than that of the sponsor logos that rotate on the top of all site pages. Jason indicated that just about every lender has some early awareness materials. Martha responded that, as a lender, she would also dislike this. Scott Prince suggested some other sites that would perhaps be better that are not trying to sell anything. He doesn't mind non-profit or College Board links. Scott will forward some links to Gail for consideration. Guideline would be that the site being linked doesn't sell anything.

The Early Awareness Committee has designed a sub banner that would be used to identify the Committee. Brian either wants all committees to have a banner or none. In summary, Brian feels that the proposed design of the Early Awareness Committee's pages would "feel" very different from the rest of the site. Sue asked if it were decided to go with this type of sub banners for committees, can the Technology Committee do it. Gail said the goal was to make the page more interesting. There was too much text. Sue would like to see a sample page with the banner to see what it looks like. Martha thought that the banner looks like it is trying to reach a different audience than the website does as a whole.

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Allesandra Lanza-Cosgrove
lanza@amsa.com

Ann thanked all committees and some individuals who submitted articles for the upcoming issue. Ann requested articles for the next issue. The April issue will center on aid scams. No articles have been submitted yet from any committee for the next issue. Ann asked for a brief submission regarding the new website from the Technology Committee. The Conference Committee will also provide a quick update for the date and location of the conference.

MEMBERSHIP REPORT

Patti Corjay
pcorjay@bank1ed1.com

Jennifer Garratt Lawton
jglawton@mtholyoke.edu

Patti distributed a written report as follows:

Membership Paid:

All	790
Voting Members	538
Non-Voting Members	252
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	5	<1

Puerto Rican	4	< 1
White or Caucasian	566	71.6%
Unknown	139	17.6%

Patti asked if Executive Council wants the information regarding which method of payment members used. Sue responded no. Sue wants to know bands of experience in the reports. Bands would be less than one year, one to five years, five to ten years, and ten or more years. Tony asked if we are still tracking people who are on committees in the database. Patti responded that interest in a committee is tracked but not what committee someone may actually be on. Sue and Tony would both like to track this. Patti can update them directly or chairs could have a page that they can update the status of their committee members. Discussion followed.

Patti would like to set a date that after which new members receive membership for the next year. This came up after the novice workshop last year. Sue said that the handbook could be updated to say that if someone pays for membership after May 1 they are a member for 13 months bringing them to the end of the next membership year. Patti will draft a sample for review.

Brian doesn't want to add the functionality to track committee participation to the database if there isn't a strong need for it. Tony and Sue both indicated that this is information that should be available at anytime and should be tracked as part of the membership database. The information should be archived so that there is a historical record of who served on committees. Dawn reported that it would also be helpful to the Public Relations Committee to have this information. Brian will price out using membership database to track and drive committee participation. Patti would like the database to track who made changes. Because all users currently log in with the same login she can't tell who did what. She would like individual usernames that are stamped on the transaction. Brian will price that out, too.

Sue would like to create a brochure that goes with the new member packet that talks about the website. It should highlight the calendar, username and passwords, etc. She would like some emails to the list that talk about functionality of the website. The site is great and she feels it needs to be promoted. Gail asked for a guideline for what should be on the calendar. Should all committee meetings be on it? Sue said that they could do that if they wish. The Technology Committee is working on providing the function of committee only access for items that would be private to that committee.

Brian and Martha summarized that anyone can submit a calendar item and their committee approves the item for posting.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons

Kathleen_gibbons@nelliemae.com

Ina Frye

ifrye@bu.edu

Kathleen distributed a sample of the mailing that was sent to schools regarding the use of the IIN. The mailing was sent to the career services and multi-cultural affairs offices to promote the service for graduating students of color specifically. There will be an email sent to minority MASFAA members to solicit ideas for CEED sponsored conference events and to join committee since they are down to 5 members.

Shawn reported that EASFAA's Multicultural Committee wants to know what MASFAA CEED is doing. Shawn has permission to fill them in.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
gholt@bu.edu

Kate Carnivale
kcarnivale@brocktonhospital.org

Gail reported that the Carnival of Learning has been submitted to NASFAA for the state awards. The winners are announced at the NASFAA conference in July. The Committee had a meeting last Thursday during which Gail updated everyone on the site visit to Indiana to visit the College Goal Sunday project. The Committee discussed the need for a different type of committee that could include all sectors interested in the initiative, not just MASFAA members. The hurdle of the planning grant being closed before the program grant can be approved is a problem. The Committee was looking for responses from public relations firms by the end of March. Funds are set aside for a website from the planning grant. The organizing body has to be set up. Site selection needs to be done so that it can all be put in the program grant final proposal. Budget has to be outlined in the program grant application as well.

Executive Council had asked for a recommendation for the website piece. The Committee recommends that MASFAA secure a website through Noetic Harbor instead of looking for a new vendor.

There was a lot of discussion at the Committee level about needing 100% support from the Membership. That starts with Executive Council. The Committee believes that they can secure the financial partners and have this program last long term with the full support of the State. Martha suggested perhaps someone from Maine, who just finished their first year in College Goal Sunday, could come to speak to Executive Council. She suggested Sean Porter from Nellie Mae would also be a good resource. Julie Shields-Rutyna, who is a member of the Committee, is planning on discussing the Maine program with her contacts soon. Sue asked for clarification regarding how the funds from Lumina work. Gail said the program grant proposal needs to show how we will spend Lumina's money and other's money each year. They will be looking to see a progression of less Lumina money and more from financial partners to run the whole thing at the end of the third year. Gail reported that the Tri-State organization is on track in their third year. They will be a good resource in planning. Sue asked what the Committee needs from Executive Council now. Is there confidence and support for this idea on Executive Council and in the State. Executive Council needs to decide what the leadership looks like. Is there support from vendors and is there a feeling of confidence for the funding. Finally the approval for the website is what they need right now.

Sue responded that Executive Council is in support of this program. She wants to vote to take the leap from planning to program grants.

A motion was made that Executive Council commits to the long term support and maintenance of the College Goal Sunday program in the form of people and resources. Discussion followed on measurable outcomes. Participation will be measured. Number of FAFSA filers can be measured. MASFAA can be a financial partner in the program but doesn't have to be. Other partners can provide all the funds but MASFAA can as well to show support.

Kate voiced her agreement that the CGS needs to be separate from the Early Awareness Committee. It must have a large focus with a large committee. It needs statewide support. Cathy suggested seeing what the membership thinks. Discussion followed about past MASFAA initiatives like this but on a smaller scale. Ken Burnham said time should be dedicated at the conference during the lunch with no speaker to sell the program to the membership.

The motion was approved unanimously. There will be an Executive Session after next month's regular meeting to form the committee. There should be state-wide site and volunteer coordinators. Key community members, including GEAR UP, Worcester Consortium, etc, should be included. Minority groups should also be contacted. Gail will provide some information for review. Scott Prince reminded Gail of the Think College Early Committee that has most of these people put together already.

A motion to secure the web addresses collegegoalsundaymass.org/net/com offered, seconded, and approved unanimously.

Kate reported on the Journey to College at Assumption in June. They have secured a keynote speaker. They are also working on another keynote speaker since there will be a speaker at the beginning and at lunch. They will promote it through the Mass. school counselor's newsletter. They will also promote it on the listserv. MASFAA members should come and bring partners from local schools who will be eligible for a drawing of a \$100 scholarship.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Catherine Miller
cmiller@amsa.com

Cathie handed out a report of the evaluations from the support staff workshop held at Pine Manor in February. The session that was to be held in the western part of the state was canceled due to lack of interest. The "conversation with" program on the Adams Scholarship proposal on February 3rd went very well. Discussion followed. Bernie highlighted the conversation with and thanked PD&T and those who participated. He thanked the College Board for providing Sandy Baum.

Cathie discussed the upcoming PD&T events. There will be a session on presentation skills at Pine Manor in May. The novice workshop will be held in early June. Jason and David would like a list of the presentation skills attendees to perhaps contact them about presenting at the conference. Cathie confirmed that there will be a session on using PowerPoint if that is advertised. Sue asked if anyone had contacted the man from Pennsylvania regarding situational leadership workshops. Two people went to the NASFAA best practices symposium. Some feedback from ASA participants wasn't positive. One person responding to Sue said it was informative. Some sessions were not directed at the audience they advertised for.

EASFAA

Shawn Morrissey
smorris@frc.mass.edu

Shawn reported that the EASFAA Executive Council meeting was last month. Shawn sent an email to MASFAA listserv about an EASFAA candidate running for NASFAA Office. While EASFAA has the largest membership, it has never had the largest voter participation. The EASFAA conference will be in Providence this May. MASFAA needs to give a gift for the vendors. Shawn will get a \$100 gift card from Legal Seafood.

Shawn reported that MASFAA needs to pay for the conference travel of the mentoring scholarship recipient. EASFAA is preparing a position letter on the IRS data match and wants to know if the MASFAA Government Relations Committee wants to sign on. EASFAA consensus is that the idea is great but the implementation is very bad. EASFAA will write on that problem. Puerto Rico residents, members of EASFAA, will have big issues since they don't file 1040's. Bernie asked Shawn to forward whatever draft EASFAA comes up with for MASFAA's review.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Seamus Harreys
s.harreys@neu.edu

Bernie reported that they had their first meeting for 2004 on 2/13. The Committee is trying arrive on a position for the new Adams proposal. They are still getting advice. There is no formal position yet for Executive Council to approve. While the national trend shows that most states are getting more funds for

need based aid programs, Massachusetts is moving in the opposite direction with the Adams Scholarship. The Committee would like a need based component to this program. The Committee also discussed reauthorization. Most recent proposal is from Senator Kennedy which asks for a \$5100 Pell Grant. The House has been putting forward level funding or cuts to most programs. As of last night they were 4 votes short on that proposal in the Senate.

Committee sent thank you notes for presenters who came to the November conference. They are looking for a neutral position that MASFAA can support on forward funding for State funds so institutions can plan ahead. They would like an issue to promote that all members can all support. They plan to do some visits in DC if funding is available. They would like to plan those visits in the near future. They will plan for when the visits would have the most effect.

Bernie commented on the “conversation with” that was held with a representative of the Governor’s Office. He thanked Eileen O’Leary for her work in organizing the session and Seamus for hosting it. A discussion followed regarding reauthorization issues and the difficulty in positioning with such a diverse membership in the State. They are trying to focus on State issues and possibly want to bring back the state house day for legislative staff.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw
christopher_earnshaw@keybank.com

Elayne Peloquin
epeloquin@admin.nesl.edu

The Committee met March 9th. They are looking for date and location for the December symposium. It will most likely be at the Boston University Management building during the first week of December. They will confirm at their April meeting. The symposium will cover budgets, trends in academics, and salary and debt issues. They will also discuss school as lender, secondary markets, and loan limits. Some of the topics will likely be good for general conference sessions as well. The Committee also plans to hold another major event since funding would likely available.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes
Krh@mit.edu

Dawn Atsalis
datsalis@amsweb.com

Proposal for the Ambassador Program was distributed. Sue suggested that the Committee budget for all the things that they want to do and see what happens in the budget process. They want to have events that are better and more drawing that the past round-ups. They want to have at least two very exciting events.

They may do certificates for the volunteers this year instead of the note cards. Dawn is checking into when the pins and things have to be ordered for distribution at the final fling.

ASSOCIATE MEMBER AT LARGE

Scott Prince
sprince@mefa.org

Membership directory for the associate members is being prepared. Patty and Sherri are working on this. Sherri is getting it priced out for just the associate members only. Sue asked if is going to all associate members or just to sponsors. The directory will go to all paid associate members that work for one of those vendors that sponsor us. In future it will be prepared after the conference and will become a sponsorship item. The process should be added to the Membership Committee section of the handbook.

FSA INTERNSHIP

Nicole Brennan

nbrennan@annamaria.edu

Nicole reported that the internship program has had several changes so she sent revised information to the website. Interns now need to work 40 hours per week. Executive Council votes on the scholarship winner in May.

OLD BUSINESS

Final Fling:

Shawn reported that the Worcester Art Museum is available on Thursday, June 10th after 5:00 P.M. The event should be booked for two hours. A site needs to be secured for the Executive Council meeting that day. Sue asked if there might be pre-fling program for members. If so then the Executive Council can be held in the morning. If no then the meeting can be held in the afternoon before the fling.

Leadership Training:

Gail and Tony reported that the training in D.C. went well. Tony commented that MASFAA seems to be ahead of many states in programming and financial strength. Gail commented that Texas is offering a free conference fee for one person from each member school. Gail recommended that some of the retreat talk about how to run a meeting and how to lead a committee.

The Finance Committee will meet in April or May.

Sue distributed drafts of a letter announcing the CORE training and the need for trainers.

Cathy displayed the new banner. She then gave it to Shawn for the EASFAA conference.

NEW BUSINESS

Sue suggested that we inaugurate a scholarship for a graduate student who intends on entering the financial aid profession. Person will get an award after working in the profession for some period of time to help pay for student loan debt. Sue suggested that we have an endowment set up and will research it with other states that do the same. Discussion followed regarding how most people enter the field after undergraduate completion. A loan repayment voucher could go to someone in their first year of service in the field. Perhaps increments that pay out some amount over the first few years.

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