

Final 6/21/04 ae

Massachusetts Association of Student Financial Aid Administrators

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

May 13, 2004

In attendance: Sherry Andersen, Dawn Atsalis, Nicole Brennan, Kenneth Burnham, Kate Carnivale, Sherri Culp, Christopher Earnshaw, Tony Erwin, Kathleen Gibbons, Yvonne Gittens, Kenneth Hayes, Brian Hodge, Gail Holt, Scott Jewell, Jason Kahn, Cathy Kedski, Allesandra Lanza-Cosgrove, Catherine Miller, Shawn Morrissey, Ann Playe, Scott Prince, Susan Stano, Donna Wood-Lozier

Absent: Carla Berg, Patti Corjay, Ina Frye, Jennifer Garratt-Lawton, David Goldman, Bernie Pekala, Elayne Peloquin, Seamus Harreys, Martha Johnston,

Guests: Kathy Mundhenk, Linda Winslow

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

Gail began the meeting by announcing that Sherri Culp will be her co-chair for College Goal Sunday. Stephanie Wells will be the site coordinator, and Julie Shields-Rutyna will be the volunteer coordinator. There will be three firms presenting their proposals today to handle the public relations for College Goal Sunday.

First, representatives of Seamonds & Company presented. Ann Seamonds thanked everyone for the opportunity to present. She distributed copies of their presentation. Linda Marchand introduced herself. She will be the account executive working on CGS. Jeff Bard, also in attendance, will provide marketing and creative services. He has worked with MEFA on many of their marketing campaigns. Ann went through their presentation. Jeff thought that the prioritization of who needs to be communicated with is key given a fixed budget. Linda indicated that she has made some contacts with the Red Sox who offer some other education programs. She suggested using an organization not just a player since we want them for three years. Ann thought that they could get some production costs donated for the public service announcements which should be bilingual.

David Nevins and Kirstie Durr of Nevins and Associates presented next. David thanked Executive Council for the invitation to present their ideas. Nevins is a national company based in Baltimore. They have a strong relationship with Comcast in Massachusetts. They have been doing the TRI-STATE Association's CGS for a few years. Higher Education is a very strong point for them. They have done a lot of work for schools in their area. Kirstie discussed what they have done for CGS in Tri-State. Media marketing, etc. First year they attracted more than 1000 students in MD and DC. The second year they added DE and had 15 sites with thousands attending. One of the biggest challenges they had in the beginning was getting the messages to high schools. After their first big media event, they gained support of several groups. There was a big challenge getting the school systems to believe that this is a good free service not another scam.

Gail indicated that the firm is attractive since they have done this before. Travel is an issue since the steering committee would like representation at meetings and at the key kickoff events. David indicated that it would be their intention to attend the steering meetings and the scheduled events. They would come to this area to hand the ground work. That will be part of their fee. Expenses would be kept to a minimum but that they will work on that with MASFAA. They are a great firm today for this program because they have now done it three times. Gail asked if they would be stretched too thin by running CGS in two places at the same time. Kirstie indicated that their staff is more than able to handle it and thought that there could be some synergy by having both. There would be an account team to work solely on MA CGS.

This firm thought that a celebrity spokesperson doesn't add much to the program. They had a market of three states so one spokesperson didn't work well. The first year they had multiple spokesperson. Business person, musician, and a sportscaster. In the end they only got the PSA spots but without more budget or time donated, the spokespersons didn't do events. The money was better spent on direct marketing pieces. If there were a relationship with a person that would work for free it would be fine but Nevins didn't include a budget for the spokesperson.

Gail also had a concern that the retainer is much higher for them than the others who are bidding for the work. David indicated that the retainer is the total fee for their work on the project. Whatever time it takes is what they do. For TRI STATE they are also the marketing manager. They scheduled everything, got the speakers, ran the whole thing which adds a lot to the costs. They worked on this from the point of view that you should put your resources to the PR firm and less in the advertising since the media market is so expensive even 100K would mean nothing at all. They used very little paid media. Gail asked if donated media time or space is largely unwanted time or space anyway. Comcast donated valuable time to TRI STATE. They would likely get involved in MA as well and would hopefully donate valuable time. Radio, you just have to convince them that the listeners would benefit from this. Because Comcast was a supporter of the program and also advertises on radios, the stations were more willing to put valuable time for use. He indicated that Comcast has expressed initial support in MA but of course no guarantee.

Sandy Lish, Mark O'Toole, and Jim Collins from the Castle Group were the final presenters. They have worked with Nellie Mae, Sallie Mae and Simmons College. Jim has experience in the public sector. Sandy has worked with Grace Bartini over the years who recommends them highly. They would like to focus on a few ways to get the message out well. Not using a little bit of money on lots of ways. Sandy really doesn't want to dilute the message by doing too many things. Gail asked a question regarding the retainer and what is included in that cost. What would be included and what would be extra. Brian asked how they identify a large media player to tap for a project like this. Kathleen asked if they have any thoughts on how they will target the high school audience we would be looking for. She said they would like to tap some peer figure from the local community to speak at the high schools to promote the idea. Ken Burnham asked how they would address minority or first generation college student families. Sandy responded that they would work on correct messages in the schools and on the radio, housing partnerships faith based community organizations public organizations would address those people who aren't reading the newspapers or who may not be online. Plenty of opportunities to get messages in languages. A lot depends on the cities that are picked making sure the messages are accessible to the people in those cities.

Discussion turned to the proposals heard today from the three PR firms. Gail fielded several questions regarding the proposed fees and budgets from the three firms. Brian commented that the local relationships might be more worthwhile with the local firms.

Kathy Mundhenk Bursar of Tufts University and Linda Winslow from Clark University addressed Executive Council regarding the Massachusetts Bursar Association. The Association has been around since 1987. Kathy questioned the MASFAA by-laws that indicate that bursars can only be associate members. She argued that bursars are actively involved in the administration of financial aid. Kathy would like MASFAA to mirror what's happening in the industry. She wants student services people presenting at MASFAA conferences. Kathy indicated that it is hard to convince members of the Bursar Association to join MASFAA since they don't think that they have any programming available to them. The focus of MASFAA is too much on traditional financial aid officers, in her opinion. Sue asked what they feel the difference is since the only thing different is that active members can vote. Associate members can vote for their representative. Sue asked if Kathy knew how many Bursar members are MASFAA members. Shawn and Sherri thought there were about 15. Kathy doesn't think that the bursars would feel that they have appropriate representation on Executive Council even with the Associate Member at Large. Tony commented that there are many members who have titles in student financial services who are listed as active members. Kathy thinks that granting active membership to bursars would foster the feelings that bursars and financial aid officers can get along. Sue offered to send a letter to the Bursar Association membership telling them what they can do as MASFAA members. Sue also said that the Executive Council next year can take this up and decide if it should be brought before the

whole association in the election process. Sherry will put the topic on the retreat agenda. Kathy will take Sue's offer to write to the Bursar Association steering committee for a response.

Yvonne asked what the Bursar Association does now. Kathy responded that they have two meetings a year. There are about 50-80 people who attend the meetings. There are about 150 on the list. They do have a listserv. Donna asked if they invite regular financial aid people (the old fashioned model) to present or to attend their meetings. Kathy responded that they have had several meetings that they have asked bursars to bring their financial aid people with them. Gail asked what people in other states do? Nothing much most have small meetings or go to NACUBO stuff. They have people from all over New England who come to their MA Bursar Association meetings. Yvonne said that it looks like there isn't much support from the bursars for their own association. Kathy responded that the bursars of the public schools tend to stick to themselves since they do things so differently than the private school bursars who make up most of the bursar association. Linda indicated that they target the bursars themselves, not generally others who may work for or with bursars.

PRESIDENT ELECT

Sherry Andersen

sanderse@capecod.mass.edu

Sherry has been working on the volunteer of the year. Sherry will work on the announcement for the College Board Institute scholarships.

SECRETARY'S REPORT

Tony Erwin

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Tony presented the minutes from the April 8, 2004 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

TREASURER'S REPORT

Sherri Culp

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Sherri distributed the YTD date budget report, the Net Worth report, and the Income and Expense report which lists the activity since the last meeting. There are now exactly 800 members.

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

CONFERENCE COMMITTEE

Jason Kahn

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David Goldman

dgoldman@bentley.edu

Jason reported that the Committee is working on speakers and entertainment. They have a meeting next Thursday. He reported that they are way ahead on planning. There have been two very productive meetings with 100% attendance of the Committee. The hotel has been very helpful. They have planned the tentative agenda. The business meeting will likely be at lunch the first day. Gail commented that she would like the business meeting to be longer to really give members more information about what's going on with MASFAA. Sue responded that she wants to have a table for the Association in the vendor area to highlight what goes on. Maybe have a giveaway. Gail commented that she wants a separate table for

CGS. Jason commented that the MASFAA tables might be in the foyer which will have a lot of traffic. Cathy asked when the solicitations for sessions will be going out. Jason said it won't be for a while.

Jason indicated that there is no way they can do the food for the \$80,000 approved by the Finance Committee. There was some conversation about the numbers for meals. Jason thought there would be more attending the dinners since the evening activities will be right after dinner is over. Jason indicated that the counts for dinner from Quincy and Springfield were almost the same. Even though the commuters leave, there will be more attending overall. Sherri asked when they will have the final menus picked so that they have a more definite figure for costs.

The other thing that was cut was the request for entertainment. The first night there would be a DJ the second night a band. The entertainment request also included other things like a piano player for cocktail receptions.

TECHNOLOGY COMMITTEE

Martha Johnston

Martha.Johnston@citizensbank.com

Brian Hodge

b.hodge@neu.edu

Brian indicated that the Committee is working on membership label problems. They will move it to an excel file so users can manipulate it however they want. Early Awareness request are being worked on. Membership ready to turn over for next year.

Brian said that there should be communication according to conversation of the last meeting with the co-chairs and tech liaisons. Ken Hayes asked about slow response time from their contact and about calendar items not being approved. Brian will check into it.

Sherri reported that the Committee budget was approved as requested for 04/05.

NEWSLETTER

Ann C. Playe

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Allesandra Lanza-Cosgrove

lanza@amsa.com

Alle reported that the Committee is working hard on the last issue. They are trying to move up the publication date so that the issue can promote the final fling. It will likely be out by June 1st. The Committee is again down members. It looks like they will be three people down for next year so they will need new members. The remaining members will be looking at the website over the summer.

Dawn indicated that she solicited committee volunteers at the annual novice workshop in the past, so she will do that again.

Cathy commented that the newsletter this year was excellent. A round of applause followed.

04/05 budget approved as requested.

MEMBERSHIP REPORT

Patti Corjay

pcorjay@bank1ed1.com

Jennifer Garratt Lawton

jglawton@mtholyoke.edu

Membership renewals need to start soon. Patti and Jennifer have both stepped down as co-chairs. Shawn asked if there is an online form ready to do membership renewal? Brian responded that there is not. The functionality is ready, however, and just needs to be updated for 04/05. There are now 800 members.

Membership budget approved

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons

Kathleen_gibbons@nelliemae.com

Ina Frye

ifrye@bu.edu

Kathleen reported that the Committee hadn't had a meeting since the last Executive Council meeting. Kathleen then told everyone that she is leaving her position at Nellie Mae and will step down from the Committee. That, in addition to others leaving, will leave the Committee down four members. There seems to be a major lack of interest in the Committee.

CEED budget reduced to \$2000 by the Finance Committee since that was what they had spent last year. If the Committee proceeds with their mentoring initiative they can request a budget increase.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt

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Kate Carnivale

kcarnivale@brocktonhospital.org

Kate reported that they are on schedule for the June 1st Journey to College Event. They still need the Colleges to sign up. There may be an issue of messages not being posted to the listserv since just about everyone in attendance thinks that they didn't get the message. NEACAC will be posting the announcement and invitation on their website. They want to put out an incentive to have higher ed bring the middle school partners. If you do it there will be drawings for the middle schools.

Budget for 0405 approved as requested.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg

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Catherine Miller

cmiller@amsa.com

Cathie said there were 18 people who attended the presentation skills training in May. Feedback indicated that the PowerPoint shouldn't be included which was the exact opposite of the last time. Cathie wants to incorporate this topic into the regular schedule of PD&T training.

Their next event is the Novice Workshop which will be June 2nd at the Wellesley College Club. All Executive Council members will be invited to the wine and cheese at the end of the day to mingle. Sue indicated this reception is a great way to promote committees. Cathie asked who had the committee brochures. Dawn does and will send them to Cathie. They wanted to have a raffle at the end to encourage people to stay to the end. Sue said yes and offered an extra gift certificate from giftcertificates.com which she will send to Cathie. Sherri clarified how the Committee should buy the LCD projector. Is there an extra laptop? PD&T would like to buy one. Sherri said they can buy one after July 1 since the Finance Committee budgeted for one next year.

Sherri reported that the PD&T budget was approved as requested.

EASFAA

Shawn Morrissey

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Shawn reported that the EASFAA conference is this weekend and there will be an Executive Council meeting. The retreat will be in New York in June. There will be more to report in August at the MASFAA retreat.

EASFAA representative budget approved as requested.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
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Seamus Harreys
s.harreys@neu.edu

Scott reported that the Committee has a meeting scheduled for May 28th to look at upcoming legislative issues. There is a legislative training session in June so they will probably be sending a couple of people to that.

Sue asked Scott if there are talking points for the upcoming reauthorization. Scott responded that there are and that they are the same ones that were approved last year.

The Government Relations Committee budget request was reduced by \$1000. Sherri reported that the Finance Committee discussed a policy meals at committee meetings. Finance recommendations will be discussed at the retreat and worked into the Handbook for next year.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw
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Elayne Peloquin
epeloquin@admin.nesl.edu

Chris reported that his Committee has met twice since the last Executive Council meeting. The Graduate Symposium is set for December 1st at the Boston University School of Management. The Committee has wanted to do a graduate aid early awareness mailing to potential graduate students. They want to create a simple brochure explaining the different aid options for graduate students which will be sent to undergraduate aid offices, advisors, and admissions officers. Chris also reported that they are looking for new members for next year.

04/05 budget approved as requested.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes
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Dawn Atsalis
datsalis@amsweb.com

The invitations for the Final Fling will be out over the next couple of days. They will collect information for new volunteers at the Novice Workshop. They have been working on information about the logo usage. The Ambassador program will also be presented in a final draft. The newcomers reception at the conference was discussed. The Conference Committee wanted to incorporate the newcomers into a general reception that still focused on the newcomers but was open to everyone. Discussion followed.

04/05 budget reduced by \$250 and approved.

FSA INTERNSHIP

Nicole Brennan
nbrennan@annamaria.edu

Nicole reported that Chuck Conrad is the new contact in DC. None of the scholarship applicants have yet been selected as interns. There are still six spots open.

OLD BUSINESS

The June Executive Council meeting will be at Assumption College beginning at 11:00 A.M. After that there will be the College Goal Sunday and Final Fling events. Invitations and reminders will be sent for both of those events. Sue encouraged the Committee Chairs to be sure and attend to be acknowledged Fling.

Gail reviewed the minutes from the first meeting of the College Goal Sunday Steering Committee. There was a lot of progress made. The website, including the volunteer form, is up and running.

The Volunteer of the Year award will be voted on in Executive Session.

Sue reported that sixteen people volunteered to be on the CORE Training Steering Committee. Their first meeting will be sometime in June. The Committee will then decide on the time and place of the Training of Trainers and the sites of the CORE training. There will be an invitation to experienced aid professionals to become trainers.

Brian reported that all past committee members will be archived with Noetic Harbor to preserve the history.

NEW BUSINESS

Sherri discussed the income and expense information from the proposed 2004-05 budget. The Finance Committee decided to waive the conference fee for the Conference Committee. The overall budget reflects a deficit of \$55,578. Since there will be approximately \$60,000 added to the reserve this year which will offset the overspent budget next year, the deficit budget will be allowed. Since the last several budget years have ended up with surpluses that were unbudgeted, the end result might be the same. Gail asked if eventually this policy might catch up with us since the following year everyone will want the same budgets and there may not be that unspent funding from the prior year. Sue said yes potentially but that needs to be addressed when it happens.

After several minor changes, the final budgeted deficit is \$59,178. A motion to accept the budget as amended was offered, seconded, and approved unanimously.

A motion to adjourn was offered, seconded, and approved unanimously at 4:35 P.M.