

Final 10/10/2003

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Babson College
Babson Park, MA**

September 17, 2003

In attendance: Sherry Andersen, Carla Berg, Nicole Brennan, Kenneth Burnham, Kate Carnivale, Patti Corjay, Sherri Culp, Lystra Decious, Christopher Earnshaw, Tony Erwin, , Kathleen Gibbons, Yvonne Gittens, Seamus Harreys, Kenneth Hayes, Gail Holt, Scott Jewell, Cathy Kedski, Shawn Morrissey, Bernie Pekala, Elayne Peloquin, Scott Prince, Susan Stano, Dawn Stiliha, Lisa Talbot.

Absent: Ina Frye, Jennifer Garratt-Lawton, Brian Hodge, Allesandra Lanza-Cosgrove, Pam McCafferty, Catherine Miller, Michelle Smith.

President Susan Stano called the meeting to order at 9:56 A.M.

PRESIDENT'S REMARKS

Susan Stano
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Sue apologized for the lack of an agenda before this morning. Her campus is having email difficulties. She next reviewed the parking policy at Babson, and asked anyone who gets a violation to email the number of the violation to Lystra. Sue then read a thank you from the recipient of the MASFAA scholarship to the College Board Institute. She also read an email from a recent user of the IIN who was very complimentary. That email in particular thanked Daniel Barkowitz and Kathleen Gibbons for their helpful yet different responses to the inquiry.

SECRETARY'S REPORT

Tony Erwin
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Tony presented the minutes from the retreat. A motion to accept the amended minutes was offered, seconded, and approved unanimously.

Tony next reminded all committee chairs that they should send an electronic version of any written report to him. Sue confirmed that committee updates will go to the website shortly after each meeting.

TREASURER'S REPORT

Sherri Culp
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Sherri presented the final 2002-2003 budget figures. Since she received some additional items after the retreat, Sherri has not been able to close the fiscal year. Once that is done, she will contact the accountant to prepare the tax returns. After the returns are prepared, it will not be possible to change an item so Sherri asked everyone to be sure they have turned in all requests for payment for 2002-03. If no more items are required, Sherri estimates MASFAA will add approximately thirty-three thousand dollars to the reserve. Scott Prince asked if the money market is still making more money than a CD might. Sherri responded that indeed the money market is making more.

Sherri next reviewed the current year activity report. Membership income is already close to the budgeted figure for the year. Sponsorship income is also close to the budgeted figure for year. Overall, Sherri reported, income is coming in at a good pace. Sherri asked everyone to check the report to insure that all items charged to their budget are accurate. Sherri next discussed the transaction report since the retreat. Most expenses are related to conference and Carnival of Learning at this time. The retreat was fourteen hundred dollars under budget. Finally, Sherri reviewed the net worth statement. She indicated it is her policy to move as much money into the money market as possible. In addition, there is a CD which will mature in March. Depending on available rates at that time, Sherri will determine how to best invest those funds.

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

Sherri reported that mouse pads for the conference are in the works.

MEMBERSHIP REPORT

Patti Corjay
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Jennifer Garratt Lawton
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Patti reported on the current membership status. All paid members have been updated on the online search and the listserv. She and Jennifer have been working with Lystra and the Technology Committee to update the listserv with paid members frequently. Patti reported that some members have indicated they do not wish to participate in the listserv. Patti said she would like a disclaimer on the website to tell members who wish to unsubscribe that they will miss important information. Sue asked if a tag could be put at the bottom of all list messages with the instructions for unsubscribing. Discussion followed regarding why people would like to unsubscribe. Perhaps new members think that there will be a lot of activity on the listserv? Lystra reported that not many people unsubscribe but she does get a lot of undeliverable messages because of bad email addresses.

Patti next reported that there are currently 608 paid members, which is $\frac{3}{4}$ of the total membership expected. 433 are active members, 175 are associate members, and 184 members report that they are involved in graduate aid. 156 members paid by credit card and 194 submitted their membership information online.

Patti then confirmed that a list of all members who indicated interest in volunteering has been sent to the Public Relations Committee. A list has been sent to the CEED Committee as well. According to Patti, the most popular committee new members asked to join was the Early Awareness Committee. The new member mailing is scheduled for the beginning of October. Patti said that she will need letterhead, the MASFAA committee brochure, listserv instructions, and the conference flyer.

Jennifer will present their handbook changes at the next meeting. Patti checked that all committee chairs, committee members, and Executive Council members are paid. She needs a list from the Government and Public Relations committees. Reminders were sent in August to approximately 377 people had not yet renewed. Patti will be sending another reminder soon to the approximately 200 members that have not yet renewed.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
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Seamus Harreys
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The Committee had their first meeting recently. They will be offering a Reauthorization 101 session at conference targeted to those who may not know much about reauthorization. They will also be updating the MASFAA website with tools to contact representatives in Congress easily as well as a tool to receive current issues in Congress. The Committee is working on an email update to the membership, planning

for Congressional meetings, and writing an article for the newsletter. Seamus reported that the climate in Washington is becoming increasingly bizarre in the education area. He explained that reauthorization was split into four bills. One has passed but the other three are being split further in some cases. The Senate passed a block for the change in the tax tables used in need analysis. Currently, there is a proposal to penalize those schools that use early decision, have lower minority graduation rates, and who accept legacy students.

Bernie reported that their Committee has not yet gone out with a lot of information to the membership because there is so much political positioning going on. The Republicans are shifting the focus of reauthorization from funding and access to schools and what they have done wrong. Senator Kennedy and the Democrats are trying to get funding issues back on the table which seems unlikely. Buck McKeon today will be online with the Chronicle discussing college costs. He will likely be citing incorrect statistics. Bernie said that it seems like the Republicans are winning the fight since more and more news from NASFAA relates to college costs. The Republicans are using the media well. Bernie also reported that they are having a hard time strategizing since so much is in the discussion stage.

Bernie concluded by saying that the Committee wants to report on Massachusetts State information as well as national issues. He is fearful of the State budget next year. They may ask for some support from Ken Burnham and others at public schools since there is no other service, like NASFAA, providing information regarding legislative and budget happenings in the State.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
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Kate Carnivale
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Kate began the Early Awareness report with the Carnival of Learning. The event planner has been secured. Gail gave several examples of the great activities for the participants the planner has suggested. The focus of the Carnival, based on the work of the event planner, will be very educational. The room has been changed and Gail is working with Conference Committee to let them know that. The room will now be in the mall which is connected to the hotel. This room is more kid friendly and will be a better environment. The room charge will be covered within the current budget for this event. Gail said they are working on a motivational speaker. They will be working with Sue on the contract for Paul DiGrigoli. Schools have been contacted about donating t-shirts for the Carnival. Vendors will be contacted soon for the school supplies. Gail is working with Cathy Kedski to get an appropriate list of vendors to contact. Patty will send to Gail a list with email and company information for all associate members to the Early Awareness Committee to assist them.

Based on a suggestion made at the retreat, Gail confirmed that backpacks are not restricted at schools in the Springfield area. The logo for the backpack is being worked on. Gail asked if it needed to be approved by Council. Sue responded no. Sue asked where the student participants will come from. The area GEAR UP director will be getting the students. Busses will be provided by GEAR UP. Fifty students are expected. The website has been updated and was shown to Executive Council. Interested volunteers can do so online at: www.masfaa.org/committees/earlyawareness/eac_carnivaleregform.htm

Gail and Kate completed their update indicating that the proposal for College Goal Sunday is being finalized but that they need more names of public relations firms to review.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes
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Dawn Stiliha
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The first Committee meeting was held Tuesday, September 16th. Ken would like to establish an informal contact group for retirees rather than a more formal retiree group. Ken reported that the calendars are

currently being selected and will be ordered soon for distribution to the membership. The Round-Up locations are being discussed. The Committee would like to investigate a Boston location for a third Round-Up session. Sue reported that the last time a Boston location was considered it was not offered due to the high cost associated with an event in the city. The Committee will work to find a location that may work in Boston.

At their meeting, the Committee discussed the possibility of a MASFAA ambassador program. Like a big brother big, sister program, this would establish an informal contact network for new MASFAA members and/or those who are new employees. Typically, new employees are not MASFAA members. The Committee wants to seek these people out, talk to them about the profession and MASFAA, and take them to a Round-Up to show them around. A potential benefit might be a free membership for the first year to those new to the profession that may not otherwise have funds from their school to join. The Committee will formalize this proposal since the discussion just began.

Kathleen felt that this potential initiative is very similar to the IIN. She would like the CEED and Public Relations Committees to work together instead of both undertaking such similar projects. CEED is looking to provide an interactive mentoring guide on the website and currently is in discussion with a consultant to help build it. Dawn clarified that their end goal not only to get the potential participants to stay in aid, but to get them actively involved in MASFAA. Sue likes the idea, especially the idea of pairing up people for Round-Ups.

Ken asked about the possibility for a free membership to those that participate in this potential project. Tony reported that the bylaws do indicate the types and charges for membership in the organization. He added that a scholarship could be added without a vote to change the bylaws. Patty said that she and Jennifer have talked about how to increase membership. Perhaps a letter to directors asking if they have staff that they haven't considered for membership in the past would work. Most agreed that school budgets don't allow for everyone who is eligible to be a member. Chris said these recipients would need to be tracked into the future to see who then converted to a paying member. Dawn said they would be focusing on those who are assistant directors or below who had never been members before. The program would be designed to have these free members actively involved in the organization. Bernie wondered if this program should include students or graduate assistants, who may be great candidates, into this program. Should the candidates have a letter of support from their director indicating a commitment to pay their membership in the future? Dawn said she would like to target the potential participants directly rather than through the directors. Sue wondered how potential participants would be identified then.

In an effort to increase membership, Sue would like a letter sent to directors telling them who their current paid members are. The letter should ask if there are any others in the office that should be members. Tony reported that a similar initiative, minus the free membership, happened a few years ago. Letters were sent to directors with the names of their members. The letter also asked if anyone else might be a good person to join from their office. Most directors reported that their budget was the biggest issue at that time. Bernie cautioned that, in this age of combined student services, who would make appropriate members is an issue. Scott Prince thought that the Public Relations Committee should undertake the mentoring initiative, see what the response is, then work towards the reduced or free membership in the future. Kathleen would like to be involved in whatever initiative the Committee undertakes so that MASFAA isn't offering both the IIN and this new initiative, which could cause confusion. Sue would like to assign ambassadors to the new members that just joined. Patty said she could include these ambassadors in the new member welcome packets. Sue's letter to the new member could assign each an ambassador. To start, Executive Council may serve as the ambassadors.

DEVELOPMENT COMMITTEE

Cathy Kedski

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Cathy distributed the year to date sponsorship activity. Seven sponsors have renewed at a level higher than last year. There are also four new sponsors at the silver level. Cathy has several emails from other potential new sponsors. She reported that an article regarding sponsorship was submitted for the newsletter. She will send an email to those who have not yet renewed. In response to a question regarding the deadline for sponsorship asked by Dawn, Cathy indicated that the current listing of diamond sponsors is likely to be final. She will, however, contact Dawn immediately if another diamond sponsor is added. The discussion then turned to the MASFAA banner. Gail asked if the banner could be in color. Cathy responded that the current design costs approximately two hundred dollars, to add color it would likely cost significantly more.

Cathy had a request from one diamond sponsor to pay for two years at once. Since the sponsor sent the check before Cathy could reply, Sue would like that sponsor contacted to say thank you for the support and that MASFAA reserves the right to charge any difference to them if the packages are increased next year. Can income be deferred until next fiscal year? Sherri will check with the accountant. Scott Prince requested a list of the sponsors so he could invite them to his sessions at the conference. All information regarding exhibit space is available on the web for the sponsors.

CONFERENCE COMMITTEE

Pam McCafferty

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Lisa Talbot

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Lisa began by demonstrating the information available for the conference on the website. She thanked Brain Hodge and Shawn Morrissey for all their hard work. An official email will go to the membership announcing the conference soon. Lisa highlighted the conference registration page and explained its functionality. Lisa next reviewed the hotel information and displayed the website for the hotel. Cathy asked how the vendors will be contacted to determine electricity and other service needs at the conference. The letter Cathy sends to the sponsors indicates that they will hear from the Conference Committee regarding their needs. Lisa responded that an email went to vendors. At Cathy's request, Lisa will add a contact to the website for vendors if they have questions.

The conference program is being compiled. Those offering a session must have all information to the Committee by Thursday, September 18th to be included in the booklet. Executive Council members will be moderating sessions. Lisa requested that any Council member who has a conflict for a period of time contact her by Friday. The deadline is October 24th to register for the conference and to get the guaranteed room rate. Lisa next reported that there has been a change to the vendor area. The majority of the vendors will be in the ballroom. The diamond sponsors, to guarantee maximum visibility, will be located in the atrium. Gail asked where breaks will be held; Lisa responded that they will be held in the vendor area and in the atrium which are virtually the same place. Two newsletter articles were submitted, one from the Conference Committee and one from keynote speaker June Cline. The event at the Basketball Hall of Fame is still being worked on. A DJ will likely be provided at the hotel after that event. Cathy asked for clarification on when the gift will be raffled to the vendors. She thought that the Conference Committee took care of that but that it didn't happen last year. Sherri will purchase the gift then give it to Cathy who will take care of the process at the conference.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw
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Elayne Peloquin
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Elayne reported that the first meeting of the GPCC's fourteen members was Tuesday September 16th. Chris and Elayne reviewed their goals and objectives with the Committee members. Since Elayne is the only one that needed assistance to attend, she will use the Committee scholarship to the EASFAA Graduate Symposium. Chris will be the liaison with the EASFAA GPCC. They have two articles planned for each newsletter this year. Elayne next reviewed their upcoming graduate symposium. She then reviewed their sessions planned for the conference. Chris asked if a message could be sent via the listserv regarding the new higher education administration graduate program at Salem State College. Sue would prefer a newsletter article regarding what graduate programs are available in the area which Elayne volunteered to write.

NEWSLETTER

Ann C. Playe
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Allesandra Lanza-Cosgrove
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Ann reported that she is pleased with the response from Executive Council and all committees regarding newsletter content. The first issue is with the designer and is expected to be on time. The Committee is looking for new members. They have set a regular schedule of meetings which are all located in Boston. Ann is also pleased with the variety in the first issue. For the third issue, the Committee is considering taking up the topic of scams. They have permission to reprint Kathie Nolan's article from November 2000 regarding her personal experience with a financial aid consulting service. Ann reminded all that there are no more paper newsletters this year.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
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Catherine Miller
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The PD&T Committee has met twice since the MASFAA Executive Council retreat. They had their retreat and a regular meeting. They recently held the FISAP workshop with fifteen people. The evaluations were all positive. At EASFAA's request, their training has been delayed to the end of October. Carla distributed and reviewed information regarding a new session called Learn from the Directors: Everything You Wanted to Know About Being a Director.

A session on work study is being offered at the conference. Sessions are being planned for the need analysis workshops to be held in Boston and the western part of the State. Julie Shield-Rutyna will present. A hot topic session in January may be on searching for private scholarships and could include representatives from FastWEB.com and the College Board. A "conversation with" session will be held in March or May on a topic yet to be determined. One idea is to get a president of a college in Massachusetts to speak. Anyone with ideas for this session should contact a Committee member.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons
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Ina Frye
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Kathleen reported that an article is in the first newsletter regarding the Supreme Court affirmative action decision and highlighting the conference speaker they are sponsoring. They have assigned members of the Committee to write an article for each upcoming newsletter. Kathleen said they have been looking for a

student diversity group to sponsor at the conference. Since the only time they would have been able to host a group was during the event at the Basketball Hall of Fame, they members decided not to proceed. They will still be sponsoring the affirmative action speaker as their contribution to the conference.

Kathleen next reported that they have met with Regina O'Neill, a consultant who has presented at a MASFAA conference in the past, to investigate the development of a mentoring guide. Regina has done similar work for other organizations. The guide would be an interactive online tool that explains the mentoring process. If the project proceeds, the Committee will need additional resources since the consultant will be pretty expensive.

The IIN was discussed at the CEED Committee meeting. The members decided, at Cathy Kedski's suggestion, to contact career services offices to tell them that this service is available. They will also contact staff in schools' diversity or multi-cultural affairs offices. Sue suggested they contact the directors of the masters in higher education programs as well. Kathleen displayed and reviewed the online IIN. She also outlined some changes that will happen to make the site more useable. The Committee is planning more follow up with those that use the IIN in the future.

TECHNOLOGY COMMITTEE

Brian Hodge
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Lystra Decious
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Lystra reported that their nine members met recently. They discussed creating proposed rules for the use of the listserv and need some suggestions. They are looking to other organizations for rules on the use of their listservs. Once a proposed policy is complete, Lystra will bring it to Council. She next demonstrated on the website where members can find information regarding the use of the listserv. They will add the message suggested earlier by Patty that if someone chooses to unsubscribe they will miss important notices.

The website redesign was discussed next. Lystra distributed an updated comparison of the vendors. As requested, Lystra did contact Noetic Harbor for references. She contacted two references. Both reported that Noetic is very responsive and has gone above and beyond their requirements. They also said that website navigation is great and page turn around time is short. Lystra reported she is very happy with her communication with Noetic. She reports that both ATAC and Noetic have followed up to check on the status of Council's decision.

Lystra reported on some issues with the current website. The online forms and member search weren't working. The problem was with Avenir, the host, who made an update to software that caused the MASFAA pages to become incompatible. Lystra has worked long and hard over the last three weeks to get things working again. Avenir moved the MASFAA site back to their old server so things would work. Lystra reported that website updates have become more complicated and are taking longer to be accomplished. Please let Lystra know if any forms are still not working.

Daniel Barkowitz, a new member of the Technology Committee, is now doing the newsletter page. Lystra showed Council the newly revised pages. She next displayed the PD&T pages which are updated by Betsy Scola. The Conference Committee is working with Brian Hodge and Shawn. Sue's letter has been updated on the main page. The Technology Committee page has been updated with their goals, objectives, and a list of members and what they are responsible for. Any changes to labels or larger items should go to Lystra. Awards have been updated, minutes posted, and pictures for Executive Council have all been added.

Lystra concluded by saying that the listserv is up to date with membership data and that she is trying to resolve the bounce backs.

EASF

Shawn Morrissey

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EASF has not had a meeting since their Retreat. EASF asked if they can place a postcard in the MASFAA conference materials advertising their conference.

OLD BUSINESS

Nicole reported that no action has been taken on the MASFAA FSA Internship scholarship. Ann reported that this year's recipient has sent her newsletter article. Nicole asked for some clarification regarding when she should submit an article to the newsletter. Sue reported that MASFAA's information can be included in the mailing sent by FSA. MASFAA's materials need to be complete and to D.C in January. Those interested in applying are better off doing so early in the process as interns are selected on a rolling basis.

Sherry Andersen next reported on the awards and scholarships. Eleven nominations have been received. There are several candidates and she thinks that someone has been nominated for each award. Sherry did give a short article about the awards process to the Newsletter Committee. She will be providing all information for the executive session at the next meeting.

The results of the nomination process for the conference scholarship were disappointing. Only one person who does not meet eligibility requirements was nominated. Sherry will send another request after the conference is announced, via email. She also put a small article about this scholarship and its rationale in the newsletter. Sue would like anyone who would be eligible for active membership, not just current members, to be eligible for the scholarship. A membership will become part of the scholarship. Sherry is working on the hotel site for the 2005 conference. She is considering using a planner to help her negotiate the contract. She has been contacted by the Burlington Marriott. She also sent around for review the NASFAA policy for use of their name.

Sue would like to track the MASFAA laptops and asked Tony to handle that process.

Sue distributed proposed changes to the bylaws. Discussion followed regarding the working of the current bylaws. Sue will revise her proposed changes and bring them to the next meeting.

Sue next talked about the survey results. Sherri will forward the results to those who don't have them so the survey can be discussed at the October meeting.

NEW BUSINESS

There was no new business.

A motion to adjourn was offered, seconded, and approved unanimously at 2:20 P.M.