

Final 5/13/05 ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Wyndham Westborough
Westborough, MA**

April 21, 2005

In attendance: Sherry Andersen, Diana Beaudoin, Nicole Brennan, Sherri Culp, Tony Erwin, Anya Forrest, Ina Frye, Yvonne Gittens, Kenneth Hayes, Gail Holt, Scott Jewell, Martha Johnston, Jason Kahn, Cathy Kedski, Shawn Morrissey, Martha Savery, Greg Senosk, Lauren Urbanek, Julie Wickstrom, Donna Wood-Lozier

Absent: Dadizi Baker-Cummings, Carla Berg, Kate Carnivale, David Goldman, Julie Menendez, Eileen O'Leary, Jayme Palmieri, Bernie Pekala, Elayne Peloquin, Ann Playe, Sean Porter, Scott Prince, Karen Puntillo, Betsy Scola

President Sherry Andersen called the meeting to order at 10:02 A.M.

PRESIDENT'S REMARKS

Sherry Andersen
sanderse@capecod.edu

Sherry demonstrated the new gavel.

SECRETARY'S REPORT

Tony Erwin
aerwin@stonehill.edu

Tony presented the minutes from the March 18, 2005 Executive Council Meeting. A motion to accept the minutes as amended was offered, seconded, and approved unanimously.

Tony is working on the Membership Directory.

TREASURER'S REPORT

Shawn Morrissey
smorris@frc.mass.edu

Shawn distributed the YTD budget and monthly expense reports. Jason clarified that the conference budget should be \$145,250, so they are under budget.

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

Shawn will be sending out budget request form to all committees to start the budget report for next year. The requests will be out in the next week or so, and are due by the next Executive Council meeting. A date needs to be set for a finance committee meeting. A vote on the proposed 2005-2006 budget will occur at the June Executive Council meeting.

Sherry reported that another financial planner will be coming today at 1:30 P.M.

DEVELOPMENT REPORT

Nicole Brennan

nbrennan@annamaria.edu

Nicole reported that an additional advertising check has been received. Cathy reported that Carla Berg will take over development next year. Jason reported that the member who was promised a scholarship at the conference still hasn't received it. Cathy summarized the situation. Cathy would like to propose that MASFAA funds the scholarship for the school. Discussion followed. Nicole has tried to track the vendor down, but with no luck. Jason indicated that from now on the Conference Committee is going to keep track of who wins what. Greg thinks it might have been Collegiate Funding Services and he will check it out.

Yvonne made a motion that MASFAA fund the \$500 scholarship from the conference budget and continue to investigate. Seconded and approved unanimously. Yvonne or Jason will give the information to Shawn for payment.

NOMINATIONS

Yvonne Gittens

gittens@mit.edu

Discussion turned to the small number of members who voted in the recent elections. Some ideas were discussed to increase participation. Tony thought the vote should have been earlier, even though it was the same time as last year. Diana would have liked the names of the candidates included in the emails so people could recognize names. Sherry would like password reminders sent with the voting announcement to make it easier. Tony thought we could offer a prize for those who vote. Yvonne disagrees, but does think something has to be done. Sherry would like to find a way to get across how important the elections are. Gail would like to have the Public Relations Committee help promote the elections. Martha thought it would be nice to highlight candidates closer to the election via the listserv. Scott Jewell thought we should move the election to the conference. Yvonne would like a campaign at the conference, getting people ready for the nominations. Discussion followed regarding possible logistics of moving the election to the conference.

The winners are: Sherri Culp for President, Michele Kosboth for Secretary, Lori Seuch for Executive Council Associate Member at Large, and Shawn Bennett, Carla Berg, and Karen Derouin for Executive Council at Large.

ASSOCIATE MEMBER AT LARGE

Scott Prince

sprince@mefa.org

MEMBERSHIP REPORT

Diana Beaudoin

Diana.beaudoin@citigroup.com

Dadizi Baker-Cummings

baker@amsa.com

Diana reported there have been no changes to the membership data from last month.

CONFERENCE COMMITTEE

Jason Kahn

jkahn@collegeloan.com

David Goldman

dgoldman@bentley.edu

Jayne Palmieri

jpalmier1104@post03.curry.edu

Jason reported that the Committee had their 2nd meeting. They are bringing back Nick and the Nice Guys. They are bringing in one speaker, but hoping to bring in a much bigger name with the budget. They will have an additional set of sessions. All sessions will be an hour this year with breaks of thirty minutes. The band will start an hour earlier. Registration will also start earlier each day. They will have an internet café. Budget submission will likely be similar to the final one for this past year. They are going to request ten scholarships, and perhaps five sleeping rooms as part of the budget as well. We have scholarships now, and gave them to ½ of those who applied. Committee will propose that presenters get some discount off the registration. Gail asked if they had specifically asked people to do sessions, or just approved whoever offered. Jason responded that it was 50/50. Discussion moved to Conference budget process. Several items were clarified for Jason.

Gail brought up the speakers, and asked for more clarification about the idea of only one speaker. Jason said they are looking to draw a big name. They second day speaker session isn't generally well attended.

TECHNOLOGY COMMITTEE

Martha Johnston

Martha.Johnston@citizensbank.com

Julie Wickstrom

jwickstr@bu.edu

Martha reported that the Technology Committee has been discussing taking over membership. They have come up with a proposal in which the Membership Chair would be part of the Technology Committee. They feel that the Membership Chair needs to have a thorough knowledge of how the website works and have a good working relationship with Noetic Harbor. The Membership Chair would then talk directly with Noetic, eliminating the need for a liaison. Julie agrees, and also points out that the Technology Committee would then be a good backup for Membership. Martha asked about the co-chairs and Jason reported that Dadizi is going to be part of the Conference Committee next year working on registrations. Discussion followed. Most seemed in favor of the idea. Make the change in next year's handbook, membership is now a part of Technology. Diana will stay on as Membership Chair and will hopefully have a school person as a co-chair.

PUBLIC RELATIONS COMMITTEE

Ken Hayes

krh@mit.edu

Sean Porter

sporter@mefa.org

Ken reported that Sean has a new job at MEFA. The Final Fling will be held on June 15 at the Museum of Science. There will be Duck Boat tours exclusively for MASFAA and a reception catered by Wolfgang Puck catering. They are hoping committees will schedule a committee meeting for that date so all committee members are all there. Executive Council has a room for the meeting that day at the museum. Public Relations needs to confirm all committee members' names. If they don't hear from a committee they will use the list online. They are hosting a VIP event on May 19 at the Northampton Brewery. Cathy commented that it's time to nominate the volunteer of the year. She would like nominations emailed to her by May 6, so Executive Council can vote at the May meeting.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Greg Senosk
gsenosk@educationfinancepartners.com

Greg reported that he is working on finding a new co-chair to replace Carla, who is cycling off after this year. They are hosting a presentation skills workshop on May 9th at MIT. There will be two sessions, one by a speaking coach and another hands-on session on PowerPoint. The annual novice workshop is coming up on June 7 at Wellesley. They are expecting a high turnout for both. There are thirty seats for the presentation skills available.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Elayne Peloquin
epeloquin@admin.nesl.edu

Julie Menendez
julie.Menendez@bankofamerica.com

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Lauren Urbanek
lurbanek@newenglandconservatory.edu

The deadline for the next issues is May 20th. Lauren went around the table asking who has planned submissions.

The Committee received some feedback indicating that novices should get more recognition in the newsletter. The Committee would like to feature some more novices. They asked for help from Executive Council.

EASFAA

Shawn Morrissey
smorris@frc.mass.edu

Shawn reported that the EASFAA conference is May 15-19 in Atlantic City. The EASFAA training Videoconference was viewed last week at Northeastern and Stonehill. Gail reported that it was fine, but only one guest showed up to watch. Tony reported the same thing, but that he has had some requests for copies. Gail summarized the program. Shawn asked if he should seek permission to formally make the program available to MASFAA members. After some discussion, the answer was no.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Eileen O'Leary
oleary@stonehill.edu

Eileen requested that continued discussion of the STAR Act be deferred until the May meeting.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Ina Frye
ifrye@bu.edu

Anya Forrest
a.forrest@neu.edu

They are working on the mentoring guide. The draft is finished, and will be sent to Sherry. It should be done by the end of the year. Committee next year will be very different, and has a lot of new faces.

EARLY AWARENESS AND OUTREACH COMMITTEE

Kate Carnivale
kcarnivale@msn.com

Karen Puntillo
kpuntill@assumption.edu

COLLEGE GOAL SUNDAY

Gail Holt
g.holt@neu.edu

Sherri Culp
sculp@brandeis.edu

Gail and Sherri reported that they are kicking off next year on June 2nd. They will have a table at the MA School guidance counselors conference on May 2/3. Gail and Cathy will be there, but they need more volunteers. They sent letters to the educational prize winners, their names and towns are posted on the website. Sherri said they have some responses back already. Sherri commented that they were wondering if they should combine their request for funding from vendors with the MASFAA development drive, to make it easier. Discussion followed regarding budgeting for vendors and levels of sponsorship. Gail will be participating in the NASFAA CGS forum and will hopefully get more ideas from that event. Tony asked why the Castle Group isn't doing more on the sponsorship front. Discussion followed about their presentation. Tony asked about the possibility of using the other firm that has done CGS before. Gail responded that they were a lot more expensive. Donna asked about sponsorship recruitment and how she could contact a company she knows might be interested. Gail indicated that they have sponsorship information available on the website.

JUST THE FACTS! TRAINING COMMITTEE

Martha Savery
martha_savery@nelliemae.com

Martha summarized her role in the JUST the FACTS training. She thanked her Committee for their hard work. Most of the members have committed to volunteering again next year. Martha indicated that there was some feedback about the content, but that she hasn't yet reviewed the evaluations. They have four sets for each site. They have decided not to offer training again in January because of the weather. She feels that most evaluations would be a 4 or 5. West would be a strong 5 (5 being the best). In the east the makeup of the attendees was very diverse, in the West much more similar: all novices. There was one participant in the East who was concerned that the training didn't cover IM issues. The East site didn't have consistent trainers. There were supposed to be two at each site each day that worked together. In the East only one original partnership survived. They had to ask for substitutes. In the West most partnerships survived, so there was more consistency and that showed in the evaluations. The NASFAA material is very dry, and that is reflected in Just the FACTS! They met with people from Connecticut doing the same material to see how they are doing it. They did it in three days and cut a lot of material. Martha reported her committee had looked at the College Board Institute to set the agenda and used it as a guideline. They know they need to do more case studies and more hands on work. Comments about food and rooms and water from every person every day in both locations. Martha said the Committee is ready willing and able to provide the training again as long as it isn't in January. They would like to do it in October. Martha

liked the idea of two different sites. There were 22 in the West and 35 in the East that came consistently. They did turn people away in the East. Preference was given to school people. Gail asked how they came to the number. Martha indicated they wanted to keep the number reasonable to teach and to fit in available space.

Martha indicated that Sue had only recruited trainers at the director level. She thinks there is room to move to others at this point. Gail suggested the Committee contact schools who do training to get names of those who do a lot of training of this type already. Martha Johnston would like to stay with a recruitment process to get the best trainers. Discussion move to dates. Most agreed that October is a much better time of year. Martha thanked the Technology Committee for all their hard work. Committee will keep going and move the program to October. Martha would like to keep having school trainers.

OLD BUSINESS

Nicole reported that four names were sent to her contact at the U.S. Department of Education for the Washington D.C. summer internship.

NEW BUSINESS

Sherry nominated Beth Feinberg to fill the rest of Ken Ferreira's term as Executive Council at Large. A motion to approve Beth as Ken's replacement to finish his term for the next year and two months offered, seconded, and approved unanimously.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 1:15 P.M.