

Final 9/20/04

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Retreat
Coonamessett Inn
Falmouth, MA**

August 2-3, 2004

In attendance:

Sherry Andersen, Diana Beaudoin, Carla Berg, Nicole Brennan, Kate Carnivale, Sherri Culp, Tony Erwin, Ken Ferreira, Anya Forrest, Ina Frye, Kenneth Hayes, Brian Hodge, Martha Johnston, Jason Kahn, Cathy Kedski, Julie Menendez, Shawn Morrissey, Eileen O'Leary, Bernie Pekala, Elayne Peloquin, Ann Playe, Sean Porter, Scott Prince, Karen Puntillo, Betsy Scola, Greg Senosk, Susan Stano, Lauren Urbaneck, Julie Wickstrom

Absent: Dadizi Baker-Cummings, David Goldman, Gail Holt, Scott Jewell

President Sherry Andersen called the meeting to order at 10:03 A.M.

PRESIDENT'S REMARKS

Sherry Andersen
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Sherry thanked everyone for attending. She is looking forward to a relaxed and productive retreat. She will depend on everyone. She understands that the Organization shines through everyone, not just the President. She wants to get to know everyone, so there are opportunities for that in the agenda. Sherry acknowledged the time commitment of volunteering. She next invited everyone to introduce themselves.

After reviewing some housekeeping items, Sherry discussed the master calendar which is typically updated at the retreat. Sherry will be keeping track of items during the retreat and we will go over it at the end on Tuesday. We will be reviewing the Handbook of Standing Rules as updates are given. President-Elect Cathy Kedski will serve as the parliamentarian.

Sherry reviewed some basic items from the Handbook. She clarified the definitions of active and associate members. Active members can vote if they are a member of Executive Council or an officer. She next reviewed the attendance policy. Executive Council members can't miss two meetings in a row or three meetings in a year or they will be dismissed. Executive Council can vote to keep someone in rare cases. One Chair should be at each meeting. If not a written report must be submitted to Sherry before the meeting. Eileen asked if a committee could send someone in their place. Sherry said yes.

SECRETARY'S REPORT

Tony Erwin
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Tony presented the minutes from the June 10, 2004 Executive Council Meeting. A motion to approve the minutes as amended was offered, seconded and approved unanimously.

Tony next reviewed the process for revising the Handbook of Standing Rules. He concluded by reminding everyone MASFAA supplies are available by request.

TREASURER'S REPORT

Shawn Morrissey

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Past-Treasurer Sherri Culp began by distributing the 2003-04 YTD budget report. The 2003-04 year is still open, so any pending items should be submitted for payment immediately. Sherri encourages Committee Chairs to keep lists of expenses and be sure to compare them to the budget figures presented by the Treasurer each month. Detail can be provided for Committee Chairs on request. If no further expense items are processed, MASFAA will add approximately forty thousand dollars to the reserve. Sherri next presented the 2004-05 YTD budget report. It has been updated to show approved budgets for 04-05. Karen asked when budgets are approved. Sherri explained the budget process. Eileen asked why actual bank interest was down from the 03-04 budgeted figure. Sherri responded that CDs have all been closed, and that there are a couple of bank statements not yet reconciled that will add more interest.

Sherri next reviewed the income/expense report since the last meeting and the net worth report. Currently there are no funds in any CDs. All funds are in the checking and savings accounts. Greg and Julie both indicated that they have several good contacts for financial planners that might be available this Fall. Bernie commented that the budget process is sometimes hard because most Chairs aren't named before the budgets are due. Cathy Kedski indicated she would keep that in mind in the Spring as she picks new Chairs.

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

Sherri next distributed and reviewed the newly created MASFAA Fiscal Policies and Procedures. Sherry asked everyone to take a few minutes to read it before voting to add it to the Handbook. Eileen asked if there should be a statement that says who is actually charged with investing MASFAA funds. Sherri asked if the treasurer should be the one responsible for the actual investments? Sherry said yes. Sherry asked Sherri what happens if the bank statement reconciliation falls behind. Sherri said it has never been a problem. Sherry confirmed that this information should replace the current information in the handbook.

Cathy asked about keeping of records. Sherri will check with the CPA and see what our options are. Perhaps creating an electronic format.

Treasurer Shawn Morrissey took over the report to review the request for payment form. Only Executive Council or Committee Chairs can request payment. Completed forms with all required receipts can be mailed or faxed to Shawn. He also has provided a copy of the tax exempt form which should be used when purchasing anything on MASFAA's behalf.

Sue wants to add a duty to the new handbook section to maintain the fiscal policies and procedures as needed. Sherri reminded everyone to ask for more money in budget if they want to do something unplanned.

DEVELOPMENT REPORT

Nicole Brennan

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Nicole distributed a new sponsorship sheet and her Handbook updates. She provided copies of the information that went to the sponsors from Cathy Kedski. Nicole reported that Bank of America changed from a gold to a diamond sponsor. Cathy sent all the new sponsorship information to the Technology Committee. Martha reported that it will be posted soon. Cathy would like to send a message to the list to say it is posted in case sponsors contacts have changed and didn't get the mailing. Discussion regarding creating an interactive sponsorship website followed. Maybe next year. Sherry reminded everyone that all events beside the Carnival of Learning and College Goal Sunday must be paid for through the budget process. Funds cannot be solicited for any other reason. Sue confirmed that committee meetings could be held at a sponsor location. Bernie asked how we compare to other associations. Jason and Martha responded that MASFAA's sponsorship fees are higher but given the size of the Association it's not out of line. Scott indicated that at the associate roundtable he held the feedback was positive. The amount is higher but given what they get all were comfortable.

ASSOCIATE MEMBER AT LARGE

Scott Prince

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Scott began by summarizing his position as Associate Member at Large. He next reported on the associate member roundtable he held at the conference last November to solicit feedback on sponsorship, activities, advertising and conference ideas. All relevant items have been passed on to Jason. Scott would like to do another round table at conference when the exhibit area is closed. Associate members really like the membership directory, so it was reinstated based on work by Sherri. Scott has a few copies if anyone wants them. In the current Handbook, the Membership Committee is charged with the creation of the directory. Cathy said the new development budget has the money for it. The responsibility will be moved to the Development section of the Handbook.

Scott is working with the CGS Committee as they prepare to look for sponsorship. Scott asked Jason if vendors had been notified that there won't be a vendor night at this conference. Notice was in the President's letter to the sponsors and the thank you letter that goes out as well. Jason indicated it was also in the newsletter article.

MEMBERSHIP REPORT

Diana Beaudoin

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Dadizi Baker-Cummings

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Diane reported that there are currently 239 paid members for 04-05. Diana has had feedback from some unhappy users that can't renew a group of people at the same time. Anya responded that Northeastern just had each person update and print their form and one person coordinated payment for the office.

Diane next confirmed that the new member welcome packets should have the following: a letter from the President, information about the ambassador program, information about the listserv, conference information, website instructions and a MASFAA mouse pad. Diana will need all items updated. Eileen asked about the MASFAA promotional brochures. The Public Relations Committee will take charge of updating those publications. Diana reminded everyone that she will track membership for Executive Council and Committee Chairs to be sure they are paid. While the online membership renewal process

has been shut off, discussion confirmed that it should be turned back on since there are so many people that need to still renew. Tony asked that we send a targeted email to those that still need to renew once we know that the renewal process is still available. Diana has some updates for Handbook. Martha will add a field to the membership process to ask upon signing up (not renew) if you are a new member. Sherri asked if Diana was provided a copy of the type of report she will be giving at the monthly meetings.

CONFERENCE COMMITTEE

Jason Kahn

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David Goldman

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Jason discussed the tentative conference agenda that was distributed at the June meeting. The conference theme is the SS MASFAA: A Financial Aid Voyage. The main speakers have all been contracted. There are now forty five session proposals. Jason reported that the conference logo is complete, but he didn't have a copy with him. He next reviewed the ports of call for the meals of the conference. There will be a cocktail reception in the vendor area both nights. The game show will be held on the first night after dinner. All meal menus will correspond to the port of call selected. After the game show there will be a DJ.

Nick and the Nice Guys are the entertainment for the second night. Jason reported that the final day of the conference will have a main speaker then moderated round table discussions on the topic. Eileen asked if they had picked a topic yet and Jason said no. He confirmed that session proposals could still be sent to him. The only head table will be at the lunch the second day for the business meeting. Eileen and Bernie asked if there will be a general session on reauthorization. Jason said no. Discussion followed about how the general session on reauthorization and breakout session was handled last year. Jason will bring back to the Committee using the reauthorization/election topic for the discussion on Friday. Discussion followed. Will there be enough reauthorization activity to talk about this year in November? Maybe not. Government Relations did submit a session proposal saying if there is no general session then they will do a breakout session. Cathy thought we could have a conversation with during the year if a general reauthorization session isn't offered. Sean offered to publicize the session with his Committee. Bernie thought that his Committee might also want to work on a session related to the campus based reallocation formula. Jason said they have until Thursday. Sean asked if Government Relations could offer something on how to get involved. Eileen said that they offered the reauthorization 101 last year. Sean said he would like something that tells people how to lobby. Eileen indicated that MASFAA and most schools can't lobby but we could educate people how to communicate with their representatives.

Jason asked if we could more strongly word the message to sponsors to not plan separate events during the conference dinners. He would like the membership at the dinners. Bernie commented that more people will commute because of the location. Jason indicated that they have used Quincy as a guide for meals as a commuter conference. Bernie asked if the SS MASFAA could have a stop in Massachusetts. Jason said no. Discussion followed.

Sherry commented that as leaders in MASFAA, we should be submitting sessions. She reminded everyone that the Tuesday before the conference there will be a brief Executive Council meeting, followed by packet stuffing, and dinner with the Conference Committee. Jason discussed the conference giveaways. He also noted that there will be water bubblers near the session rooms. There will also be giveaway at all meals that go with each port of call. Cocktail receptions are cash bar but vendors could pay if they want.

TECHNOLOGY COMMITTEE

Martha Johnston
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Julie Wickstrom
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Martha reviewed changes to the Committee goals for 04-05. They will be continuing to implement changes to the website through Noetic Harbor. The Committee is looking to recruit two or three new members. They will now be supporting CGS. While they would like to assign each Technology Committee member another committee to work with, it isn't possible with their current membership. They want liaisons to attend a meeting of the committee they work with. They may put together a session on the new website at the conference. If not a session, then maybe a running demo during the conference. Jason asked who needs a table at the conference in the vendor area. Sue reminded him that we wanted a MASFAA table. Sherri asked for a table for CGS. Jason would like to have the MASFAA table outside the meal area where there is plenty of room. Martha will be taking pictures of the new Executive Council members and Committee Chairs for the website. Discussion followed regarding what could be at the MASFAA table during meal times. Perhaps the booth should be shared by many committees so no committee would have to staff it the whole time.

Sherry would like to add a separate goal to the Membership Committee's goals to discuss online conference registration and payment. Jason confirmed that the vendor reception is paid for out of his budget as well as the Executive Council and Conference Committee dinner Tuesday night. Martha asked Brian why membership renewal was shut off on July 31. A date was required to switch the database to the new year, but there was no particular reason it had to be that date. Martha will ask Noetic if we can go beyond that date to make renewal membership easier for the ¾ of members that haven't renewed yet.

Martha will update everyone with liaisons when they are set.

PUBLIC RELATIONS COMMITTEE

Ken Hayes
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Sean Porter
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Ken reported that information on the ambassador program is on the website. Letters went to members with a director title to explain the program. Information will be in the new member packets. They are hoping to have their first new people participating in the next couple of months. Logo guidelines have been worked on. They will meet on the first Thursday of the each month.

Sean next reported on the MASFAA kick-off event. Sean discussed the events at colleges which haven't gone so well the last couple of years. The kick off will be at Jillian's of Boston in a semi-private room. It should be a fun opportunity to network. It will be from 5-8 on September 30th. Save the date email went out today. Invitations will go out in the next couple of weeks. They will be followed up by email closer to the event. There will be a RSVP process. They plan to use a semi-nautical theme to get ready for the conference. They will invite Conference Committee members to create enthusiasm. They want Committee Chairs there to help recruit people for their committees. They would like some ideas for events in other areas of the State from people who live outside of Boston. Brian asked if there will be any scheduled activities at the Jillian's event, or will it be open ended. Sean responded that they have four bowling lanes, and could perhaps create teams to generate some competition which has been successful in the family feud. Sean indicated that they haven't updated their Handbook section which they will do at their next meeting. Sherri asked if they had started working on the MASFAA calendars for the conference. Sean indicated that they have the contact information, and will look into it. Sean asked if they could look for a new vendor. Sherry said yes.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
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Greg Senosk
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Carla distributed a list of current members and updated goals for the Committee. She is concerned that they have lost some of their core members who have always participated. She would like some more members. She also welcomed any feedback on sessions.

They have included the standard workshops as part of their revised goals. Carla discussed details of each session they plan to offer. They will do the mid-level administrator session again this year. They will likely use the theme “learn from the directors” as it was successful last year. They will also offer the presentation skills sessions again since the need is so high. They will solicit the registrants of the presentation skills sessions from last year to possibly present sessions this year.

They have their annual retreat scheduled for next week. They use the retreat to plan their standard workshops and to brainstorm for new workshops. They generally meet monthly in different places hosted by committee members, primarily at ASA or Bentley. Brian asked if CORE is successful will it be wrapped into PD&T. Carla gave background about why there was a new committee created. Sue thought that once it is more established so that they have set trainers and the workshops are all set up, PD&T may take over just setting up the logistics in the future.

Sherry reminded all Committee Chairs to get lists of members to the technology committee.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Elayne Peloquin
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Julie Menendez
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Elayne says they have about 10 returning members. Goals and objectives have not changed. They will hold the successful graduate aid symposium again. They will research more graduate aid information for posting on the website. The Chairs will give more responsibility to the Committee members. Each person will be asked to submit an article to the newsletter. Julie reviewed several other initiatives that are highlighted in the updated Handbook. They know that their website needs to be updated ASAP.

NEWSLETTER

Ann C. Playe
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Lauren Urbanek
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Ann distributed a page of the Committee’s goals for the year. They will be publishing five issues. She thought last year’s was a much better newsletter than had been published in many years. Lauren has a journalism background and will add a lot as Co-Chair. Publication deadlines and dates were distributed:

Issue#1 September/October Content due by 9/17
Issue#2 November/December Content due by 11/12
Issue#3 January/February Content due by 1/28
Issue#4 March/April Content due by 3/11
Issue#5 May/June Content due by 5/20

Ann would like to have more articles submitted by active members. She asked for ideas regarding the “themed” issue in the Spring. The committee will meet August 17th for the first of their monthly

meetings. Ann asked for articles from the Committee Chairs. Just about every committee said they would be contributing something to the first issue of the newsletter. Since Joe Paul Case and Yvonne Gittens won awards at NASFAA, Sue and Ann will work on articles recognizing them. The FSA interns and the Institute scholarship winners should be contacted to write articles as well.

EASFAA

Shawn Morrissey

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Shawn reviewed his goals from the handbook: #1 should be to act as a liaison between EASFAA and MASFAA; #2 should say attend EASFAA conference, retreat and quarterly meetings.

EASFAA is offering the NASFAA decentralized Fall training. If we want to do the training MASFAA has to let them know. Ken Ferreira thinks that the topic, which hasn't been set yet, is student loans. John View, the new EASFAA training chair, should be contacting MASFAA soon. The cost of the training will be \$25 for EASFAA members and \$75 for non-members. Shawn recommends letting EASFAA do the training in Massachusetts. Last year we had offered scholarships and provided lunch to all MASFAA members who attended the Spring training. Spring training will most likely be a video teleconference with Dr. Dallas Martin and other NASFAA staff. Shawn will check on the topic of the Fall training.

Shawn next discussed the effort of some EASFAA committees to have input from all states within the region. The EASFAA Training Committee would like a member from every state. Government Relations would also like a liaison from Massachusetts. It may involve going to their meetings. Eileen asked for clarification. Cathy asked about EASFAA committee meeting logistics. Shawn explained most are done by teleconference but some committees meet in person. Shawn will be compiling dates of MASFAA events to post on the EASFAA calendar, and asked people to send dates of MASFAA events to him. Ann asked if Shawn wants something in the newsletter about EASFAA. Shawn will provide an EASFAA update to Ann for the Newsletter.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala

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Eileen O'Leary

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Bernie distributed the Committee's updated objectives. They are looking forward to an exciting year in government relations. Schools need to be aware of what is going on. The main goal is to keep everyone up to speed. They have a task force that met last week about the campus based allocation formula. If anyone is interested, they would welcome more discussion on that topic. Most of them are not comfortable with the formulas that are being discussed for the future. The group is looking for a more fair and equitable distribution of campus based. Northeastern would be the largest "loser" in Massachusetts. Bernie indicated that his contacts across the Country indicated they aren't even trying to tackle the issue. Eileen reported that she is on the reauthorization task force for NASFAA. NASFAA proposed that grandfathering be done away with and that allocations go to fair share. The task force agreed that fair share isn't fair but there was no agreement on a good alternative. So NASFAA just recommended getting rid of the base guarantee but didn't say what to do instead. There has been a lot of publicity since it is hard to defend the grandfathering and a House bill is calling for changes. MASFAA Government Relations said lets try and come up with an option. Fair share is calculated in an antiquated way so something has to be done to fix it if the base guarantee is eliminated.

Bernie next discussed an unofficial meeting with Dr. Clantha Carrigan McCurdy to discuss the State's request for student level data. The group told her how uncomfortable they were with the request as individuals. AICUM has sent a letter to their legal counsel asking for clarification on why this request has been made and how it fits into privacy laws. Apparently, Texas has been doing this successfully by collecting aggregate information. Sherry reported that the presidents of the state and community colleges are very upset at this request. They have met with the board of higher education to voice their concerns.

Bernie reported that there is a conference in DC this fall that would be appropriate for government relations members. Last year Sen. Buck McKeon addressed the conference.

Bernie reported Scholarship America is having a walk for education. He will bring it up under the new business section. Eileen asked Jason to consider a general session at the conference on reauthorization. Bernie asked about the federal update. It is scheduled for Thursday morning. If there is enough time, that might work out. Jason said he is interested in using the reauthorization topic for the Friday. Discussion followed. Sue suggested that the second day breakfast be used for the federal update. Jason will bring this discussion to the Conference Committee for consideration.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

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Anya Forrest
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Ina reported that the Committee objectives are likely the same for 04-05. They will continue to promote the IIN, but without as much focus since it wasn't as successful as they had hoped. They will continue to work on the mentoring guide. Anya said they will work on getting more members for their Committee. Jason asked about NASFAA eliminating their diversity committee and moving it under access. He wondered if CEED had any feelings on that and do they plan to comment. Ernestine Whiting-Settles spoke about it at the NASFAA conference and Yvonne Gittens was there; maybe the Committee could contact them for feedback.

CORE TRAINING

Sue Stano
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Martha Savery
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Sue distributed the new Committee purpose, Committee goals and a list of Committee members. They have had two meetings to start planning the CORE training. The new Committee name is Just the FACTS! FACTS stands for "Financial Aid Core Training Seminar". The sessions will be for one day a week over four or five weeks in January and February. Hopefully, they will offer the sessions in two locations at no cost to members. A letter was sent to directors with more than ten years experience to invite them to become trainers. Lord Geoffrey Inn in Amherst will be the site for training of the trainers on Tuesday 10/5 and Wednesday 10/6. They are hoping for a good response and will do follow up calls. They will then turn to others directors who might be good trainers. Their plan wasn't to exclude people, but the letter was a starting point. They are hoping to get the trainers that currently do the training from Connecticut to come to a meeting of the Committee. They would also like to have someone from the SASFAA region that also does this training come to a meeting. The January sessions will be held at Mount Ida and a to be determined location in the western part of the state. Sue thinks that they will be on Thursdays. She reviewed the modules of the training. The first invitation to attendees will ask that they come to all of the modules and days. If the sessions are not full, then those who want to pick and choose could register. Evaluations from this first year will help plan for the future years. The Committee put in a session proposal for the conference to do a sample mini course. Sherry, Sherri and Sue reviewed the budget for the event.

Eileen asked Sue if there is any talk of conducting the training as a full week session. Sue said it was discussed, but to keep the event free, it was decided not to require overnight stays for an entire week. They are looking to give people more cost effective options. The timing is good because it is six months after the College Board Institute and won't compete.

EARLY AWARENESS AND OUTREACH COMMITTEE

Kate Carnivale
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Karen Puntillo
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Kate reported that CGS has been moved to its own committee. They are working closely with Jo Corro who is a strong member on their Committee. They will work on updating the College Savings Times and the Spanish version, which hasn't been done recently. They will hold another expanded Carnival of Learning. They would like to go from 50 to 75 students. They plan to use the same party planner. They want to explore some new ideas for speakers. They would like someone with some more diversity. They will offer the Journey to College event again this year. Sue reported that we did not get selected for the NASFAA award for our work on the Carnival of Learning. Sue would like to think about submitting the Journey to College program for a NASFAA award this year. They will again partner with GEAR UP to find students for the Carnival this year.

COLLEGE GOAL SUNDAY

Gail Holt
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Sherri Culp
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Sherri distributed several handouts regarding CGS. She reviewed the goals and objectives of CGS which will be held on February 13, 2005 at 10 yet to be determined sites in Massachusetts. The presentation is a line by line presentation on the FAFSA with MASFAA members available for questions. Target audience is first generation/low income families. Steering Committee members are Stephanie Wells from MEFA who will be the site coordinator, Julie Shields-Rutyna from the College Board who will be the volunteer coordinator, and several others from the community. They would like a couple of more people. Sherri summarized the program planning that has gone on thus far, including the site visit to Indiana and the presentation before the Final Fling in June. Sherri next reviewed the Lumina grant proposal that was submitted recently. We had asked for \$203,400 which hopes for \$35000 sponsorship and in kind advertisements. The unused funds from the planning grant have been returned to Lumina. They liked the diversity of our committee and the fact that we worked with Maine so closely and noted some ideas in our proposal that they want to recommend to other states. Eileen asked if this is a competitive grant. Sherri said yes but since Lumina has already listed us as a recipient in their materials, it's likely we are getting the money.

Sherri reported that the Castle Group has been selected as the PR firm. They will start working once the funds are received. They handle the PR outside of MASFAA. Sherri and Gail will be presenting to the Lender Consortium next week to begin the funds solicitation. She will review their proposal with the Executive Council to get feedback before the meeting. Sean asked about restrictions regarding sponsorship advertisement. Sherri responded that before the event, sponsors can be highlighted. The day of the event absolutely no sponsorship acknowledgement can be present. Sherri addressed several questions regarding funding and the balance of Lumina and sponsorship funds. Eileen asked what happens at the end of the three years when the grant is up. Sherri explained that the sponsorship grows each year so that the event is self sustaining after the Lumina money is gone. Sherri estimated it will cost about \$90,000 per year. Kate asked if outside sources will be tapped for funding, like investment resources firms, retailers, etc. Sherri responded that that is one of the duties of the PR firm.

Sherri next reported that 30 people have signed up via the website to participate. Tony asked if they will be contacted to let them know they are in the loop despite the event not happening for a while. Julie will be contacting those people, and will hold meetings to train and inform volunteers of their role.

Site locations were next discussed. There will be ten sites. They have some data on income levels and rates of college attendance in the state. They can't find information on minority information by towns. Sean reported that there is a state website that has the number of minorities by town. Information about income, college attendance, housing values and more is listed by town. The steering committee is considering sites at colleges, community centers, and high schools. Sean reported that he was a site coordinator in Maine. He reported that using a hotel for one site ended up being easier. Eileen thought that families might be intimidated by going to a college campus. They might be better off at a high school or some other site that they are familiar with. Sean reported that accessibility is the number one issue. Discussion turned to the date. Sean thought that the date is too late. Sherri responded that the week before is the super bowl and that since more students from this population will likely be looking at schools with later form deadlines the date should be ok.

Sherri asked for ideas of creative ways to get the membership involved in CGS. Scott asked if there will be sign up forms at the conference. Sean suggested a brief speech from a Maine volunteer at the conference before a lunch speaker or something.

Sherri then distributed and reviewed the draft presentation that she and Gail will give to the Lender Consortium. She asked for feedback. Greg asked Sherri what the majority of the money is spent on. She highlighted the role of the PR firm and the marketing/advertisement which will be the majority of the money. Sherri reported that NASFAA will hire a CGS coordinator so we'll be working more with that person in the future. They want every state to get involved. They will take over more of the operations of the grant from Lumina. Sherri reported that they will be looking for interpreters and those familiar with sign language. Based on some advice from Maine, they would like to get information from those who need services like that before the day then they can be placed in the sites that are needed. Kate suggested working with Gear UP they know this stuff well. Next meeting is on August 10th. Sherri reviewed the annual timeline.

Sherri asked for questions:

Ann commented that potential sponsors should hear the bottom line. Three years at what level then more over what period of time. Scott commented that the Lender Consortium is familiar with CGS. He also suggested that they should be presented with a specific list of items that need to be sponsored. They can then volunteer to do more. Discussion followed that this might be too restrictive. Jason suggested different levels of funding. Sean commented that you have to discuss what they get out of the donation to get the support. It should be very clear how sponsors will be acknowledged. Martha and Julie thought a "sell sheet" that vendors can pass on to get approval that summarizes what they are getting and doing.

Several questions were discussed regarding corporate sponsorship. The Castle Group should be doing this part of the sponsorship solicitation. Sherri asked if there might be interest from MASFAA to sponsor a scholarship to an attendee. Eileen asked for clarification on MASFAA's role. Are we a sponsor and then bound by the advertisement rules that day. Sherri said currently we are the organizer but we could be a sponsor. Sean thought that CGS sponsorship could be added to the regular MASFAA sponsorship process. CGS will piggy back on MEFA financial aid nights to get information out as well as some congressional sessions that are offered in the state. Sherri also confirmed that non aid administrators can volunteer, there are jobs that aren't form related at every site.

More discussion regarding sponsorship. Julie and Sean really want MASFAA to sponsor first to set a good example. Discussion regarding the mission of MASFAA. Sherry read the mission statement. Eileen summarized part of the mission process and provided a link of this program to the mission. She also voiced agreement that MASFAA should lead by example with a reasonable amount of cash sponsorship.

A motion to contribute financially in the amount of \$5000 to College Goal Sunday was offered and seconded. Discussion followed. Ken Hayes offered that MASFAA is already doing significant work so if we don't sponsor financially we still are sponsoring the event. Sue and others don't want to specifically give funding for any particular thing at this point. Since just about all vendors are MASFAA members, they are volunteering as well. The relationship is similar. Ken Ferreira asked for clarification on what MASFAA is already contributing through man hours. Brian is worried about squabbling on specific issues regarding sponsorship. The motion was tabled.

A motion to move to executive session was offered, seconded, and approved unanimously at 4:28 P.M.

President Sherry Andersen called the meeting back to order at 9:04 A.M.

Sherry reported that, in executive session, Executive Council decided that that financial support from MASFAA for CGS is a good idea, but that more information was needed to vote on the issue. It will be discussed again in September.

MISCALANEOUS BUSINESS

Awards, Scholarship and Internship

Nicole will continue to be the internship coordinator. Cathy will coordinate the award nomination process. At the October meeting we will vote on award nominees. There are three awards, the Chuck Jones award for new financial aid administrators, the Presidential award for those who have show great service to the Organization, and the Sheehan award for someone who has shown great service to the profession.

There will be scholarships available for the College Board Regional Forum. Nicole reported that she needs to coordinate more closely with the U.S. Department of Education on the internship program. After commenting on how good this program is, Eileen summarized it for those who didn't know about it.

The MASFAA conference scholarships will be available for those who would otherwise be unable to attend. Spring volunteer of the year award for an outstanding committee member. Scholarships are also given out for the College Board Institute.

Discussion turned to the CORE training. Bernie suggested that the training is a good foundation for the College Board Institute. Eileen asked if we would be giving continuing education credits, certification or at least a certificate of completion to attendees. Sue said they were looking into credits but that people would likely get at least a certificate. Brian would like to evaluate the scholarships given to the Institute in light of the CORE training to decide if both should continue.

Sherry asked Sherri to add a template for the award plaques to the Handbook.

Bernie next returned to the national Scholarship America walk that is being held in eight cities. They are hoping that schools get involved by having alumni walk to get scholarships for the school. Bernie thought that MASFAA might want to have some walkers to help fund some of the scholarships that we offer. 100% of funds go to the scholarship. The event is sponsored by Easy Spirit. Eileen updated everyone that Scholarship America is Dollars from Scholars they have just changed their name. Bernie thought that

people might be interested. The funds raised can go to the local chapter, or the College, or MASFAA. The date is October 17th this year. Cathy summarized that walkers would solicit support. Elayne asked if there is a website. It is www.walkforeducation.org. Eileen asked if a message could go to the list Sherri said yes.

Nominations and Elections

Sue reported that she has been working on the timeline for the elections. She commented that records haven't been kept of past Nominations Committee work. Discussion about the online election process followed. Information about candidates should be available without a log on to the website. Sue wants the ballot available by March 1. There will be three Executive Council members, the Associate Member at Large, the Secretary and the President elected. Sue would like the nominations in by December 1. Sherry should name the members of the Nominations Committee as soon as possible so they can be voted on at the September Executive Council Meeting.

The MASFAA leadership brochure needs to be printed. Kate asked if these types of brochures could be available on the website.

Other Items

Carla reported that the PD&T Committee bought a laptop and will purchase a LCD projector, which they have budget for, soon. Tony updated the master list of who has which keys and equipment.

Brian reviewed the way that the master calendar is updated. The calendar has a separate username and password than your username and password for the website. Martha is the Technology Committee liaison for Executive Council, so updates and requests should be sent to her until further notice. Tony and/or Brian will send information Executive Council and Committee Chairs with the calendar username and password. Diana is the only non technology person who has access to the website administration.

Monthly meetings will be:

9/17
10/15
11/16 Conference
12/16
1/7
2/10
3/18
4/14
5/12
6/9 Final Fling

Meeting location to be determined.

Sherry next began to discuss the master calendar. Online form will be done for nominations

During a working lunch, Sherry asked for some discussion of how to make the monthly Executive Council meetings efficient and the annual business meeting more engaging. The group decided to move the business meeting to lunch the first day before the speaker. There will be an association suggestion box at the MASFAA table for suggestions.

OLD BUSINESS

Brian brought up the issue of needing more volunteers. He asked if a direct appeal should go to directors asking them to encourage their staff to get involved. Eileen suggested phone calls to directors of schools that don't have any volunteers now to directly ask them to send someone from their staff. Diana asked for clarification of how the volunteer forms work with the membership process. Sean indicated that he would like to have Committee Chairs should use all MASFAA events as opportunities to recruit members for their committee. Discussion followed regarding ways to encourage volunteerism.

NEW BUSINESS

There was no new business.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 1:32 P.M.