

Final 7/27/05 ae

**Massachusetts Association of Student Financial Aid Administrators**

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

**May 12, 2005**

**In attendance:** Sherry Andersen, Diana Beaudoin, Carla Berg, Nicole Brennan, Sherri Culp, Tony Erwin, Beth Feinberg, Ina Frye, Yvonne Gittens, Kenneth Hayes, Gail Holt, Scott Jewell, Cathy Kedski, Julie Menendez, Bernie Pekala, Ann Playe, Scott Prince, Martha Savery, Betsy Scola, Julie Wickstrom, Donna Wood-Lozier

**Absent:** Dadizi Baker-Cummings, Kate Carnivale, Anya Forrest, David Goldman, Martha Johnston, Jason Kahn, Shawn Morrissey, Eileen O'Leary, Jamey Palmieri, Elayne Peloquin, Sean Porter, Karen Puntillo, Greg Senosk, Lauren Urbanek

President Sherry Andersen called the meeting to order at 10:00 A.M.

**PRESIDENT'S REMARKS**

**Sherry Andersen**  
[sanderse@capecod.edu](mailto:sanderse@capecod.edu)

**PRESIDENT-ELECT'S REMARKS**

**Cathy Kedski**  
[ckedski@bridgew.edu](mailto:ckedski@bridgew.edu)

Cathy reported she has almost all co-chairs set, still working on a couple. Finalizing information on the retreat she will get info out soon.

Cathy reported on the College Board Institute scholarship. MASFAA pays the room and board expense and College Board waives the registration fee. Sometimes we have paid for additional people in full. Cathy will be sending an email out to the list announcing the scholarship and soliciting nominations. Preference to aid office staff who would not otherwise be able to attend. Cathy plans to vote on the recipient at the last Executive Council meeting. A reminder may go in the newsletter.

**SECRETARY'S REPORT**

**Tony Erwin**  
[aerwin@stonehill.edu](mailto:aerwin@stonehill.edu)

Tony presented the minutes from the April 21, 2005 Executive Council Meeting. A motion to accept the minutes as amended was offered, seconded, and approved unanimously.

Tony reported that the membership directory was mailed to all associate members.

**TREASURER'S REPORT**

**Shawn Morrissey**  
[smorris@frc.mass.edu](mailto:smorris@frc.mass.edu)

## DEVELOPMENT REPORT

**Nicole Brennan**

[nbrennan@annamaria.edu](mailto:nbrennan@annamaria.edu)

## NOMINATIONS

**Yvonne Gittens**

[gittens@mit.edu](mailto:gittens@mit.edu)

Yvonne will pass on some names for next year's election to Sherry.

## ASSOCIATE MEMBER AT LARGE

**Scott Prince**

[sprince@mefa.org](mailto:sprince@mefa.org)

Scott thanked Tony and Diana for doing the membership directory for the associate members.

## MEMBERSHIP REPORT

**Diana Beaudoin**

[Diana.beaudoin@citigroup.com](mailto:Diana.beaudoin@citigroup.com)

**Dadizi Baker-Cummings**

[baker@amsa.com](mailto:baker@amsa.com)

Diana reported no change in members since the last meeting. There are 760 paid members, 573 active and 187 associate. She reported that she has made updates to the membership section of the website and she has created a fact page for members. Renewals will be ready to go live on June 1. There are no big changes to the renewal process. There will be something in the newsletter about renewals. Diana has recently received several new membership requests that she will push to 05-06. Diana is working with Noetic to have the new member welcome packets sent online automatically when people register as new members. Diana needs the President's letter from Cathy soon. Mouse pads can get distributed by Diana or at the conference. Cathy's letter also needs to get posted to the website to replace Sue's (Sherry never had one). Renewal membership reminders are only going to paid members for 04/05. Scott Jewell would like to use two years' worth of data. Discussion followed. Diana will offer renewal to two years worth of people, and see if it is possible to customize the email message to the non paid for 04/05. Email will go out on June 1.

## CONFERENCE COMMITTEE

**Jason Kahn**

[jkahn@collegeloancorp.com](mailto:jkahn@collegeloancorp.com)

**David Goldman**

[dgoldman@bentley.edu](mailto:dgoldman@bentley.edu)

**Jamey Palmieri**

[jpalmier1104@post03.curry.edu](mailto:jpalmier1104@post03.curry.edu)

## TECHNOLOGY COMMITTEE

**Martha Johnston**

[Martha.Johnston@citizensbank.com](mailto:Martha.Johnston@citizensbank.com)

**Julie Wickstrom**

[jwickstr@bu.edu](mailto:jwickstr@bu.edu)

Rob Callahan will be the new co-chair. Nothing to update. Tony asked that the Executive Council pages be updated to the current members. Cathy commented that the conference page needs to be updated with the date and location of the next conference.

## **PUBLIC RELATIONS COMMITTEE**

**Ken Hayes**  
[krh@mit.edu](mailto:krh@mit.edu)

**Sean Porter**  
[sporter@mefa.org](mailto:sporter@mefa.org)

Ken reported that they have their next event at the Northampton Brewery. There are twenty people signed up so far and they would like thirty total. The Final Fling will be held on June 15 at the Museum of Science. There are already fifty people signed up. Ken reviewed the Duck Boat and movie schedules. Ken recommended asking around our offices to figure out who is coming. Ken also asked that lists of committee members be sent to Joe Lahood.

They will have an article for the newsletter about both events. The Committee will be meeting over the summer. They are looking to repeat the event at Jillian's from last Fall. All members plan to return to the Committee next year.

## **PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE**

**Carla Berg**  
[cberg@bentley.edu](mailto:cberg@bentley.edu)

**Greg Senosk**  
[gsenosk@educationfinancepartners.com](mailto:gsenosk@educationfinancepartners.com)

Carla distributed the agenda for the novice workshop on June 7 at the Wellesley College Club. She invited all Executive Council and Committee Chairs for the wine and cheese reception. The presentation skills workshops was held this week at MIT. They had all spots filled but they don't have the evaluations yet.

## **GRADUATE/PROFESSIONAL CONCERNS COMMITTEE**

**Elayne Peloquin**  
[epeloquin@admin.nesl.edu](mailto:epeloquin@admin.nesl.edu)

**Julie Menendez**  
[julie.Menendez@bankofamerica.com](mailto:julie.Menendez@bankofamerica.com)

Elayne is cycling off as chair. Cheryl Constantine will be the new co-chair with Julie. They are working on the GPCC symposium. It will most likely be held on December 1 at the BU School of Management. They are still working on a graduate resources presentation to post to the website. It is mostly done and is currently being reviewed. Once done they will post it to the website. They are wrapping up the year on June 14.

## **NEWSLETTER**

**Ann C. Playe**  
[aplaye@usafunds.org](mailto:aplaye@usafunds.org)

**Lauren Urbanek**  
[lurbanek@newenglandconservatory.edu](mailto:lurbanek@newenglandconservatory.edu)

Ann reported that the last issue is coming up. Deadline for article submission is May 20. Ann will email reminders that the deadline is approaching. Ann reviewed the list of committees that will be submitting. Dave Kelly from Bank of America will join Lauren as co-chair next year. Beth suggested an article on consolidation.

## **EASFAA**

**Shawn Morrissey**  
[smorris@frc.mass.edu](mailto:smorris@frc.mass.edu)

## GOVERNMENT RELATIONS COMMITTEE

**Bernie Pekala**  
[pekala@bc.edu](mailto:pekala@bc.edu)

**Eileen O'Leary**  
[coleary@stonehill.edu](mailto:coleary@stonehill.edu)

Bernie reported that the STAR act is pretty much defeated for the most part. Interesting group going on right now meeting on budget and House/Senate cooperation. Committee is still trying to get information out there about STAR. They will be meeting soon to set an agenda for next year. Reauthorization still continues to be the hot topic. They still have their recommendations online. Bernie asked how comfortable Executive Council is with the updates that go to the list. Most said fine, good amount don't do more or less.

Sherry asked if Government Relations could provide more clarification when they post to the list summarizing what is being posted. Bernie agreed. Discussion followed on several reauthorization topics.

## COMMITTEE ON ENHANCING ETHNIC DIVERSITY

**Ina Frye**  
[ifrye@bu.edu](mailto:ifrye@bu.edu)

**Anya Forrest**  
[a.forrest@neu.edu](mailto:a.forrest@neu.edu)

They are working on the mentoring guide. The met and gave some suggestions to the person writing it. They expect it to be done soon.

## EARLY AWARENESS AND OUTREACH COMMITTEE

**Kate Carnivale**  
[kcarnivale@msn.com](mailto:kcarnivale@msn.com)

**Karen Puntillo**  
[kpuntill@assumption.edu](mailto:kpuntill@assumption.edu)

The Journey to College Begins in Middle School event will be held 8:00 – 2:00 on June 7<sup>th</sup> at Clark University.

The day will begin with a welcome from the Early Awareness and Outreach Committee. Jill D'Amico will give attendees an overview of Saving & Paying for College, EAC resources, the College Savings Times, walk through Early Awareness presentation, College Goal Sunday, and ECAPP. We will then have four presentations:

1. Jason Kahn will talk about the "Next Generation: Understanding the 'Rude and the Impatient'".
2. Doreen DelMonaco from Stonehill College will present their "College is Possible" program.
3. There will be a college panel and Regis College and Bentley College will discuss programs at their campuses.
4. The middle school roundtable will have 2 GEAR UP students from the middle school, 2 students from the high school a GEAR UP coordinator from the Worcester East Middle School and will be moderated by the GEAR UP Director in Worcester.

Attendees will be served a lunch followed by the keynote address – "The College Track: A National Public Awareness Initiative to Increase College Access" given by Ann Coles and Anthony Sweeney. Ann is Senior Vice President at The Education Resource Institute (TERI) and Director at the Pathways to College Network. Anthony is the Outreach Coordinator at the Pathways to College Network. Ann spoke at our first Journey to College Begins in Middle School event about the importance of early awareness and we are excited to have her return to us.

Invitations have been mailed to all middle school guidance counselors, middle school principals, and all college presidents in Massachusetts. A Save the Date and an invitation were posted to the MASCA (Massachusetts Schools Counselors Association) newsletter. An invitation was posted to the NEACAC listserv and to the MASFAA listserv. The MASFAA website has also been updated with a link from the front page. All registration is electronic and as of today, there are 14 people registered.

As in the past, guidance counselors will receive PDPs for attending. We are also offering a prize to a college representative and to a middle school guidance counselor who come having made contact specifically to come to the Journey event.

Finally, the Early Awareness and Outreach Committee has been having some serious discussion regarding the College Savings Times and its effectiveness as piece. Questions arose such as, is some information too specific and other too vague? Is the piece too advanced for our target audience? Do we know who are target audience is? We will be conducting a survey through SurveyMonkey. There are less than 20 questions ranging from “Who do you think the target audience is?” to “How would you like to receive the CST?” to “Are there topics/articles you feel should be added or deleted from the CST?” We will be emailing the listserv no later than Monday asking people to take a few minutes to complete the survey. We will also be reminding everyone again in the newsletter.

## **COLLEGE GOAL SUNDAY**

**Gail Holt**  
[g.holt@neu.edu](mailto:g.holt@neu.edu)

**Sherri Culp**  
[sculp@brandeis.edu](mailto:sculp@brandeis.edu)

Gail went to the MA School Counselors Association meeting in the beginning of May. Gail thanked Cathy for helping to staff the table. They did pick up a bunch of names of interested guidance counselors. Most hadn't heard of CGS. They will work hard to get the message across and that the FAFSA is the point of the whole thing. They are meeting on June 2 to kick off the year. They will be looking at better ways to get the message and information out. Sherri passed around the postcard that was distributed to the school counselors. January 29, 2006 is the date for next year. Same date as Maine. Vermont is also starting CGS, but Gail doesn't know what date they have selected.

## **JUST THE FACTS! TRAINING COMMITTEE**

**Martha Savery**  
[martha\\_savery@nellemae.com](mailto:martha_savery@nellemae.com)

Martha reported that the Committee is trying to set a meeting in June. They have added a new member, but are still looking for more help. Cathy asked if the trainers are committee members or are they separate. Can be either way. Tony asked if they had reviewed the evaluations yet. Martha indicated her comments from last month are an accurate reflection of the evaluations. In the western session all evaluations were positive. The evaluations from the sessions in the east were all over the map. The focus was clear on what the training was supposed to do and some came that weren't part of that audience so their reviews were lower despite being told clearly the objectives of the training.

## **OLD BUSINESS**

Nicholas Burrell from Boston University was chosen for an internship in D.C., so he will get the scholarship. Nicole needs to get the information to Shawn so he can get Nicholas the check.

Gail asked about our conversation on more promotion for our scholarships and sponsorships. Could there be a webpage that shows people what we offer so members can go look anytime, not just the time of year that the scholarship is available. Tony will put something together and send it to the Technology Committee.

## **NEW BUSINESS**

Ken asked about moving the elections as that would involve PR. Yvonne will put an article in the Newsletter about this. Nominations will be sought in August, the ballot will be available at the conference and voting will continue until January. No change to the time in office, just a change to the election timeline.

Sherry reported that she will have the thank you dinner for Executive Council and the Committee Chairs on June 7 in Plymouth.

The final Executive Council meeting will be on the same day as the Final Fling at the Museum of Science. It will start at 11:00 A.M. and will go as long as is needed. Lunch will be provided. A

A motion adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 11:36 A.M.