

Final 10/15/04 ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Stonehill College
Easton, MA**

September 17, 2004

In attendance: Sherry Andersen, Carla Berg, Nicole Brennan, Kate Carnivale, Sherri Culp, Tony Erwin, Ken Ferreira, Ina Frye, Kenneth Hayes, Brian Hodge, Gail Holt, Scott Jewell, Martha Johnston, Jason Kahn, Cathy Kedski, Julie Menendez, Shawn Morrissey, Eileen O'Leary, Elayne Peloquin, Ann Playe, Sean Porter, Scott Prince, Betsy Scola, Lauren Urbanek, Julie Wickstrom

Absent: Dadizi Baker-Cummings, Diana Beaudoin, Anya Forrest, David Goldman, Bernie Pekala, Karen Puntillo, Greg Senosk, Susan Stano

Guest: Joe Lahoud

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

PRESIDENT'S REMARKS

Sherry Andersen
sanderse@capecod.edu

Sherry began by thanking Brian Hodge for his service to MASFAA. Brian will be leaving Massachusetts. She next read a thank you from one of the recipients of the College Board Institute scholarship. Ann offered to put the letter in the newsletter. Sherry indicated that there will be a brief executive session after this meeting.

SECRETARY'S REPORT

Tony Erwin
aerwin@stonehill.edu

Tony presented the minutes from the retreat. A motion to accept the minutes as amended was offered, seconded, and approved unanimously. Tony next discussed the Handbook updates and the MASFAA supplies.

TREASURER'S REPORT

Shawn Morrissey
smorris@frc.mass.edu

Shawn distributed the YTD budget report and the income/expense statement since the last meeting. He reviewed the recent income and expense items. He next reviewed the net worth report and discussed the total in the checking and savings accounts. He reported that he was contacted by a friend of Greg Senosk, who is a financial planner. We will need to set up a finance committee meeting soon to meet with him. Gail asked Shawn if he had opened a new account for the College Goal Sunday funds. Shawn indicated that he will do so when the funds are received and also clarified that CGS will have its own section in his monthly reports.

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

DEVELOPMENT REPORT

Nicole Brennan

nbrennan@annamaria.edu

Nicole distributed an updated sponsorship report. To date, \$62,800 in sponsorship income has been received. \$37,200 additional income is expected. Nicole discussed the new sponsors. One sponsor decreased a level. An issue came up about sponsors that have placed advertisements in the newsletter but have not yet paid for their space. Several people indicated that their advertisements should not be in the newsletter since the payment due date has long passed. Most agreed that the advertisements should be in the conference program and newsletter since we have never had a sponsor not pay when they said they were going to do so. Eileen asked how the confirmation of sponsorship is received. Nicole explained that the sponsors typically complete a form then send payment. Only those that are in writing are added to her report. At Gail's suggestion, advertisements will be in the first newsletter but those who have not yet paid after that won't be in any additional newsletters.

ASSOCIATE MEMBER AT LARGE

Scott Prince

sprince@mefa.org

Scott reported on the associate member round table and a session on guarantee agency issues he is planning for the conference.

MEMBERSHIP REPORT

Diana Beaudoin

Diana.beaudoin@citigroup.com

Dadizi Baker-Cummings

baker@amsa.com

Martha reported that there are currently 480 paid members.

CONFERENCE COMMITTEE

Jason Kahn

jkahn@collegeloancorp.com

David Goldman

dgoldman@bentley.edu

Jason distributed a tentative agenda and reviewed the conference tracks. He reported that there will be break out sessions on Friday that will be followed by two general sessions that are going to be run by the Conference Committee. The Conference Committee is ahead of schedule; the only major thing they have to do is set the menus with the hotel. The giveaways, which are a beach bag with the logo and a blue hard plastic water bottle, have been ordered. The DJ has been hired for Wednesday night. Other entertainment is in line.

Jason also reported on registration issues. They had a call with Membership and Noetic Harbor. Registrants must log into the website to proceed and can pay by credit card or check. Once processed, they will get a confirmation by email. Vendors have their own registration system online to which they are directed when they log in. Nicole will have access to approve the appropriate number of comp rooms. Since users will need their ID and password to register for the conference, there could be some confusion.

Tony indicated that he is very concerned that, given the current membership issues, holding conference registrations for paid membership is risky. Jason thought that perhaps users could get their user ID and password when they sign up but before payment has come.

Martha responded that if expired members try to log in with their username and password, they are prompted to renew their membership. Users whose memberships have expired and don't have their ID and password can't get it. Martha will check on the best possible flow with Noetic Harbor.

Scott Prince discussed some scheduling items with Jason for conference.

TECHNOLOGY COMMITTEE

Martha Johnston

Martha.Johnston@citizensbank.com

Julie Wickstrom

jwickstr@bu.edu

Martha reports that she has been working very closely with Membership. They have all of their meetings set for the rest of the year. She reviewed the list of Committee members, and has made temporary liaison assignments. They are off to a good start and they have done a lot of work with Public Relations. Martha is trying to be mindful of the charges from Noetic. CORE and CGS will be added to the list of committees on the website. There was a question about whether we track and report website usage statistics. Currently that information is not tracked by Technology.

The membership laptop has been returned and will be delivered to Diana.

PUBLIC RELATIONS COMMITTEE

Ken Hayes

krh@mit.edu

Sean Porter

sean_porter@nelliemae.com

Sean began by discussing the kick-off event. There are currently 74 people registered; the majority are active members. Sean indicated only 11 EC members and chairs have RSVP'd at this point. Ken commented that there will be one more email reminder sent next week. Sherry asked about the format of one of the invitations. Ken responded that the schools and agencies listed are those that had said yes as of that date. There will be a drink ticket available. The group indicated that everyone who attends should get one drink ticket.

Sean reported that the preliminary plan for the next event is to have an event in the middle of the State. The event would perhaps be an eighties theme night at a roller skating rink. They would like to have a third event at Tanglewood.

Ken reported that the Ambassador program is up and running. Ken thanked Martha and Julie for all their help getting the website up and running.

Ken indicated that they have been working on logo concerns that came up last year. Joe Lahoud joined the meeting to help present the logo research information. He distributed copies of the presentation (**which will be attached on the website**). Joe reviewed the specifications of the current MASFAA logo. He will discuss the purpose, brand, print items, and other "open" items.

Items for discussion:

Is the logo trademarked? Sherri reported that several years ago an attorney indicated there is some protection provided by adding a trademark or registration note to the logo without actually doing the legal paperwork. Discussion followed.

What is the difference of trade mark or registered? Gail wanted confirmation on what is the logo. It includes the stretchy guy, MASFAA, the text of MASFAA where the stretchy guy is located, and the font. Discussion of how strict or relaxed different organizations are with their logo followed. There can be different guidelines for logo use in different areas. Joe indicated that MASFAA could publish correct and incorrect uses of the logo. The agreement is that there should be written guidelines to dictate the use of the logo. One way to maintain the standards is to have Steven Culp maintain them. They could also be published on the web open to the public with the logo available and the correct and incorrect uses of the logo. Or it could just be used for Executive Council and Committee Chairs. Discussion continued regarding how far we want to go in dictating logo use. Jason feels the logo is for internal use so it doesn't matter. Gail doesn't want to discount the regional and national relationships that we have and believes we should protect and promote the logo. Martha responded that since so much time and investment went into the logo we should be protecting it. Even if people don't like the logo, it should be protected until such time as it is changed. Sean summarized that Public Relations will find out what is involved in getting a trademark for the logo. Ken Ferreira wants Public Relations to check with NASFAA to see what standards they have published for the use of their logo. Other questions: do we want different standards for different media? Should different groups get together to come up with what they would like to use? Martha wants to be sure there is flexibility on the use within the set of standards. Joe would like to bring the request to Steve. Scott made a motion that the Public Relations Committee should return with one proposal to Executive Council to approve. Approved.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Greg Senosk
gsenosk@cfsloans.com

Carla reported on the Committee retreat. They are looking for new members. To help with poor attendance at Committee meetings, they have moved to an every other month schedule and all dates have been set. They can have additional meetings, emails, and conference calls as needed. FISAP workshop went well: about 19 attended, including several new directors. Eileen and Bernie presented, Carla thanked them and Tom Threkeld from the U.S. Department of Education. They are using the new MASFAA LCD projector. Evaluations were positive. They are planning another Learn from the Directors workshop. The tentative date is set for October 29 at the Wellesley College Club. Based on last year, they found that most people went to only one concurrent session, so they have used those more popular sessions to build general sessions for the day. They plan to get a good cross-section of directors.

They will be sponsoring a PowerPoint basics session at the conference. They have begun planning the need analysis workshops. Cathy asked if the bookmark is in the works. Carla said yes. Carla asked if the new banner/table skirt has been ordered. Nicole reported that it will be ordered in October.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Elayne Peloquin
epeloquin@admin.nesl.edu

Julie Menendez
julie.Menendez@bankofamerica.com

Julie reported on the agenda and meetings of the Committee. They are challenging their members to investigate graduate aid issues regionally and nationally. Julie brought up a situation where one person had requested a GPCC membership twice and neither of the chairs or Sean were notified of it. Martha will check into it. Martha will check into why the system works the way it does and will investigate any ways

to make it easier. Ken Hayes asked if the committee volunteer system could specify that Conference Committee works on a different schedule. Martha will send a retroactive list to all chairs of people who have volunteered. Carla commented that her Committee would gladly take those who haven't been able to get onto the Conference Committee. Sherry asked if we could get membership out of the loop since PR assigns the volunteers to committees. Brian suggested that the membership volunteer section just go to PR directly. Ken Ferreira suggested that a master list of all those people who volunteer are kept on a master list and then that list is circulated at Executive Council to be sure everyone is contacted and placed.

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Lauren Urbanek
lurbanek@newenglandconservatory.edu

Today was the deadline. Ann received several articles from Executive Council and committees. More are promised for Monday. She does not anticipate any difficulty in publishing the newsletter by the deadline. Ann is working with the Technology Committee to see if they get some software that will help with the process. They are looking for at least one more person from a school to join the Committee.

EASFAA

Shawn Morrissey
smorris@frc.mass.edu

Shawn reported on the Fall EASFAA training. He is looking for two sites for the session on loans, and Sherri volunteered Brandies. Some discussion of fees at area schools followed. Shawn sent an email from the EASFAA conference chair to the listserv. EASFAA wants sessions offered from each state in the region at their conference. They will meet in November for their next meeting. This year the annual EASFAA conference will be in Atlantic City in May.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Eileen O'Leary
oleary@stonehill.edu

Eileen reported on some initiatives of the Committee regarding the campus-based allocation formula. They are setting up their next meeting. Bernie will be submitting a newsletter article. They have a couple of sessions approved for conference: one on the allocation formula and one on reauthorization. They will be securing the speaker for the federal update. Sherry thanked Eileen for all the items she and the Committee have been sending to the membership.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Ina Frye
ifrye@bu.edu

Anya Forrest
a.forrest@neu.edu

Their first meeting isn't until next week. They have had one request for an interview with the IIN.

EARLY AWARENESS AND OUTREACH COMMITTEE

Kate Carnivale
kcarnivale@msn.com

Karen Puntillo
kpuntill@assumption.edu

Kate reported that they are working on where the students for the Carnival of Learning will come from: perhaps the Brookline or Lawrence/Lowell area. She reviewed some of the details of speakers, programs, and logistics for the event this year. They are working with the same event planner. Kate would like to use the same logo they had last year. That was approved.

They are working on updating the College Savings Times. They are also working on the Spanish version. They may be reordering additional English versions depending on demand.

COLLEGE GOAL SUNDAY

Gail Holt
g.holt@neu.edu

Sherri Culp
sculp@brandeis.edu

Gail reported that the Committee has been meeting all Summer. They have selected ten site areas: Barnstable, Chelsea Roxbury, New Bedford, Brockton, Lowell, Worcester, Fitchburg, Springfield, Pittsfield. They are beginning the process of seeking site managers. They will be working with Stephanie Wells from MEFA, who is the site coordinator. In late August they were contacted by Lumina to add some details and descriptions to the grant proposal. They were then asked to reduce the budget request since Lumina viewed it as too hard to sustain when the grant runs out. At Lumina's suggestion, the new request is for \$169,700. This is the first year that any state has come off of the three-year grant. All states report that they are about \$20,000 short. Lumina has responded by offering supplemental funding to those states. That may be why they have asked us to reduce our budget by a very similar amount. Gail reported that NASFAA has hired Marsha Weston from Maine as the director of CGS. Gail looks forward to working with her. NASFAA is working to unify all the websites for the state CGS. They will be presenting a session on CGS on Thursday of the conference, and will have a booth where there will be a computer running the website and giving people the opportunity to volunteer.

OLD BUSINESS

Sherry reported that she does not yet have the members selected for the Nominations Committee. Cathy reported that she has worked on the nominations for the scholarships and the awards. Deadlines will be October 13.

Regarding locations for meetings: we are working on locations as discussed at the retreat.

NEW BUSINESS

Nicole had a question from the College Board regarding sponsorship and web advertisement. Other than the sponsor page and the rotating logo, there is no opportunity for advertisement on the website. Scott will bring up the issue at the associate member round table session.

Tony brought up the issue of membership, and asked if now is the time to outsource membership since the task has become completely unmanageable. Discussion turned to how ATAC manages membership information. We had chosen Noetic Harbor to retain some control of the process. They could certainly build anything we want to make the process easier.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 1:37 P.M.