

**Massachusetts Association of Student Financial Aid Administrators**

**MASFAA Executive Council Meeting  
Red Lion Inn, Stockbridge MA**

August 8-10 2005

**In attendance:** Sherry Andersen, Daniel Barkowitz, Shawn Bennett, Carla Berg, Rob Callahan, Kate Carnivale, Cheryl Constantine, Sherri Culp, Jill D'Amico, Karen Derouin, Beth Feinberg, Gail Holt, Kristi Jovell, , Cathy Kedski, David Kelly, Michele Kosboth, Eileen O'Leary, Jamey Palmieri, Sean Porter, , Martha Savery, Betsy Scola, Greg Senosk, Lori Seuch, Brian Smith, Kimberly Truong, Lauren Urbanek, Carmen Velez, , Donna Wood-Lozier, Allene Begley-Curto

**Absent:** Diana Beaudoin, Kathryn Osmond, Julie Wickstrom, Jason Kahn, David Goldman, Elvie Reyes, Shawn Morrissey, Carmen Velez, Jason Shumaker, Julie Menedez,

President Cathy Kedski called the meeting to order at 11:32 A.M.

**PRESIDENT'S REMARKS**

**Cathy Kedski**

[ckedski@bridgew.edu](mailto:ckedski@bridgew.edu)

Cathy welcomed everyone. Explained why we relocated to Red Lion Inn. Clarified that MASFAA is paying for the retreat. Went around room and introduced ourselves. Reviewed etiquette for meetings, voting procedures. Presented Tony Erwin's candidacy for treasurer for a vote. Called for a motion. Sherry Culp motioned, Lori Seuch seconded. Approval was unanimous. Tony is treasurer for the remainder of Shawn Morrissey's term. Reviewed attendance policy. Cathy reviewed her own goals: finalize our financial plan, move forward with investing reserves, meeting training needs of membership, and finally making MASFAA involvement fun and as inclusive as possible.

Discussed creating a nominating committee – Scott Jewell, David Jamey, Laura Ortiz, and Ann Preamp, along with Sherry Anderson are being proposed. Michele motioned, Shawn seconded, the motion passed unanimously.

In addressing the individual committees, Cathy indicated having a mini retreat or meeting to begin the season or to end the year are allowable. Reminder all contracts have to be signed by Cathy. Cathy also asked that as chairs terms end, to turn in a history of what has happened during your tenure. Helps to keep people informed.

On line calendar – use the calendar as often as possible to update the membership. Gail asked for a reminder on the password for accessing the calendar to post items.

Cathy asked that if minutes are taken at committee meetings to send a copy to her.

Discussed chairmanships – usually two year terms. Suggested current co-chairs think about people they might recommend for new co-chairs for the new year.

## **PRESIDENT-ELECT'S REMARKS**

**Sherri Culp**

[sculp@brandeis.edu](mailto:sculp@brandeis.edu)

Sherri handed out handbook pages she is responsible for. No changes. She plans on asking for nominations for special awards in early Sept. We will vote on recipients in Oct.

## **SECRETARY'S REPORT**

**Michele Kosboth**

[mkosboth@lasell.edu](mailto:mkosboth@lasell.edu)

A motion to approve the minutes from the **6/15/2005** Executive Council meeting as amended was offered, seconded, and approved unanimously with one change to the conference committee info – the fees will not be reduced.

Discussed Michele sending out announcement 30 days in advance of business meeting which will be the Thursday of the conference. Michele proposed changing one of the items in the duties, will be voted on when we review the handbook updates in Sept. or Oct. regarding summarizing and posting the minutes. Cathy proposed doing an email to the listserv herself as part of meeting her goals that would update the membership.

## **TREASURER'S REPORT**

**Tony Erwin**

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

Tony distributed tax exempt cert. and asked everyone to use it if buying on behalf of MASFAA any goods or services. He will try to get a new original for those who have difficulty using it. Also distributed request for payment. Only exec. Council and committee co-chairs can use them. Committee members are not allowed to request payment directly. Must come from a co-chair. Reviewed procedure for using it. Tony will be on vacation for two weeks, so if you need anything from him ask today or wait until he gets back.

In September he will need to update signatures with bank for signing checks. Will be moving assoc. money to a new bank, probably splitting the accounts between some banks, and to be working with an investor, Edward Jones, to plan how MASFAA will invest some reserves. The plan is \$100,000 at first, possibly another \$50,000 after the conference. Explained the plan for investing the reserve: looking at 10 year investments to eventually relieve membership and conference fees, become less dependent on sponsorships. Long-term plan, not going to happen immediately.

Rob Callahan questioned if this would eliminate sponsorship altogether, Tony said no, just to become less dependent on it. We are too dependent on it right now.

Reviewed leaving time for checks over \$500 which need to be cosigned.

Cathy clarified that we planned on budgeting to be in the red and use some of our reserves to balance the budget this year. More detail at Sept. meeting. Double checked that our liability insurance has been renewed. Confirmed that the conference fee is \$180 for all three days, \$100 for first two days individually, \$75 for Friday.

Clarified the past treasurer role – only applicable first year a new treasurer is on board.

Unable to distribute YTD budget and reports as he just inherited the job over the weekend. Will review in Sept.

Reconciliation of accounts will happen on a monthly basis between Tony and Sherry Anderson.

Sherry Culp indicate we may have a state audit as a result of our income. Sherry Anderson gave some suggestions to Cathy about keeping copies of tax returns.

## **DEVELOPMENT REPORT**

**Carla Berg**

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

Handed out update to goals and sponsorship info. Carla has had some sponsorship responses and will be meeting with Nicole to go over her duties. It was determined that a list of the membership is the responsibility of the Development committee and would be maintained and available for the sponsors. It was determined that after the conference it will be updated and distributed. Before Jan. 1. A discussion about including or excluding College Goal Sunday and Carnival of Learning in the sponsorship info ensued. We will leave CGS in, take Carnival of Learning out.

Also established that Carla is responsible for the sponsorship banner for the conference. She should dispose of the old one unless it is up to date.

## **NOMINATIONS**

**Sherry Andersen**

[sanderse@capecod.edu](mailto:sanderse@capecod.edu)

Want to do this early to get more turn out – looking to have voting done on computers at the conference in addition to doing it online. Want to solicit nominations earlier to allow the committee time to get the job done without conflict with the opening of a semester. Discussed how to make it more enticing to participate in the voting process.

Daniel B. asked about the time frame for the election, if it would change, or be open for a very long time. Suggesting making it shorter and ending it before the end of the year. Wondered why people don't vote. Lauren said that the newsletter survey found people didn't know the candidates. Having them visible at the conference may help with that. Jamie suggested a meet the candidates session during one of the lunches at the conference or at the Wed. night reception. Sean P. suggested having them be seated at a particular table and be introduced rather than have them have to speak. Plan on using email blasts to tell people about the voting before the conference, doing a lot of work to acquaint the membership with the candidates. A discussion of the best way to handle those candidates who can't be there ensued. Also discussed voting usernames and passwords for use at the conference. Voting won't be limited to just at the conference, just trying to increase involvement.

Sherry asked if the voting period can be Nov. 1 to Dec. 1. We will get buttons to identify the candidates for the conference, introduce them at the Wed. night reception and at the business meeting at Thursday morning's lunch. Shawn Bennett suggested handing out "I voted" stickers.

## **ASSOCIATE MEMBER AT LARGE**

**Lori Seuch**

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

Wants to create an email listserv for associate members that could be used to communicate information important to assoc. members. Also wants to look at training specific to this group.

Cathy gave her the list that was created by assoc. members a few years ago to work from for her goals.

## **MEMBERSHIP REPORT**

**Diana Beaudoin**

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

**Carmen Velez**

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

Neither co chair was present, Cathy sent around the goals in their absence. Emails and mailings went out in June and put an article in the newsletter. Membership has increased by 60% from this time last year. The online renewal process is working well. Discontinuing new member packets. They will get an email from Cathy instead with all the relevant information in it. Question was asked if bounce backs from emails are followed up by anyone – technology committee seems to be the entity that should be taking care of making adjustments to the info. Public Relations will still maintain the brochure for new members regarding committees for distribution at functions.

Lori asked about a rule regarding limiting participation to one committee per person. If people are getting turned away from participating on a committee because there are people are serving on more than one committee then we need to fix it. It appears the conference committee is the only committee that is “full” at this time.

Martha Savery shared why we originally voted to limit participation to one committee. There were more associate members taking slots on committees with limited slots. Public relations says they are having a hard time getting school members to participate. Now there are almost no committees that limit the number except the conference committee. It was decided that there is really no problem with serving on more than one committee at this time. Many of the committees are cyclical or seasonal, so much of the work doesn't overlap.

Public relations will bring this up at the next meeting once they have a handle on who is on what committee and if there are many people serving on multiple committees.

Someone from membership should be attending technology meetings.

## **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)

Jamey handed out the committee goals. Made a few adjustments regarding site selection and to work with EASFAA leadership on sessions. The committee has been working hard getting ready for the conference in Nov. Had some turnover in the committee. The dates are Nov. 2,3,4 with the exec. Council meeting on Tuesday. Session proposals were selected and approvals were sent out. Al Mangini will be the contact for those who were selected. The conference is at the Sheraton Ferncroft in Danvers. The hotel has presented some issues, and Jamey suggests being diligent in dealing with the hotel. She suggests adding a clause to the hotel contracts for liability regarding cleanliness, facilities, etc. She recommends considering pulling away from using an event planner for purposes of identifying a hotel for future conferences. That person may not represent us as well as we would like.

The conference theme is Deep in the Heart of Financial Aid. There will be a mechanical bull and a gaming room for Wed. night. Thursday night Nick and the Nice Guys perform. Updates will be on the

website for the sessions, etc. There were a record number of session proposals. Had new participants. The majority still come from lenders. Still trying to increase school people involved.

Jamey indicated only two complaints came in regarding doing away with the free night that lenders usually used for dinner nights. The problem with this approach though is that two nights of providing dinner is very costly and probably cannot continue after this year unless the conference fee was drastically increased. The food cost is astronomical.

Daniel asked about the discount for school presenters. There will be a discount on the reg. fee. They will have to attend all three days to qualify.

A discussion regarding newcomers and identifying them, getting them to the Wed. night reception which has become the Meet the Candidates reception ensued.

Cathy asked about the ribbons on the name tags – we will have them. Jamey will need a list from all co-chairs of who is on the committees for the tags. The business meeting is going to be at lunch on Thursday. A discussion about the best timing of the awards ceremony – lunch or dinner? Cathy wants to do it at dinner – Wednesday night is the sit down so that is when we will do the presentations.

Next year the conference will be at the Cape Codder Resort and Spa on the Cape. The dates are Nov. 15-17 2006. A suggestion to be aware of when the Access Group conference is which is right before Thanksgiving would be good so that those at the graduate level can attend both.

A suggestion was made to add to the handbook the fact that the conference committee members conference fee is paid for by MASFAA. There is also no liability to MASFAA regarding the mechanical bull. The company providing the services carries the liability.

Another suggestion was to ask presenters to provide an electronic copy of their presentations before the conference to be posted on the website.

## **TECHNOLOGY COMMITTEE**

**Julie Wickstrom**  
[jwickstr@bu.edu](mailto:jwickstr@bu.edu)

**Rob Callahan**  
[rcallahan@collegeboard.org](mailto:rcallahan@collegeboard.org)

Rob distributed the goals. Rob's assessment of what the committee does is information management. Objectives have changed a bit. People seem to like the new website. Discussion of the logo not looking quite right on the website, Rob will work with Steve Culp to get it resolved. Each member of the committee has been assigned to be a liaison with each other committee. Daniel has offered to do the tech updating for Just the Facts for the time being.

The committee is looking for more participants.

Allene brought up a problem with the directions for the conference hotel last year – the directions were wrong, and it was mapquest that had it wrong. Should be aware that these should be checked thoroughly when posting them.

There are two calendars on the web. One is for anyone to update, then there is one for exec council. We need to look at the need for two and revisit next month.

Cathy reminded everyone on exec council that they need to make sure we have a picture taken for the site.

## **PUBLIC RELATIONS COMMITTEE**

**Sean Porter**

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

**Brian Smith**

[bsmith1@babson.edu](mailto:bsmith1@babson.edu)

Prior to presenting their info, a discussion of how people volunteer and get placed on committees was held. Suggestions were made on how to track who volunteers and whether they get placed and on which committee. It was suggested that there might not be consistent follow through when people volunteer. A database on the MASFAA website that did the tracking was recommended.

Sean shared goals. Discussed that the Ambassador program wasn't wildly successful. He also shared that the fun events are 60% schools, 40% assoc. members.

Daniel pointed out that signing up for the Ambassador program is not online, Rob C. will look into it.

The first fun fling will probably be at Jillian's again. Big success last year. The final fling last spring out west was a success and they will probably do it again both in the fall and spring out in the western end of the world. Sean asked that all committee chairs get a list of the committee members to him by Sept. 1 so he can begin working on the database with Rob C. Cathy asked that all committee chairs ask for a contact on each campus for each volunteer that she can send a thank you letter to for letting this person participate.

Sean said the feedback on the final flings was great, but the expense is high, so he wants to know what we expect of the committee. Most people agreed the location was good, activities were good, the food was more than necessary in terms of quality, more simple basic food would be fine. A discussion of who would be included in these events: members only or family too – ensued. For now it looks like we will limit participation to just members. May be open for discussion later.

Going to include a Rock the Vote theme at Jillian's event to encourage voting in MASFAA.

Another discussion about additional programs in the middle of the year took place, possibly at a reduced cost to the members. We agreed the committee should organize something and see what happens.

Sean asked if people like the pins, and it seems they do. We will continue to do them unless someone comes up with a better idea. They are about \$2 each.

## **PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE**

**Greg Senosk**

[gzenosk@educationfinancepartners.com](mailto:gzenosk@educationfinancepartners.com)

**Jason Shumaker**

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

Greg handed out the training schedule. They are not accepting new members at this time. The FISAP workshop is planned at Holy Cross. Reviewed the list of expected programs. May be able to offer some of the workshops at the conference. Funding may be an issue. Registrations for workshops will be moving to being online after the FISAP workshop. Greg PROMISES.

The bookmark came up for discussion. Lists the training sessions. A discussion of whether the bookmark is the best method of sharing this info. A suggestion made was stickers that can be used on the calendar to remind people of sessions. Decided not to do stickers, but to encourage everyone to update the MASFAA website calendar and use email updates. There is a problem with getting training sessions put on the calendar – it only updates when we have an actual date. It then goes onto the PD&T website. The money we save from the bookmark may end up going to technology to update how the calendar works. Up for discussion later.

Lori motioned that we do away with it, Michele seconded, the motion passed unanimously.

Cathy suggested collecting info on organizations that have presentations for things like budget presentations, high school nights, etc. The suggestion is Greg's committee collect the names and contact info and links to the info if possible for these presentations. Lori will poll the other associate members regarding information they would be willing to share to build a library of presentations.

Cathy shared that the association has been approached to partner with NASFAA to offer training online at a discount. We would have to put a link on our website, include something in our newsletter and send periodic emails out to remind people that classes are offered. Lori likes the NASFAA online training. There is concern it would conflict with our Just the Facts training. But that is free, which NASFAA is not. There is also a lack of networking and contact with the rest of the organization. Would be useful for training people who are hired after our training is over. It was suggested that we also list SFA coach as a training option. Decided to participate and share the info but to promote Just the FACTS as well.

## **GRADUATE/PROFESSIONAL CONCERNS COMMITTEE**

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

**Cheryl Constantine**  
[cherylc@bu.edu](mailto:cherylc@bu.edu)

Cheryl handed out the goals. They will doing their symposium again on Dec. 1 2005 at BU school of management. Reported there was some turnover on the committee. Trying to encourage more school participation.

## **NEWSLETTER**

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

**David Kelly**  
[dave.kelly@bankofamerica.com](mailto:dave.kelly@bankofamerica.com)

Has a new contract for Cathy to sign. Handed out handbook update for the committee. Shared tentative dates for the newsletter. Asked for suggestions on how to get articles. Usually solicits from exec council. They ask for updates to be shared for the newsletter. Accepting suggestions for any sort of newsletter submission. Asked for ideas on a theme for the March/April issue.

Cathy suggested spotlighting a committee or two each month with a picture of the committee, some background on what it does, acquainting people with what they can be involved with. Another suggestion was to focus on novices, new professionals.

Cathy mentioned the SallieMae bus tour as a possible newsletter article. A discussion on possibly changing the format and the cost associated with it ensued. Steve Culp may be solicited to present some ideas. A discussion about the naming of the issues came up. The committee will take it under advisement to change how they are named.

## **EASFAA**

**Kristi Jovell**  
[kristi.jovell@suffolk.edu](mailto:kristi.jovell@suffolk.edu)



No change to handbook info. Handed out the EASF AA report to MASFAA. All EASF AA members can see all reports on the website. Kristi is now serving on the EASF AA finance committee and they will be dealing with investing their reserve as we are. EASF AA is looking for sites to hold the fall training that doesn't involve a room fee, also looking to get more than just aid offices to participate in this training. We indicated we want EASF AA to provide the trainer and to pay for refreshments.

EASF AA is accepting proposals for the next conference, which will be held in VT and is the 40<sup>th</sup> anniversary for EASF AA.

## **GOVERNMENT RELATIONS COMMITTEE**

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

**Kathryn Osmond**  
[kosmond@wellesley.edu](mailto:kosmond@wellesley.edu)

Eileen handed out the committee goals. Made some changes to objectives. Wants to increase communication between MASFAA membership and congress. Wants to make appointments to visit with congressional reps when they are at their home offices. Wants to put congressional emails on website with links so people can write to them easily. Other objectives will be in the handbook.

It appears reauthorization will be passed in Sept. so we should have something to discuss at the conference.

Another suggestion is to focus more attention on the state legislation, by working with AICUM and the public college organization to focus on the state house. Visitations etc. should be organized.

A discussion about how to educate our students about legislation that concerns them and their aid ensued. Everyone agrees it would be helpful to get some assistance on targeting the info to students and encouraging them to understand how these things effect them.

## **COMMITTEE ON ENHANCING ETHNIC DIVERSITY**

**Elvie Reyes**  
[ereyes@longy.edu](mailto:ereyes@longy.edu)

**Kimberly Truong**  
[ktruong@bhe.mass.edu](mailto:ktruong@bhe.mass.edu)

Kim handed out updated objectives. They are looking for volunteers to be on the committee. A discussion about how to improve the recruitment and mentoring of minorities ensued.

## **EARLY AWARENESS AND OUTREACH COMMITTEE**

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

**Jill D'Amico**  
[jdamico@amsa.com](mailto:jdamico@amsa.com)

Handed out the new goals. Our organization was not selected for the NASFAA award in early awareness. Will be attempting to work with PD&T to bring an awareness to the membership about what is available from this committee.

They are in the planning stages for the fall carnival. There is a question about the hotel being aware the space is needed on the Tuesday before the conference. Looking for new speakers that are a better fit. They will be starting the planning and organization process for the Journey to College earlier. Lori suggested contacting Erin Gruel as a potential source of speakers. Peter Negrony was also suggested.



Cathy asked if there was an early awareness speakers bureau, which there isn't, but MEFA maintains a list. Paul Linsky would be the contact.

## **COLLEGE GOAL SUNDAY**

**Gail Holt**

[gholt@mtholyoke.edu](mailto:gholt@mtholyoke.edu)

**Sherri Culp**

[sculp@brandeis.edu](mailto:sculp@brandeis.edu)

**Allene Begley-Curto**

[allene\\_curto@spfldcol.edu](mailto:allene_curto@spfldcol.edu)

Gail and Sherri handed out the goals and objectives. They have increased the number of sites it will be held at. The date this year will be Jan. 29<sup>th</sup> 2006. Also handed out activity review and changes being made for this coming year. Also working on getting the logo branded with the help of Steve Culp. Shared the feedback garnered from the NASFAA conference meeting. Attendance was the biggest concern for all states. NASFAA also indicated that Massachusetts energy level and participation was very high and stated the state was one of the best organized and creative and is being used as a model for the program nationally for new programs.

Hoping to use the same sponsors again. Looking at using three or four major sponsors instead of smaller donations from more sponsors. Looking at more corporate options with an educational and socially oriented business plan. A suggestion was made to take advantage of the expertise we have available in our lender reps to help solicit sponsorship from larger corporations.

Allene suggested that we take the save the date cards back to our admissions offices and ask them to distribute them when they visit high schools to spread the word.

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

**Martha Savery**

[martha\\_savery@nelliemae.com](mailto:martha_savery@nelliemae.com)

**Daniel Barkowitz**

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

Handed out goals and objectives, no changes are being made. Moved the training to the fall instead of spring semester. Train the trainers happens in Aug. Handed out the review of the evaluations of last year's sessions. Will only be registering participants by the online registration process. They will be plugging professional development for the novices participating, will provide any information on opportunities available to participate in committees, and any other opportunities. Duane Quinn and Cathy Kedski are on board to present at the train the trainer session.

## **OLD BUSINESS**

## **NEW BUSINESS**

Selected times for meetings: Sept. 22, 10-3; Oct. 14<sup>th</sup> 10-3; Nov 1<sup>st</sup> 12pm-3 at the conference hotel. Dinner Nov. 1<sup>st</sup> plus conference committee. Dec 15, 10-3; Jan 12<sup>th</sup>, 10 – 3; Feb. 16<sup>th</sup> 10 – 3; March 16<sup>th</sup>, 10 – 3; April 13<sup>th</sup>, 10 – 3; May 18<sup>th</sup> later in the day; June to be announced. Locations to be determined.

Kristi would like a copy of the letterhead logo for EASFAA reports.

Handbook review:

Chapter 3, committee work – take out the section on page 30, second paragraph regarding reporting to the newsletter on committee activity: change to “encouraged to keep membership apprised of committee activities”.

Annual report: take out “verbal”.

Anywhere we find “chair” or “vice chair” change to “co chair”.

Pg. 32 responsibilities: get rid of submit monthly update and keep periodic articles.

#8 Submit written update along with a verbal for exec council meetings.

Beginning page 51 fix page breaks.

Sherry will update the section on counting ballots to reflect our current process of online/electronic voting.

Page 81 fix typos and Shawn Morrissey’s name.

Page 82 fix Seamus Harreys name

Page 83 update the recipients for the volunteer scholarship: first recipient 2003 Martha Johnston, technology, 2004 second Joe (on there) Early awareness instead of Gear Up, 2005 third Jason Shumaker, PD&T.

Add the recipients for the conference scholarship. Go to the minutes to find it – conference committee may also have the info. Began two or so years ago.

The keys are held by the treasurer, president elect and secretary – pg 89

Sherry will also draft out details on the timing and process for the voting.

Bring up next month at exec. Council the process of recruiting and assigning volunteers to committees. Specifically address Membership and PR.

Change number 1 on page 74 to say “all persons EXCEPT conference committee” etc.

Cathy will update the finance committee page.

Cathy will be asking an exec council member to take responsibility for the internship scholarship.

Veronica Frye’s name is misspelled.

Cathy distributed the strategic plan to everyone to make sure everyone knows what is in it and what the goals are.

Cathy distributed the results of the survey done in 2003 for general information purposes. Will review it at next months meeting.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 10:15am.