

**Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Waltham, MA
April 12, 2007**

In attendance: Sherri Avery, Carla Berg, Jason Burke, Ina Frye, Gail Holt, Tony Erwin, Pam McCafferty, Karen Derouin, Jill D'Amico, Rob Callahan, Nick Zinser, Cathy Kedski, Mike Ippolito, Cheryl Constantine, Leah Barry, Lauren Urbanek, Val Harris, Joe Lahoud, Shawn Bennett, Elayne Peloquin, Jean Berg, Dee Ludwick, Bob Coughlin, Susan Beard, Anne Marie Juckins, Bernie Pekala

Absent: Leslie Bembridge, Beth Feinberg, Dave Kelly, Sandra Coswatte, Kim Truong, Duane Quinn, Scott McIsaac, Kathy Osmond, Martha Savery, Jason Shumaker, Lori Seuch, Donna Wood Lozier, Yvonne Gittens, Paul Lynskey

PRESIDENT'S REMARKS

Sherri Avery
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President Sherri Avery called the meeting to order at 10:07 AM.

Sherri provided an updated on the KnowHow2Go campaign. Jill may have a list of guidance counselors in Massachusetts to whom we can send information and students may be calling for confirmation.

Sherri next discussed illegal inducements as an issue and what MASFAA has been doing on it. Carla suggested we ask Government Relations about relationships with Senator Kennedy. Karen said that she has attended meetings where MASFAA still is described as being "inactive" about the ongoing investigations.

Leah commented about how our budget process could be affected by these changes and how funding of MASFAA being driven by sponsorship could pose a problem. Rob mentioned that CAPFAA met with their congressional delegation to share their views on the proposed legislation. Suggestion was made that MASFAA follow a similar path. Sherri thinks this is a better way to proceed.

The issue of actual personal gain by financial aid administrators – especially 3 directors at 3 top colleges in the US – is the core of the public perception issue. Should MASFAA develop a Code of Conduct for its members – either in a general format or specific – and draft it for the membership? The majority in attendance responded no, not at this time. Shawn brought up the idea of how having a specific code can lead to drawing lines in the sand.

Elayne felt the current ethical principles statement of MASFAA is a quality document and Leah suggested that we send it back out to the membership that this is the expected code of conduct for members.

A suggestion was made to have a link to this from the Membership area on the website. Beth and Leslie will be contacted.

To do items:

- Send out principles to the membership.
- Add a statement to the membership form.
- Talk with Government Relation about current status of legislation and send an update to Sen. Kennedy.
- Remind membership that contacting representatives is as important as a MASFAA update.

PRESIDENT-ELECT'S REMARKS

Tony Erwin

a.erwin@neu.edu

Tony said about ¾ of the committees are set with chairs. He is considering the Cape Codder for the Fall 2008 conference and asked for feedback. Several people provided feedback, both positive and negative. Pam pointed out that the Cape Codder was full, we might not be able to grow attendance based on that. Tony will proceed and be mindful of the issues presented.

SECRETARY'S REPORT

Tony Erwin (Acting)

a.erwin@neu.edu

Tony presented the minutes from the February Executive Council meeting. A motion to accept the minutes as amended was offered, seconded and approved unanimously.

TREASURER'S REPORT

Pam McCafferty

pmccafferty@fsc.edu

Pam distributed College Goal Sunday budget information and the monthly Treasurer's report.

Jason had an adjustment to make where an item was charged to the "Novice" category for PD&T where it should have been coded as "Training". Pam will make the adjustment.

Pam had an update on the insurance policy. Budget was for \$1,200.00 and the amount has come in at \$1,479.00. General liability and dishonesty insurance are parts of it. The charge only occurs every 3 years according to Sherri. We are now over budget in the insurance category by the \$279 noted above. Sherri felt we had enough funds to cover the expenses in other budget areas.

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

Sherri has renewed the MASFAA mailbox for another year (through April 2008).

Funds have been corrected for College Goal Sunday.

Budget Requests submitted prior to this meeting:

- Membership
- Early Awareness
- Professional Development and Training
- Technology

Still outstanding as of this meeting:

- Archives
- College Goal Sunday
- Committee to Enhance Ethnic Diversity
- Conference
- Government Relations (no chairs named yet)
- Graduate and Professional Concerns Committee
- Just the FACTS!

Sherri will be scheduling a Finance Committee meeting, most likely on the morning of the May Executive Council meeting.

A payment request from CGS is not reflected in the budget (~\$1,000 total) that Pam and Gail need to discuss.

DEVELOPMENT

Carla Berg

cberg@bentley.edu

Carla hasn't worked on the sponsorship mailing. Tony announced that Jason Shumaker will be the new Development Chair for next year.

Carla asked about potential changes to our sponsorship program based on the current political climate. Carla should proceed as we have in the past. She will work with Lori Seuch to determine if sending the mailing earlier is better or worse for sponsors.

NOMINATIONS/PAST-PRESIDENT'S REPORT

Cathy Kedski

ckedski@bridgew.edu

ASSOCIATE MEMBER AT LARGE

Lori Seuch

lseuch@mefa.org

ARCHIVES COMMITTEE

Shawn Morrissey

smorris@frc.mass.edu

Duane Quinn

quinn@amsa.com

MEMBERSHIP REPORT

Beth Feinberg

b.feinberg@neu.edu

Leslie Bembridge

Leslie.J.Bembridge@citizensbank.com

A written report was submitted:

- Membership numbers as of 4/11/07; 909 active/paid for 06-07
- I have not heard from Leah or Rob regarding the NOETIC issues/wishlist
- Regarding the membership renewal process, last year we sent an e-mail June 1 reminding people to renew their membership. The challenge there is that many did just that, renewed; but then never paid until a much later date, thus leaving the member thinking that they were members and only awaiting their schools to send payment. My recommendation is that we change our e-mail as well as the website to reflect that you are not a member until you pay, emphasizing credit card payments when available

- Also, we need to discuss leaving the 06-07 people “active” until September 1, and not shutting off their membership capabilities July 1. This confused people last year when they lost all of their membership “rights” per se on July 1

CONFERENCE COMMITTEE

Scott McIsaac
scott.mcisaac@nelnet.net

Yvonne Gittens
gittens@mit.edu

Anne Marie Juckins
ajuckins@edfund.org

Anne Marie discussed the progression for conference planning. MASFAA’s Amazing Race: Going the Distance is the proposed conference theme. They are working on possible speakers to tie into the theme. Charity selection is underway, the Committee is looking for an organization that provides direct support to needy students.

Anne Marie discussed several other items, including the program, dinners and vendor area.

Leah indicated that Technology will be assigning a member to be the conference liaison shortly.

A motion to approve “MASFAA’s Amazing Race: Helping Students Go the Distance” as the conference theme was offered, seconded and approved unanimously.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Rob Callahan
rcallahan@collegeboard.org

Sherri reported that the listserv message approved at the last meeting was added to the website.

Rob asked if it was ok for lenders to use the listserv to publicize their scholarships. Sherri asked for feedback. People are generally fine with it since the posting does not advertise a product or service.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
mippolit@brandeis.edu

Joe Lahoud
jlahoud@amsa.com

Joe updated Executive Council on the logo project. The filing has occurred. We are waiting the five to six months it will take to get a response. Joe provided some information about how the project has progressed.

Joe discussed the volunteer placement process. The Committee would like the emails that go to chairs for potential volunteers to be archived so they can report the process easily. The Committee will work with Technology to set the process they would like. Sherri asked about a member that indicated they got no response to a volunteer submission about a month ago.

Mike reported that the event that was supposed to be tonight in Worcester has been moved to May 3 due to weather. They had over 40 people attending tonight.

Mike reported that the Final Fling planning is underway with Fenway Park. They are having some issues planning the menu which Mike summarized. They are projecting to be about \$1000 over the budget. Mike will have more information for the next meeting. The date is June 27. Discussion focused on if members should be allowed to bring guests. The charge would be around \$50 for a guest. People would likely have

to pay in advance so that there is no attrition as MASFAA incurs the extra expense. Mike will check on the size of the room to see if guests can be accommodated.

Mike needs to collect lists of committee members.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Shumaker
jasons@mit.edu

Jason Burke
jburke@amsa.com

Jason updated Executive Council on the emerging leaders program. They are planning for the next session in May. Nick Zinser will be doing a technology session. Daniel Barkowitz will be doing his three Rs session. Jason asked for feedback about offering a honoraria to a speaker they want for this session. That would put them over budget by about \$800.

A motion to move \$800 from the conference budget to PD&T for the emerging leaders program was offered, seconded and approved unanimously.

Discussion followed about how often to run the emerging leaders program Should it be every year or every other year. Jason presented several options and got some feedback.

The annual novice workshop coming up on June 13th. Notices will be going out a month in advance. They will be planning the event at the next Committee meeting. Jason indicated in response to a question that Executive Council has typically been invited to a wine and cheese at the end of the day. Generally most of the attendees don't stay for that part of the day. They have decided not to do the wine and cheese. They are considering a longer lunch and having a couple of invited Executive Council people there for lunch to promote MASFAA.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Cheryl Constantine
cherylc@bu.edu

Val Harris
harrisv@harvard.edu

Val indicated that the Committee is very excited to be hosting a Spring event for the first time. It will be at the Boston University School of Management on May 8th from 9-12. They have 38 people signed up. They can go up to 50 people and will serve breakfast.

NEWSLETTER

Lauren Urbanek
lurbanek@newenglandconservatory.edu

David Kelly
dave.kelly@bankofamerica.com

Lauren reported that they haven't received any submissions for the theme issue which was supposed to be related to the recent political climate.

Several possible topics were offered.

EASFAA

Donna Wood Lozier

dwoodlo@spfldcol.edu

A written report was submitted.

Last week I was in Washington, DC for the EASFAA Executive Committee quarterly meeting. What an amazing time to be there. Highlights of the meeting include:

- Jeff Baker met with us. He was very informative about what is going on in Washington and within the Dept of Education.
- We went to a session of negotiated rulemaking. As you may have read in the NASFAA newsletter the meetings are held in a meeting room at a hotel in Virginia. It was interesting getting 35 people on to the metro and to the meeting place at rush hour. It was rather stressful to see that members of the Dept. of Education were seemingly unwilling to change their opinions for the short period of time we were in attendance.
- Huck Gutman from Representative Sanders' (I-VT) office spoke shared his time and some of his insights with us. He emphasized the importance of a positive educational start, beginning at the Headstart level and moving through the college level. Additionally, shared some of his frustrations at hearing "NO" to requests made on behalf of Financial Aid issues at all levels.
- During the state reports most council members reported on the huge successes their states had with this year's College Goal Sunday events. Connecticut was appreciative of our support in their efforts to initiate their program next year. Rhode Island will also be launching a program next year.

Cathy brought up an issue regarding EASFAA training. Several issues were discussed. Sherri indicated that Donna was supposed to be getting more information from EASFAA but she does not have an update.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kimberly Truong

ktruong@bhe.mass.edu

Ina Frye

ifrye@bu.edu

Sandra Coswatte

coswatte@lesley.edu

The Committee has confirmed the mentors and they are waiting on Technology to update the website for the IIN.

Diversity training from 10-12 on June 12 at Northeastern.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala

pekala@bc.edu

Kathryn Osmond

kosmond@wellesley.edu

Sherri updated Bernie on the conversation that happened at the beginning of the meeting.

Bernie would like to extend an invitation to staff from Senator Kenney's office to address MASFAA at a "conversation with" event. Bernie discussed some of his thoughts on the recent events as they related to school and lender relations.

Bernie reported that the Committee has had two phone meetings in the last two weeks. The conversations have been good. Members have not reported any backlash at their schools from the media coverage. Elayne reported that she has had some graduate students ask questions. She suggested having a resource on the MASFAA website that helps members address students and families.

Bernie updated Executive Council on the Sunshine and STAR acts. The House has versions that closely mirror the Senate. The negotiated rulemaking process is facing some criticism based on how the Department selected team members. There may soon be an agreement that schools will be required to accept transfer credits from any nationally accredited program.

Bernie reported that he has heard that the reauthorization of the Higher Education Act is scheduled for this Spring to be voted on in the Fall.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jill D'Amico
jdamico@amsa.com

Jean Berg
jberg@finaid.umass.edu

Jill D'Amico introduced Jean who is the new co-chair. Jill distributed the new College Savings Times in both English and Spanish. The committee prepared a mailing with these and a letter to send to the guidance community. They need some changes on the website updated, but they have communicated with Rob. The supplies are hosted at Northeastern, so the members of the Committee from Northeastern will be the contacts for ordering the Times. Jill asked Technology to work on converting the Times to a web format.

Journey To College Begins in Middle school event held June 8th at Assumption. They have sent save the date postcards.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mtholyoke.edu

Martha Savery
Martha_savery@nelliemae.com

Paul Lynskey
plynskey@mefa.org

Gail reported that she has been using this post-event time to look at the structure of the steering committee. They will be adding a TRIO and GEAR UP liaison to the leadership team.

Gail reported on their recent meeting with the CGS public relations firm. The Castle Group is willing to reduce their contract to a 3 month term for about \$20K which is exactly what CGS wants. Gail reviewed their budget request. They are requesting that MASFAA gives \$10K. Gail said the grant report to Lumina is being worked on. They will apply to Lumina for a continuation grant that has been offered to other states at around \$20K.

JUST THE FACTS! TRAINING COMMITTEE

Dee Ludwick
dee.ludwick@regiscollege.edu

Bob Coughlin
robert_coughlin@hms.harvard.edu

Susan Beard
sbeard@wheatonma.edu

Susan introduced the new tri chairs, herself, Bob Coughlin and Dee Ludwick. She summarized the program as it has run over the last two years. They are considering having one site this year in Boston based on feedback. Some feedback was offered, perhaps the Committee could offer the training every other year in the western part of the state.

OLD BUSINESS

Karen is still collecting policies and procedures. Hopefully by the next meeting the project will be complete. Sherri provided some background on this project.

Shawn provided some history regarding the Jane Oates Scholarship for a student doing a FSA summer internship in DC. We are going to try and spend the money some other way. Shawn will investigate with OSFA if they have interns. Cathy suggested offering scholarships to work study students to attend the institute.

Upcoming meetings:

May 17 at Stonehill College beginning at 2:00

June: To be announced.

NEW BUSINESS

A motion to adjourn was offered, seconded and approved unanimously at 2:33 P.M.