

**Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Stonehill College
December 14, 2006**

In attendance: Sherri Avery, Tony Erwin, Dave Kelly, Donna Wood Lozier, Carla Berg, Jason Shumaker, Shawn Bennett, Ina Frye, Pam McCafferty, Leah Barry, Elayne Peloquin, Scott McIsaac, Mike Ippolito, Cheryl Constantine, Shawn Morrissey, Bernie Pekala, Beth Feinberg, Karen Derouin, Kathy Osmond, Jill D'Amico, Yvonne Gittens, Robin Randall, Lori Seuch, Paul Lynskey

Absent:, Cathy Kedski, Jason Burke, Val Harris, Gail Holt, Sandra Coswatte, Martha Savery, Kim Truong, Joyce Lezberg, Daniel Barkowitz, Rob Callahan, Lauren Urbanek, Joe Lahoud, Leslie Bembridge, Nick Zinser, Duane Quinn, Jamey Palmieri

PRESIDENT'S REMARKS

Sherri Avery
savery@brandeis.edu

President Sherri Avery called the meeting to order at 10:17 A.M.

Sherri thanked the Conference Committee for a wonderful job. She said all feedback she received was positive. People seemed to really like the hotel.

Sherri brought up the NASFAA state awards that she discussed at the last meeting. She asked if anyone had an idea for submission. Discussion followed on what things MASFAA has submitted in the past. Just the FACTS! training was suggested.

Sherri asked if Kathy had heard anything about the nomination for the negotiated rulemaking process. Christine McGuire has been selected as an alternate for the loan issues group.

Sherri congratulated the newly elected officers. Kathryn Osmond won for President-Elect, Shawn Bennett was elected Secretary, David Janey, Jason Shumaker, and Susan Sullivan were elected to Executive Council at Large. Joe Lahood was elected the Associate Executive Council Member at Large. All take office on July 1, 2007.

PRESIDENT-ELECT'S REMARKS

Tony Erwin
a.erwin@neu.edu

Tony announced that Scott McIsaac, Yvonne Gittens and Anne Marie Juckins will be the Conference chairs for next year.

SECRETARY'S REPORT

Tony Erwin (Acting)
a.erwin@neu.edu

Tony distributed the minutes and noted corrections. A motion to accepted as amended was offered, seconded and approved unanimously.

Tony will update the Handbook for the next meeting.

TREASURER'S REPORT

Pam McCafferty

pmccafferty@fsc.edu

Pam distributed the monthly reports, including the YTD Budget and income/expense reports. She does not have the net worth report done, and will work with Tony today to get that done today. Pam reviewed the recent activity. There has been a lot of activity since last month, and the income reflects bank statements through November. Pam asked for clarification about some Carnival of Learning expenses.

Carla reported that sponsorship is off. \$190 needs to go from the conference registration to sponsorship income line item to correct that budget. Jason reported that an expense listed under training event should be moved to the mid-level workshop line item. Yvonne reported that there are a couple of bills outstanding for conference speakers which she is following up on.

Pam reported that the cost of investments is based on the amount held with Edward Jones. As long as we have the funds there, we will always benefit from the lower sales charge.

Pam will visit Eastern today to update the co-signature requirement and order new checks.

Pam reported that the donations for the conference charity totaled \$3321. That, in addition to the \$670 from Goal Financial totals \$3991. Since MASFAA agreed to match the amount, \$4009 will come from MASFAA, and the total amount sent will be \$8000. Pam asked where to charge that expense. A new line will be created for Executive Council called charitable contributions. Motion to move the money from Conference budget offered, seconded, and approved unanimously. Sherri will be writing thank you notes to everyone who donated items for the raffles.

Motion to accept the Treasurer's Report was offered, seconded and approved unanimously.

DEVELOPMENT

Carla Berg

cberg@bentley.edu

Carla said there has been no change to sponsorship, but that she was recently contacted by someone that wanted to sponsor so she will put them on the list for next year.

Sherri commented that Tony might want to pick his development person soon.

NOMINATIONS/PAST-PRESIDENT'S REPORT

Cathy Kedski

ckedski@bridgew.edu

Leah provided some figures about the vote. 310 voted. At conference 71 people voted. Leah reported that many people didn't vote at conference because they didn't have their password and didn't wait to get help to retrieve it. Also, some people couldn't figure out how to use the laptop without a mouse. Others reported that it took too long to vote since people had to read all the bios. Leah discussed some options for password distribution and selection. Sherri suggested putting the bios in the conference packet. Leah suggested a button or sticker for people to wear who had voted. She also suggested a raffle.

ASSOCIATE MEMBER AT LARGE

Lori Seuch

lseuch@mefa.org

Nothing to report beyond comments about the conference.

ARCHIVES COMMITTEE

Shawn Morrissey

smorris@fc.mass.edu

Duane Quinn

quinn@amsa.com

Shawn reported that he has received no archive submissions, despite all the requests at the conference and on the web. Duane is calling people directly to ask for items. Shawn reported that they are going to work on a list of people who have been in aid for more than 20 years.

Carla commented that the slide show at the conference was great. Shawn asked if Steve Culp is working on the old newsletters. Sherri said she thought he was just about done with them. Shawn indicated he wants a place on the website to store all the information they have received.

Sherri mentioned that it might be a good time to start writing the history of this decade for MASFAA. Shawn said they could start working on it, but obviously not finish it until the decade was over.

MEMBERSHIP REPORT

Beth Feinberg

b.feinberg@neu.edu

Leslie Bembridge

Leslie.J.Bembridge@citizensbank.com

872 active members which is a record and more memberships will come in during the year. Yvonne reported that there are 7 people who haven't paid for conference. Should bring in about \$1060 more in revenue.

Beth would like the "wish list" for Noetic be moved to another meeting.

Beth reviewed several options for assessing late fees. Since there wasn't communication about there being a late fee, she and Leslie think we shouldn't add them now. Sherri said she was looking to have a discussion about the ideas of late fees for the future. Beth said she would be fine with them in the future as long as the fee was publicized. Discussion followed. In the past only people who registered late were charged a fee. Tony commented that since late fees are more work for membership and the Treasurer and that since MASFAA does not need the revenue, he is not in favor of it. However, if people start registering late and if it impedes the Conference Committee's ability to plan, a late fee should be added. Most agreed and no motion to add a late fee was offered.

Sherri mentioned increasing the one-day attendee charge but a nominal amount to make it different from other charges to ease the work of membership and the Treasurer. Pam suggested finding out if the credit card transactions can come through some kind of a shopping cart. Discussion followed on how that might work, and most agreed it is a great idea. Leah said Technology will look into it with her.

Sherri discussed the closing date for conference registration. The closing date is required to get the numbers to the hotel, create documents, etc. Sherri would like to be able to have people still go online to pay after registration is closed. That needs to be investigated with Noetic for next year.

Beth brought up the comp. registration system, summarizing some issues that people had who had paid for registrations but should have had comps. They were issued refunds this year. Scott asked why there

had to be comps, couldn't sponsorship levels be reduced to reflect that they just pay for the conference. Beth asked if it would work better if just the first people from that company who register get the comps. Leah reported that vendors do not want that. Several people made suggestions. Carla reported that not every sponsor uses all the comps, so if sponsorship levels are reduced, more revenue might be lost. Carla gave a history of how the comp registration process has worked in the past.

Lori said she could include this topic in her update to associate members.

CONFERENCE COMMITTEE

Scott McIsaac
scott.mcisaac@nelnet.net

Yvonne Gittens
ygittens@mit.edu

Anne Marie Juckins
ajuckins@edfund.org

Scott reported that there were 489 attendees. 467 pre-registered and 22 registered on-site. Scott passed around an evaluation sheet. He commented that people want more grad/non traditional topics, professional development, and they like motivational speakers. People wanted more sessions for community colleges and more tax information. They liked the talent show and would like full conference session descriptions online. Yvonne commented that the hotel was great to work with. Discussion followed about the successes of the conference.

Scott reported that the Committee will begin work for next year in January. He will be calling for volunteers and asked that anyone with suggestions email him or Yvonne. Leah reported that there are some pictures up and more will go up soon. Elayne asked if presenters will get their evaluations. Scott said they would be getting them soon. Lori reported that she got no major complaints from the vendors. Most reported that they were fine with the setup. Yvonne reported that the two vendors that were outside of the room reported they were fine with their location.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Rob Callahan
rcallahan@collegeboard.org

Nothing to report.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
m.ippolit@brandeis.edu

Joe Lahoud
jlahoud@amsa.com

Mike reported that the volunteer process is up and running. He asked for information about committees that are still looking for volunteers. Jason asked about adding language that lets potential volunteers know that committees select members at different times of the year.

No new information about the logo copyright project.

Mike reported that there will be an event at Luva in Springfield on January 25th. They are working on the details and invitations will be sent next week. They have come up with three ideas to survey membership on Final Fling locations. The potential places are Fenway (on an off day), the Museum of Science, or Tower Hill Botanical Gardens in Boylston.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Shumaker
jasons@mit.edu

Jason Burke
jburke@amsa.com

Jason Shumaker reported good turnout and strong results from the recent need analysis workshops. 64 people attended in total. Jason thanked Julie Shields-Rutyna for her wonderful presentation.

During the EASFAA update, Jason briefed the Executive Council on the emerging leaders project. There are 17 people in the program. The first session will be in February. They will pick mentors to work with attendees and perhaps to be presenters. They are looking to have a list of people that could be contacted, and not to have one to one mentoring. Several of the 17 are already on MASFAA committees. One session for the first event should be an introduction to MASFAA and the evaluation process for that day could collect information about potentially volunteering. The Committee has already solicited feedback on what the 17 are looking for. Jason reviewed several thoughts being discussed for the program, including inviting someone from business to do a session on leadership. Into to MASFAA, academic take on leadership, management, and a panel with directors make up the first day. Second workshop would be in late May, and some items being considered are regulations, Daniel's session on the three Rs, technology across campuses, session on hiring and motivating staff.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Cheryl Constantine
cherylc@bu.edu

Val Harris
harrisv@harvard.edu

Cheryl reported that they had 87 people register and 75 attend the recent symposium. They had positive feedback as well as great suggestions for future topics. The bill was lower than expected. The Committee is considering hosting a smaller event in the Spring since there is such a big interest and they have funds left. Cheryl reported that the attendees are very happy with the location.

NEWSLETTER

Lauren Urbanek
lurbanek@newenglandconservatory.edu

David Kelly
dave.kelly@bankofamerica.com

Dave reported that the conference edition will be out soon. Dave and Sherri asked Leah about providing a link or redirecting traffic from www.masfaa.org to the new newsletter site. Leah will check with Rob about it.

Dave will post the new deadlines to the website soon.

EASFAA

Donna Wood Lozier
dwoodlo@spfldcol.edu

Donna reported on the success of the last minute NASFAA verification training. Donna noted that she had been asked for dates for Massachusetts to hold the NASFAA Spring training that is going to be on leadership. She was concerned that it might conflict with other MASFAA leadership initiatives going on. Discussion followed on how this might be related to the emerging leaders program that PD&T is working on. The consensus is that the NASFAA training does not conflict with the PD&T program. The 17 could be invited. Donna asked Tony for thoughts about this training, since he and Cathy did it at Stonehill a couple of years ago. Tony thought it would be a great even to hold in Boston and he volunteered himself

and Cathy to train. Discussion followed about a second location, perhaps in the western part of the state or in Worcester. Donna suggested that perhaps people from the western part of the state be trainers as well.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kimberly Truong
ktruong@bhe.mass.edu

Ina Frye
ifrye@bu.edu

Ina reported that they got a small response from the request for IIN mentors. They will follow up to solicit more. They are looking to have a diversity training. Ina reported on several newsletter articles they have pending. Sherri asked if anyone had requested materials from the diversity library. Ina said she didn't have that information.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Kathryn Osmond
kosmond@wellesley.edu

Kathy discussed a potential change in majority in the Senate.

Kathy commented on the Five Point Plan for Fair Student Loans. MASFAA got some good feedback thanking us for our endorsement.

Kathy noted that there are several people from MA on the loan topics negotiated rulemaking committee. Betsy Hicks, Eileen O'Leary, Christine McGuire. Bernie was nominated for the ACG/NSmart committee by the Jesuit Colleges. Bernie reviewed the makeup of the loan committee and discussed some updates he has heard about how the process is going.

Bernie brought up Senator Kennedy's Sunshine Act. Bernie went through some history of the versions of the bill. Kathy discussed the makeup of the draft bill. Discussion followed about practices in the private education loan market and Bernie's work with Senator Kennedy's education advisory. Lori reported that MEFA has some information that the State might be looking to regulate private education loans.

Kathy reported that the Committee is still working on the State talking points, and they have a list of names who are able to help with State House visits. Sherri would like the talking points posted to the membership.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jill D'Amico
jdamico@amsa.com

Jean Berg
jberg@finaid.umass.edu

Jill reported that the Carnival of Learning went well. They had about 30 fewer students and that helped with the traffic flow. There was an issue with the teachers not being there at the end of the event. Jill commented that the school was much more uninvolved than schools have been in the past. Students didn't get the permission slips sent home until the day before the event. The evaluations from the students had some great recommendations for different vendors.

Jill reported that the Committee took note of how the party planner managed the event so they can consider taking over those duties next year.

College Savings Times is now going to be the *Jump Start your College Savings*. The English version is ready to print. The best quote for English and Spanish is well over the budgeted amount. The translation is only costing \$200. One time cost of \$525 to get the documents print ready. Just English \$1850, both

\$2750. Sherri reviewed the budget as it stands to see if the Committee has the funding needed. Sherri would like them to go ahead with printing both versions, since overall the Committee appears to be on budget in total.

Jean Berg will fill in as co-chair for the rest of the year. Debbie is stepping down. She is staying on the Committee.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mholyoke.edu

Martha Savery
Martha_savery@nelliemae.com

Paul Lynskey
plynskey@mefa.org

Paul reported that the Committee has a meeting coming up on 1/3 in Worcester. The Committee is impressed with the contribution from some of the high school sites. They are having a weekly conference call with the Castle Group to keep on top of the publicity. Martha, Gail and Paul have been attending the state wide guidance counselor trainings to promote CGS. Paul met with state wide GEAR UP counselors last week, and offered suggestions for their participation. Congressman Neal will hold his annual event an hour before CGS in Springfield and people can stay for CGS. They have printed Spanish, Vietnamese, and Portuguese brochures which MEFA paid for. Sherri asked about a call for volunteers, commenting that she hadn't seen an email to the MASFAA list asking for volunteers. Discussion followed, and Paul indicated Gail is handling those things. Several volunteer questions came up.

Sherri reminded the Technology Committee that she wants the CGS steering committee removed from the list of options for volunteering. Volunteers should be directed to the CGS website to sign up for the event.

JUST THE FACTS! TRAINING COMMITTEE

Daniel Barkowitz
barokwitz@mit.edu

Joyce Lezberg
joyce_lezberg@harvard.edu

Robin Randall
randall@wheatoncollege.edu

Robin reported that the Committee met on Tuesday to review evaluations. She distributed the evaluations and described their evaluation process. 37 participants, more from private schools. 6 point scale, and most averaged at the 5 level. Day 3 of the training was rated a little lower, but still between 4 and 5. Robin said some of the evaluation process tries to address the strengths of the trainers. In the past, trainers could volunteer and be selected without experience on a particular topic. This year they selected trainers that the Committee thought appropriate for the topic they would be teaching. The trainees were more in the target audience this year of 0-2 years experience. This helps the dynamic of the group remain focused.

Robin reported that Daniel would be cycling off as chair, and that Joyce is changing jobs so her role will be more limited. She will work with Committee members, Sherri and Tony to select replacements for the future. She also reported that the Committee will be working to formalize sub-committees that report directly to one chair. The Committee has had more discussion on selecting trainers, and they may focus on finding more mid-level trainers. The mission of the Committee should be to provide the best training possible, and they can move away from trying to find a certain age group of trainers.

The Committee is considering shortening the number of days by pulling out some of the details provided in the CORE materials. Some feedback from trainees suggested that there is too much detail on certain topics despite the Committee having already culled the most important topics from the CORE materials. They have thought about having a three-day training with the same presenter, and invite guest trainers to cover certain topics. Robin discussed some location options, and mentioned Northeastern as a potential site. She said they are discussing if there is a need to have a western site, and if so, should it be even further west. Half of the current trainers are on the Committee, which is a significant time commitment.

New this year, Robin would like to have the Committee work through the presentation and have the trainers receive a more finished product. This should save time for the trainers, but will be a lot more work for the Committee. The Committee should be working more on a calendar year basis.

Sherri reported that she has signed the contract with NASFAA for the LearnStudentAid.org. She reviewed several things that need to be done as part of the reduced price Massachusetts schools now get as a result. She will work with Robin and the Technology Committee to have the required web page and emails sent to the membership.

OLD BUSINESS

Karen reminded everyone to submit policies and procedures.

Sherri reviewed picture taking and MASFAA camera use.

NEW BUSINESS

Kathy brought up information about My Rich Uncle making college visits. A colleague of Kathy's reported that My Rich Uncle had tried to set up a campus visit with a campus center director at one school without any knowledge of the financial aid office. Kathy thought people should be aware that this request may be made at any of our campuses. Paul reported that private financial planners are now often renting high schools to hold events that they are billing as financial aid nights hosted by the school.

Sherri brought up information about the "Know How To Go" campaign. TERI is involved with ACE and Lumina. They are asking for grassroots help with the campaign which covers information about why kids should go to college, how to prepare, how to pay, etc. They just want help getting materials distributed. Materials will be available in early January. Jill thought these materials could be included in the EA Committee's planned mailing around that time. There will be no reimbursement for expenses associated with this. Lori requested that MASFAA be able to review the materials before endorsing the program. Paul reported that MEFA has yet to officially be involved in the program.

Bernie asked if the MASFAA hotline might be reinstated. Sherri reported how CGS uses a hotline and Paul commented on MEFA's hotline that they use three times a year and they receive about 150 calls. Paul offered to work with Bernie to coordinate the hotline should MASFAA want to take it up. The issues was tabled for another meeting.

Shawn Bennett will take over checking the MASFAA voice mail.

A motion to adjourn was offered, seconded and approved unanimously at 2:21 P.M.