

**Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Stonehill College
October 19, 2006**

In attendance: Sherri Avery, Tony Erwin, Cathy Kedski, Debbie Moroney, Dave Kelly, Donna Wood Lozier, Carla Berg, Jason Burke, Jason Shumaker, Yvonne Gittens, Shawn Bennett, Ina Frye, Val Harris, Pam McCafferty, , Kathy Osmond, Laruen Urbanek, Leah Barry, Joe Lahoud, Leslie Bambridge, Elayne Peloquin, Nick Zinser, Scott McIsaac, Gail Holt, Daniel Barkowitz, Rob Callahan, Lori Seuch, Paul Lynskey

Absent: Michele Kosboth, Sandra Coswatte, Bernie Pekala, Beth Feinberg, Karen Derouin, Martha Savery, Kim Truong, Jamey Palmieri, Robin Randall, Joyce Lezberg, Jill D'Amico, Mike Ippolito, Cheryl Constantine, Duane Quinn, Shawn Morrissey

PRESIDENT'S REMARKS

Sherri Avery
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President Sherri Avery called the meeting to order at 10:13.

Sherri reported that the Annual Business Meeting will be at lunch on the Thursday of Conference. Agenda has regular reports, CGS will give an update. JTF grads will get certificates, Archives Committee will get time to discuss their projects. Sherri asked for other agenda items. She asked that committee chairs write a paragraph with update for the conference packets and submit it to them. She would like them back by 10/31. Lists of all committee members need to go to Jamey by 10/27.

Sherri discussed the presidents reception that she is hosting for those in aid for more than 20 years. Executive Council and committee chairs, as well as the first-time attendees, will be invited to the event on Wednesday at 5:00 P.M.

Sherri reviewed the seating for conference meals. Wednesday lunch, just Executive Council officers at the head table. Dinner Wednesday night no head table. Thursday breakfast and lunch all of Executive Council at head table. No head table for Thursday dinner. She will send an email to confirm that.

Meeting at 2 PM on the Tuesday. 5 PM is vendor reception followed by dinner for Executive Council and the Conference Committee at 6:30.

Sherri announced that the CEED Committee has a new chair, Ina Frye.

Sherri mentioned that an email that went to the list for a MASFAA event had a link in the signature line and she received a complaint. Sherri asked that we make sure this doesn't happen again, but understands it was completely inadvertent.

Sherri mentioned that My Rich Uncle wanted to be a sponsor. Sherri declined their sponsorship, and sent around a copy of a letter she sent in response. Donna indicated that EASFAA will be reviewing a similar issue at their next meeting, and Donna will share a copy of Sherri's letter with EASFAA Council..

PRESIDENT-ELECT'S REMARKS

Tony Erwin

a.erwin@neu.edu

Tony reviewed the number of nominations for each award, and for the conference scholarships. Executive Council will vote today at a closed session to select the winners.

Sherri updated Council about the Chuck Jones winner from last year. She has left MA and has asked us to send her to the CT conference. MASFAA responded that we could pay for the hotel, up to what we would have spent for the person to stay at the MA conference, for another state.

Sherri asked if we need a policy in a case like this. Tony provided some history about the award. Sherri asked if we should move to a cash award like the other awards. Daniel thought we could add more training opportunities, like the NASFAA online training. Sherri added perhaps we could sponsor the person a partial stipend to another FA conference. Most agreed.

Motion to offer a stipend to the Chuck Jones winner in the amount of two nights at the conference hotel if they can't attend the MASFAA conference. Discussion followed. Pam questioned the fluctuating fee. Motion amended to say that if the recipient can't attend MASFAA, MASFAA will provide stipend of up to \$250 to attend another FA conference. Seconded, and approved.

SECRETARY'S REPORT

Michele Kosboth

mkosboth@lasell.edu

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

Discussion turned to the Handbook. Motion to accept the handbook was offered, seconded, and approved.

TREASURER'S REPORT

Pam McCafferty

pmccafferty@fsc.edu

Pam distributed the monthly reports, including the YTD Budget, income/expense and net worth reports. She also distributed to a few people that requested them CGS budget info.

Reports only reflect bank activity through August. Pam didn't have the bank statements for September until today. Motion to accept the Treasurer's report was offered, seconded and approved.

Pam said data was sent to the accountant. List of questions are due next week.

Two CDs will come due before the next meeting. Executive Council will vote by email when the date gets closer to decide how to proceed with the investments.

Pam has more updates for the handbook, will send them to Michele.

Sherri reviewed some ideas that Executive Council came up with at the last closed session which should make the Treasurer's job easier. Pam is checking with our insurance carrier to see if we can raise the amount of a check that requires a co-signature. Discussion followed about the types of insurance MASFAA has.

Sherri reminded Pam that the report from the accountant will need 600 copies for the conference. Pam asked if she should prepare some additional charts, etc, to show the membership. Discussion followed. Donna liked the idea. Pam will work on some more descriptive charts.

DEVELOPMENT

Carla Berg

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Carla distributed an updated sponsorship list. She had to turn down a couple of late sponsors because there is no more room for them. She will retain them to be contacted again next year. Hopefully there is more room for vendors for next year. Only new sponsors were turned away, and only latecomers were placed in the hallway. Total is over the budget and is currently \$147,600.

Carla has been very busy with sponsorship this month. She is working with the Conference Committee to resolve some ads for the program. She has several checks to give to Pam to be deposited. Most of the outstanding funds are for new sponsors, and she is following up with them for payment.

Carla has been working with Newsletter for the banner ads, and will be ordering the new banner. She will also be sending the thank you notes. Daniel asked for clarification as to when the banner should be displayed. Those events that happen before the new banner is done, so the diamond sponsors should be announced and generally are.

NOMINATIONS/PAST-PRESIDENT'S REPORT

Cathy Kedski

ckedski@bridgew.edu

Cathy reported that the nominations process is on schedule. She said that there was a flurry of nominations with each notice she sent. Response was good. The Committee has reviewed the nominations and is in the process of contacting potential candidates. Cathy prepared a standard format, that lets candidates know what information is required and specifies information for pictures. Lunch on Wednesday of conference Cathy will introduce the candidates, just a quick word, no speeches. There will be information in the packets indicating when and how people will vote. Technology and Conference are working together to get the voting room up, staffed, and secured. Cathy will send information to the list before the conference telling members how the process will work and reminding people to have their username and password.

Gail asked why we don't ask everyone that runs for office to submit a statement of candidacy. Discussion followed. Daniel suggested a template be offered. Cathy said she would see if this is possible, since many candidates may have already been contacted and sent the information. Only President is required to set a statement of candidacy currently.

Cathy said there are 5 laptops that will be in use. Yvonne indicated that additional people are required to help staff the room.

Sherri commented that Noetic normally needs a month to setup the ballot. Leah will check to see if they can get this done before the Conference.

ASSOCIATE MEMBER AT LARGE

Lori Seuch

lseuch@mefa.org

Nothing to report.

ARCHIVES COMMITTEE

Shawn Morrisey

smorris@fc.mass.edu

Duane Quinn

quinn@amsa.com

Sherri said that they are still putting together what that have. Steve Culp is still working on sending all the old newsletter pictures. Shawn reported to Sherri that the flow of materials has been slow. Donna asked if they are planning on contacting those people that aren't in MASFAA anymore. Sherri said they are planning on that.

Daniel asked about materials that he thought were still around, and also thought that people could perhaps post to the web pictures they have. Discussion followed.

MEMBERSHIP REPORT

Beth Feinberg

b.feinberg@neu.edu

Leslie Bembridge

Leslie.J.Bembridge@citizensbank.com

Leslie reported that there are 755 paid members as of yesterday. 153 new, which can be misleading because of job changes and database issues. Leslie is in the process of deleting the duplicates. There are 71 people who have made changes to their membership after it had expired. Welcome emails went to new members.

241 not paid for conference at this point who have registered. Leslie is working on her wish list for the membership process, and she is working with Technology to see what options we have. Discussion followed to flesh out the issues with the database and process.

Discussion turned to people that do strange things with membership. Kathy Osmond asked if Membership would be contacting those that tried to make changes who weren't members anymore. Leslie said yes, that has been done.

CONFERENCE COMMITTEE

Jamey Palmieri

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Scott McIsaac

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Yvonne Gittens

ygittens@mit.edu

Cape Codder is booked. Overflow hotel is the Holiday Inn, which is within walking distance. Room rate there is \$95. Email was sent yesterday. If room capacity is exceeded for the meals, there is an additional room. Yvonne confirmed details for the voting room. Committee Chairs need to get information to Jamey by 10/27 for the ribbons. There was a slight problem with some of the ads for the programs. Currently there are 364 people registered.

Sherri reminded everyone that committees who want things in the packets need 600 copies. All materials must be to Jamey by 10/31. Sherri gave the address materials should be mailed to.

Yvonne commented that there is still room for more people who want to participate in the talent contest. There are currently six acts. There are other activities planned at that time, karaoke can be an act.

Sherri reported that she was approached by Christopher Penn who wants to podcast the conference. She mentioned the idea to Executive Council by email, and now has more information. MASFAA would retain creative rights, but we would need a release from those people being recorded. Daniel commented that Mr. Penn would be earning revenue for this, that Mr. Penn runs a business doing this. Leah commented that Technology would like to consider podcasting in the future. The consensus was that we will decline his offer.

Daniel asked if there will be ribbons for the Just the FACTS! Alums. Yvonne doesn't think they have been ordered, but she will look into them. Daniel asked Sherri when she planned to distribute the certificates, she said she had addressed that in her update but confirmed that it will be at the business meeting. Daniel will prepare the certificates for those who completed last year. Cathy suggested Sherri review the list of names ahead of time.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Rob Callahan
rcallahan@collegeboard.org

Rob reported that the College Goal Sunday work has been completed. Conference registration is going very smoothly this year as compared to the past. He credited Martha Johnston for her hard work on conference registration. Updates with Conference Committee have been well planned.

Nomination process is coming along. Rob would like to work with Development to collect the sponsorship banners, etc, in a more coordinated fashion. Discussion followed about when new sponsors will have their banners on the website. Daniel suggested that there be a published date so vendors know that they have to sponsor and have their ads in by a particular date to be included on the website. They stragglers could be added at another date. Sherri suggested that maybe MASFAA development should move earlier, so these issues would be resolved before the Fall.

Leah reported that the committee pages have all been updated as requested. She also reported that the ability to see email addresses is half fixed, they can be seen when signed into the website under the master membership list, but they are not yet visible when a user searches for single member.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
m.ippolit@brandeis.edu

Joe Lahoud
jlahoud@amsa.com

Joe reported that approximately 80 people attended the kick-off event at Jillian's. The event went well.

There have been no new volunteer request in the last couple of weeks. Sherri wants to go back to make sure that all the people who signed up when membership opened last May have been contacted. Joe distributed proposed language for use in the volunteer process. After some discussion, Joe will rewrite the proposal to reflect the same language that NASFAA uses.

Joe updated Council on the progress of the logo trademarking. He was able to contact the professor who advised the student working on our project and he has information coming to him that will list the options.

Fall even in Springfield is coming up. No details yet. They plan to hold an event in Worcester during the month of April. No details yet.

Final Fling has been discussed and several options were presented. The Committee plans to survey the members to vote when they have narrowed the list down to six or so choices. Discussion followed about how to run the survey on the website. Leah and Rob thought it would be relatively easy to accomplish within our website. Joe brought up the idea of allowing family members to come at the member's expense. Sherri asked that that question be added to the survey to see what kind of need there is to accommodate those members.

Cathy strongly suggested that whatever the location, there is a room for the ceremony. Yvonne discussed some drawbacks of using Jillian's for the kick-off, including an example of a couple of people that reported not feeling part of the group. Yvonne said she and Dadizi seemed to be the only people actually making an effort to include people. Sherri would like to return to having name tags so people part of the group can be identified.

Sherri asked Joe to review the brochures that MASFAA used to publish. Gail asked if there could be a message on the volunteer page for www.masfaa.org that lets people know to volunteer for the actual CGS event be directed to www.masscollegegoalsunday.org.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Shumaker

jasons@mit.edu

Jason Burke

jburke@amsa.com

Jason Burke reported that the Emerging Leaders workshop notice went last week. They have some responses already. He asked if there needs to be a minimum number to make the program work. Perhaps ten? He will send another reminder next week. They sent the email to everyone with a director title. Sherri asked that the message also go to associate directors.

Jason Burke reported on budget issues. He would like to take the funds they have budgeted for an additional workshop and use that for the Emerging Leaders program. Jason Shumaker thought that strong graduates from Just the FACTS! would make great people. They will not be asking someone from outside Massachusetts to conduct the training.

Jason Shumaker reported that the Learn from the Directors workshop will be held on 11/1 at the Wellesley College Club.

Northeastern and Mount Holyoke will host the Need Analysis training. Jason Shumaker would like to get some MASFAA pens to distribute. Gail recommended that they ask Steve Culp to get those ordered for them.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Cheryl Constantine

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Val Harris

harrisv@harvard.edu

Val reported that GPCC will have three sessions at the upcoming conference. The Symposium will be on 12/1 at the BU School of Management. There will be four sessions, which Val reviewed.

NEWSLETTER

Lauren Urbanek

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David Kelly

dave.kelly@bankofamerica.com

Lauren reported that the first issue is not ready yet. They are still working on the new web design. Much of that work was finalized this week, and they are working on a recently received proof. Lauren complimented Steve Culp for his design work. She added that Newsletter is working with Technology to post the newsletter.

Lauren reported on how the advertising works for the new newsletter. Diamond and Gold sponsors have rotating banners on the main page of the newsletter. Diamond sponsors will get an additional banner that will be in content areas of the newsletter. Carla confirmed that this information was part of the new promotion for sponsors in the sponsorship packet.

Gail asked several questions about the format, including whether or not readers will be able to print by article. Lauren and Dave responded that printing would be standard web browsing printing, but they could add to their list of enhancements the ability to print a single article.

Lauren asked for submissions. As soon as the first issue is out, they will set new deadlines for the remainder of the year. They will have Technology update their page on the website to reflect the new deadlines.

Rob reported that he is working with Noetic on getting the newsletter posted to a new place on the website. Rob discussed some questions about why the format was changed. Lauren reported that the cost has not increased, and that the look and feel is more contemporary. Dave commented that the newsletter can become much more interactive as HTML. Sherri reviewed the conversations from the past, and highlighted the reasons for moving to a new format.

EASFAA

Donna Wood Lozier

dwoodlo@spfldcol.edu

Donna reported that the next EASFAA Council meeting is in Niagra Falls. Donna reported that the previously cancelled NASFAA verification training MASFAA decided not to offer will be held on 11/8 at Springfield College. Lunch will be provided. Allene Begley-Curto will present. Donna is going to bring some CGS materials with her to the EASFAA meeting to report back what Massachusetts is doing in this area. It was a topic of discussion at the last EASFAA Council meeting.

Discussion followed regarding who could attend the training. Generally people have to be EASFAA members to attend. Donna will check into it.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kimberly Truong

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Ina Frye

ifrye@bu.edu

Ina reported that the event yesterday offered by Dr. Bridget Terry Long went well. It was well attended. The presentation will be posted to the MASFAA website.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
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Kathryn Osmond
kosmond@wellesley.edu

Kathy requested an update on the Five Star Plan as discussed at the last meeting. Sherri received five responses to her request for feedback, all positive. Lori Seuch reported she received no feedback.

Motion to endorse the First Star Plan was offered, seconded, and approved unanimously.

Kathy will be contacting Bernie to get information from him that the Committee needs to nominate him for one of the negotiated rulemaking groups.

Kathy discussed potential topics for the Committee to address for the rest of the year. They are looking into offering some programming on some broad-based educational issues.

Daniel brought up the recent announcement from the Commonwealth of Massachusetts proposing increasing MassGrant, and several other initiatives. Daniel asked if MASFAA should endorse that. Discussion followed. Since there is no clear direction about where the funding would come from, it is too early to consider such an endorsement.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jill D'Amico
jdamico@amsa.com

Debbie Maroney
dmoroney@neu.edu

Debbie reported that plans for the Carnival of Learning are mostly final. They need a few more tee shirts. She reviewed the need for additional supplies. Student will come from a school in New Bedford. There were no GEAR UP schools closer. They are having trouble contacting the speaker. The books have been ordered.

The name of the *College Savings Times* has been changed to *Jump Start Your College Savings*. Debbie sent around a sample. Cost for designer turns out to be much higher than they were budgeted for. Sherri suggested that the Committee contact Steve Culp to get a quote from him.

COLLEGE GOAL SUNDAY

Gail Holt
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Martha Savery
Martha_savery@nelliemae.com

Paul Linskey
plynskey@mefa.org

Gail reported that text had been added to volunteer communications that outline MASFAA's participation and Lumina's rules for participation. They get the statement on the web when the volunteer, when they get the confirmation of their request, and again when they get their site notification.

Four new sites, Charlestown, Framingham, Holyoke, and Malden. Chelsea is going to remain a site. Lawrence site is in jeopardy, but the Committee is working on another location. They are planning on 17 sites. Gail commented that this will increase MASFAA's commitment for the academic prize funding.

Gail displayed samples of promotional materials. They have a new non-traditional flyer, they have a new piece for guidance counselors. Materials can be requested online. Gail reviewed the sponsors. Gail reported that the Committee was thinking of reaching out to Liz Walker to ask for her endorsement and/or participation for our public service announcement. Yvonne will work with CGS to reach out to Liz Walker.

Gail said the website is up and running. CGS does not have a booth in the vendor area. Gail asked if the voting laptops could be used for people to sign up. Discussion followed, Yvonne and Scott confirmed that all available vendor room, including hallways, is taken.

Paul mentioned that need to quickly review after CGS this year to make plans for next year when Lumina's funding has expired. Sherri commented that the review must include an evaluation of the CGS PR firm.

JUST THE FACTS! TRAINING COMMITTEE

Daniel Barkowitz
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Joyce Lezberg
joyce_lezberg@harvard.edu

Robyn Randall
randall@wheatoncollege.edu

Daniel reported that there are 25 participating at the east site and 13 at the west site. There are 4 on the waitlist for the east site who couldn't be accommodated.

Daniel reported that the Committee has requested that the participants post homework assignments to the Just the FACTS! Listserv. They have been asked to post bio information, and feedback about different questions posed to them during the training. Bios of the trainers were delivered to the trainees, and the trainers have their own list.

Daniel commented that the printing cost was significantly less, down to about \$1400 from almost \$5000 last year. They went out for bids and found a printer that was able to do the job more efficiently. This year the presenters were asked to print their own materials, but next year they would like to return to printing for the trainers.

Some consideration might be given to changing the sites, perhaps moving to a location that can hold more people in the east. 6 of the 13 people in the east are from Worcester or east of Worcester. Perhaps they can hold a session in Worcester and Boston one year, and Springfield and Boston the next.

Daniel has assigned Committee members to staff each site for every training day, in addition to the site coordinator and the trainers. Tony commented that it was very helpful last year when training to have the Committee member there for the day.

Sherri asked what kind of feedback the Committee has received from the participants. Daniel said it has been positive, and discussed some of the postings to the participant listserv. Daniel asked Donna if she could give a MASFAA overview at the last training in the west. Tony will do that at the east site as he is training that day.

Daniel reported that Just the FACTS! plans to submit a newsletter article about recruiting and working with new hires, younger staff, etc.

OLD BUSINESS

Sherri distributed a proposed statement of nondiscrimination policy. Sherri reported that her response to the NASFAA state leader listserv indicated that the vast majority of states do not have a policy, but that many were interested in seeing ours when we had it.

Sherri asked Rob and Leah where it should be listed on the web. It will go under the “About Us” section.

Daniel asked for clarification of the difference between color and race. Joe and Yvonne provided some feedback.

Motion to approve the following MASFAA Nondiscrimination Policy was offered, seconded, and approved unanimously.

The Massachusetts Association of Student Financial Aid Administrators (MASFAA) is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, sex, gender identity, gender expression, color, religion, creed, national or ethnic origin, ancestry, age, marital status, sexual orientation, disability, veteran status, and socioeconomic status in any of its policies, programs, services, and publications.

Diversity and acceptance within the MASFAA community advances the purposes of the Association. MASFAA must and will maintain its commitment to the goals of diversity.

Any inquiries regarding this policy should be directed to Sherri Avery, MASFAA President, at savery@brandeis.edu or (781) 736-3706.

NEW BUSINESS

Gail reported that she recently presented at a College Board session for guidance counselors. She had an interaction with a financial aid consultant. She is recommended that perhaps MASFAA members be more specific when referring to consultants and scholarship scams, etc. Discussion followed about how to promote good, free services at MASFAA events.

Motion to adjourn at 2:34 PM was offered, seconded and approved.