

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
College Board, Waltham, MA
April 17, 2008

In attendance: Sherri Avery, Shawn Bennett, Jason Burke, Tony Erwin, Beth Feinberg, Ina Frye, Jeremy Greenhouse, Val Harris, Kim Huse, Mike Ippolito, David Janey, Anne Marie Juckins, Lisa Kaiser, Dave Kelly, Pam McCafferty, Christine McGuire, Shawn Morrissey, Brian Murphy Clinton, Elayne Peloquin, Amy Piantedosi, Julie Shields-Rutyna, Jason Shumaker, Nick Zinser

Absent: Dadizi Baker-Cummings, Susan Beard, Jean Berg, Leah Barry, Bob Coughlin, Yvonne Gittens, Meaghan Hardy Smith, Gail Holt, Dee Ludwick, Paul Lynskey, Abigail McHugh, Scott McIsaac, Ray Nault, Catherine Nelson, Kathy Osmond, Bernie Pekala, Susan Sullivan*, Donna Wood Lozier,

*absent voting members

President Tony Erwin called the meeting to order at 10:20AM.

PRESIDENT'S REMARKS

Tony Erwin

a.erwin@neu.edu

- Welcomed Julie Shields-Rutyna to EC; she is replacing Joe Lehoud. Also welcomed Lisa Kaiser as new Conference Committee tri-chair.
- Strategic Planning- reiterated importance of meeting, to start considering future
- OIG training and year-end event. Proposed a full day with 2-3 sessions, a "mini conference". OIG session, TEACH session and perhaps a Govt. Relations session. Lisa K. mentioned that NASFAA president will be in RI that day and maybe we could get him to our session. Looking for a number of folks to work to pull that together. PD&T, Archives to help with logistics and all hands on deck for that day if possible. Tony recommending a low-cost location at a university, possibly NU. To check if space is available. Awards and passing of gavel at end of event. General response is positive. June 18 is target day, with possible short EC meeting same day.
- NASFAA Advertising- There is new advertising on "today's news" and on website at NASFAA. We'd like to send a letter to them questioning rationale of this considering recent events.
- Recommended to Kathy that we consider next year's EC meeting schedule for March/April timeframe in order to avoid scheduling conflicts.
- Tony keeping up with media requests.
- Tony will send out budget request forms very soon. Finance committee meets prior to May meeting.

Future meetings:

5/15- (Tony's House- Attleboro)

6/18- (TBD, final meeting if needed)

PRESIDENT-ELECT'S REMARKS

Kathryn Osmond

kosmond@wellesley.edu

- Committee Chair Selection- most of next year's committees chairs have been selected

SECRETARY'S REPORT

Shawn Bennett

shawn_bennett@gse.harvard.edu

- Will add Julie to e-mail list and minutes
- Will update conference tri-chair members to include Lisa

⇒ *Motion offered to accept the 2/28/2008 Executive Council meeting minutes as amended offered (Sherri), seconded (Elayne), and unanimously approved.*

TREASURER'S REPORT

Pam McCafferty

pmccafferty@fsc.edu

- Insurance renewed.
- All adjustments from last meeting have not yet been made.
- Bill from Noetic received and to be submitted for payment.
- Will be over budget on some line items. Questions posed whether we move money now or if we allow over budget items to appear for future budgeting use. EC Conference line item over budget due to EASFAA conference for Tony and NASFAA Leadership Conference. Since Donna is not attending EASFAA, Tony's expenses will be charged to the EASFAA line item.
- CD is in money market, we will reinvest in 6 month CD.
- Decided against terrorism insurance

⇒ *Motion to accept Treasurer's report as amended offered (Nick), seconded (Sherri) and unanimously approved.*

DEVELOPMENT

Jason Shumaker

jasons@mit.edu

- Will work with Julie to gain knowledge about exhibitors for 08-09. Tony to review message(s) sent to associate members.
- Will revamp kickoff letters.

NOMINATIONS/PAST-PRESIDENT'S REPORT

Sherri Avery

savery@brandeis.edu

- Completed policy and procedure sections sent to Technology Committee.
- Treasurer, Archives, Just the Facts sections are still outstanding.
- Recommended that past president coordinate updating of Policies & Procedures
- Tony asked that volunteer of the year award process be undertaken by Sherri. Committee chairs should nominate the bright shining star of their committee (chairs not included) and we will vote at May meeting. Sherri will be in touch re: collecting nominees.

ASSOCIATE MEMBER AT LARGE

Julie Shields-Rutyna

jshields-rutyna@mefa.org

- Tony will send out announcement regarding addition of Julie to EC. Julie will send e-mail to associate members to say hello and ask that associate members send concerns to her. Also for conference it would be helpful to know associate members' feelings toward future vendorship, etc.(work with Jason S.-Development)
- One member mentioned that RFI's going to listserv has been very helpful.

ARCHIVES COMMITTEE

Shawn Morrissey

smorris@frc.mass.edu

- No new archives.
- Bring records boxes to next meeting for imaging!

MEMBERSHIP REPORT

Beth Feinberg

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Meaghan Smith

hardyme@bc.edu

- 926 members at present. 12 new members since last meeting.
- 72% schools, 26% vendors, 2% other
- 08/09 membership cycle starts in early June
- Membership in MASFAA is portable with individuals who change schools; membership is valid for the year paid.
- Work pending with Noetic- making sure there is an "other" category (or more specific ones) for those who aren't school or vendor members.
- There could be first time members who are in database who have not paid, this would be great to rectify.

CONFERENCE COMMITTEE

Lisa Kaiser

lkaiser@edamerica.net

Kelley Baran

kbaran@bentley.edu

Anne Marie Juckins

ajuckins@edfund.org

- New tri-chairs are Kelley Baran and Lisa Kaiser.
- Would like to come to consensus on theme and title (preferably a partnering theme)
- Tony mentioned since Kathy isn't here we need to hear her rationale and ideas of the theme.
- Anne to send top 3 themes to Tony who will get input from Kathy and then send it out for comment to get things moving.
- Considering sponsorship level because most are going down. Tony recommended that committee plan to finance conference based on registration fees of attendees.
- Date to be solidified, there was a question of whether date could be moved so to not conflict with Access Conference.
- Site selection for 2009 is underway.
- May need to consider other vendors that don't normally sponsor (software companies, consulting groups, etc.)
- Scott McIsaac has a new son, Matthew Christopher

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Jeremy Greenhouse
jgreenhouse@amsa.com

- Unsubscribe message has been added to bottom of listserv messages. If e-mail is written in plain text it shows up, if in html it will be an attachment.
- Few requests where non members are trying to take advantage of membership rights (job posting and listserv). Agreed that services should be utilized by member institutions (ie, a member should be posting jobs or sending listserv messages) although if there are listings/messages that would be of use to membership we can take those on case by case basis.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
mippolit@brandeis.edu

- Volunteer drive: 4 in February, 1 in March and 1 in April. Gave a reminder to co-chairs to respond to those who have submitted interest in your committee (if you are full or are welcoming them to committee)
- Tony will speak about survey for strategic planning.
- Proposal for committee- Tony asking PR to help pull together info about “who we are” as an associate and possibly have some publications, etc. ready. This is more of a retreat conversation.
- Assisting with strategic planning survey, helping with end of year meeting on day of event and helping with publicity of the event.
- No co-chair as of now, if anyone has recommendations contact Mike. Only experience needed is willingness to put in time and to represent the Association as a whole.
- Tony has logo copyright info- passed almost every test and is out for comment period which expires at start of May. Once done copyright will be issued. Contact info changed to Tony. Almost done.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Burke
jburke@amsa.com

Abigail McHugh
abigail.mchugh@mcphs.edu

- Most recent training was support staff training. Tony presented on web resources. Had morning session speaker who was ill. Used speaker’s notes to fill in. Evaluations were positive. 50 people for last 2 years, but 20 this year. Timing in April could be difficult due to responsibilities of support staff. Tony believes support staff workshop needs to go back to February.
- Some PD&T problems: significant membership on paper, however have lost some active associate members. For Learn from the Directors workshop 3 folks on subcommittee don’t think they can commit to planning session. Associate members have been falling back. Learn from Directors was intended to be held bi-yearly but has been held every year for 2 years.
- Jason and Abby have been stepping in to complete ideas on almost every other offering.
- Tony added that it may be possible to reiterate the importance of PD&T as central to the Association. Committee may need to be rebuilt and a call made to general membership for increased participation, commitment and support. Need to rally people to help and become engaged. E-mail to be developed.
- Emerging Leaders has gone well. Jason advocating for Emerging Leaders to be separate committee so program can reach maximum potential.

- Discussion ensued regarding scheduling of events, upcoming trainings and support of committee. PR may be able to help advertise events and update MASFAA calendar.
- Decision made to forego this year's Learn from Directors and put it on bi-yearly schedule.
- EC to take larger role in Emerging Leaders, possibly enlist the past president to take a larger role in program. President-elect could also meet with group to increase visibility. Tony to make proposal to Kathy for next year.
- **May look at a master calendar at this year's retreat to help scheduling of events.**

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Val Harris
harrisv@harvard.edu

Brian Murphy Clinton
b.murphyclinton@neu.edu

- Spring workshop is planned on May 8 8:30-12:30 at BU. Tony will speak in the morning about challenges the Association has faced and climate of the loan business. There will also be a Dept. of Ed update by Tom Threlkeld with a round table discussion following. A hot breakfast to be served (bacon). Please attend the session!

NEWSLETTER

David Kelly
dave.kelly@bankofamerica.com

Raymond Nault
naultjr_raymond@wheatonma.edu

- Next newsletter for spring is with design person. Not too late to submit articles, submit to Dave or Ray for inclusion.

EASFAA

Donna Wood Lozier
dwoodlo@spfldcol.edu

- From Tony- EASFAA conference upcoming; conference rate for hotel will expire soon and you must contact individual hotels. Tony to represent MASFAA at quarterly meeting. GPCC symposium will be held May 17-18 (preconference).

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Amy Piantedosi
amy.piantedosi@tufts.edu

Dadizi Baker-Cummings
dbakercummings@amsa.com

Migdalia Gomez
mgomez@mefa.org

- Migdalia Gomez is new tri-chair of committee.
- Bank of America diversity committee to speak at upcoming diversity workshop. Looking for paid speaker to speak about diversity in the workplace. Also hope to give away a publication/book. Save the date to be added to newsletter. Workshop to be held 10-1 on June 3 at NU
- PLEASE ATTEND WORKSHOP IF POSSIBLE!

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Christine McGuire
chmcguir@bu.edu

- RFI template is on website and many schools are using it (collecting data to use to apply for NASFAA Award in 2009).
- Working on private loan information template- will be available soon.
- Will be doing state house event, will be later than expected because they needed appropriate space (needed a room where food could be served to attract attendees). The event is a “fin aid 101” session to educate legislative aides on financial aid processes. It is given by fin aid administrators and can give legislators an idea of how state, federal and institutional funds work together to provide assistance and access to students. Stephanie Wells is heading subcommittee. Tony will do introduction. The event is on June 26. Elayne offered to have a contact she knows arrange for Globe reporter to do a story about the event. Tony thought this was worth investigating.
- Subcommittee discussing private loans and certification rules; legislation has since been proposed.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jean Berg
jberg@finaid.umass.edu

Kim Huse
k.huse@neu.edu

- Went to guidance counselor conference to present Journey to College. Conference shifted the session to Friday afternoon at 3pm. Attendance was 4 people, which was disappointing.
- Julie noted that MEFA has an early college planning workbook and they are working on outreach already, so Kim can speak with Kendra Lider-Johnson about utilizing some of MEFA’s contacts.
- Val thought maybe the colleges can go to the schools rather than bring the students to the college.
- Tony noted that they tried at Stonehill to win a grant to bring middle school students to colleges. Funding for buses, food, etc. is normally needed.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mtholyoke.edu

Paul Lynskey
plynskey@mefa.org

Catherine Nelson
cnelson@brandeis.edu

- No update this round. Julie Shields-Rutyna to be new tri-chair next year and new site has been found for 2009.

JUST THE FACTS! TRAINING COMMITTEE

Dee Ludwick
dee.ludwick@regiscollege.edu

Bob Coughlin
robert_coughlin@hms.harvard.edu

Susan Beard
sbeard@wheatonma.edu

- No new updates. Trying to determine chairs for next year’s committee.

OLD BUSINESS

- RFI's on listserv- Wondering if these requests should be sent to associate member list rather than whole list. Have been monitoring traffic on main list. Consensus was that there was no immediate issue regarding these messages.
- PR to do save the date for end of year event.
- A few more payments received for conference attendees who were unpaid.

NEW BUSINESS

- Budget requests and future of operating budget to be reviewed at next meeting.
- Reviewed and updated MASFAA survey for strategic planning.

Review of Upcoming Meetings

5/15 next meeting- mid afternoon meeting for EC (finance meeting at 10AM) at Tony's house in Attleboro.

⇒ *A motion to adjourn was offered (Nick), seconded (Elayne) and approved unanimously at 2:15PM.*

The greenhouse gas emissions arising every year from the production and consumption of cheeseburgers is roughly the amount emitted by 6.5 million to 19.6 million SUVs. [Source: Jamais Cascio, Open the Future](#)