

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
College Board, Waltham, MA
October 19, 2007

In attendance: Sherri Avery, Leah Barry, Susan Beard, Shawn Bennett, Jason Burke, Tony Erwin, Yvonne Gittens, Jeremy Greenhouse, Gail Holt, Kim Huse, Mike Ippolito, David Janey, Paul Lynskey, Joe Lahoud, Pam McCafferty, Abigail McHugh, Shawn Morrissey, Ray Nault, Kathy Osmond, Bernie Pekala, Amy Piantedosi, Jason Shumaker, Susan Sullivan, Donna Wood Lozier, Nick Zinser

Absent: Dadizi Baker-Cummings, Jean Berg, Bob Coughlin, Beth Feinberg, Ina Frye*, Meaghan Hardy Smith, Val Harris, Anne Marie Juckins, Dave Kelly, Dee Ludwick, Christine McGuire, Scott McIsaac, Brian Murphy Clinton, Catherine Nelson, Elayne Peloquin*

*absent voting members

President Tony Erwin called the meeting to order at 10:05AM.

PRESIDENT'S REMARKS

Tony Erwin

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- Conference approaching!
- Recent change to conference program. Larry Zaglaniczny from NASFAA will give us a federal update as well as update on NASFAA matters.
- Tony gave fed update at RIASFAA meeting and learned about Rhode Island sponsor/exhibitor issues which are very different from ours. Their new president works for RISLA. Considering changes but only 8 member schools, which is problematic for them when it comes to finding new leadership. Tom Threlkeld stole Tony's thunder by giving the same update he gave in June. Had a discussion regarding loans and loan processing. Most schools had not started thinking about 08-09 loan processing. Spoke with Bill Cheatham (EASFAA president) who will be presenting at our conference.
- Retired member bylaw change has been created so 10 year active members, now retired, who wish to have a membership get it free plus 50% off conference fee. Will be voted on by EC and added to ballot for vote at conference.
 - ⇒ *Motion offered to add the bylaw change to the upcoming voting ballot offered, seconded and unanimously approved.*
- White paper is ready for first look. Requested by one exhibitor and one institution. Breakout of 07-08 budget was made to make some delineation of where money is spent. See handout. General agreement that this breakdown is a sufficient accounting of how MASFAA budget is allocated. Tony will complete document so it can be distributed.
- Discussion about membership dues included whether they should increase but countered by further review of our offerings. May add a question on ballot about threshold for membership dues (for budget decision makers only) or consider a survey after the conference to director. There is the possibility of members being charged for trainings, etc. in case income is needed. Increasing dues would require a bylaw change and could not appear on a ballot until 2008 at earliest. EASFAA charges \$25 for trainings. Tony mentioned that we are at a point where membership is strong and we should be careful not to discourage membership by increasing dues. The thought was to perhaps add this issue to the strategic planning process; Bernie suggested a discussion document for members along with a survey.

- NYSFAA had HESC coordinate exhibitor room and NYSFAA had no contractual agreement to provide an exhibitor room. Instead it was paid for and organized outside of their association.

Future meetings:

11/6- (pre conference in Newton)
 12/14- (Quinsigamond CC)
 1/18- (Wellesley),

2/15- (Quinsigamond CC)
 4/17- (TBD), 5/15 (TDB dinner),
 6/18- (TBD, final meeting if needed)

PRESIDENT-ELECT'S REMARKS

Kathryn Osmond
kosmond@wellesley.edu

- Will be EC meeting today re: awards to be given at conference.
- NEACAC still has tiered sponsorship and Kathy is concerned that other organizations don't seem to be current in their knowledge of events.
- Tony spoke with the MA Bursar's Assoc. and talked about the changes in their business model when dealing with outside vendors.

SECRETARY'S REPORT

Shawn Bennett
shawn_bennett@gse.harvard.edu

- Sherri will pull the 2006 business meeting minutes to have copied and added to conference business meeting packet.
 - ⇒ *Motion offered to accept the 9/21/2007 Executive Council meeting minutes as amended offered, seconded, and unanimously approved.*

TREASURER'S REPORT

Pam McCafferty
pmccafferty@fsc.edu

- Pam reviewed reports and clarified that retreat line item includes money paid to MASFAA from BU for their attendees.
- Sponsorship line items should be updated to "exhibitor".
- Newsletter has not yet been billed; charge per issue has gone down for this year's contract.
 - ⇒ *Motion offered to rebalance investment portfolio so that we are less heavily invested in international fund (as recommended) was offered, seconded, and unanimously approved.*
 - ⇒ *Motion to accept Treasurer's report offered, seconded and unanimously approved.*

DEVELOPMENT

Jason Shumaker

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- 31/26, vendors are signed up/paid, 2 former exhibitors have no reply. 31 exhibitors would net \$93,000.
- 5 nonpaid exhibitors will not get to register, get complementary registrations or have their organization listed until paid.
- Language change from sponsor to exhibitor has largely been changed.
- Will order a new MASFAA banner for the conference (no exhibitors listed).

NOMINATIONS/PAST-PRESIDENT'S REPORT

Sherri Avery

savery@brandeis.edu

- Nominations are set, will have flyer included in conference packet.
- Sherri will be coordinating with Technology Committee for voting room staffing.
- Received candidacy statements from all nominees, in a standard format. Presidential nominees will be making a statement in addition to introduction at conference. Voting will be open until 12/7 and will be tallied the following week. Those who were nominated but not called will be notified and asked to please remain active.
- Policy and Procedure Manual- sent out template and asked to have this done in next month.

Kudos to Sherri for coordinating elections!

ASSOCIATE MEMBER AT LARGE

Joe Lahoud

jlahoud@amsa.com

- NYSFAA conference- well attended, vendor area very busy. Ethics committee had sessions. Many legislation-based sessions.
- Florida conference- attendance down, vendor area not busy and ethics sessions were not well attended. Conference Fee was \$195 for one conference (there used to be 2 conferences per year).
- Some small lenders pulling out of FFELP.
- Will meet face to face with associate members at conference to gauge expectations of MASFAA.

ARCHIVES COMMITTEE

Shawn Morrissey

smorris@frc.mass.edu

- Shawn has received info from Barbara Tornow dating back to 1982. Newsletter, conference programs, etc.
- Shawn suggested that in new newsletters we reprint an article from the archived newsletters.

- Instead of booth at conference, Shawn will include a flyer in the conference packets.
- PR could coordinate contacting the original author for items included in the new newsletter & they can display anything archives would like at the conference.

MEMBERSHIP REPORT

Beth Feinberg
b.feinberg@neu.edu

Meaghan Smith
hardyme@bc.edu

- 755 members paid. 72% active, 28% associate.

CONFERENCE COMMITTEE

Scott McIsaac
scott.mcisaac@nelnet.net

Yvonne Gittens
yvonne.gittens@gmail.com

Anne Marie Juckins
ajuckins@edfund.org

- As of 10/19 31 exhibitors/294 members registered, planning for 500 registrants.
- Tony to send out information to EC about head table, who needs to be where and when, etc.
- EC will be hearing from Amy about moderating sessions.
- Conference packet info needs to be in by noon on Tuesday, shipped items should have Dadizi's name & MASFAA on info to be stuffed.

Thanks again to the conference committee for all of their hard work!

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Jeremy Greenhouse
jgreenhouse@amsa.com

- New EC photos will be up on website this weekend.
- Laptops are set for voting at conference.
- One pdf to be updated on web that needs to be changed so exhibitor is listed rather than sponsor.
- Committee pages to be updated, and Leah will check on options for keeping members updated.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
mippolit@brandeis.edu

Joe Lahoud
jlahoud@amsa.com

- Volunteer drive/process- looking for new volunteers for committees, and asked co-chairs to let them know how many spaces they have open on committee.
- Will have table at conference with committee info, CEED info and Archive info.
- Handed out committee goals from handbook for co-chairs to review, PR will include at their table
- Newcomer's reception at conference Wednesday 5:15-6; info listed on website. Will collect fun facts about folks and then have a networking opportunity and win a small prize worth \$10 or less.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Burke
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Abigail McHugh
abigail.mchugh@mcphs.edu

- Emerging Leaders nomination process has begun. E-mails to directors and associates, no report on nominations yet.
- Conference Committee helped set aside tables for leaders to sit together at with PD&T members for networking opportunity.
- Putting together recommended sessions list. Hours from 5-6 both days will have a reception with cash bar and Tony can speak with them or introduce them. He can also facilitate reading their names on Thursday morning prior to general session.
- East and west needs analysis workshops are in planning process 12/6 will be at Mt. Holyoke. East site at NU, likely around the same time.
- PD&T will try to meet at conference for quick meeting on Wednesday.
- Learn from Directors- ethics, researching regulations, how to deal with multi generational office, ACG/SMART, additional ideas can be submitted.
- Projector needs to be serviced because everything is purple. Jason will take care of it and send bill to MASFAA

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Val Harris
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Brian Murphy Clinton
b.murphyclinton@neu.edu

- The GPCC had another successful meeting this past Tuesday. Speakers for the three GPCC sessions have been confirmed and the presentations are coming together.
- The December "GPCC Graduate Symposium" is also being organized at this time. Offers have been extended to a few possible speakers/presenters. Val and Brian are waiting to hear back from a few individuals before finalizing the agenda. Likely presentation topics include: Presentation on the public service loan forgiveness and IBR components of the CCRA; presentation/discussion of Developing the Cost of Attendance; a Government Relations update. Once details are finalized for this event, a flyer will be produced to be included in the Conference packets. Brian has communicated with Scott with regards to deadlines for receiving the flyer and how many flyers to produce. Additionally, a summary of the event will be forwarded to the Newsletter Committee for inclusion in the next publication.
- GPCC committee members will be taking a look at the GPCC section of the website over the course of the next month. Members will bring back suggestions/ideas for the next meeting. Val and Brian will then coordinate with the Technology Committee to make updates to the out-dated page.
- Next GPCC Meeting November 13th 10am to 12 noon at MEFA 125 Summer Street 3rd Floor.

NEWSLETTER

David Kelly
dave.kelly@bankofamerica.com

Raymond Nault
naultjr_raymond@wheatonma.edu

- Large volume of articles for last newsletter. Conference issue will be published 11/29; 11/16 deadline for articles.

EASFAA

Donna Wood Lozier

dwoodlo@spfldcol.edu

- Handed out draft of report to EASFAA, asked for any additions to bring up at quarterly meeting that is upcoming. Donna wants to be able to give EASFAA more feedback from members if there are any suggestions. Emerging leaders and Carnival of Learning were suggested.
- Tony asked to have EASFAA updated on our changes to exhibitor treatment.
- Will also bring up some legislative updates in state (such as textbook price control).

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Amy Piantedosi

amy.piantedosi@tufts.edu

Dadizi Baker Cummings

baker@amsa.com

- Conference presentation features Dr. James Campbell, who will speak about the Brown University Slavery and Justice Project.
- Planning for January 15 diversity workshop. Dr. Murtha Kristomo from Emmanuel will discuss access and equity in higher education along with 2 others on panel.
- Please attend conference sessions and workshops!!!
- New books and videos being added to library, Dadizi will send e-mail announcing conference session.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala

pekala@bc.edu

Christine McGuire

chmcguir@bu.edu

- First meeting 10/12
- 3 Conference sessions being offered: changing landscape of loans, preferred lender lists, and political perspectives of aid programs at congressional and commonwealth level (general session from Assoc. of Jesuit Colleges & Universities).
- Future events include a conversation with Terry Hardell from ACE.
- May be resurrecting Financial Aid 101 for state house reps. Usually partnered with AICUM, ASA to give basic concepts of financial aid issues.
- OSFAA data requests have turned into a legal query re: FERPA and providing info (BU, BC and Wellesley are pursuing this).
- Recent ED letter discussing dissolution of voluntary flexible agreements- Bernie asked if MASFAA would like to draft a letter of support for the VFA program. As of Jan 2, guarantors are scheduled to go from being paid to keep students out of default to essentially being paid to put students in default. ED is changing fee structures and rather than negotiate VFA's they did away with them. Government Relations would like to create a draft letter for Tony to be signed and sent.
- Tony thanked the committee for planning conference sessions and will send letters to upper level administrator re: Friday as stand alone conference day.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jean Berg

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Kim Huse

k.huse@neu.edu

- All bags packed for carnival, 50 kids from Lowell will be attending. 7 schools will work booths for them.

COLLEGE GOAL SUNDAY

Gail Holt

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Paul Lynskey

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Catherine Nelson

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- Current sites for 2008 are 21. North Shore Community College, in Lynn has been added since the last report. A site in Hyde Park is still a possibility.
- The Lumina Continuation Grant Application was approved for \$50,000 over the next three years (\$25,000; 15,000; 10,000).
- The first call for volunteers went out via the MASFAA Listserve on October 3rd. Up to that point, we had 31 volunteers, who are mainly site coordinators and steering committee members. 49 volunteers registered the week following the email. We currently have 80 volunteers. We are more than two months ahead of where we were last year with respect to volunteers.
- A dozen students are currently registered to attend. FAFSA4Caster added as a resource for students and parents on the website.
- Other web activity shows that summer is active and our visibility is increasing. Average sessions per day from 6/1/06 to 7/31/06 increased from 48.8 to 81.54 from 6/1/07-7/31/07. From 9/1 to 10/17, the average sessions per day increased from 41.96 to 60.68 during the same time period in 2007. A session is a series of hits by one visitor.
- Will be receiving and using a national video PSA (for TV) spot geared toward students, another geared toward parents and four audio PSA (for radio) spots geared toward students and parents in English and Spanish. Will be updating our own video PSA in Spanish for TV.
- Will be partnering with Telemundo as a media sponsor who will give higher level visibility to our PSAs and will give us a free booth at their event, La Feria, a large Hispanic family event that draws about 10,000 people to the Bayside Expo Center. The event is November 18th. This is a significant opportunity for CGS to meet our goal to improve connections with Hispanic students and their families.
- Paul talked about statewide outreach that has been ongoing and aimed at counselors (guidance directors, college access counselors, etc.).
- Paper FAFSA availability will be limited, but CGS plans to have enough for everyone. Electronic FAFSA will be a greater focus going forward. CGS reps from each state will be attending training conference. Gail and Cathy to attend.

JUST THE FACTS! TRAINING COMMITTEE

Dee Ludwick

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Bob Coughlin

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Susan Beard

sbeard@wheatonma.edu

- Currently in middle of trainings with 3 weeks to go. Training held only in eastern part of state and the Northeastern site has been good. 31 registrants, with waitlist. 3 registrants from W. MA this year. Only 1 absence per week. Trainers are doing a good job of including everyone and keeping trainees engaged.
- Session at conference to talk about program to increase awareness.

OLD BUSINESS

NEW BUSINESS

- More in-depth review of investments to be conducted at later date (reviewing ethical record of companies whose stock compose our investments, etc).
- Request from NASFAA training committee with survey about training topics. Submit to Tony ASAP. Could be done as webcast/webinar.
- Thank you's to exhibitors will be sent by Tony and Yvonne will help
- Announcement about 4 Community College openings at various schools, contact Susan Sullivan if interested.

Next meeting 11/6, at 2pm prior to the conference; details to be sent about dinner afterwards.

⇒ *A motion to adjourn was offered, seconded and approved unanimously at 2:00PM.*