

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Cape Codder Resort, Hyannis, MA
August 11-12, 2008

In attendance: Kathy Anderson, Amanda Abreu, Dadizi Baker-Cummings, Leah Barry, Susan Beard, Jean Berg, Shawn Bennett, Bob Coughlin, Jill Desjean, Tony Erwin, Beth Feinberg, Migdalia Gomez, Jeremy Greenhouse, Meaghan Hardy Smith, Sheila Hoffstedt, Gail Holt, Kim Huse, Mike Ippolito, David Janey, Anne Marie Juckins, Lisa Kaiser, Dave Kelly, Christine McGuire, Shawn Morrissey, Brian Murphy Clinton, Ray Nault, Catherine Nelson, Kathy Osmond, Julie Shields-Rutyna, Jason Shumaker, Michael Silvernail, Jered Stewart, Meredith Stover, Susan Sullivan, Donna Wood Lozier

Absent: Kelley Baran, Pam McCafferty*, Lynne Myers, Michelle Tufau, Jonathan Wiersma

*absent voting members

President Kathy Osmond called the meeting to order at 10:05AM.

PRESIDENT'S REMARKS

Kathy Osmond

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- During intros, attendees gave anecdotal info regarding the availability of supplemental loans/financing for 2008-09. Consensus was that the recent MEFA announcement has not posed a huge problem for students.
- Kathy talked about general operations and responsibilities for EC and Committee Co-Chairs, info can be found in handbook.
- Executive Council members should not miss more than 2 consecutive meetings in a row, or 3 total. Shaw will send absence reminders when necessary.
- Only EC members may vote on official votes. There may also be opinion votes, etc. for all, include Committee Chairs.
- Pay your MASFAA dues!
- Kathy will sign all contracts, they should be forwarded to her.
- One committee co-chair should attend each EC meeting; chairs should hold committee meetings regularly and keep notes. You can not charge committee lunches to MASFAA.
- One college representative should be a committee co-chair for each committee.
- EC members may need to step up and assist committees during the year.
- Vision for the year- maintain image and enhance reputation in profession, in public, etc. We still need to be able to respond effectively to new federal policies and initiatives. We also need to maintain transparency.
- MASFAA budget for 08-09: There is a tight budget again this year; may need to charge for some training events if necessary. We would like to avoid tapping into the reserve fund

PRESIDENT-ELECT'S REMARKS

Gail Holt

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- Gail spoke about her responsibilities and the process for award nominations. She will help throughout the year in any way possible and will seek input in the spring regarding co-chairs for

committees. She is moving forward with site selection for the 2009 conference, and has an initial list of sites with availability.

- Moving into next year, Gail would like to see more intentional reporting to Secretary through a written update. It is very helpful when planning and handing over responsibilities.
- Disclosure: Noetic Harbor relationship- owner is Gail's father. There was no prior lobbying, etc. when Noetic was chosen by EC as website provider.

SECRETARY'S REPORT

Shawn Bennett

shawn_bennett@gse.harvard.edu

- An e-mail contact list will be sent out
- Contact Shawn for paper supplies. We have cut back on paper products, and we may consider an electronic template that can be shared with committee co-chairs and EC.

⇒ *Motion offered to accept the 5/15/2008 Executive Council meeting minutes as amended offered (Susan), seconded (Gail), and unanimously approved.*

TREASURER'S REPORT

Jill Desjean

jill.desjean@tufts.edu

- Reviewed treasurer's report and asked that any outstanding 07-08 items be reported as soon as possible. Jill needs to close out the past year by 8/31 in order to send info to our accountant.
- Will schedule date with Steve Doucette to attend meeting to discuss investment portfolio.
- Last year we discussed and detailed how breakout of exhibitor fees paid various expenses. A white paper was developed and published to the website under governing documents. We will revisit the outline at the September meeting to determine if it needs updating.
- 08-09 budget reviewed.
- Remember to submit payment form to Jill to have bills paid, also a copy of the tax exempt certificate can be requested from her.

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

NOMINATIONS/PAST-PRESIDENT'S REPORT

Tony Erwin

a.erwin@neu.edu

- Nominating Committee/Elections: Will develop slate and organize voting at conference, along with non-committee members (representatives of all our constituents)
- Asked that EC and Co-Chairs review the Policy and Procedure Manual.
- Logo copyright has been approved. Updates to website, handbook and archives will be necessary.
- Tony introduced strategic planning ideas; we are behind schedule on this so we hope to be accomplishing the vast majority of work in fall, prior to conference. Tony will put forward a strategic planning committee to be announced at the September meeting. The committee is

comprised of current and past officers, experienced and non-experienced members, and community members.

- Another issue Tony is researching is the professional identity of aid administrators. He may work to develop a press kit, and a list of people who can be responsive to media requests. Kathy is interested in forming an ad hoc committee to address this topic. Tony hopes that once established it can fold into Public Relations Committee for maintenance. Will have a draft of committee's goals for September meeting.
- Ballot destruction issue was also discussed, and where results should be recorded. Summary information should be retained but ballots should be destroyed. Leah will check with Noetic regarding how this can be done, then handbook language will be decided upon.

ASSOCIATE MEMBER AT LARGE

Julie Shields-Rutyna

jshields-rutyna@mefa.org

- Julie noted that the Springsteen reference in our teambuilding exercise was excellent!

DEVELOPMENT

Jason Shumaker

jshumaker@bentley.edu

- Updated welcome exhibitor letter that was sent at the end of July. 73 letters sent. Explains what it means to exhibit at MASFAA and provides guidelines, etc. No replies yet. August 31 reply deadline.
- We had 32 exhibitors last year.
- \$2,500 flat fee allows them to exhibit at the conference, be listed in the conference brochure, on MASFAA website and in MASFAA brochure (in alpha order).
- Anne Marie offered to help with electronic correspondence to exhibitors.
- Kathy mentioned that if there is too much work for a single development chair to let us know. Jason said support is good and nothing formal needed at this time.
- Dadizi asked if there were guidelines for types of exhibitors. Almost any business can exhibit, (e.g. office supply, software vendor, etc.)
- Discussion regarding development and conference fee ensued. Tony noted that if exhibitor cost is prohibitive we would need to further consider all options. Gail also noted that we need to keep things stable in order to assess changes from last year and we do have reserves to fall back on if necessary. Tony stated that we are far better positioned than most other associations and that finance committee will handle financial obligations.
- Brochure will be developed without exhibitor info, it needs to be created and approved by EC anyhow.

ARCHIVES COMMITTEE

Shawn Morrissey

smorris@frc.mass.edu

- Shawn has been collecting information for two years. Many historical documents have been lost, so Archive Committee was established to recreate archives. There are many challenges to collecting historical information. Shawn has received everything he could from long term fin aid professionals. Biggest gaps in history are in 70's.

- Working to scan paper documents to pdf for electronic archival. Treasurer and Secretary documents will be scanned by scanning company for cataloging purposes.
- For conference, Shawn added a history handout and will try to pull another one together for this year.
- Will update Archive Committee composition in the handbook, it currently indicates a co-chair but Shawn is the only member.

MEMBERSHIP REPORT

Beth Feinberg
b.feinberg@neu.edu

Meaghan Smith
hardyme@bc.edu

- New associate member and new school member on the committee, so they can be trained when responsibilities change and help with payment processing.
- New project proposal to include extending associate membership to others (student billing staff, scholarship offices, and other related partners). Ray stated that student employment offices/staff would be a good group to target. Michael S. mentioned Outward Bound coordinators as well. E-mail Beth or Meaghan with other ideas.
- Update on membership numbers and preparation for Conference: 186 paid members, 23 of which are new. 270 renewed but not yet paid. Large increase in membership at conference. Last year we topped out between 923-950.
- Paid numbers compared to last year at this time are lower, but last year's web deadline was 6/30- expect increases between now and next meeting.

CONFERENCE COMMITTEE

Lisa Kaiser
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Kelley Baran
kbaran@bentley.edu

Anne Marie Juckins
ajuckins@edfund.org

- Handed out subcommittee outlines.
- Conference 08 update:
- "Building Bridges to Success" theme.
- Session selection: 91 proposals, 45 selected
- 2 members left committee, one replaced
- Constructing the program is a large piece of the process.
- Food tasting has been done; hoping to plan a clam bake.
- MSPCC (MA Society for Prevention of Cruelty to Children) will be our charity and donations for the raffle will be needed- contact the committee to donate a raffle item.
- Looking for a recyclable bag as attendee giveaway.
- 2 speakers have been signed: Joan Countryman, head of Lincoln School for 20 years and Oprah's South African School for Girls/Mark Therrien, positive thinking and customer service guru.
- Friday morning- Dr. Day from NASFAA will speak.
- Variation of game night to be planned.
- Moderators will be assigned (Executive Council members act as session moderators)
- Hotel reservations- must pay one night as deposit, cancellations must be made 4 days prior.
- Materials for bags must be submitted by Monday of conference.

- Tony P&P updates: conference theme, logo, speaker and charity are items that are voted upon by Executive Council and this needs to be done in the future. NASFAA has been trying to coordinate a charity nationally. All contracts (speakers, etc.) must be signed by President.
- Gail asked if another session can be added, because 09-10 FAFSA has been released. College Goal Sunday would like to do a session on changes in the FAFSA. Brian offered to give up a GPCC session. Lisa will check the schedule and see if this can be done. Dadizi said there's a possibility that CEED will have an open session as well.
- Software user panels on last day- Ray mentioned it would be good if they were able to respond to user concerns. PowerFacts, Banner, PeopleSoft, Datatel will have individual user sessions. Another session idea was for federal software (EdConnect, EDE). These sessions are not intended to be sells.
- Ray asked if a Direct Loan session was on the docket, conference doesn't think so. Tony said, and general consensus agreed, that Direct Loan session should be included if at all possible.

TECHNOLOGY COMMITTEE

Leah Barry

lbarry@bu.edu

Jeremy Greenhouse

jgreenhouse@amsa.com

- Please update Tech with your committee members for web updates.
- Leah handed out the liaison list.
- Committee will continue looking at new technologies, webinars, and podcasts.
- Would like to add section on promotions, new hires, etc. to website.
- Would like to add more members to their committee to assist in workload
- Kathy noted that work of committee has expanded and they have kept up; Leah said that committee members have asked for more responsibility which has helped. Noetic has been helpful because they know how our business works and their fees are reasonable.
- Jason asked about online event calendar, which may be underutilized. Would like to see more info added to calendar, and Leah said any pertinent info can be added. Gail recommended that events be collected at monthly EC meetings. Migdalia offered that there could also be a link in each newsletter to the calendar. Postings can be requested and must be approved to add to calendar.
- Bring events to September meeting to be added to calendar!

PUBLIC RELATIONS COMMITTEE

Mike Ippolito

mippolit@brandeis.edu

Jered Stewart

jstewart@edfund.org

- Helping out with the brochures as they have done in the past and looking forward to doing so this year.
- Will promote the committees at the conference with a table at the conference. At this time there have been over 70 people to date who have indicated that they want to be on a committee this year.
- Looking for guidance on the goals and direction of their committee.
- Handed out list of volunteers for all committees, chairs should get e-mails when new volunteers express interest. If chairs don't have space on their committee, please notify PR. If first choice is declined, refer to second choice manually.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Kathy Anderson
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Michelle Tufau
mtufau@wellesley.edu

Jonathan Wiersma
jonathan.wiersma@gmail.com

- All new tri-chairs this year
- There are usually 8 separate trainings throughout the year. There is a subcommittee for each training.
- Next week there will be a FISAP workshop held.
- Also mid level, needs analysis, support staff, novice and year end workshop each year.
- Looking to avoid duplication of effort and overlap with other committees so will look to work with other committees.
- Costs have increased so budget maintenance is important
- No cost to members attending events, must be a member to attend trainings with exception of novice workshop.
- Will work within master calendar to minimize scheduling conflicts.
- Emerging leaders- Executive Council to take a role in programmatic support and to act as a resource for program (rather than spin it off as separate committee).
- Suggestions for offerings or partnerships with other committees can be brought to committee tri chairs
- Government Relations looks to partner with PD&T to train on federal updates, etc. CEED will also partner as well.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Amanda Abreu
a.abreu@neu.edu

Sheila Hoffstedt
sheila.hoffstedt@tufts.edu

Brian Murphy Clinton
b.murphyclinton@neu.edu

- Composition updated to tri-chair structure.
- One objective removed (EASFAA attendance); this has not occurred over the last 2 years and is a budget concern.
- Symposium is a full day fall event and half day spring event. Spring event is TBD based on need.
- Committee also had a webinar event and are interested in doing another this year. Evaluations were very positive. Kathy was supportive of utilizing webinar technology to increase access and cut cost.
- Public service loan forgiveness program- planning outreach to employers and other organizations to help spread the information.
- Another year where MASFAA and Access conferences conflict. This has historically been true but we will try to work around dates for 2009.

NEWSLETTER

David Kelly
dave.kelly@bankofamerica.com

Raymond Nault
naultjr_raymond@wheatonma.edu

- 2 new committee members
- Ray mentioned that advanced planning regarding promoting events, etc. is helpful so committee can plan content for the newsletter.
- Publishing Dates:

Fall- 9/26

Conference- 11/28

Winter- 2/13

Spring 4/17

Summer 6/26

Submission deadlines normally one week prior.

- Advertising has been removed.
- Agreed that e-mail announcement (of newsletter availability) can be short, with link.
- Can get statistics from Tech re: number of newsletter views.
- Summer issue could be a themed edition covering the end of year event.

EASFAA

Donna Wood Lozier

dwoodlo@spfldcol.edu

- Updates to goals and objectives include getting copies of evaluations from EASFAA trainings.
- Last EASFAA training was geared to practicing financial aid administrators and related individuals. Very little information was geared to related individuals, mostly those from EOC's (Educational Opportunity Centers). EOC folks comprised about 50% of the attendees. Training was not engaging & failed to generate interest. C. McGuire is on NASFAA training committee and offered to bring feedback to NASFAA. Also noted that selection of trainers is important and may need more evaluation. Kathy Anderson and Julie Shields-Rutyna attended the training and described it as "painful" and they noted that half of the room was ignored. Trainers were former EASFAA training committee chairs and did this training off-cycle, at EASFAA's request. Also NASFAA training materials have historically been dense, and the reality is they need to be pared down to properly address the audience.
- We want to be sure EASFAA trainings are correctly described so members get what they pay for.
- Discussed possibility of doing a joint training with CT Assoc. in western Massachusetts, to promote broader exchange of ideas and to cut down on expenses.
- There will be a charge for EASFAA job posting (appx. \$100 for 60 days per posting)
- Also proposed leadership training in order to get folks more involved in EASFAA committees. Not sure how this would differ from NASFAA leadership training. MASFAA would need to pick up expenses. Gordon (Dino) Koff wants to have a site in Boston for this event.

COMMITTEE TO ENHANCE ETHNIC DIVERSITY

Dadizi Baker-Cummings

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Migdalia Gomez

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Amy Piantedosi

amy.piantedosi@tufts.edu

- Removed informational interview portion of committee, as it has not been utilized.
- Want to collaborate more with PD&T and Just the Facts.
- Also want to further expand access to the diversity library.
- Hoping to get more participation at sessions, especially when they line up speakers.
- Co-chair can remove committee members for non-attendance or lack of work. A formal and respectful letter should be sent to the member, there is a copy that can be sent to Dadizi/Migdalia.
- Dadizi really stresses sending a staff member to workshops, it is very important.

- Migdalia added that it really helps staff people to connect with and understand those who may be traditionally underserved and/or come from different backgrounds.

GOVERNMENT RELATIONS COMMITTEE

Lynne Myers
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Christine McGuire
chmcquir@bu.edu

- New co-chair, Lynne Myers.
- 25 committee members last year, about the same this year.
- Decided all meetings would be in person, met 6 times last year with about 10 people per meeting.
- There were many projects last year, so they started working as sub-committees as well (RFI template “best practice” document and training).
- Will evaluate if we can present RFI project for NASFAA State Award, which was added as an objective for 08-09, and will have a conference session to gain more feedback
- Reinstated financial aid panel discussion at the state house (for legislative staffers), which produced a financial aid guide. The event took a lot of work to put together. About 50 attendees/aides who picked up materials or attended sessions.
- Continue training on TEACH Grants.
- Supplemented other trainings such a GPCC Symposium and held conference sessions.
- Due to change in staffing of Kennedy’s office there is a new person taking JD Larock’s role.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jean Berg
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Kim Huse
k.huse@neu.edu

- Held a session at guidance counselor conference, did not get a great turnout due to scheduling.
- Jumpstart to College Publication is currently published in English and Spanish, other languages can be forwarded to committee. Portuguese was suggested.
- Joined forces with MEFA to offer financial aid nights. Would do either low detail presentations or more in depth depending on needs.
- Carnival of Learning (sans party planner for first time) was a huge success. Since there is no Gear Up committee member any longer so it was difficult to get kids there. They will try to spread around participating schools in the future. Robert Diaz is the new Gear Up person, who will be contacted.
- NT4CM (National Training for Counselors and Mentors), holds programs to train trainers at NASFAA. Idea is that trainers come back and help train high school guidance counselors. Jean said that part of the difficulty is competing with MASFAA conference. MEFA and MASFAA are trying to coordinate an event for MASFAA members to be trained to train guidance counselors.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mtholyoke.edu

Julie Shields-Rutyna
jshields-rutyna@mefa.org

Catherine Nelson
cnelson@brandeis.edu

- Gail gave overview of CGS for 2009, including information on Lumina continuation grant of \$10,000.
- Will get CGS budget to Jill.
- Spoke about making partnerships with more MASFAA committees such as CEED, PR.

- Some partners will change for the upcoming year.
- \$80-90k cost to run program
- Last year over 1400 students served.
- Will continue to look at new locations to ensure proper distribution across state sites.
- Kathy brought up issue of using the word “partner” with regard to those businesses who support CGS. Determined that this is appropriate language.
- People are excited at a couple new sites in Greenfield and Roxbury.
- Some states hold CGS not just on one Sunday and have multiple dates. At this time administratively this is not possible but is an option in the future.

JUST THE FACTS! TRAINING COMMITTEE

Meredith Stover
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Bob Coughlin
robert_coughlin@hms.harvard.edu

- Training planning process starts in spring, for fall trainings.
- Plans for 08-09:
- Last year training was only held in Boston, this year there will be one site in central MA. Schedule for western MA. Will be worked out (bi-yearly rotation).
- Trainers have been selected; site will be at Holy Cross.
- Costs are going up dramatically (food, space, etc.). Train the trainer will be at Babson.
- Had to purchase \$600 disk from NASFAA for CORE training materials. Question arose whether an institution could share their disk for the MASFAA piece. It has been used as a reference for some MASFAA modules. We should inquire with NASFAA about whether sharing is possible.
- Springfield College does not charge for room reservations, if a western location is needed in future. Wellesley rooms can also be utilized free of charge.
- NASFAA LearnStudentAid.org- renews in August, Bob can put link on JTF web page.

OLD BUSINESS

None at this time.

NEW BUSINESS

- Gail- MEFA historically held guidance counselor trainings in the fall (MEFA updates, College Board info, financial aid related topic). Paul Lynsky discussed ideas about how MASFAA can partner in this offering. Gail thought that packaging of financial aid might be a good topic to address so guidance counselors can better understand the process, help set expectations for students and families, etc. Gail proposed creating a panel for sessions across the state on 12/4, 12/10, 1/7, and 1/16, and took names of those interested in volunteering for panels.
- Co-chairs- send committee members to Beth so she can verify they are paid members.
- Anne shared idea to have a committee/representative attend career fairs to help motivate graduates to enter the fin aid profession. Possible PR role.
- Annual new business item: record who possessed what MASFAA equipment:
 Tony- banner
 Shawn- laptop
 Beth- laptop

Leah- camera
Kathy- laptop
Jill- laptop
PD&T- laptop and projector

One laptop was stolen, and the cost has been reimbursed for a portion of the cost through insurance. A new one may need to be purchased for the Archives Committee.

- Will ask Steve Douchette to discuss in more detail what our investment holdings actually are.
- Kathy floated the idea of offering training certificates through MASFAA trainings. She thought akin to educational credentials we could develop some certificate/credential program. Bob mentioned Just the Facts does this. Michael Silvernail thought about a point system for professional development participation. Kathy wants to encourage participation and ongoing development of proficiency within the profession. Also mentioned idea of sending appreciation letters to volunteer's president/dean/etc.

2008-2009 MASFAA Elected Officers:

Kathy Osmond- President
Gail Holt- President-Elect
Tony Erwin- Past President
Jill Desjean- Treasurer
Pam McCafferty- Past Treasurer
Shawn Bennett- Secretary

Review of Upcoming Meetings

Meeting dates for 2008-09

9/19- 10am, College Board, Waltham
10/17- 10am, Wellesley
11/18- 2pm, Cape Codder, Hyannis
12/12- 10am, Wellesley
1/9- 10am, TBD
2/13- 10am, TBD
3/13- 10am, TBD
5/14- 10am finance committee, EC afterwards, appreciation dinner, TBD
6/18- year end workshop, TBD

⇒ *A motion to adjourn was offered (Susan), seconded (Christine) and approved unanimously at 1:50PM.*