

**Massachusetts Association of Student Financial Aid Administrators**  
**Executive Council Meeting**  
**Wellesley College, Wellesley, MA**  
**December 12, 2008**

**In attendance:** Susan Beard\*, Shawn Bennett\*, Jill Desjean\*, Beth Feinberg Keenan, Migdalia Gomez, Meaghan Hardy Smith, Gail Holt\*, Lisa Kaiser, Pam McCafferty\*, Christine McGuire\*, Ray Nault, Kathy Osmond\*, Amy Piantedosi, Jason Shumaker\*, Michael Silvernail\*, Meredith Stover, Susan Sullivan\*, Michelle Tufau Afriyie

**Absent:** Amanda Abreu, Kathy Anderson, Kelley Baran, Leah Barry, Dadizi Baker-Cummings, Jean Berg, Bob Coughlin, Tony Erwin\*, Jeremy Greenhouse, Sheila Hoffstedt, Kim Huse, Mike Ippolito, David Janey\*, Anne Marie Juckins, Dave Kelly, Shawn Morrissey, Brian Murphy Clinton, Lynne Myers, Catherine Nelson, Julie Shields-Rutyna\*, Jered Stewart, Jonathan Wiersma, Donna Wood Lozier

\*voting members

*President Kathy Osmond called the meeting to order at 1:20PM.*

#### **PRESIDENT'S REMARKS**

**Kathy Osmond**

[kosmond@wellesley.edu](mailto:kosmond@wellesley.edu)

- Finance Meeting this morning. Finances in better shape than expected. Went through budget line by line to make adjustments and find savings to bring it into balance. We were down \$55,700 (in red) and will now have about a \$4,000 surplus. We are trying not to draw on reserves, because our investments are down and future changes are unknown. Kathy pleased with outcome.
- We've been contacted by Rhode Island about creating an association with them and/or including them in MASFAA. They are currently able to become Associate members, and some are (but they can't vote, hold office, etc.)

#### **PRESIDENT-ELECT'S REMARKS**

**Gail Holt**

[gholt@mtholyoke.edu](mailto:gholt@mtholyoke.edu)

- 2009 Conference will be held at Sheraton Framingham. Dates will not conflict with Access Conference. Contract is under review. Using "western MA" numbers as guideline for attendance. \$50k food and beverage minimum expenditure. This was appx. what we spent at Cape Codder this year. Marriott and Sheraton have corporate (fixed) pricing, which differs from the Cape Codder. Lisa thinks we will meet food and bev. minimum even if we have one night on your own.
- 2 day conference being considered. Would need to reduce conference fee to match. Also could start half day at noon on first day, rather than have half day at end of conference.
- Idea for only one lunch speaker.
- Negotiation underway for pre-payment or post-payment to hotel.
- Lots of options for both reducing costs and meeting conference expectations and hotel obligations.
- Gail to continue working with hotel for counterproposals, etc. Financial incentive of 3% discount if booked by 12/31/08
- Also considering potential new vendors for conference; which could help increase revenue.
- MEFA guidance counselor workshops have been a success with excellent feedback from guidance counselors, families and students. Most recent event had 60 attendees.

## SECRETARY'S REPORT

**Shawn Bennett**

[shawn\\_bennett@gse.harvard.edu](mailto:shawn_bennett@gse.harvard.edu)

- ⇒ *Motion offered to accept the 11/18/2008 Executive Council meeting minutes as amended offered (Susan S.), seconded (Susan B.), and unanimously approved.*

## TREASURER'S REPORT

**Jill Desjean**

[jill.desjean@tufts.edu](mailto:jill.desjean@tufts.edu)

- Just under \$56k needed to be saved in budget- we met about half that goal thanks to conference savings. Finance Committee made budget cuts, Jill detailed them and will send out an updated budget.
- In general, the following rules were adopted and utilized to save money:
  - Committees should book no fee training/event locations.
  - No food provided at trainings.
- Ray will look into the fee for our newsletter. One question was about the cost (\$850/issue) and what exactly that cost paid for (web hosting?). Ray felt that this may be high, especially if there is a way we can manage this ourselves (possibly through Noetic).
- Mutual Funds were stable from October to November.
- Jill also reviewed net worth statement and financial reports.

- ⇒ *Motion to accept Treasurer's report offered (Susan S.), seconded (Shawn) and unanimously approved.*

## NOMINATIONS/PAST-PRESIDENT'S REPORT

**Tony Erwin**

[a.erwin@neu.edu](mailto:a.erwin@neu.edu)

- Candidates and slate set for election. Voting should be up and running shortly.

## ARCHIVES COMMITTEE

**Shawn Morrissey**

[smorrissey@framingham.edu](mailto:smorrissey@framingham.edu)

- No update.

## ASSOCIATE MEMBER AT LARGE

**Julie Shields-Rutyna**

[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

- No update.

## COLLEGE GOAL SUNDAY

**Gail Holt**  
[gholt@mtholyoke.edu](mailto:gholt@mtholyoke.edu)

**Julie Shields-Rutyna**  
[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

**Catherine Nelson**  
[cnelson@brandeis.edu](mailto:cnelson@brandeis.edu)

- Marketing materials available.
- 123 volunteers so far for 27 sites.
- Julie will be contacting presenters.
- 61 students registered to date.
- Researching additional grant possibilities
- Plans moving along for CGS.

## COMMITTEE TO ENHANCE ETHNIC DIVERSITY

**Dadizi Baker-Cummings**  
[dbakercumings@amsa.com](mailto:dbakercumings@amsa.com)

**Migdalia Gomez**  
[mgomez@mefa.org](mailto:mgomez@mefa.org)

**Amy Piantedosi**  
[amy.piantedosi@tufts.edu](mailto:amy.piantedosi@tufts.edu)

- Conference sessions were successful (Joe Paul Case and Janet Irons)
- Will plan one spring event, such as a think tank environment- invite guidance counselors, admissions folks, and aid people. Working on details and timing of event.
- Consideration to be given regarding whether we want to provide free trainings to MASFAA members only. Care to be given to which “outsiders” to allow in the programming. Invitation only would be important.

## CONFERENCE COMMITTEE

**Lisa Kaiser**  
[lkaiser@edamerica.net](mailto:lkaiser@edamerica.net)

**Kelley Baran**  
[kbaran@bentley.edu](mailto:kbaran@bentley.edu)

**Anne Marie Juckins**  
[ajuckins@edfund.org](mailto:ajuckins@edfund.org)

- Evaluations just received, mostly positive so far. Lisa to forward info to Kathy and Gail. Overall good reviews.
- Would like to have agenda posted online after conference for reference, along with presentations.
- Will consider all options for reducing costs and trimming unnecessary expenditures (e.g., program)

## DEVELOPMENT

**Jason Shumaker**  
[jshumaker@bentley.edu](mailto:jshumaker@bentley.edu)

- Jason spoke with a number of vendors at conference, although their comments were positive the word was that it was not a successful conference for vendors. Market environment hurt, location in the Emerald Room was not ideal.

## EARLY AWARENESS AND OUTREACH COMMITTEE

**Jean Berg**  
[jberg@finaid.umass.edu](mailto:jberg@finaid.umass.edu)

**Kim Huse**  
[k.huse@neu.edu](mailto:k.huse@neu.edu)

- Carnival huge success very positive feedback. Short on volunteers though.
- Will partner with MEFA and ASA for upcoming program.

## EASFAA

**Donna Wood Lozier**  
[dwoodlo@spfldcol.edu](mailto:dwoodlo@spfldcol.edu)

- No update

## GOVERNMENT RELATIONS COMMITTEE

**Lynne Myers**  
[lmyers@holycross.edu](mailto:lmyers@holycross.edu)

**Christine McGuire**  
[chmcuir@bu.edu](mailto:chmcuir@bu.edu)

- State House event planning is ongoing. Interested in targeting state legislative aides who are on education committees and may try to meet face to face with them to ask specific questions.
- Met with members of Revell's staff (education Secretary for MA) re: state education budget. Will require a great deal of advocacy for MA state fin aid funds.
- Reauthorization session from conference- send feedback to committee. DCL expected soon.
- Could be more workshops upcoming, depending on issues of the day.
- Now that NY AG suit with College Board has been settled and new consumer disclosure projects will be forthcoming, interested in having input on where project goes from here.

## GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

**Amanda Abreu**  
[a.abreu@neu.edu](mailto:a.abreu@neu.edu)

**Sheila Hoffstedt**  
[sheila.hoffstedt@tufts.edu](mailto:sheila.hoffstedt@tufts.edu)

**Brian Murphy Clinton**  
[b.murphyclinton@neu.edu](mailto:b.murphyclinton@neu.edu)

- Symposium yesterday about 50 folks attended. Feedback excellent for all 3 speakers.

## JUST THE FACTS! TRAINING COMMITTEE

**Meredith Stover**  
[stoverm@babson.edu](mailto:stoverm@babson.edu)

**Bob Coughlin**  
[robert\\_coughlin@hms.harvard.edu](mailto:robert_coughlin@hms.harvard.edu)

- Final wrap up meeting was held, reviewed evaluations.
- Want to build a more interactive program for next year to provide continuity. Possibly cut a couple modules or make them briefer.
- Consensus around central location like Worcester.
- Next year's budget can be trimmed.

## MEMBERSHIP REPORT

**Beth Feinberg**  
[b.feinberg@neu.edu](mailto:b.feinberg@neu.edu)

**Meaghan Smith**  
[hardyme@bc.edu](mailto:hardyme@bc.edu)

- 759 Paid Members this is up from 604 last month.
  - 11 Other 1%, 568 School 75 %, 180 Vendors 24 %
- 129 are new members up from 96 last month.
  - 40 Vendors 31 %, 4 Other 3 %, 85 Schools 66 %
- Remind committees that they need to make sure that their members have paid their membership dues. Please let Membership know if you need help verifying this information for your committees.

## NEWSLETTER

**David Kelly**

[dave.kelly@bankofamerica.com](mailto:dave.kelly@bankofamerica.com)

**Raymond Nault**

[naultjr\\_raymond@wheatonma.edu](mailto:naultjr_raymond@wheatonma.edu)

- Struggling with committee members (only 3 on comm.)- people who sign up don't show for meeting.
- Taking about 2 weeks to get issues posted. Conference issue should be posted soon.
- No response from Leah or Jeremy regarding photos from conference.
- Bring back Grapevine! Pam suggested a section on short anecdotes from the membership.
- Keep submitting articles!

Publishing Dates:

Winter- 2/13

Spring 4/17

Summer 6/26

Submission deadlines normally one week prior.

## PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

**Kathy Anderson**

[kanderson@mefa.org](mailto:kanderson@mefa.org)

**Michelle Tufau**

[mtufau@wellesley.edu](mailto:mtufau@wellesley.edu)

**Jonathan Wiersma**

[jonathan.wiersma@gmail.com](mailto:jonathan.wiersma@gmail.com)

- 3 C's (Conversing, Caring and Counseling) will be held 1/13 at Wellesley's Campus Center. Speaker is confirmed. Brad Finger will do counseling section, and will have a panel.
- Emerging Leaders just sent out to listserv. Looking for nominations.
- Needs Analysis workshops were good 30 @ BC location, 11 @ western.
- Will discuss year end event with Kathy. EC will be called upon to help with training.
- NASFAA has accepted proposal for 3 C's session at their conference.

## PUBLIC RELATIONS COMMITTEE

**Mike Ippolito**

[mippolit@brandeis.edu](mailto:mippolit@brandeis.edu)

**Jered Stewart**

[jstewart@edfund.org](mailto:jstewart@edfund.org)

- MASFAA brochure is created and needs to be vetted by EC.

## TECHNOLOGY COMMITTEE

**Leah Barry**

[lbarry@bu.edu](mailto:lbarry@bu.edu)

**Jeremy Greenhouse**

[jgreenhouse@amsa.com](mailto:jgreenhouse@amsa.com)

- No update

## OLD BUSINESS

- None

## NEW BUSINESS

- None

### Review of Upcoming Meetings

Meeting dates for 2008-09

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 by Susan S., seconded by Pam and approved unanimously at 3:20PM.*

February is [Black History Month](#), which originated in 1926 by Carter Godwin Woodson. The month of February was chosen in honor of Frederick Douglass and Abraham Lincoln, who were both born in that month. Source: [Biography.com](#)

## ATTACHMENTS

None