Massachusetts Association of Student Financial Aid Administrators
Wellesley College
March 11, 2011

In attendance: Christine McGuire*, Bernie Pekala*, Julie Shields-Rutyna, Lori Moore, Dave Kelly, Karen Grant*, Beth Feinberg Keenan, Somaly Heang, Jennifer English*, Jeff Bentley*, Melissa Metcalf*, Cheryl Constantine*, Meaghan Hardy Smith, Jillian Glaze, Ray O’Rourke*, Longino Alex Gonzalez, Bonnie Quinn, Debbie Gronback, Patty Reilly, Zack Goodwin, Aaron Clark-Melcher, Kerry Jacobs, Catherine Ryan*

Absent: Gail Holt, Pam McCafferty, Leah Barry, Jill Desjean

*Voting members

President Christine McGuire called the meeting to order at 10:10 am.

PRESIDENT’S REMARKS
Christine McGuire
chmcguir@bu.edu

- Strategic Planning Update
- Christine has a proposal from Ed Hudner from Cambridge Hill Partners
- The firm only works on higher education strategic planning
- Series of steps of how we would do this
- We would have a planning meeting with him - not sure who will attend
- Lay out objectives and key items
- Christine has already given him background of our industry
- What are the issues and what is the data we need
- Stakeholders and assignments
- He will interview stakeholders and gather data
- There is a possibility that we can use the June year end meeting to have all MASFAA members provide feedback on this process
- Next step is to consolidate all of the information
- The goal is to have a draft in place for the November conference
- Christine feels we need an external person to help us get this done and do it right
- Projected cost between $15,000 and $16,000
- Is this a reasonable next step to bring this outside individual in to meet with EC?
- This strategic planner cares about relationship and results
- Some group discussion took place…
- Let’s move forward with this being a MASFAA project and not a Christine and Bernie project…let’s pull in past presidents, emerging leaders for the higher level feedback meeting
• Discussed whether or not we should have a motion to take a vote that we think it is worth it to spend some money to do this project...are there other options we could consider
• Christine will post an announcement on MASFAA list serve to see if any member can recommend other groups or individual that offer this type of service
• Christine will ask Ed from Cambridge Hill Partners for references
• In the email announcement to list serve we can ask if any members want to be involved in the strategic plan
• Bernie made a motion stating we are willing to go forward to use an outside vendor to assist us develop a strategic plan, seconded by Cheryl
• Other discussion….let’s not get just a draft, but a final strategic plan
• Unanimously approved
• Next step is to bring Ed and anyone else we identify to attend a special meeting in April.

PRESIDENT-ELECT’S REMARKS
Bernie Pekala
bernard.pekala@bc.edu

• Conference 2011 discussion
• Conference sent a survey to the membership and Bernie brought the results for us to review
• Budget limitations and too busy were reasons given why members could not attend the conference
• 80% plan to attend the 2011 conference
• The 2 day conference was a hit
• We need to organize the sessions to go a little bit longer
• Location…eastern ma is preferred
• Group discussion of location took place
• We are leaning towards have a 2 day conference in eastern MA not necessarily just Framingham
• Bernie is asking all current chairs whose term will end June 30 to work with other co chairs – he will send an email in a month or so. Want new chairs to be in place by the end of may

SECRETARY’S REPORT
Catherine Ryan
cryan@wsc.ma.edu

• MASFAA Handbook received a couple of updates last month. The revised copy was sent to Aaron this week so she could put in on the MASFAA website.
• Will add Pam McCafferty as in attendance to October meeting and send update to Aaron for the website.

▷ Motion offered to accept the 02112011 EC meeting minutes offered by Karen Grant, seconded by Bernie Pekala and unanimously approved.
TREASURER’S REPORT
Leah Barry
Lbarry@bu.edu
- No formal treasurer’s report today.
- Please review this month’s report and if you have any concerns please contact Leah
- The Edward Jones CD will expire next month
- Do we want to advise her to roll the CD?
- Bernie made a motion to roll the Edward Jones CD for another 3 months, seconded by Melissa, no discussion, and unanimously approved.

COLLEGE GOAL SUNDAY
Julie Shields-Rutyna
jshieldsrutyna@mefa.org
Beth Feinberg Keenan
bethf01@gmail.com
Susan Sullivan
smsull@hotmail.com
- Wrap up meeting was held by the committee
- Numbers were slightly down but committee does not feel that is an issue because all attendees submitted a FAFSA
- The final program was at Pine Manor…4 volunteers and 3 attendees.
- In the future we will try to keep events in a 2 week period
- FAFSA simplification may have something to do with fewer attendees
- Christine wanted us to recognize the work of CGS now that events are over

CONFERENCE COMMITTEE
Meaghan Hardy Smith
hardyme@bc.edu
Jillian Glaze
jmclarke@bhcc.mass.edu
Colleen Burke
Cburke2@fisher.edu
- Colleen Burke is new tri-chair
- Dunkin Donuts gift certificates were awarded
- The chairs will send out an email to the membership to announce the winners of the gift certificates

EARLY AWARENESS AND OUTREACH COMMITTEE
Tanya Tanaro
ttanaro@amsa.com
Bonnie Quinn
martinb@bc.edu
- April 7th at Duggan Middle School in Springfield
- Need more local schools to participate
- Need volunteers to work with small groups of students
If interested please email Bonnie or Tanya

GOVERNMENT RELATIONS COMMITTEE
Zack Goodwin  
zgoodwin@dceemail.harvard.edu  
Patricia Reilly  
Patriciareilly@tufts.edu

- State House Day was a resounding success  
- More schools and more students attended including UMASS Boston  
- Speaker DeLeo attended  
- The exposure was tremendous, NECN did a story on it  
- MASFAA provided cookies and students brought the cookies to the legislators which was a big hit  
- Special thanks to Patty Reilly and Zach Goodwin for providing cookies and MASFAA bookmarks for students and legislators  
- Went over budget by $132  
- Zach asked if Christine or Bernie is available to speak to the emerging leaders group in May. Christine is available

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE
Lori Moore  
lmoore@accessgroup.edu  
Kristi Jovell  
kjovell@suffolk.edu

- In the evaluation many commented on the welcome from Christine as MASFAA president. As a result in future years the committee may ask the MASFAA president to give welcoming comments.  
- The only negative comments came from lender representatives regarding the keynote speaker’s comments and understanding of private loans

MEMBERSHIP REPORT
Somaly Heang  
somaly.heang@the-bac.edu  
Michelle Clifton  
mclifton@babson.edu

- We have 70 members registered but not yet paid  
- An email will be sent to remind them to pay  
- If they do not pay their record will be deleted  
- We are currently $1,600 behind in membership  
- The non paying members have not attended a MASFAA training or event
• An update of unpaid members will be added to the Monthly Committee Report
• A list of unpaid members will be sent to EC members to see if we can assist with payment
• Group discussion took place

TECHNOLOGY COMMITTEE
Aaron Clark-Melcher
aa.clark@neu.edu
Debbie Gronback
Debbie_gronback@harvard.edu

• Tech received an email from Crittendon Women’s Union regarding contact information. Tech will post information on the list serve.

OLD BUSINESS
• None

NEW BUSINESS
• None

▶ A motion to adjourn was offered by Jennifer, seconded by Karen and approved unanimously at 12:12 PM.