Massachusetts Association of Student Financial Aid Administrators
Annual Retreat—August 8, 2011 at The Connors Center, Dover Massachusetts


Absent: Christine McGuire*, Kori Ferris, Dan Forster, Kerry Davis-Jacob
*Voting Members

10:05 a.m. Meeting Started

President’s Remarks, Bernie Pekala*

- Bernie introduced Susan Connel who gave history of The Connors Center.
- Bernie introduced the Executive Council Goals for the Year
  - Advance the Art and Science of our profession (with students, families, administration, elected officials and government officials)
    - It was discussed to add: “Colleagues on campus” and “off-campus”, which can include general public
  - Increase engagement of members
    - Lori Moore asked if there is “anyway to evaluate that”.
  - Continued commitment to high quality, cost effective training and professional development
  - Update the Association’s strategic plan
- Group completed the “Group Activity” (“Zoom and Re-Zoom”) led by Meaghan Hardy Smith and Bonnie Quinn as part of the “Welcoming”
- Introductions occurred
- Committee Structure
  - Similar to last year, committees reports will be submitted as outlined below:

<table>
<thead>
<tr>
<th>Committees (Melissa Metcalf)</th>
<th>Committees (Pam McCafferty)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEED</td>
<td>Government Relations</td>
</tr>
<tr>
<td>College Goal Sunday</td>
<td>Graduate and Professional Concerns</td>
</tr>
<tr>
<td>Conference</td>
<td>Membership</td>
</tr>
<tr>
<td>Development</td>
<td>Communications</td>
</tr>
<tr>
<td>Early Awareness</td>
<td>Professional Development &amp; Training (PD&amp;T)</td>
</tr>
<tr>
<td>EASFAA</td>
<td>Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Committees (Iris Godes)</th>
<th>Committees (Christine McGuire)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award</td>
<td>Strategic Planning</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Committees (Bernie Pekala)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
</tr>
<tr>
<td>Nominations</td>
</tr>
</tbody>
</table>
• Bernie announced “Just the Facts!” is now part of PD&T.

• Meeting Structure
  o Report one week before Exec Council meeting
  o Use same format as last year
    ▪ Word Doc
    ▪ Include committee name, and goals and objectives on the report
    ▪ Report is cumulative and every single month should appear in the document that is sent to Melissa and Pam, with the most recent month listed first
    ▪ Bernie will distribute the template
    ▪ Technology tries to post reports the week before the Exec Council
    ▪ Electronic distribution, paper copies aren’t distributed at the meetings
  o If you want to be on the agenda you need to notify Melissa or Pam when you distribute the minutes. Anything over 5 minutes is a “long discussion”.
  o Gail encouraged members to put themselves on the agenda to take advantage of expertise at the table.

• Ground rules agreed upon at the EC retreat
  o Tents are color-coded: blue are for voting members.
  o Everyone is encouraged to participate

• Length and Location
  o 3 hour meetings (10:00 a.m. until 1:00 p.m.)
  o 2nd Friday of the Month
  o September, October, November, December, January, February, March, May and June
    ▪ Excluded April, tentatively will schedule December, June will be tied into Year-End Event, November in Patriots Place (day before conference)
  o Booking Wellesley College for all meetings but Gail and Iris will work on trying to find two days for Worcester meetings

• Quick Parliamentary Review:
  o Keeper of the rules- Iris Godes, President Elect
  o Reasonable Robert Rules
  o Raise hands or name-tents

11:40 a.m.  Discussion to start the meeting
11:42 a.m.  Break
11:58 a.m.  Meeting resumed

Government Relations: Patty Reilly & Donna Kendall

• Committee hasn’t met
• Maintaining Goals and Objectives as the same from last year
• State House Day- worked with AICUM and public schools
• MASFAA bought the cookies that students brought to legislative aides
• Fall big project- Conference sessions –asked for input on topics and suggestions for resources.
• Discussion about looking into software that would help members communicate with the legislature (similar to what AICUM uses).
Committee will meet in September
- Will continue with Symposium in January
- Presenting two or three sessions at Conference
- Discussion about all-encompassing Financial Literacy Resource kit

**Past-President: Gail Holt on behalf of Christine McGuire***
- Nominations/Elections
  - Elections kick-off in November
  - will need nominations very soon for offices, Treasurer (3 year term), President, Rep-at-large.
  - Nominations are encouraged

**President-Elect: Iris Godes***
- Awards
  - Bernie mentioned MASFAA is looking for 4 or 5 nominees, encouraged Exec Council to make nominations
  - Need to remember to order the plaques
  - Public Service Award might be hardest, last year was the first-recipient.
  - Nominations are emailed directly to President-Elect
  - Past award recipients are all online.

**Secretary-Migdalia Gomez***
- Edits were made to May minutes
  - “Motion to accept amended minutes" was made by Bernie, and second by Cathy N.
  - Motion passed with 10 votes to accept the minutes.
- June minutes were accepted as they were

12:32 p.m.  Lunch
1:36 p.m.  Meeting resumed with Bernie turning the floor to Cambridge Hill Partners

**Cambridge Hill Partners: Ed & Jen**
- Distributed “Strategic Planning Initiative- August 8, 2011" PowerPoint presentation
- Gave background on Cambridge Hill Partners
- Have 3 or 5 key strategic priorities that would guide MASFAA’s work
- Cambridge Hill Partners will:
  - hold focus group today, and with past members,
  - attend November 2nd Conference to perform interviews with membership
  - summarize everything in a Planning Brief
  - work with Council to develop a plan
- Broke into groups discussion: see Cambridge Hill Partners Section on pg. 6

3:33 p.m.  Bernie called for a break.
3:50 p.m.  Meeting resumed
**Secretary-Migdalia Gomez***

- Passed around contact list/ will send updated contact list
- Inventory inquiry: MASFAA stationary
  - Create electronic template with MASFAA logo to replace letterhead?
  - Lori Moore will forward a copy she created
  - Christina Coviello will lead effort in designing electronic letterhead template
- Edits to handbook:
  - Remove year in body of the handbook and use dates in header or footer only
  - Christina Coviello will find out if we archive older versions
  - Bonnie Quinn will get current membership numbers to Migdalia
  - Add Christine McGuire to Past-President list
  - Updating “website” consistently throughout
  - Leah and Migdalia each have one copy of the mailbox keys. Keys will officially be passed to Secretary and Treasurer unless someone is in closer proximity to mailbox.
  - Gail following –up with Tony Erwin to get voicemail login information.
    - Iris Godes motioned to eliminate voicemail
    - Melissa Metcalf seconded motion
      - Leah will follow-up to make sure that FAFSA Day will still have a phone line and how many calls we have received in the past
  - 10 members approved, no opposed, no abstained.
  - Bernie – Motion passed
    - Newsletter committee is changed to Communications Committee in handbook
    - Change language about letterhead in handbook to electronic letterhead.
    - Electronic letterhead will be made available to Exec council and committee chairs upon request.
    - Newsletter published two times per year
    - Changed conference location selection example to past-tense and removed “fall”
    - Editor of MASFAA newsletter will be updated to “Members of the Communication Committee”
    - Past recipients of MASFAA volunteer of the year updated to Joanne of PD&T and Alex G Early Awareness
    - Updated handbook will be distributed to exec council to review

**Treasurer’s Report: Leah Barry***

- Budget is under $16,000
- Distributed copies of MASFAA’s budgets
- Submit any pending invoices to Leah by Aug. 30th
- Walked us through budget
- MASFAA made state supported gift to NASFAA and it will be made its own category.
- Discussed reimbursement process, turn around time is usually twice a month.
- Pam made a move to accept treasure’s report; Iris second motion. No discussion. 10 yes votes. Motion passed

**Committee to Enhance Ethnic Diversity: David Janey**

- Hopes to meet in September
- Has draft of Committee Goals and Objectives
- Thinking about a name change- reenergize and refocus- fold into mix a few other concepts
- Catalyst to spark conversations about issues affecting higher education
Potential name change: Access, Inclusion and Diversity (AID)

**Monday's homework:**
- Bernie will distribute template and reminder about [www.freeconferencecall.com](http://www.freeconferencecall.com) and Doodle.com
- Aaron needs pictures, elected members can use the same pictures from last year. [Aa.clark@neu.edu](mailto:Aa.clark@neu.edu)

4:59 p.m.  Pam motioned to adjourned, Cathy second. No discussion. 10 yes. Bernie adjourned the meeting.
Notes from Discussion led by Cambridge Hill Partners

- Broke into groups to discuss: **What organizational strengths and assets that can be leveraged moving forward?**
  - Diversity of members
  - Small State with a lot of colleges
  - Strong volunteers
  - Offer a lot of training opportunities
  - Strong relationship with NASFAA
  - Great resources
  - Strong networking relationships
  - Legislative community
  - Strong financial assets/money well managed
  - Common mission
  - Concentration and longevity of institutions
  - Expertise within the membership
  - Passionate members

- Broke into groups to discuss: **What organizational challenges and opportunities that can be leveraged moving forward?**
  - Current membership structure (individual vs. institutional)
  - Possibility of revenue loss
  - Developing alternative ways for memberships to become involved (other than committee)
  - Can be seen as intimidating, and clique
  - Challenge to gain more members – see them at Annual Conference but nowhere else.
  - Mentors
  - Support from leadership to become involved
  - Getting information to everyone especially non-Exec Council members
  - Have more of a presence in the media
  - Volunteer structure of organization
  - “Building bridges” – internally and externally –
  - Protecting financial resources
  - Challenge to be heard on a state and federal level
  - Challenge to get new people involved
  - Time-commitment restraints- takes away time from real jobs
  - Timing not consistent with different organizations
  - Cuts in training budgets
  - Diversity at times makes it hard to reach consensus
  - Visibility and exposure of financial aid office on campus
  - Volunteer nature of MASFAA – personal versus professional volunteerism

- Broke into groups to discuss: **What are some trends we need to be cognizant of because they might affect our future?**
  - Immediate response
  - Focus on job and not on education
  - Communication through technology
  - Need to understand financial literacy (parent level)
  - Greater accountability within your office on how you are spending your money or your time.
  - Increased costs but less funding—doing more with less.
- Ultimate consumers—families that will complain until they get what they want
- Demographic shift—families we will be serving will be different
- Students shifting where they are going.
- Financial impact on enrollment.
- Feeling of entitlement
- Value vs. Cost of Education
- Vendor relationships within our industry
- Communicating with students and families—what’s next?
- Financial aid isn’t just financial aid. More similar to financial planning.
- At risk-populations require more time, resources, expertise, etc. thus they tend to be cut off from getting the help they need.

  o Broke into groups to discuss: **Two new ideas that may be out-there but there is something exciting about thinking about them.**
    - MASFAA establishes its own financial literacy institute
    - MASFAA becomes New England Association
    - Free membership and training
    - Professional certification
    - Have every high school of Massachusetts assigned a MASFAA member to be their go to for financial aid
    - Educate every high school counselor about fin aid
    - Have MASFAA determine Pell eligibility
    - Have MASFAA have paid staff-NASFAA model
    - Create mandatory financial literacy program for parents as they file their taxes
    - Create MASFAA scholarship to those going into the profession
    - Create peer review program to serve as internal consultants for each other.

  o **Information/Data Needed**
    - Discussion about increasing engagement and developing a measurement tool to evaluate engagement
    - What are other organizations doing? – New York, Pennsylvania, SASFAA,
    - Potential financial options
    - Other funding sources
    - What does the membership want us to do with our money?

  o Cambridge Hills Partners asked Executive Council members to write on index cards: **What are three top strategic initiatives you personally want the new strategic plan to entail?**
Massachusetts Association of Student Financial Aid Administrators
Annual Retreat—August 9, 2011 at The Connors Center, Dover Massachusetts


Absent: Christine McGuire*, Dan Forster, Pam McCafferty, Patty Reilly, Kimberly Gargano

*Voting Members

9:40 a.m.  Bernie started the meeting

College Goal Sunday: Joanne Dashiell, Beth Feinberg Keenan, Migdalia Gomez*

- Steering Committee meeting is being held on August 19, 2011
- Looking to work more closely with faith based organizations
- Seeking to reinstate the scholarship program
- More responsibility for Site Coordinator to market their event
- Utilizing expertise of Steering Committee more
- Hosting simultaneously events while CGS is occurring
- Sites will need online access as all surveys need to be completed online
- Requiring that sites have Co-Site Coordinators
- Site Coordinator contracts have gone out
- Discussion about scholarship proposal
- Cathy Nelson and Beth will seek professional advice regarding liabilities around scholarship
- More exploration needs to given to the scholarship proposal and brought back to MASFAA
- Idea to use email database to market to other students

Conference: Meaghan Hardy Smith, Colleen Burke, Jillian Glaze

- Committee has already met at Patriot’s Place
- Draft of logo was distributed “Achieving the Balance- the Art and Science of Financial Aid”
- Two full days: One day “Art” day and one day “Science” day
- Second day- Jeff Baker
- Joe Russo- Director of Student Financial Strategies at Notre Dame
- Justin Draeger- President of NASFAA
- Two hotel options $79 in Holiday Inn (has a shuttle) and Sharon Renaissance $185
- Sessions have been chosen
- Technology will email MASFAA listserver to seek photographers to take pictures of MASFAA events (not just Conference).

10:21 a.m.  Chipmunk entered the meeting
Early Awareness: Alex Gonzalez, Kendra Lider-Johnson

- Looking to
  - expand more
  - reduce number of booths to improve quality
  - involve parents more either during day or at a night event
  - have more MASFAA members volunteer
- Last year it was a challenge getting more participants in Springfield’s Carnival of Learning
- November’s carnival will be in Holyoke
- Spring’s carnival will be in New Bedford
- Gail suggested expanding the get involved link on homepage would link to volunteer opportunities
- Will speak with committee about creating a pilot program where each member would be assigned a high school to work with.

10:54 a.m. Break
11:13 a.m. Meeting Resumed

Development: Lori Moore*

- Considering reaching out to consultants
- Vendors have many options to explore
- $2,000 vendor fee (same as last year) and potentially 1 comp (discussion tabled)
- Budgeted for 12 vendors this year, hoping for more
- EASFAA has master list of vendors
- Conversation about MASFAA creating a vendor survey
- Discussion about creating an attendee list to post on website

EASFAA: Gail Holt

- 2012 conference hosted in May in Maryland
- 2013 conference in Massachusetts
  - Keep Gail posted on volunteering for EASFAA 2013 Conference Committee
- President’s focus on Veterans Affair and Processing
- EASFAA considered changing membership from individual membership to institutional membership. Due to by-laws institutional membership has been tabled until further notice.
- Hill initiative to bring two EASFAA members to visit the Hill; EASFAA will pay for trip—more information to come.
- Financial Aid Day will continue this year: 3rd Wednesday in October annually. This year Wednesday, October 19, 2011.
  - Day will be added to the MASFAA calendar and email will be sent to listserver
- EASFAA was going to create a list of training programs for regions

Membership: Amy Johnson & Bonnie Quinn

- Updated membership goals
- Monitoring unpaid membership and expired memberships who have not renewed
- Seeking new committee members
- Over 750 members as of March 2011
As of yesterday: 300 paid members 199 registered but not paid

Remember to remind committee members to register and pay for membership; recommended that you contact membership to find out if members are paid

June 1st start processing new membership.

July 1st official start of the fiscal year and start term for Officers and Co-chairs.

September 1st switch to new database

Discussion about sending emails to non registered members in August reminding them about membership

Communications: Christina Coviello & Kori Ferris

Distributed committee members to Co-chairs

Discussion about developing a Press Kit

Cathy Kedski is working on archiving materials that are in her basement

Will reach out to Co-chairs about liaisons

Discussion about members volunteering but not being assigned

Requested that date members volunteer is listed on excel sheet

12:30 p.m. Break for lunch
1:12 p.m. Meeting Resumed

Professional Development & Training: Kerry Davis-Jacob, Kathy Osmond, Dan Forster

FISAP Friday August 19th

Over 30 members and more are being added

Emerging Leaders and Just the Facts! merged under PD&T- Incorporate all three groups together

Goal to diversify committee members

Opportunity to have better more focused special topic sessions

NASFAA has two trainers dedicated to New England area

Recommendations to

- Train current leaders that never attended Emerging Leaders but are in position of leadership
- Present a “Building your technology toolkit” session
- Have a training on “Buddy to Boss” for members that go from co-worker to supervisor

Suggestion to provide listserve with a tentative calendar of events

Keep membership informed of structural changes to committees

Technology: Aaron Clark-Melcher, Debbie Gronback

Updated goals and objectives

Potentially will have 5 new members

Researching new technology options for MASFAA

Will assign technology liaison to each committee—CC chairs in all emails to liaisons.

Requested that committees submit last 10-11 report if haven’t already done so.

Continue to update Technology about members, and objectives also requested:

- Updated committee lists
- Upcoming meetings
Headshots
Updated Policies and Procedures document
- Will work w/Noetic to enhance volunteer button and membership
- Discussion about mobile app and/or a QR code that links to MASFAA website. Will continue to research more ideas.
- Discussion about listserv and changing your email
- Discussion about adding a FAQ to the website

Unfinished Business
- Bernie will write better emails
- Monthly emails to the community after Exec Council meetings
- Resource list of expertise-Developing mentor/referral service/database for those seeking help
- More PR especially regarding award winners getting press out,
- Connecting with high schools- resource for them.
- Outreach to colleges-Open to expanding to new members - level of involvement vs. not involved
  - Discussion about trial free membership- 1 year one-time
- Invite more members to EC meetings as all ideas are welcome
- Social activities- comfort level in meeting people in a social setting vs a structured more threatening setting
- At the conference introduce yourself to at least 2 people you don’t know and report at the next meeting
- Meet new members or 1st time attendees, exec council, emerging leaders (sm. Group social event)
- Maintain vendor count- bring in more- something special with those individuals

Committee Homework:
- Check that current committee members are paid.

Bernie’s Homework:
- Monthly report template to Pam and Melissa
- Letters
  - Website
  - Conference
  - Vendor
- Summary of EC meeting & invitation to Exec Council
- President’s Welcome

New Business
- What are the ramifications of voting by email? Table until next meeting.

2:40 p.m.  Closed meeting—Motion to close by Lori, Melissa Second. 9 in favor. Motion passed