
Absent: Jennifer Schott, Lori Moore*, David Janey, Kerry Davis-Jacob, Dan Forster, Kimberly Gargano, Beth Feinberg Keenan, Christine McGuire*, Leah Barry*, Jillian Glaze,

MASFAA Members: Lynne Myers

*Voting Members

10:30 a.m. Bernie started the meeting.

Secretary-Migdalia Gomez*

- Reviewed January minutes
  - Iris motioned to “Accept January minutes”.
  - Bernie second
  - No discussion
  - 8 in favor; 0 opposed; 1 abstained
  - Motion passed to accept January minutes
- Iris suggested that for the 2012 Conference the projectors/monitors showcase all the different awards past recipients.
- Suggestion to rearrange the order of the awards in the Business Meetings notes, the new order (see below) follows the order they were awarded in:
  - Edward M. Kennedy Public Service Award
  - Charles E. Jones Achievement Award
  - Presidential Award
  - Charles “Jack” Sheehan Distinguished Service Award

Treasurer- Leah Barry*

- Leah was unable to make it to meeting or send financials, but will provide them at the next meeting.

President-Bernie Pekala*

- Discussion regarding the new NASFAA University. It would:
  - Standardize trainings.
  - Allow members to stay up-to-date with latest trainings
  - Would charge a fee
  - Provide more than online training.
- Just the Facts! can lead a sub-committee with other MASFAA members to organize feedback for the NASFAA University.
Melissa, Bob, Kathy, Bernie, Iris & Bonnie all volunteered to be in the sub-committee.

- Concerns regarding the NASFAA University:
  - Not to make this profit center, but to make this Professional Development; keep costs low to allow for more participation.
  - Provide ‘financial aid’ to our members that are unable to pay the costs.
  - Online learning a nice tool, but you lose the personal touch, need to think of ways to incorporate dialog.
  - This shouldn’t replace Just the Facts! but add to it.

- Bernie will reach out to NASFAA and inform them of the subcommittee so we may share MASFAA’s thoughts on the NASFAA University.

- There was consensus that MASFAA needs to ensure that all MASFAA members have access to the NASFAA University.

Past-President-Christine McGuire*

- Unable to attend meeting.
- Bernie updated everyone on Christine’s behalf - thanked everyone for attending the last Executive Council meeting and participating in Strategic session.
- Efforts are being made to present Strategic planning at the Year End Event, but the details have not been set.
- Bernie is unable to plan the Year End Event (Bernie will have grand jury); Melissa volunteered to help coordinate the event.

President-Elect-Iris Godes*

- Iris reviewed committee chairs for the 2012-2013 years.
  - CGS/FAFSA Day- needs one more chair for next year
  - CEED/AID- needs a co-chair; Dave will be in year two
  - Communications- needs another co-chair for next year
  - Conference- Jillian, Lisa Talbot, and Colleen are the tri-chairs for next year.
  - EASFAA- Gail will stay as representative
  - Early Awareness- needs another co-chair
  - Government Relations- needs two co-chairs
  - Membership- both chairs have another year
  - PD&T- discussion regarding chairs and sub-chairs
    - If moving Just the Facts to fall, the co-chairs need to be picked soon
  - Technology- Debbie will remain a co-chair for one more year
    - Discussion to move Technology to tri-chair model
    - A lot of work falls on the co-chairs

- Discussion occurred on how to recruit more members to help all committees. Suggestions were made to:
  - stop convincing current members and chairs to stay on committees after their term has ended.
  - explain to MASFAA members that they can volunteer on a committee with minimal involvement level; it doesn’t require too much effort.
  - use Emerging Leaders/Just the Facts more
    - encourage Emerging Leaders to be join a committee after they ‘graduate’ from Emerging Leader
    - Directly invite Emerging Leaders to Executive Council
• For the April Emerging Leaders event a panel discussion will be occurring but the topic has not been set. Committee will consider how to incorporate volunteering in MASFAA into the event.
• Homework: Iris requested that Committee Chairs network and try to find co-chairs for 2012-2013.

11:41 a.m.  Break started
11:52 a.m.  Break ended

Conference- Meaghan Hardy-Smith, Colleen Burke
• Discussed survey:
  o 92 completed the survey last year; 214 this year
  o Great feedback – over 93% rated experience “excellent” or “good”
  o Those that used QR code were satisfied with it.
  o People really like the two-days, and eastern location
• A survey will be emailed to the MASFAA membership next week asking for their suggestions in planning the 2012 Conference.
• Suggestion was made to share survey results with the vendors. According to the survey, conference attendees thought vendors were in a good location.
• Clarification was made regarding the limousine used during the Conference; the reason it was used was that it was cheaper than renting a car.

FAFSA Day-Migdalia Gomez*, Joanne Dashiell
• 1,630 students attended FAFSA Day.
• 2,763 people walked through the doors.
• 29 locations across Massachusetts held a FAFSA Day event
• Planning two follow-up e-mail communications:
  o March— sending an email regarding the IRS Data Retrieval tool
  o April— sending an email regarding the next steps in the college process
• Concerns regarding the workload
  o 20 calls a day are coming in during the busy period. Of which Beth takes all the calls.
    ▪  Suggestion was made to contact ASA and request help with phone calls.
  o Need to use steering committee better
• Scheduling a follow up thank you meeting
• Use of social media was a success
• Need to consider changing the name FAFSA Expert to a less intimidating name
• Pam had issues with the email system, was only allowed to add one attachment; Cathy didn’t have issues with the system. Migdalia and Joanne will look into it.

Government Relations- Patty Reilly, Donna Kendall
• State House Day is Feb 28th from 11:00 a.m. to 2:00 p.m.
• Please bring students, lunch will be provided.
• The event is being held in the Great Hall.
• If you will be attending, please notify ACIUM so they can prepare the packets
• Cookies are back this year!
• This event is a “Thank You” event for the legislatures for their help and support of state aid.
- Event is co-branded with MASFAA and AICUM.

**Old Business**

- EC voting by email
  - Tabled until next meeting when Leah is able to join us

- Mileage Reimbursement
  - Discussion on ways to help with cost of mileage:
    - Carpool to minimize costs
    - Use campus vehicles
    - Review tax benefits
    - Providing reimbursement for members going through a financial hardship situation.
    - Discuss with Gear Up to see if they can reimburse MASFAA members for the mileage.
    - Consider pilot program with just Early Awareness
    - Mileage can be a set contribution as set by MASFAA, instead of using the Federal Rate or providing full gas mileage reimbursement.
    - Need to be tax compliant if reimbursement is given to members.
  - MASFAA needs to look into it further
  - Possible option of renting a vehicle for event, and having everyone carpool together.
  - Distinction was made that mileage reimbursement would only be given for events, not monthly meetings.

- EASFAA
  - 2012 EASFAA Conference in Baltimore will be held May 20th through May 23rd
  - 2013 EASFAA Conference will be in Boston Park Plaza
    - May 7th through 10th
    - $189 room rates
  - 2014 EASFAA Conference in Puerto Rico
    - May 16th through 23rd
  - Discussion regarding providing a donation to the Vermont Association given the hurricane’s impact on the State.
    - 2 financial aid administrators were impacted directly
    - Pennsylvania submitted a check to the Vermont Association for $500
    - Suggestion was made to provide 5 Vermont members with free registrations to attend Tax Workshop in Worcester.
      - Melissa motioned to “Offer 5 free registrations to the Worcester Tax Workshop”
      - Amy second
      - 9 voted, 0 declined, 0 abstained

- Newsletter
  - Suggestion was made to remove Joanne’s name from newsletter, replace with Stephanie. Joanne is no longer at MEFA.

- Handbook
  - Need to review Ballots and voting in the Handbook
Migdalia will email the Handbook to everyone by Tuesday a.m.

**New Business**

- QR code
  - Cost for the web-friendly page was $600 for just the conference page
  - Concerns about the cost, originally believed it was a one-time charge but it appears that it may be a charge for every time the page is changed.
  - Technology is working with Noetic regarding this.

- Membership
  - Two members haven’t paid their membership dues.
  - Amy will call members that haven’t paid.

*1:15 p.m.* Pam Motioned to close the meeting  
Iris second  
9 voted, 0 declined, 0 abstained  
Meeting adjourned.