

Massachusetts Association of Student Financial Aid Administrators

February 10, 2012 at *Wellesley College, Clapp Library Lecture Room*

In attendance: Christina Coviello, Bernie Pekala*, Melissa Metcalf*, Alex Gonzalez, Kendra Lider-Johnson, Migdalia Gomez*, Iris Godes*, Cathy Nelson*, Catherine Ryan*, Gail Holt, Kori Ferris, Patricia Reilly, Amy Stewart*, Robert Coughlin*, Colleen Burke, Joanne Dashiell, Bonnie Quinn, Amy Johnson, Donna Kendall, Pam McCafferty*, Aaron Clark-Melcher, Debbie Gronback, Meaghan Hardy Smith, Kathy Osmond,

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:
 - 92 completed the survey last year; 214 this year
 - Great feedback – over 93% rated experience “excellent” or “good”
 - Those that used QR code were satisfied with it.
 - 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:
 - March— sending an email regarding the IRS Data Retrieval tool
 - April— sending an email regarding the next steps in the college process
- Concerns regarding the workload
 - 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.
 - 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.