Massachusetts Association of Student Financial Aid Administrators  
May 11, 2012 at Quinsigamond Community College

**In attendance:** Aaron Clark-Melcher, Amy Johnson, Beth Feinberg Keenan, Christina Coviello, Bernie Pekala*, Melissa Metcalf*, Alex Gonzalez, Migdalia Gomez*, Leah Barry*, Iris Godes*, Cathy Nelson*, Dan Forster, Gail Holt, Kori Ferris, Robert Coughlin*, Debbie Gronback, Lori Moore*, Bonnie Quinn, Colleen Burke, David Janey, Donna Kendall,

**Absent:** Amy Stewart*, Catherine Ryan*, Christine McGuire*, Jennifer Schott, Jillian Glaze, Joanne Dashiel, Kathy Osmond, Kendra Lider-Johnson, Kerry Davis-Jacob, Kimberly Gargano, Meaghan Hardy Smith, Pam McCafferty*, Patricia Reilly,

*Voting Members

**10:38 a.m.** Bernie started the meeting.

**President-Bernie Pekala***

- Christine isn’t feeling well, unable to attend meeting.
- Introduced Ed from Cambridge Hill Partners who discussed DRAFT of Strategic Plan
- Reviewed DRAFT of MASFAA Strategic Plan
  1. Membership
  2. Leadership and Governance
  3. Training and Evaluation
  4. Develop financial model for the next three years.
- Strategic Plan included top 4, doesn’t include everything discussed throughout the different sessions, including the January 13th strategy session
- Focus of what membership wants is Professional Development
- Two-sided discussion regarding vendors not being allowed to be Co-chairs
  - Need to define vendors: ‘those selling services to a school’
  - Need to differentiate between exhibitor and Associate members
  - Strategic planning came from voices of membership
  - Common question from Executive Council: Why the elimination of vendors as Co-chair?
  - Document is still in draft form, thus the need for us to have the conversation.
  - “Someone else will do it” factor needs to be considered; is too much of the MASFAA workload being done by Associate Members and is the Association okay with Associate Members doing most of the work?
  - Different perspective and expertise are associated with Associate Members; loss of different views would be lost at Executive Council meetings if Associated Members aren’t allowed to be Co-chairs.
  - Associate Members are unable to serve as elected members other than on Executive Council; should that be aligned with Co-chairs?
  - Conversation regarding associate members, but should we limit how many the number of Executive Council members that come from one particular institution?
  - Intention is that no one would be unable to serve as co-chair until the Strategic Plan is finalized.
• Benefit of bringing this discussion to the membership is that we can better gauge if Associate Members is the concern of a small few that are vocal or is it the voice of the majority of the membership.
• Suggestion was made to change the order of the Strategic Plan bullets since number 2 of the Strategic Plan leads into number 1.
• Recommendation by Ed to create a positioning statement which includes both sides of the argument regarding Associate Members.
• Question was raised: What do other states do?  
  • Gail will research.
• Decision was made that Executive Council needs to have membership vote
• Discussion regarding should conversation occur at year-end event? It was decided that an update will be discussed at the Year-End-Event but details will be presented at a later time after Executive Council fine tunes the conversation.

**Secretary-Migdalia Gomez**

- Reviewed March minutes
  - Lori motioned to “Accept March minutes”.
  - Cathy second
  - No discussion
  - 7 in favor; 0 opposed; 1 abstained
  - Motion passed to accept March minutes
- Handbook is still being updated. By-laws and Constitution will be updated after Strategic Plan is made
- “Annual Report” is mentioned in the By-laws but not in the Handbook
  - Discussion regarding annual report
    • Seems like a natural progression to the monthly committee updates
    • At-large members will be involved in this process
    • Annual Report will be distributed during Conference
  - Bernie will reach out to At-large members and have committee member summarize their year.
  - Annual Report can be sent in the President’s first e-mail of the year, and then also distributed at Conference

**Treasurer- Leah Barry**

- Sent the financials a few days ago.
- FAFSA Day was at $0, Leah will update.
- Will update Just the Facts! training to be detailed
- Membership didn’t spend money, Leah will look into it.
  - Lori motioned to “Accept March financials”.
  - Iris second
  - No discussion
  - 7 in favor; 0 opposed; 1 abstained
  - Motion passed to accept March minutes
- Finance Committee met before Exec Council, Leah will update budget and send updates

**President-Bernie Pekala**

- Year-End Event is being planned for June 6 or 7th at Wellesley College
Strategic Planning will be an update but not main session
Invitation will be extended to Jane Oates who will bring an update from DC
  - Assistant Secretary
  - Was in NJ as head of Board of Education
Back-up plan: Fisher President? Dr. Thomas MacGovern

President-Elect-Iris Godes*
- Is working on Annual Retreat and will send information via e-mail.

PD&T-Elect-Dan Forster
- Need ideas for a speaker for the Support Staff event
- Discussion regarding potential sessions
- Leah will look into Support Staff budget item

FAFSA Day-Migdalia Gomez*, Beth Feinberg Keenan
- Very little communication from Y regarding National event
- Have reached out to different contacts and haven’t received updates
- Funding is still uncertain,
- Strong possibility that National Y/Lumina will not be supporting/backing FAFSA Day MA
- Discussion about having MASFAA be the supporter of FAFSA Day
- Cost about $20,000 to run the event
- New tri-chairs are meeting on Tuesday to devise a new plan for 2013 and will report back once the plan is devised.
- Requesting budget for $7,500

Development- Lori Moore
- Discussion regarding cost of Sponsorship in Handbook
- Distributed handout showing other association’s sponsorship levels
- MASFAA charges $2,000 for a 6 ft table and advertisement in the conference.
- CASFAA- $1,100, NY charges $300
- Not anticipating 14 vendors this year; hoping to have 10 vendors this year
- Discussion occurred whether we should have different sponsorship levels or maintain as is
- PASFAA gives 1 registration included in the $1,000 sponsorship fee.
- If the price of the sponsorship is lowered, what about space?
  - Current location gets a lot of foot traffic but hard to stop without blocking the walk-away
- Lori will update chart to show benefits of different levels.
- Lori will look into cost of conference at other associations: What's the total value of exhibiting at other conferences?
- Finance Committee will vote on the options for sponsorship fees.

Old Business
• Christina will resend the volunteer list so chairs can update missing addresses and information.

New Business
• Send to Christina anything that you want archived
• Discussion regarding Google Docs or Cloud technology, to be continued at another meeting.

1:25 p.m. Lori Motioned to close the meeting
           Melissa second
           8 voted, 0 declined, 0 abstained