

Massachusetts Association of Student Financial Aid Administrators

September 9, 2011 at Wellesley College, Clapp Library Lecture Room

In attendance: Bernie Pekala*, Christine McGuire*, Kendra Lider-Johnson, Gail Holt, Meaghan Hardy Smith, Jennifer Schott, Kerry Davis-Jacob, Robert Coughlin*, Amy Stewart*, Christina Coviello, Iris Godes*, David Janey, Patricia Reily, Alex Gonzalez, Lori Moore*, Kathy Osmond, Catherine Ryan*, Migdalia Gomez*, Joanne Dashiell, Cathy Nelson*, Aaron Clark-Melcher, Debbie Gronback, Leah Barry*, Dan Forster, Kori Ferris

MASFAA member: Jeff Bentley

Absent: Amy Johnson, Beth Feinberg Keenan, Bonnie Quinn, Colleen Burke, Donna Kendall, Jillian Glaze, Kimberly Gargano, Melissa Metcalf*, Pam McCafferty*

*Voting Members

10:11 a.m. Bernie started the meeting, introduced Scott Juedes, Director of Student Financial Services at Wellesley College

Secretary-Migdalia Gomez*

- Reviewed August minutes
 - Christine motioned to “Accept August minutes as they are”.
 - Lori second
 - No discussion
 - 9 in favor; 0 opposed; 0 abstained
 - Motion passed to accept August minutes
- Reviewed handbook, no edits were made.
- Asked that Committee Chairs send 2011-2012 Objectives to Secretary and CC-Technology Committee.

Treasurer-Leah Barry*

- In process of closing FY11- only needs to purchase two net books and a hard drive
- Still under budget, had very good year
- Expenses of Graduate & Professional Committee not reflected on budget, Leah will update budget
- Discussion occurred that assets are moved to the reserved
- Bernie motioned to “Accept all financials as reported”
 - Iris second.
 - Discussion occurred: *Financials will include updated Graduate & Professional Committee finances.*
 - 9 in favor; 0 opposed; 0 abstained
 - Motion passed to accept all financials.

President’s-Bernie Pekala*

- Reminded Executive Council to get reports done by Monday or Tuesday of the week we are having the meeting. If you can’t get it done, notify Representative at Large if your Committee wants to be on the agenda.

- Will bring 5 paper copy agendas to bring to each meeting
- Update on Worcester locations:
 - Iris scheduled an Executive Council meeting for May 11th at Quinsigamond Community College (QCC) in Room 109B of the Harrington Learning Center
- Bernie has State Grand Jury Duty in October, latest he could change it to was April- will keep us updated.
- Looked into having a meeting in December at College of the Holy Cross; if so, it can be expensive: Cost for lunch \$17.19/person plus \$2.30 for drinks (water & soda)
- Iris will look into hosting December meeting at QCC
- All meetings at Wellesley will be held in Lecture Room
- If you need a projector please report that when you send your minutes

Past-President-Christine McGuire*

- Started Nomination Committee, needs more people, please notify Christine if interested
- Nominations need to be approved at next meeting
- Strategic Planning:
 - Karen Grant, John Marcus, and Christine are a strategic alliance group
 - Next process is setting up focus groups, entire Association will have an opportunity at the Conference to give their feedback.

President-Elect-Iris Godes*

- Sent email about award nomination
- Next week will send another email
- If you are an Elected Executive Council Member, you can't be nominated; this includes current officers and current members of Executive Council.

FAFSA Day Massachusetts—Joanne Dashiell, Miqdalia Gomez*

- Submitted request for additional funds, unsure what national funding will be
- Hope to have an update in October regarding national funding
- Discussion regarding budget and consistency plan for next couple of years as it appears FAFSA Day Massachusetts will lose national funding in upcoming years
- Committee will update membership after they receive notification from the National FAFSA Day

Professional Development and Training—Kathy Osmond

- NASFAA Core materials cost \$500
- Discussion on where the materials should live; will purchase external hard drive to save materials.
- Discussion about distributing electronic materials; will email materials to attendees and ask they print their own materials. Will distribute empty binder for everyone that chooses to use a binder.

11:20 a.m. Break started

11:40 a.m. Break ended

Communications— Christina Coviello

- Discussed letterhead
 - Will use MASFAA letterhead with blue header
 - Will remove the phone number

- Requested that chairs email Communications Committee who their committee liaison is
- Requested to be notified if members list that Christina distributed at August meeting was accurate

Development— *Lori Moore**

- In 2010-2011, there were 12 exhibitors; 3 most likely won't return, potential of 9 returning vendors.
- Aug. 22nd email was sent to 54 potential vendors
- As of yesterday, had 6 confirmed exhibitors
- As of today, 7 confirmed exhibitors, includes 3 new exhibitors (ACCESS Group, CMD Outsourcing Group, Chase Loans)
- Sponsorship due date is September 30th
- Have heard feedback from vendors that we have a high vendor cost in comparison to other conferences
- Once 2011-2012 vendors are finalized, is creating a "Thank You" flyer listing the vendors
- \$2,000 covers vending at Conference and MASFAA support throughout the year
- Discussion to be held about sponsors and different level sponsorship during Strategic Planning

EASFAA— *Gail Holt**

- Gail will be the 2013 Chair of the EASFAA Conference Committee
- Trying to decide on EASFAA location, options include:
 - Danvers- Crown Plaza
 - Newton- Marriott
 - Framingham- Sheraton
 - Boston- Copley
 - Boston- Park Plaza
 - Boston- Westin Waterfront
- Discussion about location:
 - Boston, though more expensive, may be more favorable due to location. The added transportation cost to and from the airport from Framingham, Danvers or Newton would be relatively similar to the added lodging cost of a Boston location.
- Earlier in May might be an issue due to workload on college campuses.

Technology Committee—*Aaron Clark-Melcher, Debbie Gronback*

- Requested to add a membership@masfaa.org email address
- Gail suggested a "Support/Contact Us" page that has information about common issues
- Just the Facts! page will be added to the PD&T section of the website
- Discussion to have a QRCode on conference materials that will go to a mobile-friendly webpage. Cost for the webpage is \$600
 - Bernie motioned "To approve \$600 cost of mobile-friendly webpage if it can be used for multiple events"
 - Christine second.
 - No discussion.
 - 7 in favor; 1 opposed; 0 abstained
 - Motion Passed
- Staggers web projects due to budget
- Technology will look into mobile-friendly webpage and will report back on how easily they will be able to update page from one event to the other.

- Reminder, need all updates, final committee report from May, and photos of to Technology Committee.

Conference Committee—*Meaghan Hardy Smith*

- Passed a list for people to volunteer to moderate sessions
- Testing registration page, last year registration email was sent on Sept. 16th
- Speakers, sessions have been sent
- Conference charity is the Dallas Martin Fund for Education in Public Policy and Student Aid
- Distributed tentative conference agenda
- Discussion about “Volunteer Fair” area and “Volunteer for MASFAA” sessions
- Holiday Inn is \$89 a night, with a shuttle, committee continues to look for additional hotel options

-----***BREAKING: Development has confirmed 8 sponsors***-----

Old Business

- EC Voting by email tabled until next meeting since Leah had to leave early

New Business

- Clarification regarding the Finance Committee, as outlined in the Handbook the “Committee is chaired by the President and includes the President-Elect, Treasurer, Secretary, Past President, and Development Chair as members.”

1:09 p.m. Christine Motion to “Adjourn meeting”
Iris second.
No discussion.
8 in favor; 0 opposed; 0 abstained
Meeting adjourned.