

Annual Retreat 2012-2013

August 9-10

Boston College Connors Center

Dover, MA

Day One: August 9th

Attendees: Lisa Talbot, Colleen Burke, Jillian Glaze, Meaghan Hardy-Smith*, Katie Kelsall; Alex Gonzalez, Kathy Osmond, Cathy Nelson*, Catherine Ryan*, Debbie Gronback, Aaron Clark-Melcher*, Gail Holt, Iris Godes*, Donna Kendall*, Bernie Pekala*, Leah Barry*, Lynne Myers*, Janet Turner*, Diana Beaudoin, Chris Hart, Kristin Hawley-Johnson, Kori Ferris, Joanne Dashiell, Jennifer English*, Migdalia Gomez*, Kendra Lider-Johnson, Denice Carryl

Absent: Amy Johnson; Bob Coughlin*, Lori Moore*, Bonnie Quinn; David Janey, Ryan Forsythe, Janet Turner, Dan Forster

10:05 a.m. Meeting Started

Welcome- Iris Godes

- Iris started the meeting with introductions and welcome.
- Distributed documents and reviewed agenda.
- Meeting Protocols
 - Raise nametags to speak
 - Blue nametags can vote

Ice Breaker Activity – Donna Kendall

- “First or Worst”- With use of a Twister board and a colorful handout, attendees shared their “First or Worst” stories about summer camp experience, pet, job, teacher, boss, and roommate.

11:05 a.m. Break Started

11:20 a.m. Break Ended

Executive Council 101 –Iris Godes

Executive Council Term

- Executive Council, per Handbook and By laws, are elected members with voting rights
- Discussion regarding how to differentiate between elected members and non-elected members.
 - Decision:
 - Executive Council- voted elected members

- MASFAA Council- includes Committee Chairs and voted elected members.

Role and Expectations of Officers and Committee Chairs

- Review expectations in Handbook- if changes need to be made bring them to the MASFAA Council for discussion.
- Monthly committee reports are distributed before monthly meetings
- Review membership of committees: look for inclusion and diversity among volunteers.

MASFAA Mission, Vision and Goals

- Reviewed Mission and Vision and Goals

MASFAA Executive Council Meetings 2012-2013

- Schedule was distributed
- Meetings will be at Quinsigamond Community College
- Meeting times are from 10:00 a.m. to 1:00 p.m.

Strategic Plan –*Iris Godes*

- Draft of Strategic Plan was distributed in May
- Strategic Plan is a DRAFT- not final
- May MASFAA Council meeting had a ‘spicy’ discussion regarding Membership issue number 1 (refer to May minutes for details).
- Lori Moore was acknowledge for her contribution to May’s meeting
- Discussed other states’ membership structure; however, we need to focus on our state and what is best for our state organization
- Discussion regarding the focus of Strategic Plan as a whole- not just membership—*membership is a part of Strategic Plan.*
- Suggestion was brought up in May to move #2 Leadership and Governance, to #1.
- Two different issues: exhibitor fee and associate members
- Majority of associate members fall under vendor classification, but isn’t the only classification
- Exhibitor/vendor confusion not fully understood by consultants
- By putting the Membership issue as number one, it made it seem as it’s the most important issue but it may not necessarily be the main issue

Discussion regarding Issue #1 in Strategic Plan (Membership):

- Why not allow individuals to contribute to the organizations when they are willing to contribute?
- Vendor roles are changing in the industry as reactions to industry; we are unsure where/if vendor roles will change again.
- Vendor frustrations are financial due to conference exhibitor fees– a different issue than membership in the Association.
- Shouldn’t look to change just for change.

- Partnership exists with dual-learning benefits between members from different categories
- Plan isn't suggesting vendors are no longer members, draft of Strategic Plan is suggesting associate members can no longer be co-chairs or have voting rights.
- Discrepancy in our Constitution regarding voting rights for Associate members.
- If associate members couldn't chair committees they wouldn't be a part of the MASFAA Council conversations
- Should this be a process? Create two positioning statements regarding both positions, and bring it up to the membership for vote or to just Executive Council.
- Membership can be changed to "review vendor roles" and go forward with Strategic Plan
- Conflict of interest may no longer be an issue as it was years ago
- Finding committee chairs is hard- the last bullet of Membership in the Strategic Plan makes it sound as if we have many volunteers
- Need statistics before moving forward
- Are members in the accurate categories?
- Need to have a clear direction-not decision soon.

12:40 p.m. Lunch Started
 1:50 p.m. Lunch Ended

Strategic Plan –Iris Godes

- MASFAA Council voted anonymously to "Keep As Is", "Throw It Out", or "Revise It to Evaluate"
 - Results: 1) 0 – Keep As Is
 2) 14- Throw It Out
 3) 11- Revise It to Evaluate
- Executive Council will discuss as a group item 2 and 3

Leadership and Governance Issue in Strategic Plan

- Bernie gave background on Leadership and Governance
- Strategic Plan is a starting point but we are speaking of it as an ending point
- What should the plan be given the 'Strategic Plan'?
 - Recommendation to take steps in 'Strategic Plan' to develop a Strategic Plan
- Change bold part of number 2 to "*Cultivating leadership and engagement across our membership*"
- Need to detail tools to get to reach objectives outlined in Strategic Plan
- Some saw Strategic Plan as answers to four general questions: *Who is MASFAA? Who is going to lead MASFAA? How will MASFAA train itself for leadership? How will MASFAA finance itself?*
- Voting would fall under Leadership and Governance.
 - Should we change voting?

- Vote during the same time, but change of officers occurs in January? Or do we have voting later and change in July?
- Some states past the gavel at the Conference
- Focus on how can we get more people involved
 - Cultivate members-leadership
 - Given time constraints people can't do it.
 - How do you sell that you can become active in many different ways?
 - Suggestion to maximize current opportunities for engagement with Just the Facts! and Emerging Leaders
 - Tend to lose people the more experienced they are in the field
- Suggestion for topic for Director's Summit: *What are the challenges for letting employees letting volunteers?*
 - Suggestion-one day conference serving more than Directors.

Training and Evaluation

- Use of conference calls to better train and emerge
- Tools a co-chair can use for trainings
- Have responsibility to cultivate MASFAA leaders to NASFAA to progress
- NASFAA University- how can we work with NASFAA to serve our members.
 - NASFAA University speaks to federal methodology
 - Just the Facts! is interactive allows people opportunity to network
 - Online doesn't substitute interactive learning, but can complement it
 - NASFAA Core Modules designed for individuals with 3 or less years of experience
 - Would be a missed opportunity to not partner with NAFSAA.

3:00 p.m. Break Started

3:25 p.m. Break Ended

Strategic Plan –Iris Godes

Financial Model

- NASFAA offering to partner with their investment firm
- Need to invest with minimum of \$150,000
- Leah will discuss budget tomorrow in details
- Number four is all set.

Next Steps:

Because of discussions regarding number 1, change to number 2, potential changes to 3, Executive Council will make changes to document and present to MASFAA Council at a later meeting.

Committee Reports

EASFAA Update—Gail Holt,

- EASFAA 2013 Conference Boston, May 7 – 10 (Tuesday- Friday). Boston Park Plaza
- *Make Way for “EASFAA”*
- Many MASFAA members are on EASFAA Conference Committee
- Attendance hasn't been ideal in the past years
- Looking to increase attendance, especially within MASFAA members
- Looking for input regarding sessions
- 2002- last time EASFAA was in Boston
- EASFAA voted to not invest through NASFAA opportunity
- EASFAA also working on Strategic Planning
- Training is focus of EASFAA- trying to get into social media
- Membership is \$50
- Talk about changing individual memberships and schools but due to inconsistencies in By-Laws and Constitution change has been tabled.
- Timing of conference may be an issue.

Technology— Debbie Gronback, Aaron Clark-Melcher,*

- Small committee
- Each Technology committee member has a liaison with other committees
- Works with Noetic to make some updates- but can make most updates on their own
- Encouraged all members to view website
- Updates calendars
- Photo link is currently broken- but Noetic is being
- Headshots for websites are not optional!
- Volunteer page is a new addition to the website due to the suggestions from MASFAA Council
- Researching better ways to collect data
- QR Code was new last year- looking to do it again this year
- Cloud technology discussion needs to take place at future meeting
- Need information to be more accessible to all- versus just having the information on one computer.
- Now all (including non-members) can view information on events – to register, you will need to log in.

*FAFSA Day— Joanne Dashiell, Kendra Lider-Johnson, Migdalia Gomez**

- Steering committee meeting was held 2 weeks ago
- Sub-committees created: Development, Marketing, Site Logistics
- Administered last two years by YMCA, USA Funds is stepping into that role
- Planning on not having funds from National College Goal Sunday and confident that they can operate without USA Funds' funds

- Planning on 30 sites, and dividing sites geographically to help site coordinators
- Concern about date of FAFSA Day- *Is it targeting our demographic? But we don't want to delay to miss an institutional deadline.*
- Discussion regarding piloting 2nd date in March: Worcester, Boston Area, Fall River/New Bedford areas

Discussion:

- Support for second date
- State colleges have March 1st deadline
- Sunday, January 27th is FAFSA Day 2013!
- Communications committee will assist FAFSA Day to help with FAFSA Day
- Possibilities for collaborations amongst other communities

Just the Facts!- Kathy Osmond

- Now has three chairs
- Ordered CORE materials
- Received some of the materials- and will follow up with Leah regarding remaining materials
- Lori will be the Registrar- will be strict with number of years of experience
- Updated Handbook- sent to Migdalia
- Days are lined up- location isn't finalized
- Schedule will be later- Dec 4, 11, 18, Jan 8, Jan 15- Tuesdays

Conference: Jillian Glaze, Lisa Talbot, Colleen Burke

- November 7th and 8th
- Back at Showcase Live
- Theme: *"Campaigning For our Students"*
- Barney Frank will be keynote
- Session proposals have been sent
- Things are in great shape
- Conference fees \$195 for two days, and \$110 for one day
- No rooms in Renaissance this year
- Information is on the website

4:45 p.m. Meeting Closed
 Jen Motion to Adjourn
 Aaron second
 10 in favor
 0 opposed
 0 Abstained

Annual Retreat 2012-2013

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Day Two: August 10th

Attendees: Lynne Myers*, Jillian Glaze, Lisa Talbot, Kendra Lider-Johnson, Katie Kelsall; Alex Gonzalez, Cathy Nelson*, Bob Coughlin*, Debbie Gronback, Iris Godes*, Donna Kendall*, Bernie Pekala*, Leah Barry*, Janet Turner*, Diana Beaudoin, Chris Hart, Kristin Hawley-Johnson, Kori Ferris, David Janey, Joanne Dashiell, Migdalia Gomez*, Lori Moore*

Absent: Amy Johnson; Bonnie Quinn; Ryan Forsythe, Janet Turner, Meaghan Hardy-Smith*, Kathy Osmond, Catherine Ryan*, Aaron Clark-Melcher*, Gail Holt, Denice Carryl, Colleen Burke, Jennifer English*

10:03 a.m. Iris started the meeting

Ice Breaker Activity – Donna Kendall

- For attendees that didn't attend yesterday: "First or Worst"- With use of a Twister board and a colorful handout, attendees shared their "First or Worst" stories about summer camp experience, pet, job, teacher, boss, and roommate.

Welcome- Iris Godes

- Moment was taken to honor Robin Freedman who passed away unexpectedly in June from Boston University. Blurb will be added in her honor to Newsletter
- Updated today's attendees with what occurred yesterday
 - Kendra is retreat photographer
 - Executive Council are voting members with blue name tags
 - MASFAA Council includes all co-chairs and voting members
 - Strategic Plan:
 - Will be more in an objective format
 - Some minor revisions will be made
 - Theme of plan still will remain
 - Great starting off point to create a plan, but not a plan in itself
 - In monthly meetings, a point of the Strategic Plan will be discussed
 - Review Association Role and inform Iris of any errors

Executive Council Officers Reports -

President-Elect- Donna Kendall

- Donna will be soliciting requests for nominations for awards

- Suggestion was made to create a nomination form-
 - Nomination would need to address award criteria

Treasurer Report-Jennifer English - Treasurer/Leah Barry- Past Treasurer

- Distributed copy of last year's budget
- Bernie will resend e-mail explaining that donation MASFAA made to Dallas Fund was from funds from Conference – it was the charity raffle
- Distributed this year's finances
- Leah and Jen are in a transition period- continue to e-mail Leah for reimbursements and payments to vendors.
- To request payment, complete paperwork and submit it to Leah
- Conference registration: \$195- two days, and \$110 for one day
- Letter will be going out to exhibitors
- Conference is paid in four installments, and had \$50 deposit

Secretary- Migdalia Gomez

- Distributed May meeting notes
 - Bernie Motioned to accept meetings notes
 - Lori second
 - 10 in favor
- Handbook-
 - Send 2011-2012 edits by next Friday
 - Send updated 12-13 Objectives to Migdalia and she will forward them to Technology Committee

Past-President- Bernie Pekala

- Contact Bernie if you are interested in being a part of the Nominating Committee
- Inform Bernie if you know anyone that is appropriate for the Nominating Committee OR someone to nominate for an award.
- Responsibility is to update Policies and Procedures- “Governing Documents”
- Last year Technology updated Policies and Procedures
- Request was made for Committee Chairs to review Policies and Procedures
- Bernie will take a more comprehensive review to see how we have it, the layout, should it be in the Handbook- or kept separate.
- Policies and Procedures is helpful for next chairs to be able to review
- Suggestion that update to Policies and Procedures should be done at the end of the year – not the beginning

Executive Council Members at Large- Iris Godes

Role of Member at Large position

- Should role be so broad or should it be more specific?
- Suggestion to have At Large Members be representative of regions of state

- Western, Northeast, Southeast, Central, Boston
- Different Sectors: 4-yr, 2-yr, public/private, associate members
- Pros of having a representative would help with engagement
- Concern with dividing workload based on geography
- Conversation is starting today but not finalized
- Opportunity to reach out to sectors we aren't hearing from
- When we vote-privates have most votes given composition of MASFAA Council.
- Logistically need to be sure before we go to Noetic
- Piloting regional representation? Catherine- West; Lynne- Central; Split the rest up in some way to cover Eastern part?
 - Would help with engagement- Reps at Large can host events
 - Up to the Reps to engage members how they see best.
- Suggestion for reps to reach out proactively
- Workload is uneven between Co-chairs and Rep-at-large
- Benefit of having at-large members collect minutes is that they serve as a facilitator. President could contact two reps versus President having to contact entire MASFAA Council.
- Send committee updates to technology by prior Friday- or Monday- of the meeting.
- Reminder will be sent by Technology to inform committees to send/view meetings.
- Suggestion to have Executive Council help plan the Year End Event
 - Technically- Year End Event is part of PD&T budget
 - Need to coordinate that officers, volunteers, and speakers are there
 - End of Year event is hard to plan due to scheduling issue due to time of year
 - Suggestion that Emerging Leaders help Reps at Large
 - Suggestion to re-brand Year End Event

11:52 a.m. Break for Lunch
 1:08 p.m. Lunch Ended

Committee Reports-

Graduate/Professional Concerns- Janet Turner, Diane Beaudoin, Kimberly Gargano

- Three Chairs this year
- Had conference call, and will meet in person later
- Middle of February for symposium?
- Attendance increased at symposium

Access, Inclusion & Diversity (AID)- David Janey, Denice Carryl

- Made progress on goals
- Next year-staying with some of the same goals
- Looking to sponsor session speaker at Conference
- Facebook page:

- Concerns regarding conversations on Facebook differentiating between personal and business
- Suggestion to use Linked In since it is a professional medium
- Needs to remain fresh- and update content frequently

Communication Committee- Ryan Forsythe, Kori Ferris

- Archive has been completed: scanned and stored on the external hard drive
- Press Kit is complete and ready to be used
 - Templates and guides for producing press releases
- Available to assist any committees
- Worked on two newsletters
- Committees will receive Committee Member Rosters- notify Communications Committee of active members
- Need pictures of past presidents
- Co-chairs and Communications chair get an e-mail notifying them when members volunteer for their committee
- Concerns that members are volunteering- but never hearing back
- Co-chairs should confirm everyone from their committee will still be on their committees
- Provide grace period between July, Aug and September, so members can still receive e-mails although they aren't paid.
 - Need grace period since not all members can pay until after July 1st due to processing times.
 - Debbie will follow up with Cathy from Noetic, and then update Iris who will notify MASFAA Council.

Early Awareness & Outreach- Alex Gonzalez, Katie Kelsall

- Organized two Carnivals of Learning
- Introduced financial literacy booth
 - Interactive game
 - Gave away piggy banks
- Offering invitation to meet with parents
- Want to provide workshops for high schools and connect MASCA with
- Want to collaborate with FAFSA Day
- Pilot program presented at last retreat but didn't report back to MASFAA Council since weren't able to lay foundation
- Goal is to reach more students- and in the high school level.
- Suggestion if there is an opportunity to partner with MEFA or others that are already doing some similar outreach
- Reminder: you don't have to be on the committee to help with the event
- Suggestion to target freshman or sophomore since it's earlier
- Debbie requested input from Committee Chairs to add text for volunteer page
- Suggestion to see what other similar committees are doing in other state organizations

- Suggestion to create a liaison for the high schools through MASFAA
 - Members would assist guidance offices with questions, as needed.
- Fed Reserve Bank of Boston has a very extensive financial literacy program- may provide opportunity to partner

*Development-Lori Moore**

- Budget of \$22,000
- \$1,800 will be the 2012 vending fee, includes:
 - One conference registration fee- savings of about \$400
 - Electronic signage
 - Ad in program
 - Acknowledged by the President
 - Just paying to exhibit at the Conference
- MASFAA is one of the most expensive for conference vending – even on national level
- Send Lori any ideas you may have for vendors
 - Looking for partners in our business
 - Think outside of the box of lending community
- Vendors will be in a different location
 - Issue last year that vendors didn't get enough foot traffic- due to width
 - Field trip will be made to sort out details of vending area
- If there are vendors that you are concerned with vending, please let Lori know
- If we deny a vendor, should we have a disclaimer? – Lori will look for legal language, as it would have to go on agreement
- Attendees don't have to stop and speak with vendors if they have concerns

PD&T-Kristin Hawley-Johnson, Dan Forster, Kathy Osmond (JTF)

- Just the Facts! and Emerging Leaders part of PD&T
- Where and when to place events on the calendar is an issue
- Need presenters and need new ideas/places
- Tax Workshop was a hit- had two events this year
- Emerging Leaders
 - Suggestion for “where are they now” for Emerging Leaders.
 - Trying to design something that's appropriate for the group-Don't want to lose part of the group
- Suggestion to discuss enrollment management and retention
- Creating a new way for Emerging Leaders to be engaged beyond the Emerging Leader events

Government Relations-Chris Hart, Donna Kendall

- Two sessions at Conference
- Currently updating website

- Main event is ACUM State House Day
- Need to include more publics at State House Day
- Not all publics can be involved in that day- issue is also location
- Goal is to fill the room

New Business

- Noetic:
 - How do we evaluate if they are fulfilling our needs
 - RFP? How often do we review?
 - Can we increase the time that we pay for? Is it a matter of hours or service?
 - No end date on contract
 - Topic will be continued at another meeting

Closing

- Thank you to MASFAA Council
- Great two days!

3:10 p.m. Leah motioned to adjourn meeting
Cathy second
10 votes
0 opposed
0 abstained