Annual Retreat 2012-2013
August 9-10
Boston College Connors Center
Dover, MA

Day One: August 9th


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”
  o 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’?
  o 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.
  o 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
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Day Two: August 10th


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-
  o 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
  o Bernie Motioned to accept meetings notes
  o Lori second
  o 10 in favor
• Handbook-
  o Send 2011-2012 edits by next Friday
  o 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 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
  o 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:
  o One conference registration fee- savings of about $400
  o Electronic signage
  o Ad in program
  o Acknowledged by the President
  o 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
  o Looking for partners in our business
  o Think outside of the box of lending community
• Vendors will be in a different location
  o Issue last year that vendors didn’t get enough foot traffic- due to width
  o 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
  o Suggestion for “where are they now” for Emerging Leaders.
  o 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:
    o How do we evaluate if they are fulfilling our needs
    o RFP? How often do we review?
    o Can we increase the time that we pay for? Is it a matter of hours or service?
    o No end date on contract
    o 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