

MASFAA Council Meeting

October 12, 2012

Quinsigamond Community College

Attendees: Amy Johnson, Janet Turner, Lori Moore*, Gail Holt, Lori Seuch, Jennifer English*, Leah Barry*, Cathy Nelson*, Colleen Burke, Kori Ferris, Debbie Gronback, Aaron Clark-Melcher*, Katie Kelsall, Bob Coughlin*, Denice Carryl, David Janey, Joanne Dashiell, Christopher Hart, Bernie Pekala*, Donna Kendall*, Meaghan Hardy*, Kim Gargano, Iris, Godes*, Catherine Ryan*

Absent: Lynne Myers*, Migdalia Gomez*, Kendra Lider-Johnson, Ryan Forsythe, Jillian Glaze, Lisa Talbot, Diane Beaudoin, Kristin Hawley-Johnson, Dan Forster, Joe Eng, Bonnie Quinn, Karensa MacGregor

Meeting called to order at 10:09 am

Welcome – Iris Godes

- Regarding agenda, it may be too ambitious for today. We will go as far as we can.
- Justin Draeger called about a research project NASFAA is doing around standardized award letters and the shopping sheet. They are coming to Florida and MA to do focus groups. Massachusetts schools are: South High School, Worcester State, QCC and Holy Cross. Focus groups will be with students and parents. NASFAA will share results with the next congress.
- MASFAA has had a few requests from business partners regarding training opportunities. Is it okay to send training notices out via the MASFAA listserve? This could be a source of revenue generation. We need to do all or nothing vs. being selective. Further group discussion took place.
- The November meeting will be 11/6/12 at 3:00 pm followed by dinner at 5:30 pm.
- Conference Committee / Hospitality Suite. The conference budget is not sufficient for a Suite. Instead of a Suite we can gather at a restaurant or bar at Patriot Place. We will decide at the meeting where to meet.

Secretary Report given by Iris Godes on behalf of Migdalia Gomez

- Migdalia sent out September minutes for review. Motion to accept minutes made by Lori. All voted to approve minutes.
- The minutes from the August Retreat have not been approved yet.

President Elect – Donna Kendall

- Awards Committee – received a lot of nominations. EC will decide in executive session who will receive awards.

Past President – Bernie Pekala

- We are 99% complete on election slate. Still need one more EC candidate.
- President's Reception invitations have all gone out. Bernie has heard back from 10 people and so far, 7 can attend. Bernie will work with Conference to have name tags made for those not registered for the conference.

Treasurer Report – Leah Barry and Jennifer English

- Leah emailed the Treasurer reports prior to the meeting. Please let Leah know if you see anything
- New Fiscal Year has begun
- Our biggest expense is conference

Lori Seuch would like Just the Facts expenses broken out

Member- at- Large Report – Bob Coughlin

- The Members-at-Large met after the September meeting to discuss the role of members at large.
- Discussed the following: What is the appropriate number of at large members, Regional or sector representation and planning the Year End Event. We are looking to engage the membership. It may be good to have some at large members represent an area.
- Regional representation discussed. Reps could be a liaison to committees or events. Attend PD&T activities as well.
- We discussed the possibility of having the Year End Event at the EASFAA conference in May. This year it could be social due to the fact that MASFAA members attending EASFAA will be in sessions during the day. If we start planning early enough we can let MASFAA members know so they can plan to attend.
- May EC meeting could be at EASFAA. Do we need a June EC meeting?
- If we combine Year End event with EASFAA it is just a one year thing. Piggy backing with EASFAA may invigorate the Year End event.
- The yearend event serves 2 purposes. Recognize volunteers and pass the gavel. Do we survey the membership?

- Bernie suggested we work with the President Elect, Donna Kendall, because the spring awards have to be done as well.
- There is a budget of \$2,000 for the Year End Event.

Committee Reports

Conference – Colleen Burke

- The Conference Committee met yesterday.
- The committee members are really excited about the conference.
- Renaissance Hotel is full, but other hotels are available.
- An email about charity donations has been sent out to the MASFAA list serve.
- Trivia will be held on Wednesday night in Showcase Live.
- The committee is looking for laptops for presentations.
- Bernie mentioned we may need flexibility regarding awards. The Past Presidents really enjoy the awards.
- The QR code is ready.
- Get registered! As of today we have 160 members registered.

Development- Lori Moore

- Good news is the target number of exhibitors is 10. We are at 11.
The bad news is we budgeted \$22,000 and the 11 exhibitors will bring in \$19,800 so we are under budget.
- Hopeful vendor area will be an improvement over last year
- Lori has done a great job. Leah mentioned we need to review the cost to exhibit.
- Lori has heard that companies are concerned about the return on investment
- One vendor mentioned to Lori the possibility of Associations would be willing to do training on supporting vendors
- Only 6 of the 11 exhibitors are lenders

AID – David Janey and Denice Carryl

- At registration AID wants to give each registrant an AID button at the point of registration. The button will be on a postcard with instructions. It is 2.5"x2.5". This will encourage engagement, discussion and networking at the conference.
- The idea came from CEED days.

- The committee is requesting a budget of \$550 to print 500 buttons. The cost is 61 cents per button.
- Conference and AID will coordinate.
- Perhaps in future years we do a button scavenger hunt, could be interesting way to get more engagement
- Leah reported that there is no budget for this committee. Group discussion took place. Meaghan made a motion to purchase the buttons for \$550. Bernie seconded. Motion passed unanimously.

Strategic Topic of the month – Technology

- Aaron and Debbie led the discussion. Every committee is affected by technology.
- Today's topic is Cloud storage.
- Aaron has looked at many different options. She recommends using a basic and free service such as Google drive. A Gmail account is not necessary.
- The problem is not the cost, but keeping a school's network secure. Schools should check with their IT office to make sure they allow Google drive/docs.
- The limit is 5 gigabytes. If necessary we can continue to use external hard drives.
- Other option, filesanywhere. It offers a basic plan that will cost \$140 per month or Microsoft SkyDrive, which requires a Microsoft account.
- Group discussion took place
- Gail supports looking at the Google product. Does not support spending money.
- Aaron thinks this will be a trial and error kind of thing. We have been discussing cloud storage for some time.
- If we start with Google now and if it has limitations we can then look into paying for a service on a monthly basis. The cloud storage will allow many MASFAA Council members access to MASFAA documents vs. currently only 2 members have access to the hard drives.
- Aaron will start with Google. MASFAA Council will have access
- Lori Seuch agrees we should try it.
- Bernie asked about authentication via Noetic...Aaron will look into it.
- Committee chairs will have improved access
- Conference and Membership now have a separate login
- Communications, Early Awareness and FAFSA day also have separate login to see only their information
- Debbie is using tiered access
- When people renew membership there is a link to volunteer. Text has been added to renewal membership form regarding volunteering for a committee. We need committee members to fill out this information.
- Assigned liaisons to each committee - A list will be emailed to committees

- One other idea that has been kicking around for the past year has to do with the email address - support@masfaa.org
Technology will be coming up with a FAQ page to avoid emails to support@masfaa.org
- As we go forward should we transition to a web that works with mobile devices?
Aaron can check with Noetic on that question.
- Can the current site be made more mobile friendly? The answer is yes.
- Great discussion. Iris thanked Aaron & Debbie for all of their work on this topic.

Old Business

Strategic Plan – Iris passed out a new draft of the Strategic Plan for MASFAA Council to read.

- Group discussion took place about the draft plan. Suggestions were made regarding much of the language. Should we call it a planning document vs. a strategic plan? Do we keep “Strategic” in the title? This gives us a direction. It has become more visual.
- Another suggestion: Strategic Planning Objective
- We have made great progress. Great job Iris!
- Are we ready to present it at the conference? Iris will see what she can do to get it out at the conference.
- Gail wants to amend her comments. She wants this document to represent a plan and a direction for this association.

Future Meeting topics – Iris will send a list via email

Action Items

1. Please get handbook updates to Migdalia
2. Get policies and procedures updates to committee chairs to upload to web
3. May meeting at EASFAA. Per Gail a room is available, but it does cost money. Room rental charge is \$400. Lori Moore will check on getting a room/lunch a Maggianos located across the **street**.

New Business – Gail

- NASFAA fall training this year is on Direct Lending. EASFAA is looking into offering it. EASFAA may have an interest in offering the training in MA. Open to EASFAA members for free. Non EASFAA members will need to pay. The training is in person - half day. Gail will get more information.
- Lori Moore wants an EC contact list. Iris will resend.

Motion to adjourn was made by Meaghan seconded by Bernie. Meeting adjourned at 2:01pm

Executive Session – Awards Selection