

Massachusetts Association of Student Financial Aid Administrators

January 16, 2015 at 10:00 am

Bentley University

Waltham, MA

In attendance: Kathy Anderson*, Meredith Barnhart, Diana Beaudoin*, Christina Coviello, Josh DeMaio, Kevin Deruosi, Roxanne Dumas*, Jennifer English*, Beth Feinberg Keenan, Alex Gonzalez*, Katie Kelsall*, Donna Kendall*, Carla Minchello, Emir Morais, Cathy Nelson*, Kathy Osmond, Wenimo Poweigha, Kate Rajbhandari, Jim Slattery*

Absent: Michael Albano, Bill Buescher, Ebony Carter, Anthony Crowe, Joanne Dashiell*, Vy Doan Callahan, Jeremy Greenhouse*, Jennifer Keenan-Jolie, Kelly Morrissey, Christine Padgett, Amy Proietti, Bonnie Quinn*, Colleen Russo*, Julie Shields-Rutyna, Amy Stewart, Susan Sullivan, Stephanie Wells, Alcira Zadroga

*Voting Members

Meeting Started: 10:00 am

President's Opening: Kathy Anderson*

- Welcomed everyone and wished them a happy New Year! Explained agenda for first meeting of 2015. Expects to end early as agenda is brief. Thanked Bentley University for hosting and announced that FAFSA Day was holding a meeting following our meeting.

Secretary's Report: Cathy Nelson*

- Minutes from the November meeting were emailed previously.
- Jennifer E. motioned to approve November meeting minutes, seconded by Roxanne, unanimous in favor to accept the minutes.

Treasurer's Report: Katie Kelsall*

- Reports as of early January were emailed earlier in week.
- Explained that Conference was under budget and that membership revenue is down slightly but the tax workshop is coming up which increases membership.
- Indicated that she has been receiving requests regularly and responding in a timely manner.

President-Elect's Report: Jim Slattery*

- Provided update on conference location under consideration.
- Indicated that he and Kevin will meet after the MASFAA Council meeting to begin mapping ideas for dates and locations. Expects to have master plan and short list of possible locations and dates by end of day.
- Kathy A. indicated that ACCESS Group has already announced their conference dates of November 9-11 so we have opportunity to work around their dates.

President's Report: Kathy Anderson*

- After the MASFAA Conference, Early Awareness held the fall Carnival of Learning.
- Going forward, most meeting locations have been determined. We will hold February's meeting in Charlestown and March is at The College Board in Waltham. The May location and Year-end Event have not been established.
- Currently writing President's message for Newsletter.

- In February, we will be checking-in on strategic goals. We will work on setting budget goals for next year in March meeting.

FAFSA Day Report: Meredith Barnhart

- They will hold a couple of FAFSA Day events next week and then the big day next Sunday, January 25th. Sites still need volunteers so please volunteer if you have not done so already.
- They have 1354 registrants so far but not all attendees register. FAFSA Day phones are being answered by College Coach and all emails received have been answered.
- FAFSA Day site coordinators are meeting after the MASFAA Council meeting. They also have FAFSA Day events after the main Sunday which they will continue to market and seek volunteers.

GPCC: Emir Morais

- Working hard to put together symposium on February 6th at the Harvard Graduate School of Education.
- Have very good line-up of speakers. Kathy A. will provide welcome message. Michael Moore, state legislator and chair of the Higher Ed Committee, will speak about a number of issues, including student loan debt and overview of general council list of discussion topics. Emir has spoken with him and seen his presentations online and thinks he does a great job engaging attendees. Lori Moore, ACCESS Group, will present on financial issues that graduate students encounter in their daily lives. Joe Jovell, Great Lakes Educational Loan Services, Inc., will provide a fresh perspective of loan servicers and what they offer. Ebony has assembled a panel with a diverse cross-section of students to offer a student perspective so we can get a sense of how to better serve these students.
- Capacity is 100 which they have never gone over. Folks from New England Association of Graduate Enrollment would like to have collaboration with GPCC in the future. GPCC has been in talks with them about possibilities.

Past-President's Report: Donna Kendall*

- Provided an update on the slate of candidates. After the last meeting in November, Donna and Jim strategized and have a slate but still need one more candidate for President and one more candidate for four-year public. Kathy A. asked if people can run a second time and concurred that people who have served can run and be elected a second time. Donna asked everyone to provide names of possible candidates.

PD&T Report: Christina Coviello

- Secured location for Jim Briggs. Worcester fell through and Wellesley was booked for the regular room but was able to find a lecture hall for February 10th. Kathy A. asked about us having Jim Briggs as a webinar. Kathy O. explained that EASFAA trainings are webinars due to distance of locations of members and the nice thing about MASFAA is that it is in person for questions and interactions. Jim agrees that ideally the trainings would be in person but even if we have it in-person, not everyone can attend. If we had a webinar or recording, we could provide it to members who cannot attend. Alex asked if we could webcast live or record and whether Jim Briggs would be open to being recorded. Emir asked if we have researched other presenters. Beth explained that she has a former colleague who is doing the tax workshop in New Hampshire January 30th and hopes he will consider presenting in Massachusetts. Alex asked if we can attend his session in NH to see if it is comparable to Jim Briggs. Everyone agreed that having someone attend is a good idea. Jim thinks it is great to research new presenter but would like the opinion of someone who has also seen Jim Briggs. Jennifer E. highlighted that in addition to Jim Briggs' presentation, he provides the book that offices use as a resource throughout the year. Roxanne

suggested we look at USA Funds and their materials because Jim Briggs even recommends the materials provided by USA Funds. She uses them as a resource and the materials are free. Christina is hoping that people who sign-up will attend. Last year, they had many people who signed up but did not attend nor notify them in enough time to allow someone from the waitlist and they had an extensive waitlist. Christina asked if we should impose a fee for not-showing up. Donna asked if we know how many people were no-shows and asked if we should book in an overage anticipating that people would be no-shows.

- Holding final Leadership Academy on May 14th.
- Emir asked if we have considered a fee for folks who want to attend a particular event but not become a member. Alex confirmed that we email a reminder and asked attendees to notify committee if they cannot attend. Kathy A. suggested that we build location cost for tax workshop in to budget.

Conference Report: Kevin Deruosi and Kate Rajbhandari

- Kate announced there were 372 attendees at the conference which was down 30 people from prior year. Grateful for decrease as site may not have held many more. Only seven walk-in registrations.
- Conference was moved to a Wednesday/Thursday format which seemed to lead to far more one-day attendees with more attending on Thursday instead of an even split as it has been in the past.
- We raised \$1,900 for our charity, Budget Buddies, which was well received.
- We had revenue from 18 vendors plus MEFA's sponsorship of bags. Did better job of accommodating vendors.
- Conference Committee has not had their after-conference discussion which will be on January 28th, but they have reviewed and analyzed the session and conference evaluations. Session evaluations continue to be well received and the highlight for folks. Across the board average score was above 4 of 5 and for overall evaluation everything but the facility averaged above 4 and facility was close to 4. Kevin said facility was 3.9 which was only .1 down from last year's 4. Kevin said main complaint was the parking issue on Wednesday. Feedback on food was good but attendees did not prefer the buffet as it was crowded. Emir asked about feedback regarding the distance and accessibility of the location. Kevin said that more people commented that there needs to be more on-site rooms. Kate explained that most of the negative location feedback was from the parking issue.
- Katie asked if MASFAA has ever matched the charity donation. Kate explained that we have not, except for last year in memory of Tom Threkheld. Donna agreed that matching is a great idea because it increases excitement and donations with people thinking that MASFAA is matching.
- Roxanne asked if we considered different pricing for second day if second day continues to have fewer sessions. Kevin and Kate suggested recording sessions and offering it to attendees even to one-day attendees if the price for each day is the same. Kate explained that we have been trying to engage more online but they are not at the point of recording sessions. They hope to explore options with the Technology Committee. Kathy A. asked if we would charge a "conference light" fee to members who want to access the recorded sessions but did not pay conference fee. Emir agreed that there should be supplements for in-person trainings, but not a substitute for in-person trainings.

Communications Report: Josh DeMaio

- Sent email regarding upcoming Newsletter and received a few new submissions. It will be coming out soon. Donna asked if they are going to include photo booth pictures. Kevin said they received a CD of the photos so he will pass that along. Donna indicated that conference scholarship winner, Celebis Crespo, should be submitting article.

Technology Report: Kathy Anderson * for Michael Albano and Amy Stewart

- Kathy A. explained she spoke with Mike who will begin conversation with Noetic about additional capabilities and roadmap of website. He expects to attend February meeting to report progress.

Old Business:

- Alex mentioned they are researching sites for Year-end Event and are considering UMASS Boston, Northeastern and other college sites in Boston, as well as LiR. Looking at a June date during the week. Jim did look into Northeastern and location currently available and room/food/drink options remain within budget. Donna suggested Northeastern would be a great location because Jim is becoming president and he works at Northeastern. Roxanne asked if we have numbers from last year so they can use it as a template. Emir suggested we use this event as a recruiting tool and as a kick-off to 15-16. Members could bring at least one person that they want to get involved. Kathy A. said we can use this as a potential opportunity to involve people and/or schools that are not regularly involved. Kathy O. said that if it is too much of a party some people cannot attend because they need to justify their attendance to their employer. Alex said the majority of it is after work hours. Attendees may need to leave work early but the hours are 5-8. They are looking for the week of June 8th, probably June 11th.

New Business:

- None

Jennifer E. motioned to adjourn, Alex seconded, unanimous in favor to adjourn at 11:54.