

**Massachusetts Association of Student Financial Aid Administrators**

September 19, 2014 at 10:00 am

MGH IHP

Charlestown, MA

**In attendance:** Kathy Anderson\*, Michael Albano, Meredith Barnhart, Ebony Carter, Christina Coviello, Anthony Crowe, Joanne Dashiell\*, Kevin Deruosi, Roxanne Dumas\*, Beth Feinberg Keenan, Alex Gonzalez\*, Jeremy Greenhouse\*, Katie Kelsall\*, Donna Kendall\*, Carla Minchello, Emir Morais, Cathy Nelson\*, Kathy Osmond, Christine Padgett, Wenimo Poweigha, Colleen Russo\*, Julie Shields-Rutyna, Jim Slattery\*,

**Absent:** Diana Beaudoin\*, Bill Buescher, Josh DeMaio, Vy Doan Callahan, Jennifer English\*, Jennifer Keenan-Jolie, Kelly Morrissey, Amy Proietti, Bonnie Quinn\*, Kate Rajbhandari, Amy Stewart, Susan Sullivan, Stephanie Wells, Alcira Zadroga

\*Voting Members

**Meeting Started: 10:14 am**

**President's Opening: Kathy Anderson\***

- Welcomed everyone and thanked them for coming to Charlestown. Introduced Roxanne Dumas, 4-yr private member at large and Julie Shields-Rutyna, co-chair for AID, who were unable to attend retreat.
- Reviewed agenda and interest in meeting discussion topic.

**Secretary's Report: Cathy Nelson\***

- Minutes from the August Annual Retreat were emailed previously.
- Donna motioned to approve August meeting minutes, seconded by Alex, unanimous in favor to accept the minutes.

**Treasurer's Report: Katie Kelsall\***

- Reports and Payment Request Form emailed earlier in week.
- Explained that as it is early in year, not a lot of changes. With conference coming, we will start seeing more income and expenses.
- Kathy A. and Katie now have bank cards.
- Requested that only committee chairs submit completed Payment Request Forms. Completed Forms should be sent to Jennifer E. with a copy to Katie.

**Past-President's Report: Donna Kendall\***

- Emailed scholarship registration fee scholarship announcement to MASFAA list serve. Already received one application but would like committee chairs to look at their committees and pass information on to committee members. Members at Large will comprise committee to decide recipient.
- Established nominating committee for the Executive Council positions up for election for 2015-2016. Nominating committee consists of Past-President, President-Elect, Ryan Forsythe, Judy Keyes, Sherri Avery, Jeremy Greenhouse and Jeff Bentley.
- Emailed request for nomination announcement to MASFAA list serve. Already received nominations. They will begin pool of candidates for the following positions:
  - President-Elect
  - Secretary
  - Member at Large – Four Year Public

- Member at Large – Two Year Public
- Member at Large – General (any sector)
- Associate Member at Large
- Initial email gave deadline of September 19 but will send reminder and provide final deadline of Tuesday, September 23. Email encouraged people to nominate themselves or others.
- Beth Logan, MA Society of Enrolled Agents (tax preparers) emailed Donna. They are planning a meeting and would like a financial aid person to address the tax return aspect of financial aid. Donna requested names of people who work in financial aid and are really good at tax returns and how the elements are used in need analysis for FAFSA and Profile. They are not financial planners but tax preparers and they would like to know how their preparations of tax returns affect aid application reviews. They will hold an hour and 45 minutes meeting April 2015 in Waltham. They hope two people can speak to federal and institutional need analysis. Katie asked if we can use this group for the tax workshop. Donna explained that Beth is happy for this to be an exchange. Kathy A. and Colleen volunteered to present. Colleen asked if they were interested in coming to campuses to help students prepare their taxes. Meredith recommended Boston Earned Income Coalition who volunteer and provide assistance. Colleen is looking for people who come on to campuses. Meredith also volunteered.

#### **President-Elect's Report: Jim Slattery\***

- Emailed MASFAA award nomination announcement. Already received nominations but would like more so encouraged committee chairs to nominate.
- Completed small survey regarding conference 2015. Found that main interest is Boston. He has been looking at Boston locations hoping that early contact may result in lower costs. Also looking at 128/495 belt, Cambridge Marriott and Boston seaport area. He will begin working with Kate and Kevin of the Conference Committee to begin site visits later this month or beginning October so they can have site narrowed down by next meeting.

#### **President's Report: Kathy Anderson\***

- After retreat, Jeremy Phillips provided summary of topics that stood out as areas that we would like to strengthen: effective planning, consultants for conference and technology.
- Heard from committees that they are short of members so she will send email requesting volunteers. Asked which committees want additional members and whether they have options for people to conference call in to meetings because they do not have transportation. Would like to give people option to phone in. Will ask people to volunteer when renewing membership. Encouraged chairs to reach out to folks and ask them personally volunteer.
- Writing welcome for website and working on conference.
- Put out appeal to MASFAA members regarding member who lost her home and announced her GoFundMe account. She did not receive any negative comments and many people contributed.

#### **PD&T Report: Christina Coviello**

- Leadership Academy starts next week on September 25 at Wellesley College. Ten people attending. Colleen asked if they can still add people. Christina said yes. Presenters are set for first two sessions.
- Just the Facts begins on September 23. One of the trainers is not able to present on Tuesday so they sent email requesting new presenter. Discussed NASFAA credentials process and cost. Committee will discuss ways to develop larger pool of possible trainers.
- Kathy O. asked if they were interested in doing the EASFAA IM training. Christina will discuss with committee and follow-up with EASFAA.

#### **Conference Report: Kevin Deruosi**

- Announced hotel info is on website and hoping registration will go live next Tuesday.

- Shared theme and logo of 'Everyday Heroes.' Will mail physical poster to directors to encourage attendance. The hotel and food are in place.
- Charity is Budget Buddies; an agency out of Lowell that provides financial literacy to women in the Lowell area.
- They will have an improv group and photo booth for entertainment. The UMass Lowell Jazz ensemble will play during dinner and a few UMass Lowell students will serve as ambassadors to assist people navigate the conference center.
- One of the keynote speakers is no longer able to attend but they have a few ideas to fill the slot. People provided additional suggestions.
- Working on agenda but draft will be available when registration goes live.

#### **Membership Report: Carla Minchello**

- Announced that we have 514 paid members and 62 unpaid members and explained that these are ahead of last year's numbers. She expects a bump in numbers when conference registration goes live.

#### **Development Report: Joanne Dashiell**

- Ten vendors already signed up to exhibit at conference. Two selected conference bag insert option. The lanyard and bag sponsorship opportunities are still open.
- Continuing to reach out to additional vendors and offer sponsorship opportunities.
- Asked when she should tell vendors to arrive to set-up. Kevin will find out and let her know. Kevin is thinking Wednesday but he will confirm and let her know.

#### **Technology Report: Michael Albano**

- Met this past Monday. Committee liaisons are being assigned and they will follow-up with committee chairs to let them know their liaison.
- Updating committee lists and sending follow-up email to request photo of committee chairs who do not have photos on the website.

#### **Strategic Topic of the Month (Technology): Kathy Anderson\***

- Mike explained that the Technology Committee discussed areas they felt should be addressed. They brought up website having an internal search feature to help navigate site. The unrestricted directory listing led to lengthy discussion. They will look at other states' sites for a benchmark. They would like to make website mobile accessible. Researching password protected areas, cloud based storage and WebEx/teleconferencing options for webinars and workshops. Asked for questions.
- Kathy A indicated that this is where we are and asked for thoughts.
- Emir asked if wish list is prioritized for short-term and long-term and whether they assessed how long the wish items list will take. Mike explained that they are in exploratory phase. He determined that we do not have a true legal contract with Noetic, but explained that we have to look at what they provide given the amount we pay. Noetic is flexible and provides a lot for what they cost.
- Donna added that we spoke about Members at Large having a list serve for their constituency and a more standardized way of listing school name during registration process.
- Colleen asked if the committee has ever determined a budget for what items have been requested. Mike explained that primary concern had been cloud option and policy and procedure manuals. This is the first time we have been able to explore additional options. Colleen asked if we need to work on vendor first and then consider items. Mike recommended that we prioritize items and then present to Noetic to determine their price and ability and then if needed, research other vendors to see if there is a better option.

- Anthony asked if Noetic controls all aspects of website. Mike explained that Noetic holds and manages website but committee members are able to manage specific aspects like the list serve. Mike said that we would need to make sure that Noetic is able to do the things we want and would not need to outsource which could cost more money. If that is the case, it may make sense to research other vendors.
- Carla asked to include automating membership and conference registration and additional reporting features such as historical reports in wish list. They have to manually match up payments with members and they keep historical data in committee reports. It would be nice to have a data warehouse.
- Ebony suggested that we have an area that would contain older information and provide access to tools, webinars and question and answer section (i.e. forum, chat room) and would allow us to include other members who cannot travel to the training or rely on the list serve. Mike said that as we look at these new features, we need to consider who is responsible for managing the additional information and sections. As the website has more to offer; they will need more members who want to serve on Technology Committee to help manage these features.
- Anthony asked if committees could have a committee specific email address or general email address. Mike said we would need person to manage the additional email addresses.
- Kathy A. summarized areas to consider as WebEx for various reasons, skyping for meetings, historical records, better reporting, password protected areas of website, historical record of who has served in what capacity, social media presence (i.e. blog, Twitter), generic email addresses and teleconferencing. Mike said some of the historical records are in the back of the website but not easily accessible.
- Kathy A. suggested gathering a task force to assist Technology or take the lead on prioritizing items. Committee chairs and Members at Large could be on task force. Mike will touch base with Amy to determine which sections would best be handled by Technology Committee and which by task force. Jim volunteered to be on task force.
- Mike indicated that he will have a brief report for October meeting and a more concrete plan by January meeting.
- Katie suggested asking for volunteers from members at conference.
- Alex suggested throwing it out at the Conference to see if members are interested in providing thoughts to their Members at Large.
- Mike said they slow down after conference so they can spearhead in January.
- Anthony suggested we ask Noetic for suggestions.
- Emir suggested that they include prices and timelines for their suggestions.
- Colleen indicated that website listing of Exec Council does not list sector for Members at Large.
- Jim and Members at Large will comprise task force. Kathy requested they put together prioritized items and costs.

### **Old Business:**

---

- None

### **New Business:**

---

- Beth announced that the Carnival of Learning will be December 1. They will reach out for exhibitors' carnival booths at Pyne Middle School in afternoon.
- Kathy A. indicated that May meeting will move to May 8.
- October 17<sup>th</sup> is next meeting. Location is TBD but possibly Northeastern University.

Alex motioned to adjourn, Colleen seconded, unanimous in favor to adjourn.