

**MEMBERS:**

Co-Chair: Longino Alex Gonzalez, Northeastern University  
Co-Chair: Katie Kelsall, Harvard University Division of Continuing Education

Members (16):

Renato Aguilar  
Jill D'Amico  
Courtney Hatch Blauvelt  
Krista Cosco  
Robert Dais  
Francine Davis  
Carla DeLucia  
Beth Feinberg Keenan  
Melissa Gardner  
Carole Hunter  
Julie Shields  
Robyn Stewart\*  
Erin Mell-Taylor  
Tanya Tanaro  
Sarah Yoffe

**PURPOSE:**

The purpose of the Early Awareness and Outreach Committee is to be engaged with financial aid administrators in the state to promote early college planning initiatives at the middle school and high school levels with the knowledge that the cost of college is the greatest challenge for underrepresented and low-income populations. We also act as an early awareness and financial aid resource for MASFAA members as well as high school and college preparation counselors so that they may remain educated, engaged, and effective as professionals.

**2012-2013 OBJECTIVES:**

1. To create new and strengthen current MASFAA partnerships with community leaders, officials and citizens which serve the communities of Massachusetts.
2. To continue and improve our efforts at collaborating with Massachusetts School Counselors Association, Gear Up, American Student Assistance, MEFA, and the Massachusetts Office of Student Financial Aid to promote early awareness of financial aid and college access.
3. To increase our involvement in the National Training for Counselors and Mentors (NT4CM), an annual training program designed to provide counselors and mentors with professional resources

that will help them more effectively advise high school students and families about how to prepare financially for college, to engage with MASCA.

4. To continue to develop a pilot program that will:
  - a. Provide financial literacy and awareness of the financial aid process to High School College Preparation counselor(s) and students through presentation/workshops.
  - b. Establish direct line of communication with High School College Preparation/Guidance counselor(s) with specific low income area high schools.
5. To continue to develop, improve and implement two annual Carnival of Learning events serving an approximate total of 120 -140 Middle School students in different communities around the Commonwealth of Massachusetts by offering high quality early awareness programs.
6. To increase financial literacy and financial aid awareness to the parents of the middle school students who participate in the Carnival of Learning event by creating a complementary financial literacy workshop.
7. To encourage MASFAA members to volunteer at the Carnival of Learning Events without active commitment to the committee.
8. To increase the presence of MASFAA and the EA&O Committee across all of Massachusetts.
9. To improve the quality and content of our EA&O webpage.

#### 2012-2013 MASFAA GOALS:

- Advance the Art and Science of our Profession
  - with students, families, on and off-campus colleagues, faculty and administration, elected and governmental officials
- Increase engagement of members
- Continued commitment to high quality, cost effective training and professional development
- Update the Association's Strategic Plan

## MONTHLY REPORT: APRIL 2013

- ◆ Spring COL, Thursday, April 4, Umana Academy, East Boston
  - Another successful event!
  - 90+ students in attendance
  - 7 School participants
    - Fisher College- Travel/ Hospitality
    - Massachusetts Institute Technology - Chemistry
    - Middlesex CC – Environmental Science
    - Northeastern University – Engineering
    - Empire Beauty School - Cosmetology
    - Boston College – School of Education (renege on receiving stipend for services)
    - Babson College –Business/Entrepreneur
  - Represented a variety of programs, including STEM, business, cosmetology, study abroad.
  - Writer John Lynds from *East Boston Times* covered the event
    - No notification has been made yet when and if article write-up will be published
  - Parent presentation
    - 5 RSVP'd
    - 2 attended
  - Raffle donations
    - Autographed picture of Will Middlebrooks from Red Sox
    - Two \$50 gift certificates to local restaurant
    - GEAR Up Gift Bag
  - Follow-up action items
    - Thank you notes to be sent to volunteers
    - Evaluations from presenters
    - Outstanding stipend checks
- ◆ ESDC
  - “Let’s Get Ready” Program – New pilot program partnership
    - \*High School Transition Workshop - Saturday, April 6, Boston – 89 South Street
    - \*Alex presented on 2- financial aid/financial literacy one hour sessions to high school students from around the Boston, Northern and western areas of the commonwealth.
    - \*Committee to present in future workshop and/or assists counselors/admin/students
  - College Conversations Night
    - Sunday, April 28, Harvard Ed Portal
    - Allston/Brighton high schoolers
    - Katie to present on financial aid
    - Will be reaching out to committee for additional volunteers
- ◆ New Co-Chair search is under way (Alex to roll off) - No committee member has voiced interest.
- ◆ End of year celebration
  - Would like to plan a wrap-up celebration for committee

## MONTHLY REPORT: MARCH 2013

- ◆ Committee had a conference call on Thursday, February 14<sup>th</sup>
- ◆ Spring COL - Umana Academy doesn't have the capacity to host the entire 8<sup>th</sup> grade class at once, and the committee felt that it would be too difficult for both committee members and school participants to host two carnivals in one day.
- ◆ We have 7 confirmed school participants:
  - NEU – STEM
  - Babson – Business
  - MIT – Chemistry
  - MCC – Environmental Science
  - Empire Beauty School - Cosmetology
  - Boston College – School of Education
  - Fisher – International relations
- ◆ MassBay also volunteered, but we do not have enough space for 8 schools. We have asked if they will be a back-up.
- ◆ We are in the process of getting the volunteers' contact info in order to issue stipends.
- ◆ Umana will be providing the tables for the event.
- ◆ We will be reaching out to parents via Umana's GEAR Up staff to invite them to a parent presentation during Carnival.
- ◆ We have confirmed with at least 1 GEAR Up alumni who will speak at the COL; we plan on getting one more volunteer.
- ◆ As part of the ESDC pilot, we will assist the Enrollment Leadership Academy for College Board by presenting a financial aid workshop on Saturday April 6<sup>th</sup> for the "Let's Get Ready" program in Boston. LGR helps first-generation, low-income and/or minority students prepare for and transition to college.
- ◆ Our next meeting will be held the week of March 18; exact date TBD

#### MONTHLY REPORT: FEBRUARY 2013

- ◆ Committee met on Thursday, January 17 to plan out our Spring Carnival at Umana Academy
  - April 4<sup>th</sup>, 11 a.m – 3:15
- ◆ Umana would like us to accommodate the entire 8<sup>th</sup> grade class (approx. 120 students), if possible
  - We told them we would like to if we can, but will depend on how many school participants we can have
  - Want to keep the groups of students to 10 or less so that they can get something out of Carnival
- ◆ Delegated the responsibility of inviting schools to participate to committee members; each member will be contacting at least one school
- ◆ Revised the school invitation letter and sent out to committee members to use when contacting schools
- ◆ Confirmed participants:
  - Babson
  - MCC
  - Empire Beauty School

\*Will discuss the presence of for-profit schools at COL
- ◆ Reaching out to:
  - NEU, BC, BU, MIT, Emerson, Bunker Hill, Roxbury, Mass Bay, Newbury, UMASS Boston, Simmons, MCPHS, NEC, Berklee, Tufts, Harvard, Wentworth, Fisher

- ◆ Planning to have a parent session at COL
  - Creating invitation and RSVP to send to parents
- ◆ Discussed creating a back-up table to be run by committee member(s) in case we can't get enough school participants
  - Career building/ "My first resume" activity
- ◆ Committee members will also be contacting local organizations to solicit donations
- ◆ It came to our attention that Lawrence Middle School is planning their own Carnival of Learning without us. Since we do not have the resources to do more than 2 Carnivals a year, we support their decision to do their own; however, we have asked that they use a different name, since the "Carnival of Learning" is a NASFAA event.
- ◆ ESDC information has been updated on our website
- ◆ Tanya has resigned from the committee (at least, that's what she thinks).
- ◆ Next meeting is scheduled for February 14<sup>th</sup>.

### MONTHLY REPORT: JANUARY 2013

- ◆ The committee will have its first meeting of the year on Thursday, January 17 at Babson College
  - Will begin planning spring Carnival.
- ◆ Spring Carnival will be held at Umana Academy in East Boston on or around April 4<sup>th</sup>.

### MONTHLY REPORT: DECEMBER 2012

- ◆ December's committee conference call will be held on Friday December 14<sup>th</sup>.
- ◆ The four NT4CM fall webinars were successfully completed.
- ◆ Solicitation for donations to the list serve was successful. The donation table at MASFAA conference was successful. Ample donated items were made available via mail and at conference table which has enabled EA&O to successfully provided supplies and give-a-ways gift bags to students at this past fall COL and for spring COL.
- ◆ The Fall Carnival of Learning event in Worcester East Middle School (WEMS) was another success.
  - 4 schools, 5 programs in attendance
    - Quinsigamond Community College
      - Hospitality
      - Engineering
    - Worcester Polytechnic Institute
      - Environmental Science
    - Middlesex Community College
      - Geology
    - Mount Holyoke College
      - Dance Program
  - Parent Financial Literacy program – Semi Successful
    - WEMS inviting about ten parents to COL, only one pair of parents attended.
    - The parents toured and observe the COL event as spectators and then attended a separate workshop presented by Julie Shields-Rutyna about saving and paying for college. Take-home materials were provided to the parents and additional materials were left at WEMS for distribution to parents.

- Financial Literacy booth was another success with the students.  
Due to the far proximity between Worcester and Boston, it was decided that the Northeastern University Basketball admissions tickets were not to be raffled off as prizes to the students. We were not able to obtain any donated admission tickets to the Worcester Sharks sporting event as planned. A couple of donated sweaters from BU, a scarf from SNHU and a couple of other donated items were provided as raffle prizes.
- Iris Godes was our guest of honor.
- ◆ An additional tab/page has been incorporated to our EA&O webpage to show case our Educating Sense to Dollars for College (ESDC) pilot program. The page is still under construction. Members are currently working with our technology liaison on the content of the page. We expect the page to be up shortly.
- ◆ Preparations are underway for Spring COL. Umana Academy in East Boston will be hosting spring COL. An exact date has not been determined. Late March or the first week in April is the target.

### MONTHLY REPORT: NOVEMBER 2012

- ◆ Conference call on Friday, November 2 (rescheduled from Monday 10/29 due to storm Sandy)
- ◆ NT4CM fall schedule every Tuesday, 10am-11am
  - November 2<sup>nd</sup> Session 1 – Overview of Financial Aid Programs & Applying for Federal Financial Aid \*(re-scheduled from Tuesday 10/30 due to storm Sandy)
  - November 6 Session 2 – Student Dependency Status & the Number Is...
  - November 13 Session 3 – After the FAFSA & Searching for Scholarships
  - November 27 Session 4 – State and Institutional Aid & Conclusion
- ◆ Members Alex, Jill, Katie, and Renato will do the presentations respectively; Sarah has volunteered as a backup presenter
- ◆ Alex & Jill attended the MASCA Conference on Tuesday, October 23 – Very successful
  - Promoted our committee as well as our pilot program (ESDC)
  - Made many connections with guidance counselors
  - Made many connections with school exhibitors from across the state  
Interested presenters for future Carnival events
  - Kendra Lider-Johnson also joined us to promote FAFSA Day
- ◆ Carnival of Learning planning underway for November 15 at Worcester East Middle School
  - Event from 12 pm -3:30 pm
  - Confirmed school volunteers: 3 schools, 4 programs
    - Quinsigamond Community College  
Hospitality & Engineering
    - Worcester Polytechnic Institute  
Science
    - Middlesex Community College  
Geology
  - Pending schools volunteers (not yet confirmed)
    - College of the Holy Cross
    - Nichols College –Sports
    - Worcester Polytechnic Institute - Robotics

- Gear Up has confirmed at least one guest speaker, confident that we will have 2-3
- WEMS inviting parents to COL
  - The parents group will tour and observe the COL event as spectators
  - A separate presentation will be set up for the parent program
  - Expect roughly 10 overall to come due to time schedule
  - Julie/MEFA will give presentation for about an hour or so about paying for college
  - Julie will provide take-home materials for up to 25 parents, leave the remaining at WEMS for distribution
  - Parents presentation will be in the cafeteria, next door to the gym where the Carnival will be held
- WEMS have ordered tables and chairs for the event, eliminating the rental cost of EA&O
- Most supplies for COL in stock, may need to purchase some extra materials for the graduation and Financial Literacy booth
- Financial Literacy booth activity will be the same as last Carnival except we will be using a football theme
  - Alex to make a football scoreboard
  - Financial Literacy sub-committee members to go over activity sometime during MASFAA Conference next week
- Student Raffle Prizes
  - 6 donated admissions tickets to Northeastern University Men's Basketball home game
  - Possible donated admissions tickets for the Worcester Sharks sporting event
- ◆ EA&O will have a booth at MASFAA to collect Carnival donations, volunteers for the event
- ◆ Additional volunteers needed for fall COL
- ◆ Next meeting, Tuesday, November 13
  - Will go over final details and logistics for fall COL

#### MONTHLY REPORT: OCTOBER 2012

- ◆ EAOC met on Thursday, September 27<sup>th</sup> at Babson College.
- ◆ Technology committee has confirmed that Julie Wickstrom is our committee liaison.
- ◆ EAOC would like to have a booth at conference like in previous years; Tanya to contact Conference Committee to see if that's possible.
- ◆ We can no longer host fall COL at Normandin Middle School. The principal there does not want us to be there during the school day. Committee members decided that it would be too difficult for us as well as for schools to participate during after school hours.
- ◆ Fall COL will now be held at Worcester East Middle School In Worcester, MA on November 15 from 12-3:30. We are working on acquiring school participants.
  - Updates to the MASFAA web page are being made.
  - Reach out through MASFAA list-serve
- ◆ Committee discussed how we could include parents at future COLs.
  - Julie Shields volunteered to facilitate a discussion about paying for college at a separate booth or in a separate room during COL.

- Gear Up alumni would speak to parents about the college experience.
- Parents would also have some time to walk around to the various booths and get a sense of what happens at COL.
- ◆ EAOC will be attending the fall MASCA conference on Tuesday, October 23<sup>rd</sup>, in Boxborough, MA as an exhibitor promoting our pilot program, Educating Sense into Dollars for College.
  - We will also be sharing the booth with the FAFSA Day committee.
- ◆ Pilot program:
  - Contacts have been established with Fenway High School in Boston – Elizabeth Beal, college counselor.
  - New email for all pilot program (ESDC) communication:  
[EarlyAwarenessAndOutreach@gmail.com](mailto:EarlyAwarenessAndOutreach@gmail.com)
    - \*Committee will come up with schedule for checking this email once we start working with schools.
- ◆ Next meeting:
  - October 25, 2012
  - Conference Call

#### MONTHLY REPORT: SEPTEMBER 2012

- ◆ The Early Awareness Committee had a conference call on both July 18<sup>th</sup>, 2012 and August 16<sup>th</sup>, 2012.
- ◆ The Committee's next meeting is scheduled for September 27<sup>th</sup>, 2012 at Babson College.
- ◆ Our fall 2012 Carnival of Learning is scheduled for November 1, 2012 at Normandin Middle School in New Bedford.
  - COL sub-committee has begun communications out to institutions and speakers to participate in the fall COL.
  - We are working on implementing a session for parents during the Carnival
    - \*Parents will be present for the introduction, alumni speakers and tour the MASFAA presenters at beginning of COL.
    - \*A separate booth or room (auditorium) in the school to talk and interact with parents about financial aid and college preparation.
    - \*EAOC members will contact parents once the student list has been finalized.
    - \*Goal is to reach 10 parents.
- ◆ We are working on implementing our pilot program – Educating Sense to Dollars for College (ESDC) -- during the 2012-13 academic year
  - Objectives:
    - \*to serve as a direct financial aid liaison with HS guidance and college preparation counselors
    - \*to engage high school students to be financially prepared for College by educating them through workshops on the financial aid process, award letters, cost of attendance, loan counseling, saving and budgeting, credit cards, etc.

- Efforts to begin establishing relationships with one high school in each of the following areas have commenced:
  - \*Lawrence – Lawrence High - Alex Gonzalez/Vivian Irrgang, GEAR Up Program Manager
  - \*Worcester – Framingham High – Iris Godes/Christine Luzi, Head of Guidance
  - \*Boston – TBD – A few options available.
- Coordination with FAFSA Day Committee to present a workshop at a FAFSA Day school prior to their event and a 2<sup>nd</sup> FAFSA day event is being considered.
- Communication/research was initiated with Federal Reserve Bank of Boston, per Lori Moore’s recommendation.
  - \*Their website has a financial literacy section that includes free, downloadable materials we may use.
  - \*We have contact information for someone at the reserve who focuses on the education division.
  - \*Considering a partnership with the reserve.
- We will be reaching out to the greater MASFAA community for support and volunteers.
- ◆ Committee members participated in NT4CM’s Train the Trainer webinar on August 16.
  - We will schedule and host a series of webinars for Massachusetts counselors.
  - Consideration is being made to present a session at the fall MASCA Conference on October 23.
- ◆ The Google Docs platform has been considered and will be used by the EA&O to share certain committee and sub-committee documents.
- ◆ Updates to our webpage are being made with Technology Committee.
- ◆ Renato Aguilar will be our liaison to the Communications Committee

**MONTHLY REPORT: AUGUST 2012**