

MEMBERS:

Co-Chair: Katie Kelsall, Harvard University Division of Continuing Education
Co-Chair: Beth Feinberg-Keenan, College Coach

Members (19):

Renato Aguilar

Jill D'Amico

Bill Buescher*

Courtney Hatch Blauvelt (on maternity leave)

Krista Cosco

Anthony Crowe*

Robert Dais

Rae Daniel*

Francine Davis

Carla DeLucia

Christa Gilmore*

Alex Gonzalez

Jessika Mantenuto*

Julie Shields-Rutyna

Dovelle Sala-Diakanda*

Maegan Wright

Sarah Yoffe

*New as of 2013-14

**Inactive (updated 5/1/2014)

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.

2013-2014 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.

2013-2014 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
- Implement the Association's Strategic Goals for 2012 - 2015

MONTHLY REPORT: APRIL 2014

- ◆ Spring Carnival of Learning took place on Friday, April 4th at Chestnut Middle School
- ◆ Roughly 70 8th graders
- ◆ Two GEAR UP Alumni
- ◆ 3 school participants including: STCC , Westfield State, and Amherst
- ◆ Early Awareness had 3 booths of their own: Alex, representing UMASS Lowell/Marketing, Career planning booth, and Financial Literacy
- ◆ Having committee booths were essential, as it was hard to get schools to participate this time around
- ◆ Volunteers from school and GEAR Up were essential to the success of the event
- ◆ Feedback from students and volunteers was overall positive
 - Early Awareness booths were well received
 - Students wanted more art programs in future
 - One school volunteer felt like the stipend was unnecessary and didn't accept it
 - Mentioned that state schools really shouldn't accept these funds
 - Perhaps this is an area to cut costs in the future
 - Activity time ran at about 13 minutes for each booth; presenters and students wanted more time
- ◆ Almost all reimbursement checks for Carnival have been sent out
 - Still room in budget
 - School covered cost of lunch this time around
 - Fewer stipends than usual
- ◆ Communications Committee helped record and edit a video of the COL which we can use to promote the event in the future.
 - Production cost was around \$200 which the Early Awareness Committee will cover
 - Ryan is to send us the invoice
- ◆ Committee is planning on having one final meeting in May/June to wrap up and discuss planning for next year
 - Date TBD
- ◆ Katie updated list of active members (see above), which we can use for end of the year recognition.
- ◆ She also nominated Anthony Crowe for volunteer of the year.
- ◆ We have not yet found a co-chair for the 14-15/15-16 academic years. We will need Exec Council's help with that.

MONTHLY REPORT: MARCH 2014

- ◆ Committee had conference call on February 27th
- ◆ Planning underway for our Spring COL at Chestnut Middle School
 - Westfield State, UMASS Lowell, and Springfield Technical have confirmed participation
 - Amherst is tentative
 - Committee members have also reached out to UMASS Amherst, Springfield, Mt Holyoke, MCC, Bay Path, Holy Cross, WPI, and American International

- ◆ Committee will reach out to local organizations for donations to raffle: Six Flags, Basketball Hall of Fame, Dunkin Donuts
 - We will also donate one-of items previously donated by institutions that we have on hand
- ◆ Kristen from Gear UP will reach out for Gear UP Speakers
- ◆ Julie will run the financial literacy table this time around
- ◆ We should have enough supplies in inventory for this carnival but will need to order more piggy banks
- ◆ Other to-do list items:
 - Order tables
 - Order lunch for volunteers
- ◆ Anthony created bookmarks with information about MASFAA/financial aid resources that the GRC and Early Awareness Committee will share.
 - We will use these to promote our pilot program
- ◆ Committee will be looking for a new co-chair for the 14-15 and 15-16 academic years. At this time, no current committee member has expressed interest.
- ◆ Our next meeting will be a conference call at the end of the month.
- ◆ Meeting at NEU schedules for Thursday, April 3rd to stuff bags for Carnival.

MONTHLY REPORT: FEBRUARY 2014

- ◆ Committee had conference call on January 23rd
- ◆ We agreed to go back to Chestnut Middle School to host COL for 8th graders in spring
 - Friday, April 4
 - Will reach out to fall volunteers to see if they will come back
- ◆ Would like to pursue different schools for future COLs (outside of GEAR Up)
 - Alex suggested we start contacting schools before summer since they will not have their school year booked up yet
 - Committee would like to update COL YouTube video for outreach purposes
- ◆ Chairs reminded committee to volunteer for FAFSA Day
- ◆ Committee is still working on getting pilot program off the ground
 - Beth will contact FAFSA Day schools/guidance counselors to let them know committee members are available to be liaisons
 - We will provide guidance counselors with a list of members along with their schools and contact information
 - *put list on Early Awareness webpage
 - *will allow counselors to choose who they contact – they may be looking for people in specific sectors
 - *ultimately include MASFAA members outside of committee
 - Recommend that counselors contact us using keywords in subject line so that we can identify their emails in our inboxes easily
 - Anthony suggested we make bookmarks that include our services/experience and contact information to send out to schools as a resource
- ◆ Next conference call: Thursday, February 13th, 2-4

MONTHLY REPORT: JANUARY 2014

- ◆ Committee will meet on January 23 to begin planning for our spring COL

MONTHLY REPORT: DECEMBER 2013

- ◆ Fall 2013 Carnival was a success
 - 7 participating schools including UMASS Lowell, MCC, Yale, Springfield Technical, Western New England, Amherst, Westfield State
 - 2 GEAR UP Alumni spoke
 - Many GEAR UP staff also volunteered
 - Evaluations from students and volunteers were all positive; many volunteers expressed interest in participating again
 - Students especially enjoyed nursing and law programs
 - Chestnut Middle School staff and students were exceptionally grateful. Interested in having us return in the spring for 8th grade students.
- ◆ Updated "News" page and submitted article to Newsletter about COL
- ◆ All stipend and reimbursement checks have been sent out – thank you, Jen!
- ◆ Next meeting: January 23 (conference call)

MONTHLY REPORT: NOVEMBER 2013

- ◆ 2013-14 NT4CM sessions are complete
 - Low turn-out; in the future, we will advertise more instead of relying on ASA
 - Will partner with MEFA to get the word out
- ◆ Committee will be collecting donations for COL at the MASFAA Conference November 6-7
- ◆ Fall 2013 secured for Friday, November 22 at Chestnut Middle School in Springfield, MA
 - Expecting roughly 70 students
 - Participating schools:
 - MCC (Environmental Science)
 - Westfield State (Nursing)
 - Springfield Technical (Engineering)
 - Yale (Psychology)
 - Western New England (Social Work)
 - Amherst (History/Political Science)
 - Bay Path (TBD)
 - 2 Gear Up Alumni speakers confirmed:
 - Anthony Chidoro (returning)
 - Victoria Katko
 - Committee ordered tables and chairs for the event as the school cannot provide
 - Committee planning to meet November 21 at NEU to pre for Carnival

MONTHLY REPORT: OCTOBER 2013

- ◆ Kerry Jacob accepted a new position within Wells Fargo and can no longer participate on the committee.
- ◆ The NT4CM series began on Tuesday, October 8; will continue throughout the month.
- ◆ Beth talked with AID committee chairs to discuss how we can collaborate on our financial aid liaison pilot program.
- ◆ We've decided not to attend MASCA this year. Instead, we're going to work on establishing relationships with guidance counselors/mentors via our existing networks.
 - Plan on attending 2014 conference once our program has grown a bit.
- ◆ Committee had a conference call on Wednesday, September 25 to go over updates on the pilot program and to plan our upcoming COL at Chestnut Middle School in Springfield.
- ◆ We have secured 5 schools to participate in the COL:
 - Springfield Technical CC
 - Yale
 - Bay Path
 - MCC
 - Western New England
- ◆ We would like to secure up to 2 more schools, if possible.
- ◆ Principal at Chestnut would like to the entire 7th grade class to attend the COL (approx. 300 students)
 - Though we would love to reach all students, this is likely impossible:
 - *Typically we have about 70 students at COL
 - *Would not have enough room in gym for all kids at the same time
 - *Students would get a watered down version of COL
 - GEAR Up Liaisons, Krista and Robert, are negotiating with principal
 - Alternatives:
 - *Serve half the students in fall and do a second COL in the spring
 - *Offer students the COL as some kind of reward.
- ◆ Committee decided not to have a parent session at COL since attendance was low in past.
- ◆ We sent out request for COL donations via the MASFAA listserv
 - Received donations from ASA
 - Will collect more at Conference
- ◆ Our next meeting will be at Babson on Thursday, October 24.

MONTHLY REPORT: SEPTEMBER 2013

- ◆ Katie and Beth updated our Purpose & Duties and Objectives documents for 13-14
- ◆ Committee had a conference call on Thursday, August 22
- ◆ Welcomed 7 new members!

- ◆ Reminded members to renew MASFAA membership
- ◆ Planning is underway for our upcoming fall Carnival to be held at Chestnut Middle School in Springfield, MA
 - CMS has never had a COL before
 - We have not finalized a date, but will likely be during the week of November 18
 - As soon as we solidify date, we'll start reaching out to schools in Springfield area
 - Already have list of school contacts
 - Will divvy up list among members to do outreach
- ◆ NT4CM sessions have been scheduled for October. We have volunteers for each session:
 - October 8 – Session 1: Intro & Applying for Financial Aid (Courtney)
 - October 15 – Session 2: Dependency Status & And the number is (Jill)
 - October 22 – Session 3: After the FAFSA & Searching for Scholarships (Alex)
 - October 29 – Session 4: State and Institutional Aid & Conclusion – MA (Dora & Rae)
 - October 29 – Session 4: State and Institutional Aid & Conclusion – DC (Beth)
- ◆ Established a subcommittee to focus on our Pilot Program
 - Considering changing the name, e.g. College Financing Connection
 - Meeting to discuss promotional materials, such as business cards, flash drives
- ◆ Beth & Katie to attend MASCA Conference on October 22 to spread awareness of pilot program, financial aid resources
- ◆ Encouraged members to volunteer for MEFA presentations
- ◆ Committee will collect donations for COL at MASFAA Conference
- ◆ Next committee meeting: September 25, 2-4