**Massachusetts Association of Student Financial Aid Administrators**

**Executive Council Retreat**

**August 1, 2017**

**Hyannis, MA**

**Executive Council: (Voting Members)**

◼Susan Sullivan ◼Bonnie Quinn ◼Shawn Morrissey ◼Christina Coviello

◼Karen VanDyne ◼Kevin DeRuosi 🞎Amy Belina 🞎Roxanne Dumas

◼Emir Morias ◼Sherri Avery ◼Lisa Talbot ◼Jennifer Muldowney

**Committees:**

◼Jason Marsala ◼Maria Morrelli 🞎Keith Dimalanta ◼Ryan Forsythe

🞎Michelle Kosboth 🞎Sabina Yesmin ◼Alexis Guay ◼Jennifer Bento-Pinyoun

◼Colleen King ◼Christa Gilmore ◼Ashley Norwood ◼Cheryl Constantine

◼Tony Erwin 🞎Thomas Hunt 🞎Ina Frye 🞎Monica Blondin

◼Kristin Hmieleski 🞎Jolene Coakley ◼Katy Harger ◼Nicole Cunningham

◼Julie Lawton 🞎Julie Wickstrom 🞎Greg Chick ◼Jim Slattery

*Motion to start the meeting: Karen*

*Second: Emir, Meeting began at 10:00 am*

Susan introduced herself and reviewed the agenda for the retreat

* Goal is to plan for 17-18 and hear from the committees and see what the next year holds for all of us.

Bonnie: Introductions and ice breakers

* Went around the room and everyone said their name and 3 fun facts about themselves

**MASFAA Council Orientation: Susan**

* To stay organized, we ask people to put cards up to be recognized
* Handbook was sent out to everyone, good to read through and look over the duties of the positions
* Can ask any of the presidents if you have questions
* Will review committee budgets later today, but it won’t be set it stone, if there are additional things you’d like to do later in the year, come back to EC and we can discuss it
* Reviewed the mission and vision statement
* Justin D. from NASFAA said last week that MA is one of the best state organizations, thanks to everyone at the table
* Bonnie will be in charge of awards and will be the parliamentarian

**Officer Reports:**

**Treasurer: Karen**

* Came in 30K less than we had budgeted for, 185K v. 155K
* Unfortunately we took in 96K
  + Need to improve our income
* Website was a large expense last year, and looking to be less this year
* Because of website issues, we were behind on communication for conference and therefore fell behind
* Going forward we need to ask committees to tighten belts a bit
* Don’t want to compromise, but think about ways to save money on food, for example
* Where are we lacking?
  + Conference and membership are lacking, thinks conference dipped this year due to timing
  + Communications can do a reminder for membership
  + Are we in the red? Karen explained that we spent less than we planned on spending, but took in less
  + Q: Regarding limiting spending, we have some new budget ideas, will the finance committee be making those decisions? Susan-we will have that info by the end of the retreat
  + Q: Don’t we have reserves Karen-yes, but we want to keep those healthy. We had anticipated 125K in income, but came in less than that. We were planning on taking from reserves, but can’t continue to do that every year.

**Secretary: Christina**

* Reviewed the minutes that Meredith Stover took at the last meeting, called for a motion to approve the minutes
* Emir motion, Bonnie second
* All in favor, none opposed
* Q: Who votes? Shawn-blue cards for official votes, green for a straw poll

**Past President: Shawn**

* Thank you to Tony Erwin and gov relations committee for Justin D. and Eileen at yr end event
* Had about 80 people, well attended
* Received a thank you from Justin and he reiterated how happy he is with the strength of the organization
* We thank him for his support
* Elections just happened, apologies for the lateness this year. Will try for next year around the fall, as it usually is, will be sending out nominations
  + Q: when will the announcement of election be sent to the membership?
* Comments:
  + Yr end event was well coordinated and well attended, speakers and networking
  + Helpful for people who are new to aid, see people who have had long careers in aid, good to have that message be heard
  + Will help with recruitment efforts

**Committee Reports:**

**Conference: Alexis & Colleen**

* Here in Hyannis in November14-15 (EC on 13th), registration will start in September, communications push
* Getting sessions together, but we still have some wiggle room if you have an idea
* New logo, “lighting the way” with a light house
* Committee is looking a little lean, but ok with what we have
* Charity- compass working capital, financial counseling, match program with financial aid
* Want to highlight the work of the other committees during the conference, might have an opportunity to
* Some chairs sat at the table for committees last year, we need to push that we have openings on committees and highlight the opportunities
* Working on speakers from FSA, repeat of verification session, and maybe 3 other sessions, working with Pam Gilligan and Anita
* Reached out to Jeff Baker (though it won’t be him) to figure out the federal update session
* Rodney Mondoor from Maine as the speaker
* If there are really strong sessions, we want to run them twice
* Entertainment will look similar to last time here, minus the live band
* Chairs have a meeting today with the hotel, talking about AV and wifi
* Regarding AV, Kevin thinks we got wifi boosters
* Thinking about ways to highlight the committees, many years ago they were discussed during the business meeting, maybe use table tents or mention during general sessions
* 2018 will be in Southbridge
* Lisa- met with Stephanie Wells last week, but wants to get together with conference to discuss timelines, needs letter from president, Susan will have it back to Lisa by the end of the week
* Conference has website access, Greg will be on his honeymoon
* Sherri- strategic planning committee will have a plan by the conference, can discuss during the business meeting
* Lisa- what are the space limitations for vendors? Alexis will ask today. Can we add banner ads to the website? Can increase some revenue with that?
* Julie sits on EASFAA as vendor relations chair and works with conference
* Q: when is registration rolling out? September

**Membership: Katy**

* Will work on a membership push
* We are already receiving membership dues

**EASFAA: Shawn**

* Having similar issues with membership
* Trying to really push training, web-based options
* Membership is May to May, usually paid when people go to the conference
* Currently VT has the most EASFAA members, historically NY and MA are highest
* Event last year at Wellesley in conjunction with EASFAA had about 35 people attend and presenters were from NJ, good to have someone new present
* Q: dates for EASFAA? May 8-10, Llake George Sagamore Resort
* There is something in the bylaws about the rotation of states, but some states can’t host
* EASFAA likes the state rep to be on a 2 year cycle
* There are 2-3 in-person meetings and EASFAA pays for travel
* Most states have the president serve as the EASFAA rep, Shawn thinks that’s a good model

**Early Awareness: Ashley and Christa**

* Will reassess the member list, had 15 members but not all are active
* Purpose is to organize fall and spring Carnival of Learning events, want people to take ownership in planning
* Most meetings are by conference call
* Reached out to Christa Costco, Gearup representative (volunteer of the year)
* Funding at Gearup is up in the air at this point for middle schools, but ok for high schools
* We will look at targeting with a high school and 9th graders program
* We need presenters and help during the day of, programming is not like a college fair, but inspiring students on a certain program and careers
* We also need donations from colleges, t-shirts, etc
* Comment: volunteers take high school as more of a recruiting opportunity, prefer middle school students. Why does the funding impact it? We just need a connection at a school

**Financial Wellness: Kristin**

* Symposium October 18th speaker Gretchen Halthouse worked for Dept of Ed, will be at Wellesley
* Doing priority registration for members of MASFAA, can we open it up to non-members?
  + It as a way to show off the association
  + If looking to drive membership, it’s 50 why not charge them
  + Would non-aid people become associate members?
* Q: Can we have lenders be co-chairs?
* Q: Can we have lenders be at the symposium?
  + We could add something to the sponsorship agreement
  + Maybe have something smaller, a few hundred dollars for something for an organization that has a financial literacy product
  + Might get some different sponsors than the typical lenders
  + Something to think about for Lisa… would this prevent them from coming to the conference?
  + Possibility to do a tiered sponsorship for the year, and certain levels get something at multiple events
* Working on having some students come in, and help us to market to them better, we’ll have a game like Jeopardy looking at ways to make it engaging, Matt Wardle cyber security
  + Did a student panel at GPCC and they wanted it to be longer, suggestion that it be longer for this event
* New logo

**FAFSA Day: Ryan**

* Wrap up of info
* Sites throughout fall and winter, rather than the 1 day we’ve done in the past
* Number of sponsors
* College coach and chairs covered the “hotline” and got a few hundred calls
* Instead of a raffle for a gift card, gave stickers
* Diligent on social media using facebook and twitter
* Had over 1400 attendees
* Northeast metro tech 160+ attendees
* Primary dates are 11/5/17 and 1/28/18
* Q: How does sponsorship work? Ryan- ASA and MEFA have historically been very important in the process. We don’t go out and ask
* Q: Are there any issues with technology at any of the sites? Ryan- this has been drastically improved over the years. Some sites told people to bring a tablet or laptop if they had one, which can limit technology issues
* Years ago Sherri and Gail Holt did a presentation to ask sponsors for donations
* Karen- we are budgeting the telephone under MASFAA, is that the hotline? Sherri said it’s the MASFAA number. Karen will investigate it? It’s about 700 per year.
* Q: What about an online live chat? Ryan- we just have the phone and email, but in the future we may look at partnering with college week live, mostly admissions now but want more aid information
  + Northeastern did a live chat
  + BU has used college week live at the main and med campuses
* Ryan- site identification is happening right now, contact Keith Dimalanta if you want to be identified as a site, probably over 35 sites, similar to last year
* Friday 9/15/17 is a meeting for all of the site coordinators 10:00 at Worcester State
* Suggestion from Kelly Morrissey (past EASFAA President) FAFSA Completion Contest, Challenge, won by high school 2 awards, highest completion rate and highest increase over last year, 750 scholarship to go to high school that they can give away, partnering with OSFA, will conclude on march 1st 2018

**Technology: Susan on behalf of Julie and Greg**

* Working with Keith for FAFSA Day, will have more info
* Info for symposium in process
* cCnference working with Alexis
* Zapier account similar to mail chimp
* Working on strategic plan
* Needs photos for EC members
* Email Greg if you need access to anything
* Q: Are we supposed to be posting committee minutes before EC
  + Chairs can just ask for access
  + Can we get some training, or a procedure? Susan will ask Greg to review it at the September meeting

**GPCC: Emir on behalf of Thomas Hunt & Ina Frye**

* Looking over ideas for theme for symposium in February, if anyone has speaker ideas, reach out to co-chairs

**Communications:**

* Q: Anyone have the twitter password, Ryan thinks he has it!!! :)
* If anyone has communication ideas, send them to the chairs
* Maybe push membership by sending a letter to school presidents or director of enrollment
* Q: If we have messages and updates can we send it to the chairs to post? Susan said yes, as sometimes it gets buried

**AID: Jason & Maria**

* Planning on programming for cross cultural communications and other ideas for what they want to accomplish this year
* Maria- are there any topics people want us to tackle? (Karen volunteered to speak to international students)

**Other Business:**

**MASFAA mail box: Christina**

* Bonnie will take the second key and Christina will coordinate with Bonnie to figure out who can go to check the mailbox

**Stationery: Christina**

* Does anyone need letterhead, envelopes, or note cards?
* Karen needs standard envelopes
* A few people requested note cards
  + GPCC about 10 per year
  + Early Awareness needs about 50
  + Lisa needs about 50

*Lunch Break 12:20*

*Reconvene @ 1:41*

**Government Relations: Cheryl & Tony**

* Sent a survey yesterday about the event have 39 responses and discussed results, mostly positive feedback
* 80 registered, 75 attendees
* Tony sent thank you notes to speakers
* Talking about a webinar for the future plans
* Working on conference sessions
* State House Day plans with AICUM
* Cheryl will be on NASFAA’s advocacy task force
* Seems to be a growing interest in the committee and it’s important to capitalize on that

**PD&T: Nicole & Julie**

* Had a great meeting last month
* JTF 9/27 start, 5 weeks, not on 10/18
  + Adding a session on consumer information
  + Need presenters for verification, campus based programs
  + Materials have been ordered
  + Will get registration started this month
* Tax training
  + We will have 2 days, a beginner and advanced12 and 13 or 13 and 14 of December with Robert Weinerman
* Leadership Academy
  + Call for nominations next week
  + Numbers were a little bit light this year
  + 9/28 goal setting and panel
  + Encourage members to attend an EC meeting and join a committee
* Support Staff Workshop in May
  + Looking for topic ideas and presenters
* Management Training day on the off year of the support staff workshop

**Susan:**

* Attendance: expected to attend all meetings, if you miss 3 meetings you will be removed, per the bylaws
  + At least 1 committee chair or member to represent
* Reviewed scheduled meetings for the year
* Possibly piggyback may EC meeting with the leadership academy on 5/17
* Could we do a breakfast instead of lunch for the EC meetings? Or skip food every other meeting, to save costs
* Locations are TBD but will try to rotate Worcester and Boston

**Lisa:**

* Conference vendors 1500 early bird and 1800 for later
* Also other a la carte items available
* If we are going to increase prices, we might want to look at tiered pricing for next year or addition other opportunities, but not for this year
* Think about bundling other events for additional opportunities
* Comparing to EASFAA gold, silver, and bronze options

**Discussion about pricing for conference and for membership**

* CT does charge for events, which covers the lunch usually
* Maybe have a Bursar’s track or something for non-aid people? But that is not part of the mission
* Lower price for student membership or associate membership
* Have we had events in the past targeted to non-members and just charge trying to educating people who are outside of our industry
* Looking to increase membership involvement and revenue
* Could we alter the mission statement to include financial aid and the areas, offices, and communities we work with and serve
* Should we do analysis on who the MASFAA members are and if there is a lack of participation
* For cutting conference costs could we combine conferences with a bursar’s - what about timing and space?
* The personal ask to get people to volunteer is the most important piece
* Reach out to Susan if you have a great idea about improving membership and involvement
* Student affairs and financial literacy has some overlap, so that might be an office to tap into
* MEFA did a training for admissions staff about aid
* High school guidance counselors may also benefit from membership

*Motion to adjourn the meeting for today: Kevin*

*Second: Emir*

*All in favor, Meeting adjourned at 2:43*

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**August 2, 2017**

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◼Julie Lawton 🞎Julie Wickstrom 🞎Greg Chick ◼Jim Slattery

*Motion to start the meeting: Sherri*

*Second: Karen, Meeting began at 9:53*

**Day 2 Intro: Susan**

* Meeting schedule for the year is tentative, will send updates later with locations
  + Dates: 9/22, 10/20, 11/14, 12/15, 2/16, 3/16, 5/18
* Finance meeting went well yesterday, Karen will be in touch in a few days, almost everything was approved with the exception of a few small line items
* Some committees had budgets for year-end celebrations, but that’s what the year-end event is for, wanted to be equitable since not all committees had it
* Gifts for speakers is also removed, if a speaker is not from MASFAA they are likely getting paid for speaking, MASFAA members volunteer to speak and present
* Reimbursing for travel, handbook says institutions have to reimburse for travel but if your institution can’t do that and it impacts your ability to participate, we can look at changing the handbook

**Strategic Plan: Jim and Sherri**

* We have over 220 responses in less than 2 weeks, open until August 15th and then will pull together the final results and a strategic plan in the fall
* We have preliminary results
* Reviewed the current mission, vision, and goals
* Reviewed the past strategic plan from 2015
  + Changed structure of voting members
  + Improved role of member at large
  + Reduced time in meetings
  + New website to help with technology
  + Improve training and professional development
  + Finances and fee structure
* Survey went to MASFAA members through survey monkey, the list serve, and it is also open and available on the website and posted to social media
* Launch on 7/24 closed 8/15
* 228 total responses, 201 complete
* Reviewed the actual survey responses to date
* Interesting to note that a number of responses indicated that they were a new member and weren’t sure how to get involved or they were unsure how to get involved
  + This is an opportunity to get these people involved
  + A large portion of the responses indicated personal or work time constraints
  + We can highlight how some committees do conference calls and have a small time commitment, so it’s easier to get involved on some level
* Training and professional development ranked as highly important
* Communication ideas:
  + Wrap up, smaller newsletter with bullets, cyber breakfast of relevant articles, include job openings
* Ride sharing
* What is the time span we should be developing this for?
  + Could it be based on the election cycle? every 4 years
  + 3 years, to follow the cycle of the president?
  + Certain goals may take longer to implement, so it may have to change
  + Make it one of the past president’s duties to think about the plan and reviewing it and the timeline
  + Have it be a part of the retreat every year
  + Susan took a straw poll for every 3 years and most of the cards went up
    - Should we be revisiting the mission and vision, which includes changes to the handbook (i.e. including bursar etc), or just the goals?
    - The retreat agenda every year should include mission, vision, and goal each year
* Can we include something about technology into the vision?
* Let’s talk to the communication committee chairs about their goals and expectations
* NASFAA has an app. Is there a way to use something similar for MASFAA?
* Communications and technology committees have really become the only members of those committees. We need to work on the infrastructure of those committees and to get them some help
* Discussion about another EC position for “young professionals” or someone to manage social media
* We have GPCC, but is it worth it to have a public school committee. Discussion about issues of those staff having more budget constraints.
  + We do have the elected members from those sectors
  + Working with the lists of sector constituents for each group

**Reminders: Susan**

* Reviewed her to-dos with everyone
* Greg needs pictures for the website

**Old Business:**

* Financial Wellness Symposium Membership from discussion yesterday
  + Q: Can we offer initial registration for MASFAA members, and then open it up to non-members, use it to promote members such as with the bursar’s group or other higher education groups
    - Discussion about doing 1 or the other, either all free for everyone or everyone must be members
    - Support staff is the only other free workshop
    - If we do it free, we would need to track it and who became members after
    - Could we do a scholarship for non-members
    - Can we do the first round of outreach for members only and then have a conversation
    - We really want to increase membership and $50 is a minimal amount for all that’s offered
    - Looking at non-member fees for future, not this year.

**New Business:**

* None

*Motion to adjourn: Sherri*

*Second: Jennifer, Meeting adjourned at 11:56*