

Massachusetts Association of Student Financial Aid Administrators

Executive Council Meeting

August 21<sup>st</sup>, 2020

Zoom Meeting

**Executive Council: (Voting Members)**

- |                     |                    |                |
|---------------------|--------------------|----------------|
| ■ Kevin DeRuosi     | ■ Shannon James    | ■ Donna Shelby |
| ■ Monica Blondin    | ■ Korinne Peterson | ■ Ross Glover  |
| ■ Robyn Butterfield | ■ Ebony Carter     |                |
| ■ Linna Tran        | ■ Ben Parsons      |                |

**Committees:**

- |                                            |                                       |                                            |                                               |
|--------------------------------------------|---------------------------------------|--------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Siobhan Keenan    | <input type="checkbox"/> Amy Staffier | <input type="checkbox"/> Jan Combs         | ■ Jennifer Bento-Pinyoun                      |
| <input type="checkbox"/> Brandon Cipoletta | Susan Kolls                           | <input type="checkbox"/> Jonathan Sparling | ■ Lisa Tablot                                 |
| ■ Betsy Mayotte                            | <input type="checkbox"/> Thomas Hunt  | <input type="checkbox"/> Ina Frye          | <input type="checkbox"/> Beth Feinberg Keenan |
| ■ Sarah Bergeron                           | ■ Dawn Batchelor                      | ■ Jennifer Sheely                          | <input type="checkbox"/> Robert Picoriello    |
| ■ Lauren Sullivan                          | ■ Julie Lawton                        | <input type="checkbox"/> Michelle Clifton  | <input type="checkbox"/> Ramon Soto           |
| ■ Jaron Tucker                             | ■ Jeff Bentley                        | <input type="checkbox"/> Kaitlyn Ma        | ■ Monique Howell                              |
| ■ Alia Georges                             | ■ James McGhee                        |                                            |                                               |

**Other Attendees:**

*Meeting started at: 10:03AM*

*Motion to start: Monica Blondin*

*Second: Kevin DeRuosi*

### Welcome: Monica Blondin

- Motion to approve minutes
  - Robyn Butterfield
  - Second: Ben Parson
- Reviewed agenda
- No updates right now

### Executive Council Reports:

#### Past President: Kevin DeRousi

- No updates

#### President: Monica Blondin

- No updates

#### President Elect: Ebony Marsala

- No Updates

#### Treasurer: Shannon James

- No Updates
- We will meet to approve the budget

### Executive Council Roles and Meeting Procedures: Monica Blondin

- Voting and not voting
  - During zoom, raise your hand or send a chat
- Handbook
  - Having the history written is important
    - It's also important to read this!
    - Vision and Mission
    - If you are wondering about your role, this is a great place to start. The handbook is a place to understand your role, expectations, and responsibilities
    - Reading the handbook will give you a general sense of meetings, etc.
  - All members must read
    - Let Monica know if updates are needed
  - We need some volunteers about completing the handbook
  - In your spare time, please review the write-up and if you want to volunteer to go ahead
  - Robyn will be happy to assist
    - Kevin Also said he will
  - Deadline – January 1<sup>st</sup>

- Meetings
  - No expectation of meeting for more than 3 hours because all meetings are on zoom and there is no lunch break
  - Meet once a month
    - If we believe we need to meet more than once a month, we can reconsider this
  - Review the MASFAA EC Meetings for each month
    - Let Monica know if there are any issues
    - We will skip the April one
    - If we have to change a meeting, we will do so by well in advance, about two weeks ahead

Kevin passed the gable to Monica

### MASFAA Committee Information

**Keybridge: Sarah/Jeff**

- Thanks to Kevin for pushing this and Sarah and Jeff for taking the lead
- There's a lot that must be added
  - Example, there's a new 2018 form
- Jeff, Sarah, Ben are members of this committee
  - They are looking for more members
- Goals and objectives of the new website were to bring information from old website to new
- Committee annual reports archives are extremely outdated
  - Please send any minutes you have
- ABOUT TAB
  - The website includes Strategic Plan, Vision, Mission, Past President, Ethical Principle, etc.
  - Executive Counsel are included from last year
    - Please send pictures of yourself for Sarah and Jeff to update
    - Sarah mentioned that there is a photo size requirement
  - History includes bylaws and minutes
  - Membership
    - If you forgot your password, you can click reset and complete it on your own
- Jeff was able to download old membership profile from the past website
  - Two major component missing were schools and organizations
  - They were able to use emails to determine schools
  - It will require you to put your title when you login
- Membership is reduced to \$25
- PDT is not included in the website
- FAFSA Day have updated information

- Jeff mentioned that they are working on determine the power each Committee can have on the website i.e. to update website on their own
- Right now, they will work on making updates for all committees
- Monica asked about when everyone can get things updated in order to make an announcement of the new website. Conferences registration is coming soon.
  - Jeff mentioned that they are meeting next week
  - Jeff/Sarah – September 1<sup>st</sup>
    - The important information will be updated such as directions on renewals, training for committee, etc.
    - Financial Wellness and Conference will be updated
    - FAFSA Day
- Ebony mentioned it was successful to update profile and change password
- The website allows members to submit an event
  - Example: Organizations and Committees can submit an event. It will be posted on the calendar and a list of monthly events can be sent
- Monica asked about Master Calendar
  - Jeff said this will be a Master Calendar
    - Exec Council Meetings
    - Committee Meetings
    - All webinar and training
  - Event Calendar will highlight specific events such as conferences
  - The events on the calendar will take you to the registration page
  - Only MASFAA members can submit events
    - Jeff/Sarah/Ben will approve them
- Careers
  - Anyone can submit Careers opportunities
- Contact us
  - Message is sent to Jeff/Sarah/Ben
- Big Picture – Sarah
  - Committee must gather information and to notify them about any changes/updates
- MASFAA Volunteer Form
  - This will be sent to the technology
  - Any specific volunteers will be sent to the committees
  - Monica mentioned about having a hyper link to each committee

#### **Committee Budget: Monica**

- The estimated budgets are available
- This is based off from last year and this must be confirmed with Shannon, Kevin, and Ebony
- Membership went from \$50 to \$25 this year

- Right now, please be mindful about the budget as membership went down and most of the budget is based on hotels/food
- Feel free to send any information about budget

#### **Events and Training for 2020-21 AY: Monica**

- We do not want the association to go underground given everything that is happening
- Please think about events and training
  - As well as technology needs
- Monica mentioned that we are still moving forward with the association

#### **Master Calendar/Volunteer Form: Monica**

- It is important to utilize the calendar when planning an event and be mindful about other events that week/month
- Once the website is up and running, we can point to the Master Calendar and Volunteer Form
- We are shifting to online but we do not want to lose momentum

*Quick Break – 11:12-11:30AM*

#### **Committee reports**

##### **FAFSA Day: Jennifer**

- Trichair – Mike – Williams college
- One meeting happened in July
- Year-end meeting was May
  - This went great
  - Challenge winners
  - Social data
  - There will be an official FAFSA Day Sunday, November 1<sup>st</sup>
- Budget will look completely different
- Everything will be provided digitally
- The committee is working through details of virtual events or small handful of events
- We will still offer support outside the event – FAFSA Help Desk. This is managed by MEFA team
  - Emails will also be active – FAFSADay email
- The challenges will still go on
- Social channels are all active and they will keep them going
- Coordinated meeting will be in September
- Total sites last year were 25 sites
  - This year there are new interest
  - Not all sites will be chosen
- Technology needs
  - GoTo through MEFA
  - They may need a ZOOM Webinar account and want to record it
  - Other platforms are available
    - We can revisit again

**Access, Inclusion, & Diversity Committee: Jaron Tucker**

- Before COVID, the symposium was already planned
- They are considering online
- Right now, only one person has responded to continue with the committee
- One presenter will be available to talk about low income
- No issue with the event on ZOOM
- A panel online
- Kevin mentioned that he can get Jaron in touch with the First Year Experience at Salem State

**Development Committee: Donna Shelby**

- Please see handout provided
- Donna sent an email about sponsorship level of \$500
  - 28 vendors last year
  - 8/9 who responded said they will be open to the sponsorship
- Goal is to send out sponsor invite by mid-September
- Donna will work with Jeff on the website to make it an easy application to make payment
- Monique mentioned that if they can get up to \$6-\$7K to assist with conference
- Donna mentioned that they may only be able to get half committed

**Early Awareness and Outreach Committee: Ben Parson**

- No Updates
- Ben mentioned that Katelyn will need a co-chair
- Monica mentioned about putting a call out

**Financial Education & Wellness Committee: Lisa/Alia**

- Meeting in June, July, and August
- The main thing they are working so far is working on symposium
- The theme is Leveraging Technology during a Pandemic
- Keynote speaker is Emily Schwartz
  - She has background on running Money Moments
- Second part of the symposium is the breakout room according to colleges (i.e. CC vs 4 year public)
  - A way for sharing ideas
- Save the dates will be sent soon
- This all falls within the budget
- The Committee has a great group of people
- They are planning for MASFAA/EASFAA Tuesdays at 2 sessions
  - Improving Graduate Student Financial Literacy
  - Babson financial Literacy Project
    - This is lead by a finance professor
    - Topics like credit, health insurance
- Spring webinars
  - Podcast on food scarcity and changes with student's budget during the pandemic
  - This is still a work in progress

**Government Relations Committee: Betsy**

- Ellen Anderson is co-chair
- They had a conference last week

- Executive Order – August 8th
- Discussion about building a better relationship with Senator Warren office
- Right now, it is quiet – this will be picked up after Labor Day
- More information will be on the website
- Monica mentioned if there will be a Federal Update at Conference
  - Monique said yes there will be
  - Can we do a panel for MASFAA membership about Federal Updates? A way to engage folks. There are so many updates, the panel can be a way to stay on top – related to COVID, loans, etc.
    - Betsy said yes. She’s up for anything depending on the topic
      - She also mentioned about partnering other organization to possible engage with legislators
      - Topic: How are loan borrowers being affected by COVID?
      - We should do a panel sooner than later as the Executive Order has a lot of information
      - Other topic: The CARES ACT Funding, How do we report this?

**Graduate and Professional Concerns Committee: Maria/Rob**

- No current updates

**Membership & Technology Committee: Sarah/Jeff**

- No other updates because spoke earlier

**Professional Development & Training Committee: Lauren**

- Last leadership academy was cancelled
- NASFAA materials for Just the Facts
  - We should get all the materials
  - Spread 2-hour sessions throughout the year
    - New members can pick and choose what they want to do
    - Current members can participate as well
    - Possibly record the sessions
- Leadership Academy is quite difficult because the main component of it was to help assist with recruiting for committees, etc.
  - Different committee chairs can volunteer to speak to this group
  - We can speak with MLA members to bring them in
- Tax workshop is tentative planned
  - Usually the program is a 2 full day, but now splitting in 4 2-hour sessions
  - We can expand another tax workshop in January (?)
  - Monday and Wednesday, two weeks in a row with 2-hour sessions
- Lauren/James mentioned that they need new members
  - Anyone who is interested, please let them know

**Conference Committee: Monique/Julie**

- Updated schedule
- The conference will be every afternoon for the week of November 9-13<sup>th</sup> except Wednesday
- All Speakers confirmed
- Speakers: Helen Rothberg, Robert Weinerman
- Thursday will be the Federal Update, Business Meeting
- Virtual Format
  - GoToWebinar will be used
    - We were offered pricing with 3 licenses by GoToWebinar - you would be able to have 3 simultaneous break outs.

- We will need to regroup and align on which platform to go with that meets the needs of all of the committees.
  - They are working with technology committee about this
  - Julie mentioned that they will do more research about other webinars
    - They will go back to get a demo
- The conference will be free for attendees
  - Budget is \$6,500 with 15 vendors

**Communications: Brandon**

- No Updates

**EASFAA: Kevin**

- No updates yet

*Motion to end meeting: Ben*

*Second: Kevin*

*End time: 1:11PM*