Massachusetts Association of Student Financial Aid Administrators

Executive Council Meeting

August 21st, 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:

□ Siobhan Keenan  □ Amy Staffier  □ Jan Combs  ■ Jennifer Bento-Pinyoun
□ Brandon Cipoletta  Susan Kolls  □ Jonathan Sparling  ■ Lisa Tablot
■ Betsy Mayotte  □ Thomas Hunt  □ Ina Frye  □ Beth Feinberg Keenan
■ Sarah Bergeron  ■ Dawn Batchelor  ■ Jennifer Sheely  □ Robert Picoriello
■ Lauren Sullivan  ■ Julie Lawton  □ Michelle Clifton  □ Ramon Soto
■ Jaron Tucker  ■ Jeff Bentley  □ 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 1st
• Meetings
  o No expectation of meeting for more than 3 hours because all meetings are on zoom and there is no lunch break
  o Meet once a month
    ▪ If we believe we need to meet more than once a month, we can reconsider this
  o 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
  o Example, there’s a new 2018 form
• Jeff, Sarah, Ben are members of this committee
  o 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
  o Please send any minutes you have
• ABOUT TAB
  o The website includes Strategic Plan, Vision, Mission, Past President, Ethical Principle, etc.
  o 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
  o History includes bylaws and minutes
  o 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
  o Two major component missing were schools and organizations
  o They were able to use emails to determine schools
  o 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 determining 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 1st
    - 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 hyperlink 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
  o 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
  o This went great
  o Challenge winners
  o Social data
  o There will be an official FAFSA Day Sunday, November 1st
• 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
  o 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
  o This year there are new interest
  o Not all sites will be chosen
• Technology needs
  o GoTo through MEFA
  o They may need a ZOOM Webinar account and want to record it
  o 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
  o Monique said yes there will be
  o 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
  o We should get all the materials
  o 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.
  o Different committee chairs can volunteer to speak to this group
  o We can speak with MLA members to bring them in
• Tax workshop is tentative planned
  o Usually the program is a 2 full day, but now splitting in 4 2-hour sessions
  o We can expand another tax workshop in January (?)
  o Monday and Wednesday, two weeks in a row with 2-hour sessions
• Lauren/James mentioned that they need new members
  o 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 9-13th except Wednesday
• All Speakers confirmed
• Speakers: Helen Rothberg, Robert Weinerman
• Thursday will be the Federal Update, Business Meeting
• Virtual Format
  o 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*