

**MEMBERS:**

Tri-Chair: Jennifer Bento-Pinyoun

Tri-Chair: Michael Goodwin

Tri-Chair: Amy Staffier

Members: (Name and School/Organization)

N/A

**PURPOSE:**

The Committee is charged with developing and successfully implementing statewide events that assist Massachusetts families with the first step in applying for financial aid for college – completing the FAFSA. The target demographic for these free services include low-income, first-generation and underserved prospective college students and their families.

The FAFSA Day operational plan includes the coordination of a network of host sites at key locations around the state. Each site is sufficiently staffed with experienced volunteers from MASFAA and partner organizations. Families are able to obtain comprehensive instruction on FAFSA completion at each site and are able to discuss all aspects of the financial aid application process as it pertains to their unique needs. Most sites offer services to help families complete the actual FAFSA.

A comprehensive grassroots promotional campaign, often including direct mail, presentations, social media, and email, precedes the FAFSA Day events. The events serve to increase college access by assisting families in successfully completing the FAFSA and equipping them with a thorough understanding of the financial aid application process.

**2020-2021 OBJECTIVES:**

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## MASFAA Annual Committee Report: FAFSADay Committee 2020-2021

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To continue to provide help to families in the Commonwealth of Massachusetts in completing the FAFSA form. With the Coronavirus pandemic there were challenges in how we would be able to do this but we have come up with providing a series of virtual events, including two that will be fully in Spanish.

### 2020-2021 EVENTS:

Day	Date	Time	Language
Wednesday	October 21, 2020	7:00 - 8:30pm	English
Thursday	November 12, 2020	6:30 - 8:00pm	en Espanol
Sunday	November 15, 2020	2:00 - 3:30pm	English
Monday	December 14, 2020	12:00 - 1:30pm	English
Sunday	January 10, 2021	2:00 - 3:30pm	English
Sunday	February 7, 2021	2:00 - 3:30pm	en Espanol
Thursday	February, 11, 2021	7:00 - 8:30pm	English

### MONTHLY REPORT: JULY 2020/AUGUST 2020

July/August 2020

- Committee meeting scheduled for July 30 @2pm with new tri-chair Mike Goodwin

- Agenda
  - 2020-21 Year end budget--Jennifer
  - Zapier registration updates--??
  - MASFAA website ??
  - Information page updates: ??
  - Virtual site locations ??
  - Registration page??
  - Surveys: what would we want to ask?
  - Schedule site coordinator meeting: Sept. 2020
  - Update Marketing presentation: Resource page
  - Budget responsibilities: : Jennifer
  - Phone line : College Planning Team MEFA
  - Social posts:
  - Management of [fafsaday@gmail.com](mailto:fafsaday@gmail.com)
- Notes from tri-chair meeting
  - Survey site coordinators to get feel for virtual FAFSA Day events this season? Are there any potentials for onsite or all virtual?
  - What do these events look like?
    - What platform is best? Structure for main room, offer breakout rooms for families that need customized support
    - Purchase use of platform, built into budget
    - How are volunteers integrated?
    - How do we provide further support for those families in need? customized support?
    - How do we provide support for ESL families?
  - Scheduled virtual events
    - Collect questions ahead of time?
    - Present short FAFSA overview at start of session
    - Are events offered regionally v. open?
  - Do site coordinators find survey data useful? Would they change any questions or add questions?
  - Option for site coordinators or committee to email surveys to attendees following the “event?”
  - Committee needs to update resources on [fafsaday.org](http://fafsaday.org)
  - Committee to track registrations
- No need for printing (flyers/posters/cards)---provide digitally in the form of a virtual kit
- Announce FAFSA Day Challenge 2020-21--same parameters as years past
- MEFA is hosting a FAFSA step by step webinar session (led by our own Amy Staffier), date TBD--maybe we really push this through site coordinators/social? We can also record the session to share and archive?
- Link to survey:<https://www.surveymonkey.com/r/TSMY6BF>

## **MONTHLY REPORT: SEPTEMBER 2020**

September 4, 2020 @9am

- Tasks
  - Manage emails: Mike

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## MASFAA Annual Committee Report: FAFSADay Committee 2020-2021

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- Manage calls: MEFA CPTeam
- Manage budget: JBP
- Manage social media: Amy
- FAFSA Day event discussion
  - Schedule 5 “open” events?
  - 2-hour block? 60 minutes for presentation/60 minutes for Q/A?
  - Will MASFAA have Zoom account available? If not, we can use MEFA’s GoToWebinar account
  - Track registrants
  - Create new survey as a follow up to event registrants
  - Identify financial aid expert to present at events
  - Q/A following presentation
- Fafsaday.org
  - What resources need to be updated?
  - What can we further provide?
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- Budget
  - Sponsorships? MEFA/ASA
  - Update expenses allotted for 2020-21

### MONTHLY REPORT: OCTOBER 2020

October 8, 2020 @4pm

- Update presentation?
- FAFSA Day challenge? What do we want to do for this year?
- MASCA presentation (10/15 @3pm)
- Create survey as follow up for event registrants?
- Encourage registrants to send questions?
- Site coordinator meeting agenda

### MONTHLY REPORT: NOVEMBER 2020

### MONTHLY REPORT: DECEMBER 2020

### MONTHLY REPORT: JANUARY 2021

**MONTHLY REPORT: FEBRUARY 2021**

**MONTHLY REPORT: MARCH 2021**

**MONTHLY REPORT: APRIL 2021**

**MONTHLY REPORT: MAY 2021**

**MONTHLY REPORT: JUNE 2021**

**2021-2022 INFORMATION:**

**Co-Chair:**

**Co-Chair:**