

Massachusetts Association of Student Financial Aid Administrators

Executive Council Meeting

October 16, 2020

Zoom Meeting

Executive Council: (Voting Members)

- | | | |
|------------------|---------------------|------------------|
| ■ Monica Blondin | □ Korrine Peterson | ■ Dawn Batchelor |
| ■ Ebony Marsala | ■ Robyn Butterfield | ■ Donna Shelby |
| ■ Kevin DeRusoi | ■ Ben Parson | □ Linna Tran |
| ■ Shannon James | □ Ross Glover | |
| ■ Beth Feinberg | ■ Jennifer Sheehy | |

Committees:

- | | | |
|--------------------------|-------------------|-------------------|
| ■ Jaron Tucker | ■ Melissa Metcalf | ■ Lisa Talbot |
| ■ Tanika Smith | ■ Julie Lawton | ■ Alia Georges |
| □ Amy Staffier | ■ Katelyn Ma | ■ Jeff Bentley |
| □ Jennifer Bento-Pinyoun | ■ Betsey Mayotte | ■ Sarah Bergeron |
| ■ Mike Goodwin | ■ Ellen Anderson | ■ Lauren Sullivan |
| □ Brandon Cipoletta | ■ Maria Morelli | □ James McGehee |
| ■ Monique Howell | ■ Rob Picariello | |

Other Attendees:

*Motion to start meeting: Ben Parsons
Second: Dawn Batchelor*

Meeting started at: 9:30 AM

*Motion to approve minutes: Ben Parsons
Second: Melissa Metcalf*

Welcome: Monica Blondin

Executive Council Reports:

President: Monica Blondin

- Annual Report requirement which needs to be done by the committee co-chairs
 - Monica will send out a newly created annual report template (created by Sarah Bergeron) to co-chairs after the meeting today so folks can get started on writing up this report
- Sarah mentioned that the Technology & Membership committee is hosting a training this morning at the end of the EC meeting for folks to learn how to update their committee pages on the MASFAA website and learn how to upload their annual reports.
 - Annual Report section is located on each committee's webpage
 - Only two committees have been trained as of today

Past President: Kevin DeRousi

- Signing in late to meeting
 - Will get updates once Kevin logs in

President Elect: Ebony Marsala

- MASFAA Award Nominations deadline has passed
 - Deadline was Thursday, October 15th
 - Several nominations for each category with the exception of the Edward Kennedy award – did not receive any nominations for this award
 - 6 nominations for the Jack Sheehan Award
 - 2 nominations for the Chuck Jones Award
 - 2 nominations for the Presidential Award
 - 0 nominations for the Edward Kennedy Award
- Voting EC members meeting after the EC meeting ends today to vote on the winners of each category
- Monica brought up the Volunteer of the Year Award. Do we still award this?
 - Melissa indicated it is awarded at the end of each year (year-end event in June)
 - Monica mentioned the last time it was marked in the MASFAA Handbook was 2013
 - Melissa said it has been awarded since 2013 but has not been recorded.

Treasurer: Beth Feinberg

- No updates yet
 - She was just trained 2 weeks ago
 - Started to get checks for membership and donors for conference
 - Bank setup occurred a few weeks ago with EC members (Eastern Bank)
 - Will send out information to folks about reimbursement process for the year
- Shannon answered the question about Monica's MASFAA's credit card – she'll look into it

Committee reports

FAFSA Day: Mike

- They met with site coordinators last Friday. About 40 participants
- 7 sessions set up between October 21, 2020 – February 11, 2021
 - Two of them will be in Spanish
- Everything posted on the MASFAA website including the registration link
- Still looking for volunteers to help out on these days
- The first session scheduled for next week (Oct 21st) already has 252 people signed up for the event!
 - Confirmation emails go out to registrants asking them to have their FSA User IDs ready to go
- Two presenters to go through FAFSA and then a Q&A sections
- Folks who need more personal support, MEFA is available
- MA Student Counselor Association – 10 to 12 folks who attended
 - Amy presenter her checklist presentation – pamphlet form she shared with guidance counselors
 - GC are overwhelmed this year due to COVID-19
- Monica mentioned we can advertise at the conference to ask for volunteers for FAFSA Day!

Access, Inclusion, & Diversity Committee: Jaron Tucker & Tanika Smith

- Jaron has a new co-chair (Yeah!!!)
 - Tanika Smith from Northeastern University
 - First meeting scheduled for next week and has a team of seven members
 - Very diverse team as well
 - Thinking of having a “miniseries” for the year on AIDE topics

Development Committee: Donna Shelby

- They are in good shape! 15 sponsors who have signed on. This is about half of what they had last year.
- Have a few kinks with the website that she and Jeff are working on. Some sponsors did not get their invoices.
- Working with conference committee
- Working on vendor game with Julie.

Early Awareness and Outreach Committee: Katelyn Ma

- Someone from the Cape is interested in joining the committee. Use to be a financial aid counselor a while back.
 - Will set up a meeting after the conference with this person
- No other updates at this point

Financial Education & Wellness Committee: Lisa Talbot, Alia Georges

- Symposium - October 15th
 - Almost had 100 people in attendance
 - Emily Schwartz as the keynote speaker – did a fantastic job
 - Had some technology glitches with the breakout rooms via Zoom
 - Pivoted quickly and kept the momentum going
 - Had a survey at the end with DD gift cards with the surveys
 - Good attendance with a virtual symposium
- Next session is the Babson Financial Literacy Project scheduled for November 18th
 - Open to all MASFAA membership
 - Access to FinLit curriculum (credit, budgeting, etc.)
 - Live on the MASFAA website to register for this event
- Wrap up meeting scheduled for next week for the symposium – discuss “lessons learned”, how things went overall, etc.

Government Relations Committee: Betsy Mayotte, Ellen Anderson

- Working on a pulling together a list of the states representatives and their staffers
- Find one school in each district and for any gaps will be reaching out to MASFAA as a whole
 - Goal is to offer “meet and greets” after the elections
 - Have an agenda of talking points and develop relationships with state and federal offices. Make sure they are coming to us if they have FA questions (policy or constituent questions)
 - It’s been a while since MASFAA has tried to build those relationships. Use to be State House Days put on by AICUM.
 - Anyone can attend this Zoom meetings once they are scheduled
- Will host a webinar shortly after elections – higher education and student loans – after the election
 - Betsy indicated she is already receiving a lot of interest/questions from reporters on this
 - Betsy will need a few days after the election results to host the webinar
 - Intent – quick reaction... prog?? – informal session
 - We’ll host it on Friday, November 6th
 - Set expectations in advertisement – prognostication of what happen with election
 - Webinar or interactive session? Depends on the number of folks in the session
 - Julie will set up a GoToWebinar link for the meeting

Graduate and Professional Concerns Committee: Maria Morelli, Rob Picariello

- Rob gave the updates for the committee
- Looking to set up its first committee meeting for the end of October/early November
- Still looking to host Graduate Symposium in March (same timeframe as last year), but thinking about having two smaller sessions rather than one full day symposium
 - Will review surveys from last year's symposium to review topics folks were hoping to have covered in future symposiums

Membership & Technology Committee: Sarah/Jeff

- Jeff gave updates for stats
 - 142 renewal memberships and 85 new members (these could be folks whose data was not brought forward from old site)
- Membership director in new website it setup where you can search for a MASFAA member and contact them through the website.
 - You won't be able to get folks' email address from the search, but you can reach out to them via the MASFAA website
 - The only folks who will appear in the search are those who activated their membership in some manner (pay later, paid dues, etc.).
- Jeff and Sarah are providing training for committee chairs so they can update the content for their committees on the MASFAA website
- Jeff encouraged folks to submit any events or meetings to the membership/technology committee so they can update the MASFAA calendar. They want to make the calendar as robust as possible
- Their committee will also send out an email to the MASFAA community at the beginning of each month informing folks of what will be happening that month
- Lisa Talbot asked if NASFAA news was being brought into the site and Jeff confirmed there is an RSS feed from NASFAA as well as ED.
- Melissa Metcalf asked about getting invoices to pay membership dues later. What is the process. Jeff indicated to send an email to masfaa.tech@gmail.com or email Beth so an invoice could be generated for individuals or teams of folks at a school.

Professional Development & Training Committee: Lauren Sullivan

- Lauren gave update
- Planning on scheduling the Just the Facts training. Has received the NASFAA Core materials so she and James will pick 4-5 key topics from prior JTF training to offer to MASFAA folks this year.
- Most likely will pick two training dates in December and 2-3 training dates in January. They feel these dates will work for the financial aid community as it is still before many offices ramp up to do financial aid reviews for prospective students
- Will probably offer sessions on Wednesday afternoons around 2:00 pm.
- Will get the event posted on the MASFAA website ASAP and will reach out to recent grads of the Leadership Academy and past JTF presenters to get folks to present on the 4-5 topics this year.
- These sessions are pretty easy to give as they are not the long drawn out trainings used for the NASFAA credentialing as was done in past years.
- Hoping to get the JTF sessions finalized end of month or early November.
- Not hosting the Leadership Academy this year due to COVID but will reach out to folks in the group to "check in" and see if there are any opportunity's to provide training to them or get

them interested in sitting in on MASFAA committee meetings to see if it is something they may want to join down the road. Lauren may hook folks up with committee chairs so stay tuned on that

- The tax training workshops given by Robert W. begin October 26th. Lauren will send out another email to MASFAA community to advertise these trainings
- Jeff verified we had 26 folks registered for Robert W's first tax workshop and 19 registered for the 2nd one to date.

Communications - Brandon

- Not present

EASFAA: Kevin

- Unfortunately, Kevin can't access his EASFAA meeting minutes at the moment
- He indicated they are working on their May Conference
- Encouraged folks to look at EASFAA's Tuesdays at 2:00 pm trainings – mini training sessions – booked through the end of November 2020
- Monica asked how well they are attended, and Kevin indicated they are in the meeting minutes which he can't currently access.
 - Julie Lawton is on EASFAA and said that Maureen Fagan runs the EASFAA events and says they are averaging about 50 people per session, so they are well attended. Jeff also confirmed this since he is also on EASFAA's tech committee.

Conference Committee: Monique Howell

- As of today, there are 142 people registered for the MASFAA Conference. With the GoToWebinar platform, folks have to register for each date. Breakdown of registrations are as follows:
 - 98 people day 1
 - 110 people day 2
 - 104 people day 3
 - 83 people day 4
- The committee will plan to send out more communications to MASFAA community in order to increase the conference registration numbers. They have less than a month before the conference takes place. Doing well with the numbers so far. The "in person" conference had anywhere between 200-220 people registered so the numbers look good.
- Test runs have been conducted with the GTW platform to get folks comfortable maneuvering in the platform before the day of the conference. More of these will be scheduled for those who will be speaking/presenting.
- Still figuring out Trivia questions for the entertainment piece of the conference: Kahoot game and also figuring out how to pull the winner of the 50/50 Raffle

Members at Large – Monica

- No updates at this time

- Monica explained reason for putting them on agenda – giving them a voice to update EC on the cohorts they represent and trends they may be seeing
- Group is in charge of organizing the Year End Event in June
- Also looking for Members at Large to give 1-2 trainings starting in January as a way to put a face to their constituents who votes for them.

Strategic Plan - Kevin

- No updates at this time

Annual Reports – Monica

- Committee chairs – please post your reports on the MASFAA website before the fall conference begins on November 9th

MASFAA Award Voting

- Will take place at the end of this meeting

Motion to end meeting: Kevin DeRusoi

Second: Ben Parsons

End time: 10:35 AM