

**Massachusetts Association of Student Financial Aid Administrators**

**Executive Council Meeting**

**December 9, 2020**

**Zoom Meeting**

**Executive Council: (Voting Members)**

- |  |   |                   |
|--|---|-------------------|
| ■ Monica Blondin                       | <input type="checkbox"/> Beth Feinberg    | ■ Jennifer Sheehy |
| ■ Ebony Marsala                        | <input type="checkbox"/> Korrine Peterson | ■ Dawn Batchelor  |
| <input type="checkbox"/> Kevin DeRusoi | ■ Robyn Butterfield                       | ■ Donna Shelby    |
| ■ Linna Tran                           | ■ Ben Parson                              |                   |
| ■ Shannon James                        | <input type="checkbox"/> Ross Glover      |                   |

**Committees:**

- |   |                                     |  |
|---|-------------------------------------|--|
| ■ Jaron Tucker                                  | <input type="checkbox"/> Katelyn Ma | ■ Jeff Bentley                           |
| ■ Amy Staffier                                  | ■ Betsy Mayotte                     | ■ Sarah Bergeron                         |
| <input type="checkbox"/> Jennifer Bento-Pinyoun | ■ Ellen Anderson                    | <input type="checkbox"/> Lauren Sullivan |
| <input type="checkbox"/> Mike Goodwin           | ■ Maria Morelli                     | ■ James McGehee                          |
| <input type="checkbox"/> Brandon Cipoletta      | ■ Rob Picariello                    | ■ Tanika Smith                           |
| ■ Monique Howell                                | ■ Lisa Talbot                       | ■ Leanne Zemrock                         |
| ■ Melissa Metcalf                               | ■ Alia Georges                      |  |
| ■ Julie Lawton                                  |                                     |  |

**Other Attendees:**

*Meeting started at: 9:30AM*

*Motion to start: Ben Parsons*

*Second:*

*Motion to approve October minutes: Ben Parsons*

*Second: Jennifer Sheehy*

### **Welcome: Monica Blondin**

- MASFAA purchased a Zoom account
  - Let Monica know if you are doing an event in the future and want to use zoom
  - Zoom leading platform can host up to 100 people
  - If you want an event more than 100 people, you may still use the GoToWebinar
- Nominations for 2021
  - We will be sending out emails about positions to be filled
  - President Elect, Secretary, and 5 members at large
  - The past president will oversee the process
  - If anyone is interested, please let Monica, Ebony, or Kevin know
- We got our awards for MASFAA Ceremony
  - Congratulations to Lauren who won
- Anyone got letterheads or envelopes?
  - Please let Monica know
    - We may have to order more
  - Betsy mentioned about creating a template on word and using it electronically
  - Beth still needs envelopes
  - Create return addresses or labels instead. Vista Print? Staples?
  - Lets look into a logo
    - Beth volunteers to do it but wants the electronic version of the logo
    - Jeff may be able to pull out the logo on the documents
      - Jim Slattery sent everything over like BMP, JPEG, etc.
  - Visaprint or Zazzle or inexpensive and fast

### **Executive Council Reports:**

#### **Past President: Kevin DeRousi**

- No updates

#### **President: Monica Blondin**

#### **President Elect: Ebony Marsala**

- Awards have arrived
- No further updates

#### **Treasurer: Beth Feinberg/Shannon**

- Just remember when your sending payment to send an invoice
- Up to date
- Sent checks to all vendors
- FAFSA scholarships will be going up next week
- Beth has been working with Shannon to make sure everything is reconciled

### **Committee reports**

#### **FAFSA Day: Amy Staffier**

- FAFSA Day had 3 events so far
- First event was on 10/21<sup>st</sup> – 270 people attended
- November had two events
  - All Spanish event - 8 people attended
  - About 76 people on second event
- There were a lot of questions in FAFSA Day emails and phone calls
- 4 more events
  - Monday at noon
  - January 10<sup>th</sup> on Sunday
  - February 7<sup>th</sup> is another all Spanish event
  - February 11<sup>th</sup>
- All of which are recorded and added to the website
- They are working with MEFA
  - To increase completion rates
  - Specific target of 26 gateway cities
  - Outreach to counselors
  - Providing more information and tools
- In addition to scholarships, they are also doing a small stipend at the end of the workshop
  - 3 scholarships
- A new hashtag on the way #FAFSAComplete
- Betsy asked Amy for more information about the all-Spanish FAFSA Day
  - Her intern work in Lawrence and several non-profit
  - They will get the word out
- 3 scholarships
  - End of the year
  - Each are \$1,000
  - Two will be looking at a large or small school who will award their own student
  - Third is TBD
- Monica asked about sending an email to the MASFAA community about encouraging FAFSA completion
  - Amy said YES!

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

- The committee met twice
- They are looking to change the layout by having a couple of presentations instead of a symposium
- The first event will be in February and a potential in March
- First about first generation low income students
- Jaron asked about the master calendar in order to determine dates for AID events
  - Monica mentioned to look at the MASFAA Event and submit the event and have Tech confirm
- Second is about COVID-19
  - The impact of COVID-19 on families and students
  - Jaron mentioned about students who tried to increase their budget to rent office spaces because they are uncomfortable with their environment
    - Some students go to college for an education and to escape their environment
- A panel to have a discussion

- Financial administrators who have worked with students related to COVID-19
- Open discussions about advices, tips, suggestions, etc.
- Discussion about high school students considering schools for the online environment
  - Students are not factoring certain decisions that wasn't originally a part of their college
- If anyone wants to be in the discussion to let him know
- Anyone willing to present or volunteer? Or know someone?
- Monica mentioned that a lot of people will be interested in attending the event
  - Would you be adding only financial aid administrators or student affairs professionals?
    - Jaron mentioned financial aid professionals, but the discussion can open the floor to other areas such as academic affairs
- Betsy mentioned about adding foreign schools because these students do not have a lot of resources
  - She wants the foreign schools to be able to watch and join
  - If this moves forward, please send the information to Betsy to share
  - Monica said they can join MASFAA
    - You do not have to be in Massachusetts to be a member
    - Only \$25
    - An invite to join
- Jaron mentioned we have not yet set up this COVID panel yet
  - Most likely April
  - This is still in the building phrase

#### **Development Committee: Donna Shelby**

- We received a total of 20 sponsors commitment
- 19 repeat and 1 new
- Total commitment is \$10,000
- The invoice for sponsor needs to be revisit
  - Some pay with credit card
  - Others pay with check
  - It's hard to know if they pay in the future
- Development Committee is a position that will be up for in 2021
  - Donna will assist whoever is on this chair next year
- Other discussion: Jeff
  - We have rules on promoting
  - This is strictly prohibited from sending on listserv
  - On MASFAA website anyone can submit an event
    - A sponsor did submit an event that is mainly advertising. The event was about how to use the product, tools, and so on
    - There's no rule to prohibited, however we can publish it
  - Julie mentioned that if we open the door to allow sponsored events, we may end up getting pushback
  - Conference never allowed lenders a breakout session to focus on their products
    - They did allow to speak for about 10 minutes and they also pay for this
  - Betsy said we can put rules

- Alternative is to include a complete attendee list who registered for conference and include name, title, and institution and their email
  - They can use this to distribute
- Julie mentioned that we should do a restriction and tighten the language
- Monica and another mentioned about how the calendar could be flooded with ads and not educational opportunities
- Maria mentioned about having a separate calendar or page to pay to advertise their product
- This is a no on this because it's more promoting a product

**Early Awareness and Outreach Committee: Katelyn Ma**

- No updates

**Financial Education & Wellness Committee: Alia Georges**

- Two webinars since the last October meeting
- In November, we had a train-the-trainer
  - Over 60 attendees
  - Received training and a demo in the Babson Financial Literacy Project curriculum
  - Feedback was very positive
- In December the committee worked with EASFAA with Tuesday at 2 – Improving Graduate Financial Literacy
  - Over 40 schools
- The committee is meeting next week

**Government Relations Committee: Betsy Mayotte, Ellen Anderson**

- Last meeting, Betsy was able to get a list of all the Massachusetts congressional representative
- GRC are looking to who represent their district and who they know
- Developing and writing two drafts on both the Federal and State side
- January reaching out with each of the offices
- Ellen gave an update on the state funding
  - Bill H5164
    - Mass grant
  - This is heading towards the Governor desk
  - \$4.4 million for Gilbert Grant

**Student Loan Counseling Boot Camp**

- From several wealth management and financial planning companies were looking for some intense student loan counseling training
- They are finding more and more of their clients who do have student loans and they want to counsel them
- Betsy developed a 6 hours training and when you come out of this you will be able to answer 99% of the questions that are asked
  - First series explains the different loan type and how they work, and the payment options, income driven plan, and deferment options as of today
  - It mentions the existence of closed school discharge, borrower defense/payment discharge, disability discharge, death discharge
- Betsy is developing a second level counseling to cover the rest

- Second level explains more of the discharge and Perkin program, PSLF, what happens you default, navigating defaults, applying for an appeal, and what to do with a dispute and navigating with a dispute
- Monica mentioned this is a paid training
  - We can pay or subsidize the training
- The goal of the series is to be an effective student loan counselor
  - Betsy is limiting to 25-30 people per session
  - The pricing is flexible
- Monica said
  - One, we are not doing it
  - Two, we offer the event and sponsor it to MASFAA, and it's first come first serve
  - OR, open it to MASFAA and people pay for it
  - There will be a cap
- We can tie it to the financial wellness certificate program
- Betsy mentioned about MASFAA subsidizing the training and pay for half, then people will pay the other half
  - This will be a way to prevent people from signing up and not showing up at the event
- Beth asked about the tax training. We pay for that
  - This year was \$3,000
  - In the past, \$5,000
- The series is set up for a whole day or 1-2 days
  - Betsy is flexible and she will offer two days back to back
    - 3.5 hours a day for two days
- Betsy mentioned that there is a tidal wave coming because we are still looking at 40 million loan borrowers entering
  - This will affect student default rate
  - 40% of borrowers will be in default
  - We need educators

#### **Graduate and Professional Concerns Committee: Maria Morelli**

- The committee had their first meeting
- 2-3 virtual sessions
- Aiming for March timeline
- They will be working on topic next month
  - The next topic may be a Federal update because of the timing
  - Assisting students through COVID-19
  - Budgetary issues
  - How they can assist graduate students

#### **Membership & Technology Committee: Sarah, Jeff, and Ben**

- Membership continues to grow
- 300 renewals
- The new transition did not transfer everything
- They are cleaning up on people who didn't pay or paid \$50
- We have 50 past due who did not pay their membership
  - Some people on Exec Council
- The \$25 member ship is July 1st to June 30th

- After deadline in January, it will go back up to \$60
- Please submit events to Sarah and Jeff
- Highlight committees starting in January
  - Put a spotlight to a committee each month
  - Letting members know more about each committee
- Leanne from Bay Path will be responsibility for communication committee as co-chair
  - Working together on the newsletter
  - Leanne will be responsible with gathering information from committees

#### **Professional Development & Training Committee: James McGehee**

- Just the Facts – Virtual
  - This will start tomorrow and 30-35 signed up
  - Session in December and another in January
  - This is on track
- Tax training session is still going on
- Robert is looking to allow recording on the MASFAA website
  - However, you can't download it
  - Sarah mentioned she can set it up with only members view that is login is required
- The committee is having a difficult time with volunteers especially during these times
  - Please let James know if they want to join
  - He'll reach out to the listserv
  - Monica mentioned to put a call in August retreat

#### **Communications: Brandon**

- No updates

#### **EASFAA: Kevin**

- No updates

#### **Conference Committee: Monique Howell, Melissa Metcalf, and Lisa**

- Very positive survey responses
  - 4/5
  - Average attentiveness were better during the weeks
    - This is calculated is through the click
- The highest rated session is the last session
- The first virtual event really went well
  - 173/217 showed up the first event
- Melissa has the updated Plymouth contract
- Monica said kudos to the three
- 20 sponsors which is amazing in virtual conference

#### **Closing**

- Monica mentioned that members at large are responsible for the end of the year event which happens in June 2021
- Monica wishes everyone a great holiday season and thank everyone for everything. Stay safe!

*Motion to end meeting: Ben Parson*  
*Second: Melissa Metcalf*

End time: 11:22AM