Executive Council Meeting
December 9, 2020
Zoom Meeting

Executive Council: (Voting Members)
■ Monica Blondin        □ Beth Feinberg        ■ Jennifer Sheehy
■ Ebony Marsala          □ Korrine Peterson        ■ Dawn Batchelor
□ Kevin DeRusoi            ■ Robyn Butterfield        ■ Donna Shelby
■ Linna Tran               ■ Ben Parson
■ Shannon James            □ Ross Glover

Committees:
■ Jaron Tucker            □ Katelyn Ma            ■ Jeff Bentley
■ Amy Staffier            ■ Betsy Mayotte          ■ Sarah Bergeron
□ Jennifer Bento-Pinyoun  ■ Ellen Anderson          □ Lauren Sullivan
□ Mike Goodwin            ■ Maria Morelli           ■ James McGehee
□ 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 envelops?
  - 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 10/21st – 270 people attended
  • November had two events
    o All Spanish event - 8 people attended
    o About 76 people on second event
  • There were a lot of questions in FAFSA Day emails and phone calls
  • 4 more events
    o Monday at noon
    o January 10th on Sunday
    o February 7th is another all Spanish event
    o February 11th
  • All of which are recorded and added to the website
  • They are working with MEFA
    o To increase completion rates
    o Specific target of 26 gateway cities
    o Outreach to counselors
    o Providing more information and tools
  • In addition to scholarships, they are also doing a small stipend at the end of the workshop
    o 3 scholarships
  • A new hashtag on the way #FAFSAComplete
  • Betsy asked Amy for more information about the all-Spanish FAFSA Day
    o Her intern work in Lawrence and several non-profit
    o They will get the word out
  • 3 scholarships
    o End of the year
    o Each are $1,000
    o Two will be looking at a large or small school who will award their own student
    o Third is TBD
  • Monica asked about sending an email to the MASFAA community about encouraging FAFSA completion
    o 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
  o Monica mentioned to look at the MASFAA Event and submit the event and have Tech confirm
• Second is about COVID-19
  o The impact of COVID-19 on families and students
  o 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 when 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 subsiding 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 membership 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
  o Put a spotlight to a committee each month
  o Letting members know more about each committee
• Leanne from Bay Path will be responsibility for communication committee as co-chair
  o Working together on the newsletter
  o Leanne will be responsible with gathering information from committees

Professional Development & Training Committee: James McGehee
• Just the Facts – Virtual
  o This will start tomorrow and 30-35 signed up
  o Session in December and another in January
  o This is on track
• Tax training session is still going on
• Robert is looking to allow recording on the MASFAA website
  o However, you can’t download it
  o 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
  o Please let James know if they want to join
  o He’ll reach out to the listserv
  o 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
  o 4/5
  o 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
  o 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