

MEETING MINUTES  
21/22 MASFAA EXECUTIVE COUNCIL  
October 29, 2021

Meeting started at: 10:12am

Motion to start: Kim Oikle

Second: Beth Feinberg

**Welcome/Officer Reports: Amy Staffier**

- Motion to approve 9/24/2021 Meeting Minutes: Monica
- Second: Amy

**President: Ebony Marsala**

- Amy Staffier read Ebony's updates
- Tech committee: online storage situation and physical storage space lock
- Korinne Peterson has resigned from Exec Council due to relocation

**Past President: Monica Blondin**

- No updates as past president

**President Elect: Amy Staffier**

- not yet mailed out information regarding MASFAA awards
- November 9<sup>th</sup> deadline for award nominations

**Treasurer: Beth Feinberg Keenan**

- Budget emailed
- Figuring out funds that need to go to membership, sponsorship, conference costs
- There is currently no need to draw funds from investments
- Julie advised the Conference Committee is meeting with hotel this afternoon and will give cost updates after that meeting
- Amy asked how membership funds are affecting the budget.
- Jeff advised there are 366 current paid members with a potential for additional memberships within the next two months
- Beth discussed possible reasons for current membership numbers
- Beth is working with the accountant to get taxes done
- Beth will be meeting with Edward Jones at end of November to go over investments and will invite representative to a future Exec Council meeting
- Dan stated the Financial Literacy Committee is underspending due virtual events. Are budgets re-evaluated and will low spending affect next year's committee budget?
- Beth advised there is no need to spend down budgets. Budgets can be reevaluated if additional funds are needed.

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**Committee Reports & Goal Setting: Not Available**

**FAFSA Day- Jennifer Bento-Pinyoun**

- Hosted a FAFSA open virtual presentations on 10/13
- Amy did a great slide presentation and went through form line by line and answered FAFSA questions from families
- 175 people attended
- Sessions were followed up with an email and recording. Recording is posted on FAFSA.org site
- Continuing with monthly sessions through February. Offering drop in one-on-one support sessions
- Families are paired with expert volunteers in a break out room
- Spanish and Chinese speaking volunteers
- Promoting FAFSA assistance opportunities on social media platforms
- The MEFA College Planning team is answering phone lines and addressing FAFSA questions
- Website: [fafsaday.org](http://fafsaday.org) updated with resources
- Beth asked if there are any sponsors or scholarships for FAFSA Day?
- Jennifer advised that invoices were sent regarding sponsorships to ASA and MEFA
- Beth advised that she has not yet received those funds and will be expecting those checks

**Access, Inclusion and Diversity Committee: Jaron and Tanika**

- No major updates
- Focusing on building out framework on the program to support low income and first gen students
- Jody Conway is primarily leading the research and getting the main school and Barnstable High School on board as test sites
- Committee would like to request a table at the conference in hopes of bringing more awareness and support and will be asking for mentor volunteers
- Committee is having difficulty finding presenters
- New committee member Kris Smole, also on FAFSA Day Committee
- Amy mentioned that the student panel and presenters from Financial Literacy symposium could be good resources
- Tanika will be reaching out to Jody for additional information
- Dan commented there is an overlap in committee goals between the Financial Literacy and Access, Inclusion and Diversity committees and suggested working together

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**Development Committee: Donna**

- 25 sponsors have signed up
  - 24 exhibiting
  - 1 cancelation request, will talk about during conference update
  - All but 5 have paid in full
  - Due date for payments November 10<sup>th</sup>
- Proposal to let exhibitors know attendance numbers in order to give vendors the opportunity to cancel due to low attendance
- Refund options were discussed
- Amy noted that she had spoken with sponsors who were asking for some sort of refund due to low attendance
- Vendors could be waiting for numbers before committing to attend the conference
- Betsy suggested that if a refund is issued it should be made clear that it is a one-time exception due to COVID-19, only authorized to refund under the HEROES Act
- Julie advised the refund discussion is on the agenda for today's Conference Committee update
- There are currently 101 registrants, over 40 are vendors
- Julie commented that there is room for us to be proactive in refunding money in advance. Committee could work on figuring out what is an appropriate dollar amount as a good will gesture to refund vendors due to low conference attendance vs. high number of vendors
- Jeff reported updated numbers of 106 total registrants, 35 exhibitor/sponsors, 71 school related

**Early Awareness: Katelyn**

- No updates from last meeting
  - Reaching out for volunteers and assistance for Fall 2022
- Acting as Committee Chair and looking for assistance. Event will require all hands-on deck
- In the process of determining if the event should be in person or remote
- Event is in the planning stages and still being researched
- More information should be available next month
- Open to ideas, feedback, and assistance

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**Financial Literacy Committee: Jenn and Dan**

- Virtual symposium went very well, themed around financial aid and financial administrator wellness
- Dan shared overview of symposium
- Symposium video link was emailed
- Committee is planning an event for early December
- New Members: Elizabeth Lally and Tasha Nunez
- Continuing to work on 1<sup>st</sup> generation communication
- Event could potentially be a podcast or webinar
- Jenn: November conference sessions offerings are in place
- Dan: updated information regarding the certificate program will be posted

**Government Relations: Betsy and Ellen**

- Department of Education (ED) made an important announcement on 10/6/21
  - Under the HEROES Act, temporary waiver of many of the requirements for Public Service Loan Forgiveness (PSLF)
  - Currently approximately 16,000 people have received forgiveness under PSLF, under the waivers approximately 22,000 will receive immediate forgiveness under PSLF
  - ED has not yet updated information on website or issued written guidance causing confusion to borrowers.
- Will be doing a webinar with CFPB on November 4<sup>th</sup>
  - Monica asked is webinar was open to everyone
  - Betsy advised it is open to all and provided the link
  - Monica and Betsy talked about PSLF and possible outreach to alumni and grads
  - Betsy advised she has an extensive updated FAQ page on her site
- Will be presenting updates as part of session conference
- ED: 2<sup>nd</sup> week of negotiated rule making will start next week
  - Issue on the table: Borrower Defense to Repayment- provides relief when schools defraud their students. Rule applies to all institutions, not only non-profit schools
  - Possible triggers: If a school gets up to a certain number of appeals they may be required to acquire insurance or have escrow accounts in order to cover costs of appeals
  - Will update once outcome has been determined
- Infrastructure bill: Originally contained America's College Promise, free 2-year college and easier pathway for students to transfer from 2-year degree to a 4-year degree. This is no longer on the bill and there is a new proposal. Will update and summarize at a later date.
- Betsy noted if anyone would like to sponsor a webinar for PSLF she is willing to present
- Monica suggested working with Betsy and presenting several sessions throughout the year
- Ellen: at the government relations committee meeting a suggestion was made to expand membership by offering MASFAA membership to other states.

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- ME, NH, RI showed interest. A NH person from a 2-year public community college was at meeting and was interested in learning about what we were doing in joining forces with the government relations committee, administration of HEERF III funding in MA, PSLF, negotiated rule making.

**Grad and professional concerns committee: Not Available**

**Membership and Technology: Jeff and Sarah**

- Jeff: follow up to electronic storage, google drive will work fine. If committee agrees we can send access to drive to those who are interested and documents can be added to the drive
- There is a drive associated with the masfaa.tech email
  - Can request to be added to have access to drive
  - Will need to create a google account associate with email address
- Membership: last year there were 281 members, this year so far there are 340 members, slightly higher membership numbers this year
- Need to be a paid member to access MASFAA content and events
- Sarah: let Sarah know if any committee chairs are having any website issues

**PD&T: Lauren**

- Just the Facts
  - ¾ way through Just the Facts sessions
  - 25 people regularly in attendance and are interactively participating
  - More interest this year due to timing of sessions
  - Moving forward, could possibly have a hybrid option in order to increase attendance
- Submitted request for all virtual tax training sessions starting November 15th – December 16th
  - There will be 3- 1-hour session for each series

**Communications: Leanne**

- Working on November newsletter
- Pushing registration for conference
- Let Leanne know if have ideas

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**Conference Committee: Melissa, Monique and Julie**

- Julie: meeting with hotel today
  - Donna will be joining meeting
  - Vendor issues
  - Last minute push
  - Finalize numbers
  - Costs, foods, AV, entertainment
- Monique: met 31 days before conference and comfortable with number of registrants and will be moving forward with an in-person conference
- Julie: Exec Council should be encouraging participation and attending sessions
- Masks will not be required and hotel staff will be following all local COVID-19 ordinances
- Melissa: expects last minute sign ups due to late approval and feels numbers should increase
- Talking about vendor charges as we get closer to the conference
- Melissa: room reservations: block of hotel rooms was closed but is not back open
- Jeff asked about refunds for vendors and has heard from a school advising they could no longer attend the conference and is asking for a refund
- Julie: refunds are on list of items to talk about today at Conference Committee meeting
- Melissa: in the past refunds have not been issued. The reason for the refund should be considered
- Monica: asked if Exec Council meeting the afternoon prior to conference
- Melissa confirmed Exec Council will be holding the November meeting on 11/16. Time to be determined
- Jeff: asked when is registration to be shut down
- Monique: registration should be kept open until day of conference
- Monica: asked if volunteers are needed to help with registration day
- Monique: will put out a call for volunteers
- Javon: would like to request an information table at conference for committee for recruitment purposes
  - Melissa: commented that a table can set up

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**EASFAA**

- EASFAA held 2<sup>nd</sup> meeting of the year in Maryland, 10/17-10/19 in person/virtual option
- 2022 EASFAA conference will be May 15-18 at the Hilton Baltimore Inner Harbor Hotel
- Future EASFAA Conferences
  - 2023 NH
  - 2024 CT
  - 2027 MA
  - 2026 PR
- Virtual meetings and policies: there was an incident at an event where someone got on a made inappropriate comments
  - When you register for an EASFAA event you now have to agree to terms and conditions of virtual event or may be bumped out
  - Monica: asked if MASFAA has a similar policy
  - Julie: experienced a heckler during webinar. MEFA has implemented a statement on all registrations regarding attendee expected behavior
  - Monica: will reach out to Jim Anderson regarding copy of virtual meeting conditions and terms
- Monica would like to invite Jim Anderson, EASFAA President, to a future Exec Council meeting so he can introduce himself and talk about EASFAA
- Monica: EASFAA offers free credential training and would like to offer these trainings to the MASFAA Community.
  - Julie Lawton: PD&T had partnered with EASFAA credential training and brought people in person to Wellesley to offer credentialing. PD&T is not holding any in person sessions this year due to difficulty finding an available location due to COVID-19 restrictions. NASFAA will not allow you do credential training virtually, it must be in person.
  - PD&T purchased and owns all 10-credential training sessions but currently does not have an in-person option.
  - Kim: Worcester Stare is open to in person events and meetings

**No Break**

**Members at Large reports: Jennifer**

- No updates
- Sent outreach emails to sectors encouraging them to get involved. Have not had any response.

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**MISC**

- Amy: talked about next meeting time and if there would be a virtual option available
  - discussed room that will *allow for a better option for both in person and virtual*
- Tanika: is it possible to record conference sessions and run them after conference event
  - Monique: due to costs and logistics it is not an option to record sessions
- Julie: shared that for in-person/virtual meeting she has attended, everyone logged into zoom on their laptops and muted/unmuted as needed
- Melissa: room for November Exec Council meeting will have a conference table set up.

Motion to adjourn meeting: Jennifer Sheehy  
Amy second

Meeting ended at 11:38am