

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
October 25, 2019
College of Holy Cross
Worcester, MA

Executive Council: (Voting Members)

- | | | |
|-------------------|---------------------|-----------------|
| ■ Kevin DeRuosi | ■ Shannon James | □ Donna Shelby |
| ■ Monica Blondin | □ Korinne Peterson | ■ Ross Glover |
| ■ Melissa Metcalf | ■ Robyn Butterfield | ■ Ebony Marsala |
| ■ Linna Tran | ■ Ben Parsons | |

Committees:

- | | | | |
|---------------------|-------------------|---------------------|--------------------------|
| ■ Siobhan Keenan | □ Amy Staffier | □ Jan Combs | □ Jennifer Bento-Pinyoun |
| □ Brandon Cipoletta | ■ Susan Kolls | □ Jonathan Sparling | □ Lisa Tablot |
| ■ Betsey Mayotte | □ Thomas Hunt | □ Ina Frye | □ Beth Feinberg Keenan |
| □ Sarah Bergeron | ■ Dawn Batchelor | □ Jennifer Sheely | ■ Robert Picoriello |
| □ Lauren Sullivan | ■ Julie Wickstrom | □ Michelle Clifton | □ Ramon Soto |
| ■ Jaron Tucker | ■ Jeff Bentley | | |

Other Attendees:

Meeting started at: 10:05

Motion to start: Ebony Marsala

Second: Melissa Blondin

Welcome: Kevin DeRuosi

- Review agenda
- Today's meeting will be short because food is not allowed in the room
- Melissa addressed we will work on awards

Kevin motion to approve agenda

Motion to approve: Ben Parson

Second: Robyn Butterfield

Executive Council Reports:

President: Kevin DeRousi

- We will work on Strategic Plan during the next meeting

President Elected: Monica Blondin

- No updates

Past President: Melissa MetCald

- Handbooks needs to be updated
- Monica will update it
 - Linna Tran will send the word document of the Handbook
- Nominations for awards will be discussed later

EASFAA: Melissa MetCalf

- Planning for conference May 4th at Manchester, NH
- Outing is a game at the Fisher Cats baseball game
- Rented out a brewery
- Currently, EASFAA is looking for a keynote speaker
- Also working on credentials
- They are looking for session proposals
 - Next Friday is the deadline but will be extended
 - Theme: innovate, integrate, and motivate.
 - Submit proposal to Melissa Metcald
- Betsey - PLSF panel - any volunteer?

Treasurer: Shannon James

- Sent out the budget a few weeks ago
- Reimbursement - receipts
 - We need this for tax accountant purpose

Committee reports

Government Relations: Betsey

- Simplifying aid is a work in progress
 - Can't move forward yet
- Good new bad
 - Losing Ramon from aspire but he will join Kennedy's campaign
- EASFAA pulled together all the chairs of Government Relations
 - Conference call to compare notes and what other committees are doing
- Another call next month
- Last week Democrats drop Reauthorization Proposal
 - 2021 - No one thinks will happen until then

- Summary of proposal
 - A lot of the proposal is counteracting what Betsey DeVos did
 - Put GI in the stature
 - Borrower-defense issues
 - Accreditation – locking in
 - Standardizing award letters
 - FAFSA - if family have welfare then this is an automatically auto-zero
 - No further information required
 - If pell, no more filling every year
 - Cohort default rate
 - Changing the regulations of cohort default rate, as people are tired of schools hovering around the threshold
 - Example: For school who have 50% loses eligibility after 6 years
 - 10-12% range currently
 - Forbearance for 12-18 months, not in the cohort
 - Forbearance 36 months or more, a part of default rate
 - Eligibility based on repayment rates
 - America’s College Promise - similar purpose to have more grants
 - Public college will be tuition fees 75% federal and 25% state
 - More grants for Minority service institution and HBCU
 - Up Pell \$500
 - 2025 \$8300 range
 - Student loans - allows private students loans to be refinanced in the Federal Student Loans program
 - Get today’s interest rates
 - Get rid of all payment plans for all loans
 - two repayment options
 - 200% property level - i.e. 30,000
 - 20 years loan forgiveness
 - Keeps PSLF - expended, allowing farmers now
 - Get rid of SULA
 - Allows spouse consolidation to be split
 - Kevin DeRousi asked about the 14 millions dollars for the state colleges which can only be used for tuition and fees. What is happening with this?
 - Betsey will check on this

Technology: Julie Wickstrom

- Continuing to update the website
- Registration is open
- Posting jobs are little more difficult

- Membership is also difficult because we are on an academic year based
 - The system makes their own calculation i.e. February to February
- Conference - institution and title was never a field before and now it's included
 - 202 officially registered
 - Also have email address
 - Attendees list?
 - Siobhan Keenan - attendees list will be sent to whoever needs it
- Report also includes any members volunteering
- Michelle is co-chair, Greg Chick is currently on the chair
- List serve is also an issue because when you become a member you do not automatically get added
- If their membership expired - how can we contact them?
 - Kevin - Can you get a list of what is good and what is bad when we start shopping new products?

Early Awareness: Ben Parson

- Started putting out communication for donations
- Feb 7th, Friday - tentatively set, Southbridge Middle School
- Active members - 8 listed, 5 that are active - Kaitlyn and Ben
- Donations - school branded swag
 - Donate as many as you want
 - What is not used will be added to the unused bin
 - 6 bins
 - Melissa Metcalf advised to start asking from our institutions now
 - BC is covered in the budget
 - Other notes: Kevin if any other committee is storing anything please let him know because they are looking to get a storage facility
 - MASFAA banner - Ben has one in the carnival bin

Graduate and Professional Concerns: Robert Picariello

- GPCC moved to Friday, March 6th at Northeastern
- Holds about 100 people and train accessible
 - 75 max typically
- Working on postcard for conference bag
 - Vista Print
- Some of the topics are de-escalation of students, Betsey government updates, and ISA section from Tuesday Talks
- Lender sponsor?

Membership: Dawn Batchelor

- Working with Julie

- Membership renewals are slowing down this time of the year
 - Close to 300
- EASFAA is having a competition of registrations
 - We are winning!!
- Melissa asked what is the issue with membership?
- Dawn/Julie - sometimes can't renew for next year because they're still be active
 - Some are expiring June 1st and not June 30th
- For check, we started adding language to who sent checks i.e. the name and institution
- Elections should be earlier in order to send it out to more active members
- Melissa discussed about a subcommittee for a new platform - key bridge
- Monica suggest asking Donna Shelby for another platform
- Melissa volunteered to get a survey at EASFAA for what platform is being used
- Other discussion: Operational - pulling together membership, technology,, and communication
- Julie mentioned the committees was similar to this in past
- Melissa – better to combine because everything is so siloed

Financial Wellness (Lisa Tablot – email)

- Great attendances
- Symposium feedback was good
- Zack Taylor presented well, doctoral student from Wisconsin
 - Spoke about website accessibility and language barriers
 - Westfield was the only one to have language in Spanish
 - It's about getting kids into school
 - Analyzing websites
- Sending \$250 check
- MASFAA wellness will be representing 3 sessions in conference
- Wellsfargos let go their school's relation team and we'll need a new presented

Professional Development & Training: Kevin DeRousi Represented

- Just the facts went well
 - Room to cut repetitive sessions
- MLA
- Looking for presenters
- Will coordinate conference committee to get the credential sessions

Conference: Susan Kolls

- 15 members, 8-10 active
- A little hiccup as Commissioner Santiago could not attend for lunch Thursday. Instead, Deputy Commissioner Marshall will come
- Looking for items to be put in bags - 215

- Betsey -Government Relations will have buttons to encourage people to vote
- If you want your committee to sponsor
 - Jonathan and Susan will assign you if you do not have one
- Outreach for Early Awareness
- 50th – still looking for MASFAA swag
 - Looking for old conference bag or swag. Lanyards, etc.
- Photos for digit booklet
- 10 people will walk away with poster that has 50th anniversary
 - Photos, timeline, etc. and someone will design it
- Past presidents are coming
- 50th banner is a work in progress
- Melissa - 38 past presidents, heard back from 5
- Dawn - charity - Junior Achievement from Western Massachusetts
 - Ask your school to donate
 - MGM as a big ticket for donation
 - Red Sox sending assigned pictures
 - Consider Big Y, Amazon gift cards
 - Assumption and Boston College will donate
 - Monica - the raffles taken place in the past, what were the hot raffles
 - Susan mentioned wine, cooking, games, and activities
 - AirPods are the speakers gift
 - Jeff mentioned bidding for goods
 - Giveaways
 - 202 registration — planning for 250
 - Lanyards and padfolio already ordered
 - Ebony - rooms booked for Exec Council?
 - President and president elect comp
 - Melissa said no
 - 4 comp with over 200
- Other discussion: Melissa with Betsey will visit Plymouth for the next conference
 - Plymouth hotel 1620 — Other things to note
 - Historic and celebratory for them
- Kevin asked if we need anything the conference
 - Susan mentioned conference is going well
 - Will still need more people because we have sub committees of one
 - Conference committees will have a vest
- Melissa - Something is happening because our membership is not the same. We should bring back vest or conference members wearing same outfit

- Susan - NACADA is so active in social media and MASFAA is not doing a good job
 - Our presence in social media is a problem
 - Example: Awards for who tweeted the most and pictures of prior twitter or social media post
 - Why hasn't it caught on?
- Ebony - ultimately the biggest problem is figuring out who we are because we are spending our years doing the same thing. We cannot continue to repeat what we did in the 70s to what we are doing in 2020
 - Clearly, there is a problem in membership to why people are not volunteering or working
 - We need to strike a nerve
 - Do our thing, engage in social media, and stem the tied
 - Jeff - a commitment from every director to enforce being a part of the community and everyone should be responsible for a committee
 - We should consider enforcing this?
 - Jaron mentioned that he will have not been known if people asked him to be involved
 - Melissa - A lot of people are moving out, not a lot of seasoned professional left
 - The seasoned professionals attracted her to want to be a part of MASFAA
 - Susan – We need to reflect on what is in it for our members and our volunteers?
 - Look at other organization or what we are a part of to know what brings them back or what catches you
 - What can we do to become relevant and important?
 - What are our partners doing to get more people?
 - What else can we do?
 - Betsey advised that during one of the meals, we make it about our committees
 - Have a fun way of introducing the committee
- Kevin – We should consider going old schools by sending a physical paper newsletter. The newsletter can be on your desk as oppose to a folder in your email.
 - More social gathering
 - Plan something for December or every other month
 - You don't have to be a member to join the gathering
 - EXPLORE combining membership, technology
 - Think about what we should do. Touch base later

Vendors: Jeff Bentley

- 28 vendors signed up
- Handful not paid yet
- 27 without Wellsfargo
- They don't get a table if they don't pay

- Pint glass with candy

Access, Inclusion, and Diversity (AID): Siobhan Keenan and Jaron Tucker

- Symposium date will be known later
- Different ideas
- Jaron working on this
- A lot more people are on this, community college, etc. huge mix
- Jaron - only group that decided to sponsor - Color blind presentation

Other Discussions

- MASFAA has a different feel, not bad, but not as connected
 - Melissa mentioned this is such a huge source of mentorship
- Robyn – We should do Zoom or conference calls
 - If a committee is using active technology then they should promote this
 - Some people may not be able to leave their office
- Monica – Consider composing an email showcasing a volunteer doing something
 - Letting people know what your colleague is doing and also have recognition
 - Telling your story
- Ebony – We can't let perfect get in the way of good i.e. just do it!
 - Example, get a storage and if we don't like it move it
- Susan - Number 10 poster board will be about the future of MASFAA
 - History, now, future
 - Here is where MASFAA is heading
 - Monday before the conference - 11th
- Kevin - two applicants for the scholarship, by default they got it

Motion to end meeting: Robyn

Second Ben

End time 12:26PM

Exec Council Voting for Awards

Presidential Award

Jillian Glaze, Bunker Hill Community College

Michelle Blakeney-Couture, Mount Wachusett Community College

Susan Sullivan, North Shore Community College WINNER

Charles E. Jones Award

Sarah Bergeron, Worcester Polytechnic Institute WINNER

Shannon Burke, Mount Holyoke College

Shani Wilkerson, Benjamin Franklin Institute of Technology

Charles "Jack" Sheehan Award

Mary Ellen Severance, Clark University

Jennifer Heller, Wheaton College

Marcia Toomey, Endicott College

Angelica Fisichella, Boston College

Jillian Glaze, Bunker Hill Community College WINNER

Edward Kennedy Public Service Award

Betsy Mayotte WINNER