

Exec council mins - 9/20/19

In attendance -

Ben Parson  
Lauren Sullivan  
Donna Shelby  
Korinne Peterson  
Robert Picoriello  
Ross Glover  
Siobhan Keenan  
Susan Kolls  
Jonathan Sparling  
Sarah Bergerson  
Monica Blondin  
Shannon James  
Kevin DeRuosi  
Ramon Soto

Meeting started at: 10:13

Motion to start: Ben Parsons

Second - Monica Blondin

**Welcome: Kevin DeRuosi**

Review agenda and protocol

-Extended hours from 10-3 for the meetings. Want to build into the meeting some grp work time. More of a working council with making the elected positions more involved. Perhaps pairing them up with a committee and being the liaison and having them do some more work.

- Strategic plan - work on this more within the next few months tackling each section at a time.

Motion to approve minutes from retreat - Ben Parson 2nd - Monica Blondin

President elect report -first meeting

Treasurer -

- Working on our taxes
- Changing around banking
- Website down at this time working on a fix - cards are getting declined
  - Sparling - communication on the website to let them know this is happening
  - DeRusoi - Text Kevin as its challenging at his office with 8,000 students and 2 workers. 617-283-7223 - Don't hesitate to text him to remind him to respond to his email.
  - Budgets - level fund - if you need increases let us know. Will send those out

- Membership fees - researched the surrounding areas and will send those out but we are on the lower end - will need to think about increasing the membership price for next year

Committee reports

**Government relations-Ramon Sato**

-Continuing to work with Clantha. Should know more about the financial aid redesign. Overhaul the ofsa page and consolidating state scholarships and grants programs.

- MN senator Smith reached out to govt relations to see what we are doing. Also questions about the Future Act

-Senator Alexander going to drop a mini reauthorization bill -

-U-Aspire doing a session on how to read your financial aid offers. Transparency on your award letters.

**PDT - Lauren Sullivan**

-Friday notified all rooms are booked for JTF. First JTF meeting next Wednesday. Trouble to get volunteers this year with a lot dropping off. A low sign-up for leadership academy this year - half of last year's cohort (8 signed up this year). Any suggestions for IM discussion let LS know. Need to work with conference about credentialing and getting that up on the website. Robert the tax guy is going to be doing something at the conference.

Kev - how many people do you have for the panel?

None so far

LS - Oct 8th 10-1 looking for people

**Tech/Communications - Kevin DeRuosi**

Julie has been doing great and she has been there for 7 years - needs to be replaced by December. If you know of anyone in higher ed please let Kevin know.

BP - we talked about combining tech/communications/membership can we revisit this?

KD - Maybe an operations committee that would be tech/communications that would do it for all of the different sub committees

MB - A few years ago there was a training at the exec council to go over how to do a post etc. Maybe a quick one hour training would be beneficial to do again

JS - How long is the contract for? Could we look into a new platform?

KD - front facing isn't bad it's the behind the scenes that is hard making the registration etc.

DS - NH just made this transition

KD - would we want to put an RFI out there to see what else is out there - maybe ask Jim Slattery or Kathy Anderson or Greg what they did at the time. There was a crunch last time and maybe we start looking to see what else is out there.

## **Conference - Jonathan Sparling/Susan Kolls**

Nov 14th and 15 - thanks for proposals the agenda is up on the site. We have many exhibitors. Registration is open! Continuing with communications.

- Nasfa U credential session on Wednesday - Would we want to do a little exec council and friends or invite everyone from nasfaU. Apps in a larger room or keep it in the bar area?
- BP/MB - makes the exec council look better being all inclusive and we are trying to get the membership up.
- Sk - most likely just us at the hotel as they only reserve rooms for pilots and young people before they go to the army so most likely just us at the hotel so the room with the windows shouldnt be an issue.
- Payment - how did they bill? They will ask and get back to SJ.
- Look at the agenda and see what session you want to sponsor - then send out communications saying that this session is sponsored by you etc - helps with communications to be sent out.
- There will be a committee table - if you want to put anything in the bag from your committee print off 350 and give them to confernece committee
- They want to really pad the bags this year so look on your campuses to see what you have or if you have any connections let SK or JS know - can either send it to SK or bring it to the conference but let them know.
- 50th year - really going to be pushing this through the conferecnce with posters - if you have any pictures let SK know - Also doing a museum so anything for that let them know. This was done for the 40th so if you know where that stuff went please let JS or Sk know.
- Thursday night professional headshots and the all past presidents hoping to get pictures of. If you want to get your committee together to take pics let them know.
- Gifts for the keynotes and key speakers - Do we want to give other awards to anyone else or schools? Maybe Chuck Jones wife?
- Also sent post cards to every finaid office to people in the surrounding states (NH/NY/RI/NH/VT) abt the conference to try to expand the attendance.
- KD - started working on the scholarship application. Should we include membership in the scholarship amt? 2 Scholarships - will include membership if they aren't already members
- MB - maybe also send the post cards to colleges in MA that havent gone in awhile.
- MB - maybe pins that say 50th - put the swag on the lanyards.
- SB - what abt putting a slide show or something with the schools that have had exec council or on a conference committee
- RG - maybe a letter to the institution thanking them for their work and the value of the instution to the organization - send to the president of the college but also a low cost frame option could work.
- 2 weeks to let JS/SK know if you want to sponsor a session at the conference.
- Charity is junior achievement - they are coming Thursday Lunch

- Speaker is also affiliated with junior achievement
- DS - please print out talking points for vendors to put into the bags.
- SK - wants to put a bi-law change in that one co-chair be a vendor and one a higher ed professional. Bc the amt of work for the conference be a vendor voice and the job description of a vendor its part of their job responsibilities. And also want to go back to tri-chairs.
  
- **DEVELOPMENT - DS**
- Wanted 2 more invites than last year. Secure 23 vendors as of today 22 vendors. All packages purchased except for tax workshop second day. 7 new vendors this year. All logos have been received. Going to move forward with the puzzle.
  - SK - last year it wasn't working well with the glue bc they fell out. Maybe look into a passport with stickers.
  - BP - does our agenda app have a function that can help.
- The free registration was hard to send info for vendors- can this be resolved by next year?
- Is there a limit to how many things you can sponsor -
  - DS - fix this for next year - should change the wording on the sponsorship contract that states only one add ons

### **Early Awareness - BP**

Caitlin Moth - North Shore Community is the co-chair

Southbridge middle - still finalizing date and more finaid friendly.

Needs to get communications out abt bringing donations to the conference. Any update on storage space?

- Last year did research on 10 different storage areas

### **Financial wellness - SB**

Oct 16th is symposium - language and access focus - words used for financial wellness and the access barriers put up - ADA access to website. 40 people registered until oct 5th is the cut off. Can someone bring a student? That was a question that came up - How would we have them pay?

Sk - We have been talking abt growing our profession, maybe look into a student level membership. Nacada has a student memberships

KD - maybe ask them this year and put it out to the other people if they want to bring a student and next year we could think abt charging them.

SB - We feed them, so would we get an increased budget?

Sk - think abt this to grow our profession

KD - relying more and more on work study students and would benefit for them to go to just the facts etc. could think abt a student membership

SB - How abt waiting until closer to the end to see the room capacity and then can open it up to open to any student workers.

## **AID - Siobhan Keenan**

- Jerone from northeastern will be the co-chair.
- Sometimes this can get lost so sent out an email asking for more people on the committee and more issues than meets the eye. MANY responses to this email that were touching - many northeastern people on this committee so not very diverse so it was nice to see all of these other responses for more opinions.
- 25 people have interest in the committee.
- Might need to increase budget with all of the interest received.
- Has a few different ideas for the symposium and will set up a meeting in November

## **GPC - RP**

- Reaching out to returning members to see if they are coming back
- Reached out to person at Harvard for 2nd Friday in February for the symposium
- Want to put something in the bags for the conference.
- Once we hear back from returners start looking for others to fill the rest of the committee

## **Any Questions?**

LS - How are we trying to get new members to join committees?

Sk - There is a table where you can sit to promote it or sponsor a session and talk about it. Panel at the conference last year didn't work. Maybe have committees put together where and when it started and get it to SK so she can put the poster together.

**Strategic plan** - expiring in January - going to review the points and we are going to develop the new plan going forward. We want set strategic goals that are more quantifiable i.e increase membership by 15%.

- Looking for people to split up into groups to go over it:
- Communication objective - BM, RG, DS
- Advocacy - SK, LS, Susan Kolls, RS
- Training - Ben Parsons, Korrine, SB,
- Membership - Jonathan, Robert
- Finance - KD, MM, SJ

Kevin will email the forms in a fillable PDF please send him what you have accomplished.

Motion to end 1:23pm - Kevin motioned, Shannon 2nd

