

Final 12/1/2003

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Babson College
Babson Park, MA**

October 8, 2003

In attendance: Sherry Andersen, Nicole Brennan, Kenneth Burnham, Sherri Culp, Lystra Decious, Tony Erwin, Ina Frye, Jennifer Garratt-Lawton, Kenneth Hayes, Gail Holt, Scott Jewell, Cathy Kedski, Allesandra Lanza-Cosgrove, Pam McCafferty, Catherine Miller, Shawn Morrissey, Scott Prince, Susan Stano, Dawn Stiliha

Absent: Carla Berg, Kate Carnivale, Patti Corjay, Christopher Earnshaw, Kathleen Gibbons, Yvonne Gittens, Seamus Harreys, Brian Hodge, Bernie Pekala, Elayne Peloquin, Michelle Smith, Lisa Talbot

President Susan Stano called the meeting to order at 10:18 A.M.

Jolene Mitchell, representing the College Board, distributed a handout outlining the agenda for the upcoming College Board Regional Forum in February, 2004. There will be a financial aid assembly on Tuesday. Brian Fitzgerald will come from Washington to address the political front. The keynote speaker Monday afternoon is Stacey Beach. Stacey is a Motivational teacher/speaker who has worked hard to educate underprivileged students. Community college interests will be represented at the forum again this year. Suggestions for sessions to be offered for a future year are welcome. Jolene pointed out that the New England region has the most support for financial aid at the forum.

Sue told Jolene that MASFAA is working on the Lumina grant. Jolene offered some guidance and also discussed potential funding available from the College Board and Harvard University.

PRESIDENT'S REMARKS

Susan Stano
ssano@hcc.mass.edu

Sue had no remarks.

SECRETARY'S REPORT

Tony Erwin
aerwin@stonehill.edu

Tony presented the minutes from the September 17, 2003 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

Tony next reported that the Handbook updates are almost done. He is just waiting for a couple of committees to update their information.

Dawn requested that the names of all committee members be available online.

TREASURER'S REPORT

Sherri Culp
sculp@brandeis.edu

Sherri distributed the 2003-2004 budget reports. She reported that the 2002-03 year is now closed and that all information has been sent to the accountant to prepare the tax returns. Sherri next reviewed the 2003-04 year-to-date budget report. Income is coming in for membership and the conference. Sherri asked to which committee she should be charging the conference vendor gift. It will be charged to the Conference Committee.

Sherri next presented the income and expenses since the last meeting. There has been a lot of activity for the conference and the web design project. Sherri next discussed the net worth report. She is still moving funds into the money market account, which is currently earning at a rate of 1.5%. MASFAA has one CD that will mature in March. Sherri reported that current rates for a CD are 1.6% for 12 months and 2.25% for 24 months. Scott Prince brought up past plans to invest in several CDs on a rolling basis. Discussion followed. Sue would like a new CD purchased for \$25,000. A motion was offered, seconded and approved unanimously to make this investment.

Sherri reported that based on information from the accountant, the income received for next year's sponsorship can be deferred. She also reported that she has ordered one thousand mouse pads for the conference. Tony asked if MASFAA should move some money to a different bank given our investments are only insured to \$100,000 with FDIC at any one bank. Gail asked why MASFAA isn't using more investment vehicles. Discussion followed. In general, no members in the past have felt comfortable investing the funds. The Finance Committee will meet in December and discuss this issue.

Motion to accept the Treasurer's report was offered, seconded, and approved unanimously.

MEMBERSHIP REPORT

Patti Corjay
pcorjay@bank1ed1.com

Jennifer Garratt Lawton
jglawton@mtholyoke.edu

Jennifer distributed a written membership report. There are currently 661 members. She and Patti are working to resolve issues people have had trying to use the online membership and conference forms. They did provide direction, through a posted notice to the website, asking users to use Internet Explorer for these forms.

Jennifer has been working on the membership database with Noetic Harbor. She reported that label sales have slowed. Shawn thought that only three sets were sold last year. Patti and Jennifer have been very busy processing membership requests. Lystra added that Noetic Harbor was looking to change to the new database soon. Lystra told Noetic Harbor that she doesn't want the database changed over during the conference registration period. When the changeover happens, the database will be down for no more than two days. Discussion followed. The estimated launch date for the new site is December 15th. Membership information will still be available for printing labels but no updates can be made while the changeover is happening. Jennifer is worried that the database being down anytime before the conference is a bad idea. Pam is concerned that the online registration must be available through November 7th. After that, members will only be allowed to register on site. The database must remain live until the 7th. Nametags and other needed labels will be printed around the 10th of November. The online site must also be available at the conference.

Tony asked if it is a good idea to make this change before the conference, which is the busiest time for the Membership Committee. Discussion followed. Lystra is worried that given her availability at the end of the year, the rollout might be delayed until February. Gail asked if the new database is likely to be easier to use and would then maybe alleviate some of the issues experienced with the database now. Lystra will

ask if this switchover can happen right after the conference and see how that changes the estimated rollout date.

Jennifer reported that they are still waiting for the conference flyer for the new member packets. Lisa Talbot was supposed to do this after the last meeting. Pam will send it to Jennifer. The MASFAA committee brochure has been reprinted.

DEVELOPMENT COMMITTEE

Cathy Kedski

ckedski@bridgew.edu

Cathy distributed a written sponsorship report. There are twenty-eight sponsors, which is one less than last year. Cathy reported that there are several new sponsors. Cathy confirmed with Cathie Miller that she has the regular MASFAA banner. Cathy will order the new banner which lists the diamond sponsors in a table skirt format with grommets to allow for flexibility in display.

Cathy reported that she had a request from First Marblehead Bank to exhibit at the conference. She made space for them but they then decided not to exhibit due to the price of sponsorship. Cathy had a request from a vendor for a list of attendees at last year's conference. Cathy asked for guidance. Dawn said that EASFAA does offer that service to its vendors. Pam suggested we should charge non-members for this service. Sue and Gail suggested that we could provide the names of the schools represented with the number of attendees.

EASFAA

Shawn Morrissey

smorris@frc.mass.edu

Shawn distributed the agenda for the NASFAA training EASFAA is sponsoring. The cost is \$25.00 for EASFAA members and \$75.00 for non-members. EASFAA is looking for proposals for their conference which will be held in Providence, RI in May 2004. The deadline for session proposals is October 31st. The next EASFAA Council meeting is three days before the MASFAA conference.

CONFERENCE COMMITTEE

Pam McCafferty

pmccafferty@fsc.edu

Lisa Talbot

LTALBOT@nelliemae.com

Pam reviewed the conference calendar of events. The Executive Council meeting will be held Tuesday November 18th in the board room on the 3rd floor of the hotel. Lunch will be provided. From 3:00 P.M. to 5:00 P.M. packet stuffing will be held in the same room. Items for the packets should be copied in a quantity of 500. From 5:30 P.M. to 7:00 P.M. there is a cocktail and appetizer reception for the vendors. Pam would like to add something to the website regarding this and asked Cathy if she could send an invitation to the vendors. They want to hold the reception in the atrium area. Since the vendors can't set up until 5:00 PM, holding the reception right outside the area they are setting up in should allow maximum attendance since many vendors will be missing the traditional dinner hour.

Pam asked for clarification regarding the thank you gifts that go to the vendors. Who distributes them? Conference will be handling the gifts this year but Pam wonders if the Development Chair should take this on behalf of MASFAA in future years. Last year Yvonne distributed the gifts and thank you notes that Conference Committee coordinated. Discussion followed regarding the format of the thank you notes. Cathy will distribute the gifts this year. The board room will be the working area for the Committee during the conference.

Pam reported that the awards distribution will happen at the Friday morning breakfast. Sherri asked Pam if MASFAA is required to make a deposit before the conference. Pam reported that the event at the Basketball Hall of Fame has moved to Wednesday night. The hours for the event have been extended and the rate was lower on Wednesday night. Thursday night is now open for dinner and vendor plans. The Family Feud is scheduled at 9:00 P.M. that night. The Lender Consortium is sponsoring scholarships for the winners. Discussion followed regarding the potential conflict of these scholarships with MASFAA's sponsorship program. Scott Prince felt that as an associate member he would see no issue with this at all. The Lender Consortium will also provide t-shirts. Sue and Cathy would like them distributed either at the vendor booths or at the Family Feud, but not at the registration desk.

Sue confirmed that she still needs to hear from some people regarding the dinner on Tuesday night.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
gholt@bu.edu

Kate Carnivale
kcarnivale@brocktonhospital.org

Gail reported on the Carnival of Learning. The event planner recently reviewed the booths for the Carnival with the Committee. The Carnival will begin at 3:00 PM on November 18th. There will be introductions and two or three UMASS Amherst students who went to the middle schools in attendance will speak. The booths will be open until 5:15 P.M. The motivational speaker will then address the students who will arrive by bus but be taken home by parents. The parents will be welcome the whole day but are specifically invited to hear the motivational speaker. Volunteers will be available to council parents who attend. T-shirts are coming in from schools already. They are looking for t-shirts from every institution in Massachusetts. Responses are coming in regarding the requests for school supplies from vendors. Anyone interested can volunteer online at:
http://www.masfaa.org/committees/earlyawareness/eac_carnivaleregform.htm.

The planning grant proposal was at Lumina by the deadline. Gail received a request for more information. She is currently drafting a response. Gail would like to thank the volunteers from the Carnival of Learning in some way. An article is in the current newsletter regarding the Carnival of Learning.

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Allesandra Lanza-Cosgrove
lanza@amsa.com

Alle reported that the first issue is available online. The second meeting of the Committee was held last week. Each staff member has been assigned as a liaison to a committee to facilitate article submission. Lauren Urbanek has been assigned to Early Awareness; Alle to PD&T; Annette MacMullin to Technology and Government Relations; Howard Friedman to EASFAA; Jenn Roberts to Public Relations and GPCC; Tom Patterson to Conference; Ann Playe to CEED.

The next deadline for submissions is November 17th and that issue will be complete by December 10th. Alle asked who would be submitting articles. Sherry will write an article for the awards recipients.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Catherine Miller
cmiller@amsa.com

Cathie reported that the Committee is working on the upcoming Day with the Directors workshop. Fifteen people have already signed up. There will be a maximum of fifty participants. A reminder will be sent in a month or so. The Need Analysis workshops will be held on December 2nd at Holy Cross and December

10th at Northeastern. The next Committee meeting is on November 16th. They will be brainstorming for hot topics and conversation with topics. The hot topic for January will likely be scholarships.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons

Kathleen_gibbons@nelliemae.com

Ina Frye

ifrye@bu.edu

Details are being finalized for the speaker at the conference. They are still working on the mentoring guide. The Committee met with Regina O'Neill, who showed them a tool she had already developed. Regina indicated that she could adapt that tool for financial aid and make it interactive and online. They will be getting a draft for feedback and potential costs.

The Committee is working on a draft of the letter that will be going to intercultural, multi-cultural, career services, and graduate program offices regarding the IIN and mentoring program. Discussion followed as to how to address this letter. Sue suggested we use information from the membership database for this.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes

Kenneth.hayes@simmos.edu

Dawn Stiliha

dstiliha@amsweb.com

The Committee will meet tomorrow. The MASFAA calendars have been ordered. They are still reviewing their goals and objectives which will be finalized tomorrow. They will also be completing their committee member list and would like it posted to the web. The Committee is working on the first time attendees event at the conference. Dawn asked how first time attendees are identified. They self-select when they register for the conference. The Membership Committee will provide that information to the Public Relations Committee. Sue reminded everyone that she would like them to attend this reception.

The Committee will be working on Round-Up sessions potentially held on January 14th or 15th. They are looking at a using Mount Holyoke which has a great room. Sue suggested the Hot Topic session is held the same day to boost attendance.

The potential new ambassador program will be discussed at the Committee meeting to give the feedback from the last Executive Council meeting to the Committee. They will then draft a proposal for the program.

The Conference Committee needs a current list of all current committee members so that they get a ribbon at conference. Lystra would like a list also. Sherri would like the mailing of the calendars to also include the mouse pad and bookmarks for those who didn't attend the conference.

TECHNOLOGY COMMITTEE

Brian Hodge

b.hodge@neu.edu

Lystra Decious

deciousl@babson.edu

The Committee met yesterday. They have four design proposals from Noetic Harbor. Lystra provided a handout for one design. She also displayed it for everyone to review. Lystra confirmed that the diamond sponsors would run two times in the loop and the gold would run once. Each logo will display for four seconds each. There will be ten fly up menus displayed on each page. Lystra went over many proposed format items. The main page would be limited to 1½ screens so that people don't have to scroll too much. The membership search and directory would be on the left menu available from every page. A long discussion followed regarding the best format for access and presentation of the membership data. If the database remains public, should a reminder go to members telling them that information is available to

the public? Sherri asked if the ability to print a membership directory from the site can be added since MASFAA no longer provides a printed directory to the membership.

Sue asked if there would be a site search. Lystra responded that the Committee thought a site map would be more useful. Cathy will contact sponsors for their banner advertisements and give them the requirements that Noetic Harbor has outlined. The designer would like the advertisements to be unique and not all the same size and shape.

The MASFAA vision and mission statements would be in the “about us” section and not on the main page. The main page will likely be a current picture from a recent MASFAA event. Sue and Sherri would like the mission statement in the title bar under the logo. Lystra next displayed a potential design for the master calendar.

OLD BUSINESS

Sue distributed two proposed by-law changes.

Proposed by-law change #1: In order to make the mailing of membership renewals more timely, the following change to the by-laws is proposed:

CURRENT WORDING ARTICLE I, SECTION 3:

Bills for annual membership dues shall be sent by the Chair(s) of the Membership Committee on or about the beginning of May to each member of the Association. Dues shall be payable on or before July 1.

PROPOSED CHANGE TO ARTICLE I, SECTION 3:

Bills for annual membership dues shall be sent by the Chair(s) of the Membership Committee in May to each member of the association. Dues shall be payable on or before July 1.

Proposed by-law change #2: Currently there is no language in the by-laws that addresses procedures should a tie occur in the annual election process. The by-laws also need to be amended to remove language about ballot by mail. The following addition to the constitution is proposed:

CURRENT WORDING ARTICLE II, SECTION 1

Election for officers and the three active member Executive Council positions shall be by a majority of active members voting. If the ballot shall be taken by mail, a majority of those active members who return ballots shall prevail. Election of the Associate Member at Large shall be by a majority of associate members present and voting. If the ballot shall be taken by mail, a majority of those associate members who return ballots shall prevail.

PROPOSED CHANGE TO ARTICLE II, SECTION 1

Election for officers and the three active member Executive Council positions shall be by a majority of active members voting. Election of the Associate Member at Large shall be by a majority of associate members voting. In the event of a tie vote, the President shall cast the tie-breaking vote.

The proposed change will be announced at the conference and then on the listserv after the conference. The vote will take place on the ballot for officers. A motion to accept the proposed by-law changes and to call a vote was offered, seconded, and approved unanimously.

Meetings:

Sue reported that she received information from Seamus outlining the costs for holding monthly meetings at the Northeastern locations. While the accommodations are first rate, that cost is prohibitive. Ken Burnham reported on information at UMASS-Amherst. The total price would be approximately six to eight hundred dollars for the meeting. In addition, he also reported on using UMASS-Amherst for the

Western Round-Up. With parking, a mid afternoon snack, the bar setup and appetizers the price would be approximately sixteen hundred dollars.

The group decided in an unofficial vote to hold the meetings on December 17th, March 11th, April 8th, and May 13th at the Best Western-Yankee Drummer Inn in Auburn. Tony will make the arrangements.

Sue next recapped the reasons and responses for the recent membership survey. Two of the biggest items that the membership felt needed work were the website and the newsletter. MASFAA has made significant strides in both areas so far this year. PD&T has already worked to offer a session for those who want to be directors, which was the largest need identified. Cathie reported that PD&T has referred to the survey results several times this year in planning their offerings.

At the December meeting, Sue will review the CEED and Conference Committees information from the Survey.

NEW BUSINESS

Sue presented possible training opportunities she would like to investigate. She asked for a designee to attend a session on Thursday November 13th for the first College Ready New England Think Tank.

A motion to adjourn was offered, seconded, and approved unanimously at 2:10 P.M.