

**Massachusetts Association of Student Financial Aid Administrators**  
**Executive Council Meeting**  
**Wellesley College, Wellesley, MA**  
**February 13, 2008**

**In attendance:** Amanda Abreu, Leah Barry, Susan Beard\*, Shawn Bennett\*, Jean Berg, Bob Coughlin, Jill Desjean\*, Migdalia Gomez, Meaghan Hardy Smith, Sheila Hoffstedt, Gail Holt\*, David Janey\*, Lisa Kaiser, Dave Kelly, Pam McCafferty\*, Christine McGuire\*, Shawn Morrissey, Catherine Nelson, Kathy Osmond\*, Amy Piantedosi, Jason Shumaker\*, Michael Silvernail\*, Susan Sullivan\*, Michelle Tufau, Anne Marie Zurowski,

**Absent:** Kathy Anderson, Kelley Baran, Dadizi Baker-Cummings, Tony Erwin\*, Beth Feinberg Keenan, Jeremy Greenhouse, Kim Huse, Mike Ippolito, Brian Murphy Clinton, Lynne Myers, Ray Nault, Julie Shields-Rutyna\*, Jered Stewart, Meredith Stover, Jonathan Wiersma, Donna Wood Lozier

\*voting members

*President Kathy Osmond called the meeting to order at 10:05AM.*

#### **PRESIDENT'S REMARKS**

**Kathy Osmond**

[kosmond@wellesley.edu](mailto:kosmond@wellesley.edu)

- State House Day for Counselors: Successful day with great turnout, Kathy spoke with 3 or 4 reps, councilors, and superintendents. MASFAA support was greatly appreciated. MASFAA letter was referenced in speech by one superintendent, and outcomes were very positive. Kathy spoke. Stephanie Wells was there and got some ideas for our state house day when held. We are hoping for guidance community support on our state house day.
- Sample of MASFAA brochure has been received and was handed out.

#### **PRESIDENT-ELECT'S REMARKS**

**Gail Holt**

[gholt@mtholyoke.edu](mailto:gholt@mtholyoke.edu)

- 2009 Conference- Sheraton Framingham Hotel & Conference Center
  - Contract signed on 12/30/08 which gave us a 3% final bill discount. 3 day (11/3-11/6) contract. We had earlier discussed options of shortening conference, but decided upon some programming changes. Scaled back on # of hotel rooms as much as possible, without changing overall rate. Tues. night we have 50 rooms, Wed. 105, Thurs. 95 rooms at \$139 rate per night. Agreed we would meet 80% of room occupancy. If there is concern, then we could also discuss changes to retreat in order to recoup costs.
  - Dates and location to be updated on website.
- Committee Chairs
  - Off to a good start- Conference: Amy Granmaison joins Lisa and Kelley as the third tri-chair. Jennifer English will be new tri-chair for PD&T. All new chairs should be named by April. Just the Facts year starts soon, so Gail will be in touch with possible chairs.
- Retreat is in planning stage for August.

## SECRETARY'S REPORT

**Shawn Bennett**

[shawn\\_bennett@gse.harvard.edu](mailto:shawn_bennett@gse.harvard.edu)

- ⇒ *Motion offered to accept the 12/12/2008 Executive Council meeting minutes as amended offered (Susan S.), seconded (Jill.), and unanimously approved.*

## TREASURER'S REPORT

**Jill Desjean**

[jill.desjean@tufts.edu](mailto:jill.desjean@tufts.edu)

- 2 months of expenses due to no January meeting, most of cleanup is CGS.
- \$50k CD is coming due today, new rates for CD are low. Edward Jones believes that we should keep the money in money market account rather than CD at this point, until economy recovers.
  - ⇒ *Motion offered by Kathy to move \$50k from CD to MM account, seconded by Susan S. and unanimously approved.*
- Just the Facts usually orders NASFAA core CD each year in spring. \$600 expense last year- should it be on this year's or next year's budget? If this year, JTF will need this increased in budget and it should be accommodated with no issues expected.
- There are still 2 outstanding conference expenses to be recorded.
  - ⇒ *Motion to accept Treasurer's report offered (Pam), seconded (Michael) and unanimously approved.*

## NOMINATIONS/PAST-PRESIDENT'S REPORT

**Tony Erwin**

[a.erwin@neu.edu](mailto:a.erwin@neu.edu)

- No update

## ARCHIVES COMMITTEE

**Shawn Morrissey**

[smorrissey@framingham.edu](mailto:smorrissey@framingham.edu)

- Any publications used for meetings or events should be sent to Shawn in electronic format. Imaging and scanning of documents on hold due to budget cuts. Shawn asking if there are any campus resources that could be utilized. If so, contact Shawn. Jean will check on the system at UMass.

## ASSOCIATE MEMBER AT LARGE

**Julie Shields-Rutyna**

[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

- No update.

## COLLEGE GOAL SUNDAY

**Gail Holt**  
[gholt@mtholyoke.edu](mailto:gholt@mtholyoke.edu)

**Julie Shields-Rutyna**  
[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

**Catherine Nelson**  
[cnelson@brandeis.edu](mailto:cnelson@brandeis.edu)

- Year number five for CGS was again successful!
- More than 300 volunteers again came out on Sunday the 25<sup>th</sup> to help nearly 2000 students and their families at 26 sites. Many first time volunteers expressed enthusiasm and true joy in being able to help so many families.
- Over 1700 students pre-registered for the event.
- The state-wide media campaign now in its fifth year was greeted with recognition and an eagerness to share the information with families in print, audio and video. The partnership with ASA continued as they staffed the CGS hotline and with MEFA as they included CGS information in 323 financing seminars and statewide guidance counselor trainings for 400.
- 14 - \$500 Educational Prize winners will be selected, notified and posted on the CGS website soon.
- Over the coming months we will be completing the grant report for this year and doing advance work on enhancements for 2010. The big item is more online sites. We increased the number of sites offering online access to a total approaching 50%. However, much more progress can be made.
- We also experimented with one site being held the Thursday before College Goal Sunday and that seemed to work well. We will continue to explore the need and interest in alternative days.
- The new “look” of CGS this year also was received well.
- Julie and Cathy will be attending the College Goal Sunday Forum and 20<sup>th</sup> Anniversary in Albuquerque, New Mexico in May. This is a valuable opportunity to learn about and share best practices from CGS states across the nation.
- College Goal Sunday will officially be supported by the YMCA as of April, 2009.
- Pam reported possible problem where FAFSA users were being redirected to the .com “pay” website at her location. One idea was to set the home page to fafsa.ed.gov in advance to ensure they are on the correct site.

## COMMITTEE TO ENHANCE ETHNIC DIVERSITY

**Dadizi Baker-Cummings**  
[dbakercummings@amsa.com](mailto:dbakercummings@amsa.com)

**Migdalia Gomez**  
[mgomez@mefa.org](mailto:mgomez@mefa.org)

**Amy Piantedosi**  
[amy.piantedosi@tufts.edu](mailto:amy.piantedosi@tufts.edu)

- Working to put together spring event in May, looking for space. Program being developed.

## CONFERENCE COMMITTEE

**Lisa Kaiser**  
[lkaiser@edamerica.net](mailto:lkaiser@edamerica.net)

**Kelley Baran**  
[kbaran@bentley.edu](mailto:kbaran@bentley.edu)

**Anne Marie Juckins**  
[ajuckins@edfund.org](mailto:ajuckins@edfund.org)

- Will have wrap up meeting in two weeks. Some members will be leaving, but about 3-4 more people will be added. Kick off meeting will be held at the end of March. This will be MASFAA's 40<sup>th</sup> anniversary, so that will likely be theme. Will work with Archives to get a bunch of fun old stuff!
- Kathy mentioned how important it is to make sure that the conference is presented as a major training event, so that it may be an easier justification for campuses and their budgets. Emphasizing it's place as a training event is very important.
- Kathy also mentioned using an EC meeting to help conference committee establish sessions and identify possible presenters.
- Pam also mentioned that contacting past presenters who received good reviews may also be a strategy for identifying additional presenters. Christine said direct questions would be good, and

Leah suggested offering a web-based form of some type (where people can give feedback). Amy recommended sending this after EASFAA, so people who attend that conference could contribute. Bob thought encouraging people to share conference sessions from other conferences would also be useful.

- Tech will look into issue with Membership regarding new MASFAA members who registered at conference but were not in database, apparently there was a disconnect in the system.
- Anne Marie is concerned that it is becoming difficult to rotate people off of the committee. Seemed to identify 2 separate issues:
  - 1) Committee members need to rotate off, see page 35 of handbook.
    - a. Chairs should reiterate this rule to current members and proceed with term limits going forward. This allows for new people to become involved.
  - 2) Non performing members need to rotate off or be removed
    - a. Conference Chairs are supported by EC when removal is needed and any questions can be directed to EC/President for assistance.

## DEVELOPMENT

### Jason Shumaker

[jshumaker@bentley.edu](mailto:jshumaker@bentley.edu)

- Jill forwarded a lender to add to master development list.
- Jason rotating off development this year.

## EARLY AWARENESS AND OUTREACH COMMITTEE

### Jean Berg

[jberg@finaid.umass.edu](mailto:jberg@finaid.umass.edu)

### Kim Huse

[k.huse@neu.edu](mailto:k.huse@neu.edu)

- The next meeting is at the end of the month; working with ASA and MEFA to do spring program at boot camps and guidance counselor sessions. Will discuss timeframe and where presentations will be held using NTC4 program. This is good news for spring programming.
- Both co-chairs rotating off

## EASFAA

### Donna Wood Lozier

[dwoodlo@spfldcol.edu](mailto:dwoodlo@spfldcol.edu)

- Training for rising EASFAA members held, but weather problems hampered attendance. Donna will send Gail some hotel negotiating tools that EASFAA uses.
- Nobody from MASFAA attended leadership training at EASFAA. Timing and location were most common reasons for not attending.

## GOVERNMENT RELATIONS COMMITTEE

### Lynne Myers

[lmyers@holycross.edu](mailto:lmyers@holycross.edu)

### Christine McGuire

[chmcuir@bu.edu](mailto:chmcuir@bu.edu)

- Economic Recovery legislation will likely have aid implications to Pell Grants, FWS, Higher Ed tax credit. Perkins FCC, Unsubsidized Loan increase were removed.
- Committee discussing understanding the new GI Bill benefits and hope to pull together training for the new changes. A new subcommittee was created for this. GPCC had Patrick Campbell as a speaker, who was excellent.
- March 17 NASFAA webinar on summer aid being held.
- MEFA and ASA conference call options are gone for meetings, etc. Gail suggested freeconferencecall.com- has had not problems with it so far.

- Negotiated Rulemaking nominations have been submitted, waiting to hear results.

## GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

**Amanda Abreu**  
[a.abreu@neu.edu](mailto:a.abreu@neu.edu)

**Sheila Hoffstedt**  
[sheila.hoffstedt@tufts.edu](mailto:sheila.hoffstedt@tufts.edu)

**Brian Murphy Clinton**  
[b.murphyclinton@neu.edu](mailto:b.murphyclinton@neu.edu)

- Monthly meeting on last Wednesday, committee has a small core group. Spring symposium not getting support, time commitments are prohibitive; thinking about webinar perhaps. Spring is a difficult time due to exits and admission season.
- Sheila called for additional members for committee.
- GPCC wants to increase advocacy, perhaps teaming with Government Relations. Also volunteering help with other committees who need it.
- Some topics ideas offered were economic hardship deferment, IBR and public service loan forgiveness. GPCC has addressed these issues and will continue to do so. Lisa passed names re: research sessions presented in CT.
- Considering moving symposium from fall to spring in order to gain distance from the offerings held at MASFAA conference.

## JUST THE FACTS! TRAINING COMMITTEE

**Meredith Stover**  
[stoverm@babson.edu](mailto:stoverm@babson.edu)

**Bob Coughlin**  
[robert\\_coughlin@hms.harvard.edu](mailto:robert_coughlin@hms.harvard.edu)

- JTF is in down time. Wrap up showed that feedback was very positive and locations worked out well. Will begin new cycle in March.

## MEMBERSHIP REPORT

**Beth Feinberg**  
[b.feinberg@neu.edu](mailto:b.feinberg@neu.edu)

**Meaghan Smith**  
[hardyme@bc.edu](mailto:hardyme@bc.edu)

- 834 members as of 2/12, 612 from schools, 187 vendors, 35 other
  - 159 new members
- Payment for dues solicited June 1. Enough time to move into either FY budget.

## NEWSLETTER

**David Kelly**  
[dave.kelly@bankofamerica.com](mailto:dave.kelly@bankofamerica.com)

**Raymond Nault**  
[naultjr\\_raymond@wheatonma.edu](mailto:naultjr_raymond@wheatonma.edu)

- Summer edition being combined with spring edition, which will both save money and consolidate content

Publishing Dates:

Winter- 3/6

Spring/Summer 5/15

Submission deadlines normally one week prior.

## PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

**Kathy Anderson**  
[kanderson@mefa.org](mailto:kanderson@mefa.org)

**Michelle Tufau**  
[mtufau@wellesley.edu](mailto:mtufau@wellesley.edu)

**Jonathan Wiersma**  
[jonathan.wiersma@gmail.com](mailto:jonathan.wiersma@gmail.com)

- Since College Board is not offering tax workshop PD&T is working to put together a basic workshop on March 4 or 6. Zack Goodwin from Harvard will present half day offering. Iris Godes from QCC agreed to do verification piece, but EdFund is also offering a similar training on March 12.

## **PUBLIC RELATIONS COMMITTEE**

**Mike Ippolito**  
[mippolit@brandeis.edu](mailto:mippolit@brandeis.edu)

**Jered Stewart**  
[jstewart@edfund.org](mailto:jstewart@edfund.org)

- Brochure is set. Apart from a date change, it is ready for mass printing (1000)

## **TECHNOLOGY COMMITTEE**

**Leah Barry**  
[lbarry@bu.edu](mailto:lbarry@bu.edu)

**Jeremy Greenhouse**  
[jgreenhouse@amsa.com](mailto:jgreenhouse@amsa.com)

- Calendar of events- separate software, so use username and password given by Leah.
- Elections are over and totals are being counted. Candidates who didn't win are contacted and offered chance for recount before election results are announced.
- Looking into webinar software for MASFAA's use. Options are expensive so far.
- Pam would also like to talk to Tech Comm. about online payment and registration system to help improve things for books and Treasurer.

## **OLD BUSINESS**

- None

## **NEW BUSINESS**

- Pam recommended that a MASFAA brochure be sent (mailed) to college presidents with letter of advocacy from Kathy. Bob will send a copy of NASFAA letter to Kathy as an example.

## **Review of Upcoming Meetings**

Meeting dates for 2008-09

3/13- Wellesley

5/14- 10am finance committee, EC afterwards, appreciation dinner, TBD

6/18- year end workshop, TBD

⇒ *A motion to adjourn was offered by Susan S., seconded by Gail and approved unanimously at 12:15PM.*

## **ATTACHMENTS**

None