

Massachusetts Association of Student Financial Aid Administrators
Wellesley College
March 11, 2011

In attendance: Christine McGuire*, Bernie Pekala*, Julie Shields-Rutyna, Lori Moore, Dave Kelly, Karen Grant*, Beth Feinberg Keenan, Somaly Heang, Jennifer English*, Jeff Bentley*, Melissa Metcalf*, Cheryl Constantine*, Meaghan Hardy Smith, Jillian Glaze, Ray O'Rourke*, Longino Alex Gonzalez, Bonnie Quinn, Debbie Gronback, Patty Reilly, Zack Goodwin, Aaron Clark-Melcher, Kerry Jacobs, Catherine Ryan*

Absent: Gail Holt, Pam McCafferty, Leah Barry, Jill Desjean

*Voting members

President Christine McGuire called the meeting to order at 10:10 am.

PRESIDENT'S REMARKS

Christine McGuire
chmcguir@bu.edu

- Strategic Planning Update
- Christine has a proposal from Ed Hudner from Cambridge Hill Partners
- The firm only works on higher education strategic planning
- Series of steps of how we would do this
- We would have a planning meeting with him - not sure who will attend
- Lay out objectives and key items
- Christine has already given him background of our industry
- What are the issues and what is the data we need
- Stakeholders and assignments
- He will interview stakeholders and gather data
- There is a possibility that we can use the June year end meeting to have all MASFAA members provide feedback on this process
- Next step is to consolidate all of the information
- The goal is to have a draft in place for the November conference
- Christine feels we need an external person to help us get this done and do it right
- Projected cost between \$15,000 and \$16,000
- Is this a reasonable next step to bring this outside individual in to meet with EC?
- This strategic planner cares about relationship and results
- Some group discussion took place...
- Let's move forward with this being a MASFAA project and not a Christine and Bernie project...let's pull in past presidents, emerging leaders for the higher level feedback meeting

- Discussed whether or not we should have a motion to take a vote that we think it is worth it to spend some money to do this project...are there other options we could consider
- Christine will post an announcement on MASFAA list serve to see if any member can recommend other groups or individual that offer this type of service
- Christine will ask Ed from Cambridge Hill Partners for references
- In the email announcement to list serve we can ask if any members want to be involved in the strategic plan
- Bernie made a motion stating we are willing to go forward to use an outside vendor to assist us develop a strategic plan, seconded by Cheryl
- Other discussion....let's not get just a draft, but a final strategic plan
- Unanimously approved
- Next step is to bring Ed and anyone else we identify to attend a special meeting in April.

PRESIDENT-ELECT'S REMARKS

Bernie Pekala

bernard.pekala@bc.edu

- Conference 2011 discussion
- Conference sent a survey to the membership and Bernie brought the results for us to review
- Budget limitations and too busy were reasons given why members could not attend the conference
- 80% plan to attend the 2011 conference
- The 2 day conference was a hit
- We need to organize the sessions to go a little bit longer
- Location...eastern ma is preferred
- Group discussion of location took place
- We are leaning towards have a 2 day conference in eastern MA not necessarily just Framingham
- Bernie is asking all current chairs whose term will end June 30 to work with other co chairs – he will send an email in a month or so. Want new chairs to be in place by the end of may

SECRETARY'S REPORT

Catherine Ryan

cryan@wsc.ma.edu

- MASFAA Handbook received a couple of updates last month. The revised copy was sent to Aaron this week so she could put in on the MASFAA website.
- Will add Pam McCafferty as in attendance to October meeting and send update to Aaron for the website.

⇒ *Motion offered to accept the 02112011 EC meeting minutes offered by Karen Grant, seconded by Bernie Pekala and unanimously approved.*

TREASURER'S REPORT

Leah Barry

Lbarry@bu.edu

- No formal treasurer's report today.
- Please review this month's report and if you have any concerns please contact Leah
- The Edward Jones CD will expire next month
- Do we want to advise her to roll the CD?
- Bernie made a motion to roll the Edward Jones CD for another 3 months, seconded by Melissa, no discussion, and unanimously approved.

COLLEGE GOAL SUNDAY

Julie Shields-Rutyna

jshields-rutyna@mefa.org

Beth Feinberg Keenan

bethf01@gmail.com

Susan Sullivan

smsull@hotmail.com

- Wrap up meeting was held by the committee
- Numbers were slightly down but committee does not feel that is an issue because all attendees submitted a FAFSA
- The final program was at Pine Manor...4 volunteers and 3 attendees.
- In the future we will try to keep events in a 2 week period
- FAFSA simplification may have something to do with fewer attendees
- Christine wanted us to recognize the work of CGS now that events are over

CONFERENCE COMMITTEE

Meaghan Hardy Smith

hardyme@bc.edu

Jillian Glaze

jmclarke@bhcc.mass.edu

Colleen Burke

Cburke2@fisher.edu

- Colleen Burke is new tri-chair
- Dunkin Donuts gift certificates were awarded
- The chairs will send out an email to the membership to announce the winners of the gift certificates

EARLY AWARENESS AND OUTREACH COMMITTEE

Tanya Tanaro

ttanaro@amsa.com

Bonnie Quinn

martinb@bc.edu

- April 7th at Duggan Middle School in Springfield
- Need more local schools to participate
- Need volunteers to work with small groups of students

- If interested please email Bonnie or Tanya

GOVERNMENT RELATIONS COMMITTEE

Zack Goodwin

zgoodwin@dcemail.harvard.edu

Patricia Reilly

Patriciareilly@tufts.edu

- State House Day was a resounding success
- More schools and more students attended including UMASS Boston
- Speaker DeLeo attended
- The exposure was tremendous, NECN did a story on it
- MASFAA provided cookies and students brought the cookies to the legislators which was a big hit
- Special thanks to Patty Reilly and Zach Goodwin for providing cookies and MASFAA bookmarks for students and legislators
- Went over budget by \$132
- Zach asked if Christine or Bernie is available to speak to the emerging leaders group in May. Christine is available

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Lori Moore

lmoore@accessgroup.edu

Kristi Jovell

kjovell@suffolk.edu

- In the evaluation many commented on the welcome from Christine as MASFAA president. As a result in future years the committee may ask the MASFAA president to give welcoming comments.
- The only negative comments came from lender representatives regarding the keynote speaker's comments and understanding of private loans

MEMBERSHIP REPORT

Somaly Heang

somaly.heang@the-bac.edu

Michelle Clifton

mclifton@babson.edu

- We have 70 members registered but not yet paid
- An email will be sent to remind them to pay
- If they do not pay their record will be deleted
- We are currently \$1,600 behind in membership
- The non paying members have not attended a MASFAA training or event

- An update of unpaid members will be added to the Monthly Committee Report
- A list of unpaid members will be sent to EC members to see if we can assist with payment
- Group discussion took place

TECHNOLOGY COMMITTEE

Aaron Clark-Melcher

aa.clark@neu.edu

Debbie Gronback

Debbie_gronback@harvard.edu

- Tech received an email from Crittendon Women's Union regarding contact information. Tech will post information on the list serve.

OLD BUSINESS

- None

NEW BUSINESS

- None

⇒ *A motion to adjourn was offered by Jennifer, seconded by Karen and approved unanimously at 12:12 PM.*