

**Massachusetts Association of Student Financial Aid Administrators**  
**Executive Council Meeting**  
**Wang Center, Wellesley College, MA**  
**October 17, 2008**

**In attendance:** Amanda Abreu, Kelley Baran, Leah Barry, Susan Beard, Shawn Bennett, Jean Berg, Bob Coughlin, Jill Desjean, Beth Feinberg Keenan, Meaghan Hardy Smith, Gail Holt, David Janey, Dave Kelly, Pam McCafferty, Brian Murphy Clinton, Kathy Osmond, Julie Shields-Rutyna, Jason Shumaker, Michael Silvernail, Jered Stewart, Susan Sullivan, Michelle Tufau, Donna Wood Lozier

**Absent:** Kathy Anderson, Dadizi Baker-Cummings, Tony Erwin,\* Migdalia Gomez, Jeremy Greenhouse, Sheila Hoffstedt, Kim Huse, Mike Ippolito, Anne Marie Juckins, Lisa Kaiser, Christine McGuire\*, Shawn Morrissey, Lynne Myers, Ray Nault, Catherine Nelson, Meredith Stover, Jonathan Wiersma

\*absent 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)

Received letter of thanks and commendation re: CGS from \_\_\_\_\_  
Kathy and Gail are hoping to develop press release process, which would be PR role.

- College Keys Compact
  - Handed out summary from College Board.
  - NASFAA hasn't yet signed on.
- Working with MASCA & NEACAC
  - Handed out copy of letter that was sent in support of their positions.
- E-mail EC voting: 3 votes passed
  - Approved GRC speaking points.
  - Approved GRC expanded written points.
  - Approved letter in support of Counselors' Day at State House.
- Thinking ahead to funding for '09.
- Expenses covered, at least by reserve, and we want to leave a legacy for the future.
- Plan on finance committee meeting after conference.

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

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

- Site selection for '09 conference
  - 4 hotels visited- Springfield and Framingham sites were determined to be best options.  
Gail handed out comparison sheet for both sites.
- Gail has also compared some historical data from past conference expenses and attendance. Discussion ensued regarding pros and cons of sites. Will move forward considering points & ideas offered. Perhaps we could set up a quick poll on the website. EC is in favor of Framingham.
- Conference suite question- who to offer to as "VIP" guests. Definition of speakers is flexible and there's no consistency from president to president. Gail would like to clarify the policy regarding offering suites to VIP speakers.
- Issue of hotel points. In past points went to president but they are really the property of MASFAA. Trying to figure out what to do about points. They should somehow go to Association.  
✓ NEW BUSINESS: Gail will draft some language for next meeting.

## SECRETARY'S REPORT

**Shawn Bennett**

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

- Handbook updates made.
  - ⇒ *Motion offered to accept the 2008/2009 MASFAA Handbook as amended offered (Pam), seconded (Jason), and unanimously approved.*
- Shawn to send electronic version of last year's business meeting minutes to Conference Committee for inclusion in the conference program.
  - ⇒ *Motion offered to accept the 9/19/2008 Executive Council meeting minutes as amended offered (Pam), seconded (Jill), and unanimously approved.*

## TREASURER'S REPORT

**Jill Desjean**

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

- Reviewed Treasurer's report.
- Thinking of sharing agenda of conference with other areas/offices to see if there is interest in attendance. This could help increase revenue from conference registration fees.
- Conference is currently app. \$45,000 under funded due to lack of exhibitor funding.
  - Thoughts for savings- eliminate food for trainings (\$17k last year)
  - Some different options may need to be considered regarding food
- Jill may contact committees regarding some of their possible expenditures to see if there are areas where cutbacks can be made.
- CD is set to expire, and we need to decide whether to renew on October 27. Do we want to leave the funds liquid so it is available just in case?
  - ⇒ *Motion to renew CD for 3 months was offered (Gail), seconded (Susan) and unanimously approved.*
- Tony must show Jill how to update Edward Jones investment information for report.
- Steve Doucette was not able to attend meeting.
- May need to revisit 08-09 budgets, likely at finance committee meeting.
  - ⇒ *Motion to accept Treasurer's report offered (Pam), seconded (Susan) and unanimously approved.*

## NOMINATIONS/PAST-PRESIDENT'S REPORT

**Tony Erwin**

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

- Ballot for EC positions set, officers in process
- Kathy mentioned taking a more modest approach to strategic planning, in looking at what we already have and going from there.

## ARCHIVES COMMITTEE

**Shawn Morrissey**

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

- Kathy Anderson using archives to gain materials for her conference presentation.

## 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)

- Current sites for 2008 are 27. Greenfield has been removed for this year due to difficulty arranging for a site location, but Cambridge Rindge and Latin has been added.
- The first call for volunteers went out in the MASFAA Newsletter and via the MASFAA Listserve yesterday (10/16/08). At this point, we have 75 volunteers. This is consistent with this time last year (80). 60 of the 75 indicate they are MASFAA members.
- We are finalizing print materials and hope to have them available soon. Flyers (8.5x11) are currently available and will be included with the MEFA seminar booklets starting next week. The new bi-fold brochure will include the city and location of each site. The brochure will also indicate if a site will have computer access during the event and Spanish presentation/translators.
- CGS will be working with the Castle Group to create a list of CGS 'Media Ambassadors' from around the state. This will help to alleviate significant pressure on a select few individuals.
- We will be working to expand grassroots outreach. Jessica Krywosa of Suffolk and a member of the Steering Committee, created a list of Top 5 Community Outreach Strategies that will assist Site Coordinators in promoting CGS locally. We are working on efforts to have the Governor add CGS to his education page. Cathy Nelson met with Clantha McCurdy, Vice-Chancellor of OSFA, to discuss how the state can become involved with CGS. Clantha will appoint one of her staff to serve on the CGS Steering Committee to determine how the state can assist. We also hope to videotape the CGS presentation and have it available online. Sites will also be looking into the possibility of using their area school districts' Connect ED or Reverse 911 systems to get a message to area students/families.
- Based on the realities of current donations to CGS, the budget has been modified for this year. The service agreement with the Castle Group has been reduced from a 4 month campaign to a 2 month campaign (December and January). This brings the cost to \$15,000, from \$22,000. We have also decided to reduce the number of educational prize drawings as a cost efficiency measure from one per site, to a total of 14. This reduces that expenditure from approximately \$14,000 to \$7,000. The total revised budget is now \$65,000. Based on current resource projections, we are approximately \$9,000 over budget. However, we will be evaluating other decisions along the way and hope to reduce costs in other areas.

## 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)

- CEED session is planned and ready for conference.

- Diversity library list is being edited and will work with Tech committee to increase electronic visibility of library. Message to listserv to be sent out.
- Working to plan spring event.

## 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)

- Lost a couple of committee members and keeping numbers as is. Moderators are affected and will be assigned. Moderators need to be alerted in person if their time is changed while at the conference.
- Program going to printer today.
- Please submit raffle donations, there will be a short speech by the charity representative.
- Don't have historical background on conference evaluations. Can add to handbook and then submit data to Archives on a yearly basis.

## DEVELOPMENT

**Jason Shumaker**

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

- Handed out exhibitor update- total of 18 for conference.
- Jason has identified those that either do not exist or will not participate. Working on calling and e-mailing potential exhibitors. May have a couple more interested exhibitors.
- Plenty of exhibitor space in hotel, so Kathy will ask if hotel can fill the open space as a commuter lounge.

## 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)

- Carnival is coming along, but have no students yet.
- Robert Diaz is helping (from GEAR UP) but there's no GEAR UP schools on the Cape. If a non-GEAR UP school is invited then we need to pay for bussing. Carnival needs 50 students. Robert can't get GEAR UP school to come due to various issues, including distance.
- Michelle recommended checking with TRIO or Talent Search to help find students and bussing if needed. Jean to contact Michelle if needed.
- Speaker fees increased from \$100 to \$700 plus purchase of book.
  - Close to going over budget for Carnival.
- Journey to College will not be done because of MEFA partnership in new guidance counselor program. Shouldn't cost anything and cost savings could help with Carnival.

## EASFAA

**Donna Wood Lozier**

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

- Every state @ EASFAA EC has said they've seen decrease in exhibitors (around 50%).
- Each state rep will get list of past conference/training attendees who owe \$\$ to EASFAA.
- Registration is up for EASFAA/NASFAA trainings being offered. Asked if there were any problems with paying via credit card. If so, contact Donna.
- Needs name of possible folks to be president-elect or treasurer of EASFAA. Submit names to Donna.

## GOVERNMENT RELATIONS COMMITTEE

**Lynne Myers**  
[lmyers@holycross.edu](mailto:lmyers@holycross.edu)

**Christine McGuire**  
[chmcuir@bu.edu](mailto:chmcuir@bu.edu)

- Successful testimony & submission of regulatory comments
  - Will have final versions posted on website.
  - Nice work from Government Relations Committee.
- Will have 4 sessions at conference.

## 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)

- Conference sessions finalized. Due to layoffs that effected committee will have IBR and Public Service Loan Forgiveness session, update on market trends and student loan market.
- Upcoming symposium Dec. 11 @ BU School of Management. Finalizing topics including economic changes, veteran's benefits and demographic changes.

## 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 up and running, at Holy Cross. Things are going well, and only one attendee had trouble with location but that was solved. Holy Cross President addressed group, which was inspiring.
- The JTF listserv is working well, thanks to Tech. PD& T provided projector to help with costs.
- 33 attendees. No problems with that number of attendees although it is more than preferable.
- Evaluations have been positive. One of Jean's staff is attending and really likes it.

## MEMBERSHIP REPORT

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

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

- 604 paid members (increase of 140 since last month) 78% schools, 21% vendors
- 130 registered but not paid. Will send payment reminder along with reminder to those who were members previously but not now.
- 153 members registered to conference, 28 paid to date.
- Remind committee members to pay dues!!!
- Some requests for receipts- looking for electronic letterhead. Jill created receipt and will send it to Membership for their use.
- Jason & Meaghan worked to send letter to exhibitors to identify in advance who their comp registrations are for.
- Also last year late registration fee was waived. This year there will be an on-site registration fee instead.

## NEWSLETTER

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

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

- Fall edition on web. Next publication date 11/28 (conference edition); submission deadline of 11/23
- Keep submitting articles!
- Publishing Dates:  
Conference- 11/28  
Winter- 2/13  
Spring 4/17  
Summer 6/26  
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)

- Met on 9/30 and PD&T is having some trouble identifying committee membership. Members listed on website.
- Committed to FISAP Training (8/21), Needs Analysis (east & west) 12/3 @ Mt. Holyoke, looking at locations for east (BC/BU possibly)
- Moving forward with Emerging Leaders, targeted dates in winter/early spring.
- 3 C's (Counseling, Communicating, Caring) - Working With Families in Crisis.
  - Want to train on softer side of profession, training on 12/16 probably at Holy Cross.
  - Mid-level, all day training
  - Kathy is interested in press release for this training.
- Gail is interested in a topic about using e-mail to communicate effectively with families (there is a session about this at conference)
- Need to review workshop assignments, 10/27 is next committee meeting.

## PUBLIC RELATIONS COMMITTEE

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

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

- Brochure being worked on and will be shared to be approved by EC
  - Need to figure costs and how many to print
- Table will be set up at conference to advertise different committees, and publicize diversity library for CEED.
- Volunteer lists can be sent out, will send to Michelle for PD&T.

## TECHNOLOGY COMMITTEE

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

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

- Voting times for conference: perhaps we can cut down voting room open times and be more strategic (such as after breaks and meals) then add voting times to agenda. Tech to propose open times.
- Idea that there could be a "Vote for MASFAA" slide in each presenter's presentation.

## OLD BUSINESS

- MASFAA Resource guide- quote from Happy Frog was 500 for \$4,000. \$6.38 per issue from Staples, Happy Frog will match price

- Discussion ensued regarding the wisdom of spending \$4,000 on new publication given the current MASFAA budget shortfall.
  - Ideas:
    - Could be a CD- Gail to price CD.
    - Web based version, perhaps announce it within PR brochure. Users could download the publication for free.

## NEW BUSINESS

- None

### Review of Upcoming Meetings

Meeting dates for 2008-09

11/18- 2pm, Cape Codder, Hyannis

12/12- 10am, Wellesley

1/9- 10am, TBD

2/13- 10am, TBD

3/13- 10am, TBD

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

6/18- year end workshop, TBD

⇒ *A motion to adjourn was offered by Susan, seconded by Gail and approved unanimously at 2:15PM.*

Over 71 million viewers watched the Obama victory on election night, making it the most viewed event of the political season and the highest-rated election night since 1980. It was the most watched television event since the Super Bowl (which drew 97.5 million viewers). Source: [Nielsen Ratings](#).

## ATTACHMENTS

None