

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Wellesley College, Wellesley, MA
December 12, 2008

In attendance: Susan Beard*, Shawn Bennett*, Jill Desjean*, Beth Feinberg Keenan, Migdalia Gomez, Meaghan Hardy Smith, Gail Holt*, Lisa Kaiser, Pam McCafferty*, Christine McGuire*, Ray Nault, Kathy Osmond*, Amy Piantedosi, Jason Shumaker*, Michael Silvernail*, Meredith Stover, Susan Sullivan*, Michelle Tufau Afriyie

Absent: Amanda Abreu, Kathy Anderson, Kelley Baran, Leah Barry, Dadizi Baker-Cummings, Jean Berg, Bob Coughlin, Tony Erwin*, Jeremy Greenhouse, Sheila Hoffstedt, Kim Huse, Mike Ippolito, David Janey*, Anne Marie Juckins, Dave Kelly, Shawn Morrissey, Brian Murphy Clinton, Lynne Myers, Catherine Nelson, Julie Shields-Rutyna*, Jered Stewart, Jonathan Wiersma, Donna Wood Lozier

*voting members

President Kathy Osmond called the meeting to order at 1:20PM.

PRESIDENT'S REMARKS

Kathy Osmond

kosmond@wellesley.edu

- Finance Meeting this morning. Finances in better shape than expected. Went through budget line by line to make adjustments and find savings to bring it into balance. We were down \$55,700 (in red) and will now have about a \$4,000 surplus. We are trying not to draw on reserves, because our investments are down and future changes are unknown. Kathy pleased with outcome.
- We've been contacted by Rhode Island about creating an association with them and/or including them in MASFAA. They are currently able to become Associate members, and some are (but they can't vote, hold office, etc.)

PRESIDENT-ELECT'S REMARKS

Gail Holt

gholt@mtholyoke.edu

- 2009 Conference will be held at Sheraton Framingham. Dates will not conflict with Access Conference. Contract is under review. Using "western MA" numbers as guideline for attendance. \$50k food and beverage minimum expenditure. This was appx. what we spent at Cape Codder this year. Marriott and Sheraton have corporate (fixed) pricing, which differs from the Cape Codder. Lisa thinks we will meet food and bev. minimum even if we have one night on your own.
- 2 day conference being considered. Would need to reduce conference fee to match. Also could start half day at noon on first day, rather than have half day at end of conference.
- Idea for only one lunch speaker.
- Negotiation underway for pre-payment or post-payment to hotel.
- Lots of options for both reducing costs and meeting conference expectations and hotel obligations.
- Gail to continue working with hotel for counterproposals, etc. Financial incentive of 3% discount if booked by 12/31/08
- Also considering potential new vendors for conference; which could help increase revenue.
- MEFA guidance counselor workshops have been a success with excellent feedback from guidance counselors, families and students. Most recent event had 60 attendees.

SECRETARY'S REPORT

Shawn Bennett

shawn_bennett@gse.harvard.edu

- ⇒ *Motion offered to accept the 11/18/2008 Executive Council meeting minutes as amended offered (Susan S.), seconded (Susan B.), and unanimously approved.*

TREASURER'S REPORT

Jill Desjean

jill.desjean@tufts.edu

- Just under \$56k needed to be saved in budget- we met about half that goal thanks to conference savings. Finance Committee made budget cuts, Jill detailed them and will send out an updated budget.
- In general, the following rules were adopted and utilized to save money:
 - Committees should book no fee training/event locations.
 - No food provided at trainings.
- Ray will look into the fee for our newsletter. One question was about the cost (\$850/issue) and what exactly that cost paid for (web hosting?). Ray felt that this may be high, especially if there is a way we can manage this ourselves (possibly through Noetic).
- Mutual Funds were stable from October to November.
- Jill also reviewed net worth statement and financial reports.

- ⇒ *Motion to accept Treasurer's report offered (Susan S.), seconded (Shawn) and unanimously approved.*

NOMINATIONS/PAST-PRESIDENT'S REPORT

Tony Erwin

a.erwin@neu.edu

- Candidates and slate set for election. Voting should be up and running shortly.

ARCHIVES COMMITTEE

Shawn Morrissey

smorrissey@framingham.edu

- No update.

ASSOCIATE MEMBER AT LARGE

Julie Shields-Rutyna

jshields-rutyna@mefa.org

- No update.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mtholyoke.edu

Julie Shields-Rutyna
jshields-rutyna@mefa.org

Catherine Nelson
cnelson@brandeis.edu

- Marketing materials available.
- 123 volunteers so far for 27 sites.
- Julie will be contacting presenters.
- 61 students registered to date.
- Researching additional grant possibilities
- Plans moving along for CGS.

COMMITTEE TO ENHANCE ETHNIC DIVERSITY

Dadizi Baker-Cummings
dbakercumings@amsa.com

Migdalia Gomez
mgomez@mefa.org

Amy Piantedosi
amy.piantedosi@tufts.edu

- Conference sessions were successful (Joe Paul Case and Janet Irons)
- Will plan one spring event, such as a think tank environment- invite guidance counselors, admissions folks, and aid people. Working on details and timing of event.
- Consideration to be given regarding whether we want to provide free trainings to MASFAA members only. Care to be given to which “outsiders” to allow in the programming. Invitation only would be important.

CONFERENCE COMMITTEE

Lisa Kaiser
lkaiser@edamerica.net

Kelley Baran
kbaran@bentley.edu

Anne Marie Juckins
ajuckins@edfund.org

- Evaluations just received, mostly positive so far. Lisa to forward info to Kathy and Gail. Overall good reviews.
- Would like to have agenda posted online after conference for reference, along with presentations.
- Will consider all options for reducing costs and trimming unnecessary expenditures (e.g., program)

DEVELOPMENT

Jason Shumaker
jshumaker@bentley.edu

- Jason spoke with a number of vendors at conference, although their comments were positive the word was that it was not a successful conference for vendors. Market environment hurt, location in the Emerald Room was not ideal.

EARLY AWARENESS AND OUTREACH COMMITTEE

Jean Berg
jberg@finaid.umass.edu

Kim Huse
k.huse@neu.edu

- Carnival huge success very positive feedback. Short on volunteers though.
- Will partner with MEFA and ASA for upcoming program.

EASFAA

Donna Wood Lozier
dwoodlo@spfldcol.edu

- No update

GOVERNMENT RELATIONS COMMITTEE

Lynne Myers
lmyers@holycross.edu

Christine McGuire
chmcguir@bu.edu

- State House event planning is ongoing. Interested in targeting state legislative aides who are on education committees and may try to meet face to face with them to ask specific questions.
- Met with members of Revell's staff (education Secretary for MA) re: state education budget. Will require a great deal of advocacy for MA state fin aid funds.
- Reauthorization session from conference- send feedback to committee. DCL expected soon.
- Could be more workshops upcoming, depending on issues of the day.
- Now that NY AG suit with College Board has been settled and new consumer disclosure projects will be forthcoming, interested in having input on where project goes from here.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Amanda Abreu
a.abreu@neu.edu

Sheila Hoffstedt
sheila.hoffstedt@tufts.edu

Brian Murphy Clinton
b.murphyclinton@neu.edu

- Symposium yesterday about 50 folks attended. Feedback excellent for all 3 speakers.

JUST THE FACTS! TRAINING COMMITTEE

Meredith Stover
stoverm@babson.edu

Bob Coughlin
robert_coughlin@hms.harvard.edu

- Final wrap up meeting was held, reviewed evaluations.
- Want to build a more interactive program for next year to provide continuity. Possibly cut a couple modules or make them briefer.
- Consensus around central location like Worcester.
- Next year's budget can be trimmed.

MEMBERSHIP REPORT

Beth Feinberg
b.feinberg@neu.edu

Meaghan Smith
hardyme@bc.edu

- 759 Paid Members this is up from 604 last month.
 - 11 Other 1%, 568 School 75 %, 180 Vendors 24 %
- 129 are new members up from 96 last month.
 - 40 Vendors 31 %, 4 Other 3 %, 85 Schools 66 %
- Remind committees that they need to make sure that their members have paid their membership dues. Please let Membership know if you need help verifying this information for your committees.

NEWSLETTER

David Kelly
dave.kelly@bankofamerica.com

Raymond Nault
naultjr_raymond@wheatonma.edu

- Struggling with committee members (only 3 on comm.)- people who sign up don't show for meeting.
- Taking about 2 weeks to get issues posted. Conference issue should be posted soon.
- No response from Leah or Jeremy regarding photos from conference.
- Bring back Grapevine! Pam suggested a section on short anecdotes from the membership.
- Keep submitting articles!

Publishing Dates:

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

Michelle Tufau
mtufau@wellesley.edu

Jonathan Wiersma
jonathan.wiersma@gmail.com

- 3 C's (Conversing, Caring and Counseling) will be held 1/13 at Wellesley's Campus Center. Speaker is confirmed. Brad Finger will do counseling section, and will have a panel.
- Emerging Leaders just sent out to listserv. Looking for nominations.
- Needs Analysis workshops were good 30 @ BC location, 11 @ western.
- Will discuss year end event with Kathy. EC will be called upon to help with training.
- NASFAA has accepted proposal for 3 C's session at their conference.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
mippolit@brandeis.edu

Jered Stewart
jstewart@edfund.org

- MASFAA brochure is created and needs to be vetted by EC.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Jeremy Greenhouse
jgreenhouse@amsa.com

- No update

OLD BUSINESS

- None

NEW BUSINESS

- None

Review of Upcoming Meetings

Meeting dates for 2008-09

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 S., seconded by Pam and approved unanimously at 3:20PM.*

February is [Black History Month](#), which originated in 1926 by Carter Godwin Woodson. The month of February was chosen in honor of Frederick Douglass and Abraham Lincoln, who were both born in that month. Source: [Biography.com](#)

ATTACHMENTS

None