**Massachusetts Association of Student Financial Aid Administrators**

**Executive Council Meeting**

**December 21, 2018**

**Lasell College**

**Newton, MA**

**Executive Council: (Voting Members)**

◼Melissa Metcalf 🞏Susan Sullivan ◼Christina Coviello

🞏Karen VanDyne ◼Shannon James 🞏Kevin DeRuosi 🞏Amy Belina

🞏Nicole Cunningham 🞏Jason Marsala 🞏Brooke Barbieri 🞏Ebony Carter

◼Lisa Talbot

**Committees:**

🞏Siobhan Keenan 🞏Maria Morrelli 🞏Amy Staffier 🞏Jennifer Bento-Pinyoun 🞏Jan Combs ◼Arianna Magee 🞏Brandon Cipoletta 🞏Susan Kolls

◼Jonathan Sparling ◼Shawn Morrissey 🞏Ben Parsons 🞏Ashley Norwood

◼Thomas Hunt ◼Ina Frye 🞎Migdalia Gomez 🞏Dawn Batchelor

🞏Julie Wickstrom 🞏Lauren Sullivan 🞏Julie Lawton ◼Beth Feinberg Keenan

🞏Sarah Bergeron ◼Jennifer Sheehy 🞏Michelle Clifton

**Other Attendees:**

*Motion to start the meeting: Lisa*

*Second: Shannon*

*Meeting began at 10:11 am*

**Committee Reports:**

**Secretary: Christina**

* Will do an email vote for the minutes in January when everyone is back

**Treasurer: Shannon**

* Everything is up to date except for the income, will look at that shortly
* Working with Edward Jones to move money around the accounts, based on what we voted on last time
* Lisa asked about making sure that everything that was supposed to get allocated to Development gets in the right place
  + Shannon and Lisa will do a conference call to figure out the details

**President: Melissa**

* Most slots filled and still looking for another presidential candidate
* Goal is January to get the slate of candidates

**Committees Reports:**

**Conference: Jonathan**

* 54 responses to the survey (highlights included below)
* Sheraton Monarch in Springfield, Jonathan and Susan toured the space and would like to do it there next week
  + The guaranteed amount to spend is lower than the Southbridge Conference Center but there is less included, so more things are priced individually
  + Space is nice with a big foyer, good space for vendors, ample break out rooms
  + Room rates are a bit higher, $149-ish
  + Tentative save the date for November 14-15, 2019 (Thursday-Friday), but no contracts have been signed
* Melissa will send an email to vote on donating an additional $500 to the conference charity
  + $1,008 in cash was already given, and more money from the 5K and credit cards went directly to the organization

**EASFAA: Shawn**

* Meeting in February
* Elections will be out in early January, Shawn is running for President, and Melissa will send something to MASFAA to encourage voting
* Portland, ME May 5-8, 2019 Westin Portland Harborview

**GPCC: Ina and Thomas**

* February 8, 2019 at Harvard School of Education 9:00-3:30
* Agenda finalized
* Keynote speaker is Steve Hughes
* Discover is the sponsor for the event, Heather asked about the payment process for the event
  + Lisa will work with Heather
* Will follow up with technology about getting info on the website and getting registration ready

**Financial Wellness: Jennifer for chairs**

* The first person has submitted application for the certificate
* Thinking about having webinars

**PD&T: Beth**

* Tax Workshop
  + First Day: 100 people registered, 85 attended
  + Second Day: 40 registered, 20 attended
* Robert is ok with all of the MASFAA membership having his materials
  + Talking to Michelle and Julie on Technology about getting the materials on the MASFAA website
* Some members reached out that they couldn’t attend and they asked about a webinar option
  + Can we use technology that a school already has, as a short-term solution?
* Planning on meeting soon to plan the mid-level training session

**Development: Lisa**

* Feedback from Conference (details below)
  + Liked the booth placement and the puzzle
  + Agenda was out late
  + Nametags with institution
  + Venue that’s easier to get to
  + Designate a session for networking at the booths
  + $24,250 was brought in, hoping for 30K
* For conference next year, plan for 23 vendor booths

**Membership: Jennifer**

* Still has a Northeastern check and doesn’t know who it’s for, has contacted that them a number of times
  + We gave other names of people to contact at Northeastern

**Communications: Arianna**

* There are 2 other official MASFAA twitters, did some digging and the account is associated with [MASFAA@gmail.com](mailto:MASFAA@gmail.com)
* We now have Facebook access, Arianna is an administrator
  + Send photos, etc. to her and she can post to the page
  + Will send out a call to the members to ask for photos and other info for the facebook page
* Once we have the login info, let’s add it to the Handbook, so they we have it in one place and it gets passed along each year

**Old Business:** Didn’t discuss, but keeping the following info as old business

* *Term limits for positions and Presidential term schedule*
  + *Nothing in the bylaws with language about term limits*
  + *Having the Presidential Election on a different schedule than the other positions, with Conference*
* *Webinar Platform Options*
* *Storage Facility*

**New Business:**

* None

*Motion to adjourn: Lisa*

*Second: Shannon*

*Meeting ended at 11:09 am*

**MASFAA Conference 2018**

Post Survey- December 13, 2018

Major Highlights

* **54** Responses
* **72%** of respondents rated the **general sessions** “far above average” or “above average”. None rated below average. [5-pt. scale]
* **67%** of attendees took advantage of identified concurrent tracks [new professionals or seasoned professionals]
* **73%** rated concurrent sessions as “far above average” or “above average”. One rated as below average.
* About half **(52%)** attended president’s reception and entertainment afterwards **(50%).**
* Almost everyone **(93%)** heard about the conference through the listserv [69%] or from a friend/colleague [24%]
* An overwhelming majority **(93%)** enjoyed having the conference at the Southbridge Hotel and Conference Center.
* Same goes for having the conference on Thursday/Friday **(93%).**
* **87%** enjoyed the longer format (ending day 2 later).
* **84%** gave a rating of “excellent” or “very good” rating of the conference.

Additional Highlights

* **Attendees seemed pleased with the food** (a number of positive comments in the free write sections).
* **General sessions were informative and presenters were knowledgeable.**
* **PSLF, PJ and Verification were “top rated” concurrent sessions.**

Concurrent Session Topics

**Q7: “Were there topics not covered in the concurrent sessions that you wished were covered? If yes, what specific topics?”**

* + Soft Skills Training (more of them)
  + Complex Verification Topics
  + Financial Literacy (more of them)
  + Best Practices in Counseling Students (Micro level vs. Macro level)
  + Bullying
  + R2T4 refresher
  + State Updates
  + Graduate Level Topics
  + Nuances of IM

Areas for Improvement (Themes from “write-in” responses”)

**1. Keynote Speakers** *“For next year, we should invest some money and bring in some type of motivational speaker to start the conference with a bang”*

**2. Presentation Types** *“More often than not, the presentations were in lecture format which I found to be disengaging and often not very productive to my individual knowledge”*

**3. Variety of Topics (see previous slide) and More Specific Topics** “I*nclude more specific topics. I liked all the sessions…but many of them seemed very general...”*

**4. More Engagement for “Newbies”** *“There needs to be more encouragement for “newbies” to get involved…[h]igher level FAO’s need to be contacted to encourage office to send more of their younger staff…”*

**5. Later Start Time on Day 2**

Feedback from Business Partners following MASFAA Conference 2018 held at the Southbridge Conference center

* The vendor communication was good but the general conference communication was not adequate.  Not releasing the schedule until the day before the conference is not sufficient.   I also knew nothing about the raffle and was never asked for a donation.
* I thought booth placement and the puzzle game were both great.  The location created a captive audience.  That hotel is much nicer than the Cape.
* If MASFAA wants to get more people involved in the association and committees they need to do more meetings over the phone or webex/skype.  The time commitment to leave the office for half a day for meeting is unreasonable.  Meetings should be kept to 1 hour or less and should be over the phone and at lunch time so that staff can participate on their own time even if they don’t have the full support of their manager.    They are also leaving out people who don’t have cars and/or located in the Western part of the state.   For example, when I recently attended the exec council meeting it was held in Lawrence.  It took me an hour to get there in traffic the meeting lasted about 2 hours and then I drove home another hour.  If that meeting was conference call it could have been cut to 1.5 hours total instead of 4.  A big difference of time commitment.  Everyone is doing more with less and MASFAA needs efficiency.
* Obviously, the nametags were the biggest miss.  You call that out below.  The other constructive thing I heard the most grumblings about was probably the schedule.  The uneven session start times (x:55 or x:25) seemed a little confusing to folks, and the constant overlap with posted vendor hours such that 30 minute or 60- minute vendor hours were actually the 10 mins between sessions, was tough to follow.  I'd prefer to see clean breaks, with no overlap, listed as "Visit with Vendors".  If we additionally choose to staff the booth during other potential traffic times such as when schools are herding to breakfast, great.  But the clean delineation and instructive times to visit booths is probably a more desirable structure.
* If keeping to a 2- day conference:  Have vendor set up in the morning and the first vender area event around 10:00 after breakfast.
* Day 2 – No need to have breakfast at 7:30 am.   I don’t think that many individuals made it that early and a lot ended up eating during the first session.
* The vending times were not all great.  Vendor hours during the Presidents Reception and Vendor hours during lunch on day 2.
* The one item that I feel needs to be properly address is the amount and positioning of time allocated to the vendor area. The schedule of time was not thought out properly in between sessions and breaks. We had to much down time.
* I don’t have any initial feedback, other than the lack of school name on the name tags.  Clearly that one was voiced loudly and sounds like you’re all over it.
* I enjoyed the conference and received a warm welcome as a first- time attendee.  I also had lots of traffic along with meaningful discussions with schools.  The location and amenities were great.
* The venue was great for vending and I had a lot of traffic, I believe the puzzle does help as well.   I mentioned to you the only negative feedback was the nametag issue (no institution) that we already talked about at the conference and you point out in your email.
* I thought it was a great conference from the ability to chat with folks to the nighttime activity. While I like the venue, I would love to see us try a venue that is a bit easier to get to.
* Vendor and break times: The agenda listing for vendor and break times didn’t correlate very well. The times for the vendors often began before the sessions ended and/or lasted after the next sessions started.
* Break times: Too short to have conversations with schools
* Multiple designated 30 minute sessions for the attendees to visit with the vendors.  If we don’t get enough face time with potential customers the return on our costs can’t justify our attendance.
* Name Tags:  You’ve already spoken of this, but name and school.

On Thursday, 1/17/19, President Melissa Metcalf emailed the voting members of executive council to vote on the following items:

* Approving the November EC minutes
* Approving the December EC minutes
* Approving an additional donation of $500 from MASFAA to this year’s conference charity, Stand Up for Kids

Melissa made the motion to approve both minutes and to donate an addition $500 to Stand Up for Kids. Second by Amy. With 10 votes of “yes” via email, the motion passes.