

MEMBERS:

Tri-Chair: Meredith Barnhart

Tri-Chair: Kelly Morrissey

Tri-Chair: Alcira Zadroga

Members:

Last Name	First Name	Title	Institution/Organization
Morrissey	Kelly	Director of Financial Aid	Mount Wachusett Community College
Zadroga	Alcira	Associate Director of Financial Aid	Fitchburg State University
Barnhart	Meredith	Director of Integrated Communications	MEFA
Gomez	Migdalia	Director, Financial Aid	Emmanuel College
Barwise	Addison Callahan	GearUp Counselor	North High School Quabbin Regional High School
Hubbard	Donna	Guidance Counselor	
Dimalanta	Keith Curtis	Financial Aid Counselor	Northeastern University
Marlow	Candy	Assistant Director, Student Financial Services	Wellesley College
Butler	Sandra	Financial Aid Manager	BU School of Social Work Blackstone Regional Vocational High School
Hennessey	Beth	Director of Student Services	Middlesex Community College
Marsella	Deb	Associate Director of Financial Aid	
Pierce	Kristi	Vice President College Access Director of Early College Planning	ASA
Shields-Rutyna	Julie		MEFA Community Foundation of Western Mass.
Henderson	Tynisha	Program Officer for Scholarships	
Feinberg		Senior Manager, College Financing	
Keenan	Beth		College Coach

PURPOSE:

The Committee is charged with developing and successfully implementing a statewide event that assists Massachusetts families with the first step in applying for financial aid for college – completing the FAFSA. The target demographics for these free services include low-income, first-generation and underserved prospective college students and their families. The current structure for the operational plan calls for the coordination of a network of host sites at key locations around the state.

Each site will be sufficiently staffed with experienced volunteers from MASFAA and partner organizations. Families will be able to obtain comprehensive instruction on FAFSA completion at each site and be able to discuss all aspects of the financial aid application process as it pertains to their unique needs. Most sites will offer services to help families complete the actual FAFSA.

A comprehensive grassroots promotional campaign including direct mail, presentations, and email, will precede the FAFSA Day events. The events will serve to increase college access among targeted families by assisting them in successfully completing the FAFSA and equipping them with a thorough understanding of the sources of available financial aid.

2014-2015 OBJECTIVES:

1. Re-format all print promotional materials to remove specific dates, times and years to allow use over multiple years. All publications will direct traffic to the FAFSADay.org website, where the most current information will be available. Increase our marketing efforts within social media channels and other means of reaching our target audience.
2. Survey the MASFAA membership to determine how many students are already being served by other FAFSA completion events. Find ways to collaborate with these events to have a better overall picture of how well our students are being assisted with FAFSA completion statewide.
3. In accordance with a nationwide initiative, participate in one or more Massachusetts College Application Campaign (MCAC) events, in an effort to connect the attendees of MCAC to FAFSA Day.
4. Since last year's attempt at establishing a webinar was never launched, we will renew our objective this year of developing a webinar and/or video that may be utilized by individuals who are unable to attend a FAFSA Day event in person.

MONTHLY REPORT: AUGUST 2014

- ◆ Kelly attended the USA Funds College Goal Sunday national forum in June in Charleston, SC. It was a valuable opportunity to learn what other states across the country are doing.
- ◆ 2015 sites are nearly finalized, we have added two new sites at Quincy College and Attleboro High School and have lost two sites at Northern Essex Community College and Fisher College, North Attleboro.
- ◆ Publications will soon be available for distribution and the website will be open for volunteer and attendee registration in October.
- ◆ The first meeting for Site Coordinators will take place on October 28 at Fitchburg State University.

MONTHLY REPORT: SEPTEMBER 2014

- ◆ The FAFSADay.org website is open and available for volunteers and attendees to register.

- ◆ 29 sites have been finalized, with additional locations still being added.
- ◆ An email was sent to the MASFAA membership to identify any schools or organizations that are offering their own FAFSA completion events. The FAFSA Day committee will attempt to support these activities with materials and promotion, if desired. This action was taken in an effort to better quantify the extent to which students are receiving FAFSA completion assistance statewide.
- ◆ The marketing steering committee is proactively contacting community-based organizations to promote FAFSA Day.

MONTHLY REPORT: OCTOBER 2014**MONTHLY REPORT: NOVEMBER 2014****MONTHLY REPORT: DECEMBER 2014****MONTHLY REPORT: JANUARY 2015**

- ◆ We have 41 FAFSA Day sites this year. The first events will begin the week of January 19th.
- ◆ We have a meeting for all Site Coordinators to pick up event materials (lawn signs, t-shirts, FAFSA Expert buttons, and PIN cards) and to review event logistics on January 16th at Bentley University.
- ◆ As of January 9th, we have 1,033 students registered for FAFSA Day (bringing 1,552 guests) and 381 volunteers signed up.
- ◆ College Coach has volunteered again this year to answer the FAFSA Day phone line for January and February.
- ◆ The FAFSA Day email address is receiving several emails a day and being answered by the Chairs.

MONTHLY REPORT: FEBRUARY 2015

- ◆ We hosted 35 FAFSA Day events this year. Two were canceled for snow: Framingham HS and North Shore CC, and our two virtual sites were canceled either due to snow (Pioneer Valley Regional School) or logistics (Nantucket Athenaeum)
- ◆ In total at FAFSA Day events, we provided assistance to 3,090 individuals, including 1,425 students.
- ◆ We are seeking two new co-Chairs for next year
- ◆ Our ten raffle winners (picked from all attendees who completed a survey) will be selected this week

MONTHLY REPORT: MARCH 2015

MONTHLY REPORT: APRIL 2015

- ◆ We have selected Kristi Pierce from ASA and Keith Dimalanta from Northeastern as our new Co-Chairs, replacing Kelly and Meredith
- ◆ Alcira will be attending the National College Goal Sunday Forum in May
- ◆ We're waiting to receive final survey results to fully assess the FAFSA Day 2015 season
- ◆ Next year's main FAFSA Day dates will be Sunday, January 31st and Sunday, February 21st
- ◆ We may consolidate a few sites that are close together for next year
- ◆ We will be sending the Site Intake Form for FAFSA Day 2016 in the next few weeks

MONTHLY REPORT: MAY 2015

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