

**MEMBERS:**

Co-Chair: William Buescher (Wells Fargo)

Co-Chair: Ryan Forsythe (Worcester State)

Members: Josh Demaio (MIT), and Jessica Mantenuto (Wellesley)

**PURPOSE:**

The purpose of the Communications Committee is to create, collect, disseminate, and archive information that is important to the MASFAA members. The committee strives to acknowledge the contributions of MASFAA volunteers and increase recognition and awareness of the financial aid profession among non-financial aid professionals of the higher education community.

**2013-2014 OBJECTIVES:**

- ◆ Enter and manage recruitment and placement of MASFAA volunteers
- ◆ Assist MASFAA committees with event promotion through effective use of press releases and other promotional materials
- ◆ Produce surveys of/for membership as needed
- ◆ Manage electronic library of MASFAA documents, on an external hard drive, and update committee liaisons and MASFAA website with current information and archival material, when appropriate
- ◆ Manage database/spreadsheet of all archival material
- ◆ Maintain a repository of MASFAA memorabilia
- ◆ Produce two issues of the newsletter, annually
- ◆ Write informational articles for the MASFAA Newsletter and at other points during the year
- ◆ Report on Association activities and recent industry trends our committee's 2013-2014 objectives [here](#)

**2013-2014 MASFAA GOALS:**

- ◆ Advance the Art and Science of our Profession
- ◆ with students, families, on and off-campus colleagues, faculty and administration, elected and governmental officials
- ◆ Increase engagement of members
- ◆ Continued commitment to high quality, cost effective training and professional development
- ◆ Implement the Association's Strategic Goals for 2012 - 2015

**MONTHLY REPORT: JUNE 2014**

## MONTHLY REPORT: MAY 2014

- ◆ The Communications Committee is working with a video editor to produce the Carnival of Learning promotional video. Expected completion date: 5/8/14.
- ◆ The Communications Committee will be asking the MASFAA Council on 5/9/14 of their preference, as it relates to the collection of volunteer information for End-of-Year Certificates. Upon collection of the preferences, collection of volunteer information and the production of certificates will commence.
- ◆ The call for articles for the MASFAA Summer Newsletter was sent out last month and articles are coming in. Additional reminder emails will be sent during the month of May. Articles are due to Jessika Mantenido by 5/30/14.
- ◆ The next meeting of the Communications Committee will take place on 5/30/14.

## MONTHLY REPORT: APRIL 2014

- ◆ The Communications Committee met on April 4, 2014.
- ◆ The previously decided upon schedule for the Summer 2014 Newsletter will be adhered to.
- ◆ Logistic details of the newsletter production were worked out among the committee members.
- ◆ The committee will be attending the Carnival of Learning event on April 4<sup>th</sup> in Springfield, to provide videography services. The committee is seeking an editor to produce a publicity video from the raw video.
- ◆ The next meeting of the MASFAA Communications Committee is scheduled for May 30<sup>th</sup>.

## MONTHLY REPORT: MARCH 2014

- ◆ The Communications Committee met to plan for the Summer 2014 MASFAA Newsletter.
- ◆ Jessika is confirming with Katie Bouts that she has a new position, outside of Massachusetts. If so, Ryan will notify Debbie to remove her contact information from MASFAA.
- ◆ The following timeline was established:
  - 4/7/14 Initial Call for Articles Sent via Email
  - 4/28/14 Reminder Email Sent
  - 5/12/14 Reminder Email Sent
  - 5/26/14 Reminder Email Sent
  - 5/30/14 Articles Due; Jessika Sends Articles to Committee Members
  - 5/30 - 6/13 Committee Members Review Articles
  - 6/16/14 Josh or Megan Send Year-End-Event Pictures to Ryan  
Ryan Sends Articles and Pictures to Steve Culp for Publication
  - 6/20/14 Target Publication Date
- ◆ The next MASFAA Communications Committee Meeting is scheduled for April 4<sup>th</sup>.

## MONTHLY REPORT: FEBRUARY 2014

- ◆ No February activity to report.

- ◆ The Communications Committee will be meeting in the near future to set timetables for the Summer 2014 MASFAA Newsletter.

**MONTHLY REPORT: JANUARY 2014**

- ◆ Winter Newsletter articles were collected; articles were reviewed by Communication Committee members and homogenized by the Communications Chairs.
- ◆ The newsletter was produced online by Culp Design and promoted to the MASFAA membership.

**MONTHLY REPORT: DECEMBER 2013**

- ◆ Winter Newsletter production continues.

**MONTHLY REPORT: NOVEMBER 2013**

- ◆ Winter Newsletter production continues.
- ◆ Call for articles will go out immediately after conference.
- ◆ Full publication calendar updated.

**MONTHLY REPORT: OCTOBER 2013**

- ◆ The first meeting of the 2013-2014 MASFAA Communications Committee was held on Sept. 16, 2013.
- ◆ Winter Newsletter. Josh will update all on the publication calendar and send an email blast requesting articles when appropriate. Bill will reach out to Cathy Kedski to possibly work together on the Newsletter Grapevine article. Deadline for articles set as November 13, 2013.
- ◆ Facebook Content. Jessika will work to update FB content when appropriate. Bill will check with the current MASFAA FB manager(s) and Executive Council for approval.
- ◆ Next meeting in October will be set via Doodle Poll soon.

**MONTHLY REPORT: SEPTEMBER 2013**

- ◆ The first meeting of the MASFAA Communications Committee is scheduled for the week of Sept. 16<sup>th</sup>.

**MONTHLY REPORT: AUGUST 2013**

- ◆ Co-Chairs met to strategize committee goals and initiatives
- ◆ Communicated with other MASFAA committees (as requested) regarding committee volunteers.