

**MEMBERS:**

Co-Chair: Josh DeMaio  
Co-Chair: Bill Buescher

**Members:**

Last Name	First Name	Title	Institution/Organization
DeMaio	Josh	Associate Director, Student Funding	MIT Sloan School of Management
Buescher	Bill	Market Relationship Manager Vice President for Enrollment Management	Wells Fargo Bank
Forsythe	Ryan	Management	Worcester State University
Mantenuto	Jessika	Loan Repayment Assistance	Tufts University

**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..*

**2014-2015 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 2014-2015 objectives here

**MONTHLY REPORT: AUGUST 2014**

- ◆ Reviewing options to make output more timely, increase touch with membership, improve content, make more relevant and increase value of the service to membership
- ◆ Considering WordPress Blog service for regular updates as they occur
- ◆ Considering how to create multiple access points for articles – such as FaceBook, Twitter, etc.
- ◆ Plan to continue developing two issues yearly: Conference and Year End, with “Best of” articles

collected throughout the year posted as the content for the issues.

#### MONTHLY REPORT: SEPTEMBER 2014

- ◆ First meeting with committee being planned and will review options to make output more timely, increase touch with membership, improve content, make more relevant and increase value of the service to membership
- ◆ Josh and Bill looking into WordPress service for cost, practicality and ability to embed into existing site.
- ◆ Touching base with Technology and other committees to ascertain feasibility of enhancements to communications output, including costs, technology needed, ownership of responsibility etc.

#### MONTHLY REPORT: OCTOBER 2014

- ◆ First committee meeting being planned for late October. Outreach to MASFAA for call for articles, as well as numerous vendors who have provided content in the past.
- ◆ WordPress: we set up a free, limited functionality blog to test at <http://masfaa.wordpress.com/>
- ◆ Blogger: Another free blog site by Google where we could set up a simple page with the MASFAA logo on top and then just link to it on MASFAA.org.
- ◆ BlueHost : A web hosting site that charges a nominal fee (from \$3.95-14.95/mo.) but offers free web/WordPress hosting for qualified non-profits through its partner [www.grassroots.org](http://www.grassroots.org).
- ◆ Gravity Switch: <http://www.gravityswitch.com> in Northampton has done lots of hosting/WordPress work with Education based non-profits. I've reached out and trying to set up meeting to discuss pricing and services they could provide.
- ◆ Social Media: BlueHost has a helpful article around strategy for using Soc Media. [www.bluehost.com/blog/educational/beef-social-media-strategy-5-simple-steps-3007/REPORT](http://www.bluehost.com/blog/educational/beef-social-media-strategy-5-simple-steps-3007/REPORT)

#### MONTHLY REPORT: NOVEMBER 2014

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#### MONTHLY REPORT: DECEMBER 2014

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#### MONTHLY REPORT: JANUARY 2015

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#### MONTHLY REPORT: FEBRUARY 2015

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#### MONTHLY REPORT: MARCH 2015



MONTHLY REPORT: APRIL 2015



MONTHLY REPORT: MAY 2015

