

**MEMBERS:**

Tri-Chair: *Colleen Burke, Fisher College*

Tri-Chair: *Jill Glaze, Bunker Hill CC*

Tri-Chair: *Meaghan Hardy Smith, BC*

Members:

[Anne-Marie Caruso](#)  
Wentworth Institute of  
Technology

[Kathleen Flanagan](#)  
Massachusetts Office of  
Student Financial  
Assistance

[Rick Goodenough](#)  
National Education

[Jean Jeffers](#)  
Simmons College

[Jennifer Keenan-Jolie](#)  
Westfield State College

[Michele Kosboth](#)  
Lasell College

[Katherine Lang](#)  
Mount Holyoke College

[Jennifer M. Schott](#)  
American Student Assistance

[Lisa Talbot](#)  
Sallie Mae

**PURPOSE:**

The purpose of the Committee is to plan the Annual Fall Conference for the MASFAA Membership.

**2010-2011 MASFAA GOALS:**

- **Sharpen the focus of the Association on serving students**
- **Increase engagement of members**
- **Continue commitment to high quality, cost effective training and professional development**
- **Update the Association's strategic plan**

**2010-2011 OBJECTIVES:**

1. Plan the overall conference format, program, activities and agenda that will attract both the novice and seasoned members of the Association.
2. Identify an array of topics and presentations that appeal to the MASFAA membership.
3. Execute hotel arrangements and other conference activities as necessary.
4. Develop a schedule and assignments for the planning of publicity through the newsletter and other sources.
5. Coordinate the Annual Business meeting with the President of MASFAA.
6. Coordinate with the liaison from both the Technology and Membership Committees to assist with the online registration process.
7. Print all conference materials and prepare conference packets.
8. Conduct conference registration on-line via the MASFAA website.
9. Solicit evaluations of the conference from participants and make recommendations for the future.
10. Recommend the Conference registration fee.
11. Develop a workplan and timeline for producing the Conference in order to aid the work of current and future committees.

**MONTHLY REPORT: APRIL 2011**◆ ***Meeting Date 4/7/11***

- **Report:**
  - **Introductions of new committee members**
  - **Discussion about subcommittee roles and responsibilities**
  - **Update on site visits and potential conference location**

**MONTHLY REPORT: MARCH 2011**◆ ***Meeting Date(s) Several Conference Call with Tri-Chairs***

- **Report:**
  - **Review Membership Survey Results:**
    - **Determine potential site locations**
    - **Discuss conference format**
  - **Set up visits to potential conference location sites**

**MONTHLY REPORT: FEBRUARY 2011**◆ ***Meeting Date 2/10/11***

- **Report:**
  - **Wrap Up Meeting to discuss:**
    - **Evaluation Feedback-both from sessions & conference evaluations**
    - **Conference Committee Feedback**

- **Begin planning logistics for next year's conference**

**MONTHLY REPORT: JANUARY 2011**◆ *Meeting Date(s) No Meeting***MONTHLY REPORT: DECEMBER 2010**◆ *Meeting Date(s) No Meeting*

- **Report: Reviewing information from the conference:**
  1. **Reviewing and compiling data from session evaluations**
  2. **Reviewing and compiling feedback from conference committee members in order to update procedures and responsibilities for next year**
  3. **Designed and sending online conference evaluation forms**
  4. **Begin to review options for location of next year's conference**
- **Next meeting will be in January to review data from evaluations**

**MONTHLY REPORT: NOVEMBER 2010**◆ *Meeting Date(s) Meeting 11/2/10 (Day before conference)*

- **Report:**
  - **Setting Up for Conference:**
    1. **Confirming registrants and meal choice**
    2. **Organizing programs**
    3. **Putting together decorations**
    4. **Meeting with hotel to finalize number, AV and other needs**
    5. **Ensuring everything is in place**

**MONTHLY REPORT: OCTOBER 2010**◆ *Meeting Date Meeting 10/1/10*

- **Report:**
  - **Finalize program for printing- sent for website update**
  - **Finalized general session speakers- sent for website update**
  - **Reviewed timeline and subcommittee responsibilities during the conference**
  - **Confirmations of room/time being sent to all presenters and moderators**
  - **Continue to reach out regarding charity auction items (currently on pace with last year)**

**MONTHLY REPORT: SEPTEMBER 2010**

◆ **Meeting Date** Meeting 9/16/10

• **Report:**

- **Finalize Session Descriptions, Presenters, Moderators and AV needs**
- **Conference registration live-recruit members to register. Develop outreach plan**
- **Touch base regarding charity auction items, what we have & what is still needed**
- **Review sample program & confirm printing dates**