

Massachusetts Association of Student Financial Aid Administrators  
Executive Council Meeting, September 23, 2016  
University of Massachusetts Medical School

In attendance: ***Meredith Stover\****, ***Jim Slattery\****, ***Katie Kelsall\****, ***Shawn Morrissey\****, ***Stephanie Wells\****, ***Alex Gonzalez\****, ***Emir Morais\****, Shannon Eagan, Michele Kosboth, Monica Blondin, Kristin Hmielski, ***Susan Sullivan\****, ***Sabina Yesmin\****, Brooke Barbieri, Ebony Carter, Jill Marr, Ben Parsons, Nicole Cunningham, ***Karen Van Dyne\****, Rosemary Hilliard, ***Sherri Avery\****, Jennifer Muldowney, Jason Marsala, Cheryl Constantine, Christa Gilmore

Absent: Greg Chick, Jolene Coakley, Tony Erwin, Keith Dimilanta, Kristi Pierce, Ryan Forsythe, Julie Wickstrom, Alexis Guay, Julie Lawton, ***Jeremy Greenhouse\****

***Bold italics\**** = voting member

Meeting started: 10:05 AM. Welcome to everyone from President Shawn Morrissey.

Secretary's Report: ***Meredith Stover\****

- Review of minutes from the August retreat. No additional updates. Motion was put forward by Susan and seconded by Michele to approve minutes – all voting members in attendance approved.
- Working on edits for MASFAA Handbook.
- Submitted Change of Officers form to reflect 2016-2017 information to Commonwealth of Massachusetts.

Treasurer's Report: ***Katie Kelsall\**** and ***Karen Van Dyne\****

- Way under budget right now – not much income yet due to website delays with membership renewal process.
- Will update payment request form to reflect Karen's contact information – start to send information to Karen instead of Katie.
- Some issues with software
- Karen and Katie will be meeting with Edward Jones to review investments.

**Comments:**

- Shawn: are we on track to file taxes on time in November? Yes – items have been submitted to accountant for review.
- Karen: working with Eastern Bank to update signatures. Are there objections to changing our current bank (Eastern)? May be able to find a different options with more online banking capabilities and convenient locations. Also does not work with Quick Books.
- Jim: have used Eastern for years but not for any particular reason – no one has initiated a transition. Worth exploring other options.
- Jim: should we consider moving away from Edward Jones and tie in with NASFAA investment strategy? Have not been happy with Edward Jones and NASFAA would be more aligned with our goals. Want to protect reserves but don't necessarily need to grow them – how aggressive should we be? Let's revisit at future meeting.

Past President's Report: ***Jim Slattery\****

- Website setup and transition have taken up most of his time.
- Jim and Sherri are co-chairing strategic plan initiative. Will be communicating to membership next steps. Planning to have a focus group/session at conference – is that still an option?
- Working on nominations for upcoming election.

**Comments:**

- Shannon: could focus group be part of networking? Wants to allow enough time.

#### President-Elect's Report: *Susan Sullivan\**

- Working on nominations for awards – will send announcement out to membership announcing awards and accepting nominations. Mid-October deadline would be nice so we can review at October meeting.

#### President's Report: *Shawn Morrissey\**

- Working on website issues. Payment piece is not ready – holding off on reaching out to membership until that is working.
- Listserv was separate from old website. Did not anticipate a problem but it is not working. Did not lose data, just functionality. Need to get it back from old vendor or move quickly to get it up and running through new vendor.
- Can recreate - would include members from last year, regardless of whether they paid this year. Also need to get any new members included. How to proceed with who to include in listserv?

#### **Comments:**

- Jim: can have active and inactive members. There are many interested parties who are not members. Bring everyone over to new listserv – can always opt out. Seems like we should start with all recent contacts.
- Michele: how easy will it be to send messages from new website? There is a member portal – seems best to message to largest possible group. Training is a good example – helps to drive membership.
- Ben: still figuring out functionality. All active members were brought forward from Noetic. Non-active members are not added yet.
- Shawn: will take some effort to get non-active members into database. Let him know if help is needed.
- Katie: how are we getting new members if payment piece is not working? All membership dues received prior to switchover were previously processed.
- Katie: will need to set up internet merchant piece on new site. Should be better reporting capabilities.

### **Committee Updates**

#### FAFSA Day: *Shawn Morrissey\** on behalf of Keith Dimilanta, Kristi Pierce, Ryan Forsythe

- 30 sites confirmed
- FAFSA Day site is up and running – many thanks to Greg and Julie for all their efforts in making that happen.
- Volunteer submissions are being accepted, need volunteers for November site.
- Culp Designs updating marketing information.
- Upcoming site coordinators meeting at Worcester State in October.

#### Government Relations: Cheryl Constantine and Tony Erwin

- Trying to recruit new members.
- Will have session at November conference presenting NASFAA materials on advocacy. Working on topic for second session.

#### Access, Inclusion and Diversity: Ebony Carter, Jason Marsala

- Working on session for early November on transgender issues.
- Do we ask about demographic information on membership form?

#### **Comments:**

- Shawn: Do we know who updates the template? Per Ben, Greg would need to update information.

#### Graduate and Professional Concerns: Brooke Barbieri and Rosemary Hilliard

- First meeting was this week. Finalizing topics for symposium – date will be February 3, 2017.

#### Financial Literacy: Monica Blondin and Kristin Hmielski

- 2 sessions planned for November conference. Cyber security will be one session and the second will be a panel of colleges with financial literacy programs. Also planning a Jeopardy type of game for financial literacy.
- Set goals for 16-17. Some ideas they are considering include some type of symposium in April and certification opportunities for those interested in learning the basics.
- Kristin is working with Greg on website – researching resources to include. Would like to share personal stories from other who have put together programs on their campus – what have they learned?

#### Professional Development and Training: Nicole Cunningham and Julie Lawton

- Just the Facts starting next week. 18 registered to date – hoping to get more. Need someone for R2T4 but otherwise in good shape. Hoping to have Shawn come and speak to attendees about MASFAA and volunteering.
- CORE materials from NASFAA are much improved this year.
- 20 students set for Leadership Academy – Julie is handling that piece.
- Planning for tax workshops again – tentative dates are 12/9 and 1/26. Wellesley will be one site, looking for a site in Worcester area.
- Committee is brainstorming other ideas for early winter training opportunities.

#### **Comments:**

- Monica: how big of a space do we need for Worcester tax site? Need to allow for 100 – might be more popular with PPY.

#### Early Awareness: Jill Marr and Christa Gilmore

- Upcoming event in Lawrence on 10/20. A little early in terms of pulling together volunteers but now have presenters and agenda is set.
- Good on school supplies. GEAR UP panel to open program.
- If you are free on 10/20 and can help, event will be in Lawrence this year.
- Recruited a new member!

#### Conference: Shannon Eagan and Alexis Guay

- Sessions are set – finalizing agenda.
- Megan McClean from NASFAA is expecting a baby and will not be able to attend this year. Stephen Payne will attend on her behalf.
- Hoping to open up registration soon. Have been using rates of \$110 per day or \$195 for both days. Actual costs are \$135 for first day and \$85 for second day. Do we want to charge a different amount?
- Will have 2 stations for session survey completion. Need 2 iPads? Shawn suggested we buy 2 iPads and give them away as part of the conference. Can use some of Executive Council budget to cover cost. Find out cost differential between regular size and mini version.
- Awards ceremony will be presented as part of President's reception on Thursday at 5:00 PM.
- Working off committee lists on website for name badges of conference attendees and presenters. Be sure that your committee members are up to date on website.
- Zack Goodwin will present on PPY, Verification, and a 3<sup>rd</sup> option? Student privacy and Gainful Employment are options --- seems like Gainful Employment would be valuable to members.
- Not sure about Jeff Baker – will follow up.

#### **Comments:**

- Stephanie: no dinner on 2<sup>nd</sup> day so it seems like we should recognize lower cost

- Karen: \$25 increase is not huge and reflects actual costs.
- Sherri: separate AV charges last year
- Jim: we're due for an increase, have held the cost steady for years
- Karen: any concern that we are charging more to cover website costs? Could look that way but not the case.
- Katie: make it an incentive to come for both days.
- Shawn: proposed \$125 for first day and \$100 for second day --- \$200 for those who attend both days?

**VOTE:** *Susan Sullivan\** motioned to propose the conference rate of \$125 for first day, \$100 for second day, and \$200 for both days. *Karen Van Dyne\** seconded the motion. All in attendance voted in favor to accept the new conference rate.

- Katie: how to split up membership and conference registration payments from schools paying for both at once? New reports feature on website should help.
- Shannon: scholarship for free conference fee – should we promote? Shawn will send out a notice.
- Shawn: strategic plan conversations at lunch instead of Business meeting this year – will have Business meeting at another time during conference.
- Michele: for survey table, could also have vendor info or have vendors volunteer to staff – could help direct traffic to vendor area.
- Monica: to increase committee involvement, should we have committee tables at conference? Can't accommodate everyone but could have an info table and rotate coverage.

#### Development: *Stephanie Wells\**

- 10 vendors with \$18K raised so far. All repeats so far, no new vendors and several outstanding from prior years.
- Lanyard and bag packages sold at \$750 each, also have insert and power charging station options (may need to ask for chargers as needed). College Ave –is paying for bag and stuffer in addition to being a vendor.
- Getting logos (both black/white and color) from vendors
- Needs vendor set-up and break down times
- Working on membership PPY survey – many questions from schools so we should move forward. Will plan to do it via website once it is up. One response from schools seems best – will send request to directors.
- MEFA's social media person has joined FAFSA Day Committee for this year but Stephanie will check with her for ideas.
- MEFA is working with state treasurer's office on an initiative with Worcester Public Schools. Will provide every kindergarten student with \$50 to start a college savings plan. Working with families to sign up.

#### **Comments:**

- Karen: suggested Stephanie reach out to Prodigy as a potential vendor.

#### Membership: Ben Parsons and Jolene Coakley

- 85 active members paid under old site – all have been transferred to new site.

#### Communications: Michele Kosboth

- No co-chair for committee as of yet
- Good info from prior committee chairs and members. Looking for guidance of what we would like to see that has not been done in the past?
- Thinking of different formats – working on communications strategy. Getting away from newsletter format – put content on website as it becomes available.

#### **Comments:**

- Shawn: Technology Committee migrated all of the info from the old website but not really up to date. Send updates (photos, content, announcements, etc.) to Tech Committee they can get those on the website. We want

to be timely in sharing information. Julie and Greg are not content providers but can get the information updated quickly. Need to direct more traffic to site.

- Michele: hoping to have one post per day
- Jim: Could use committee reports for updates – very open to changes. Some members may still like some version of the newsletter.
- Sabina: daily update or similar format – maybe “need to know” messages as well.
- Kristin: will we have access to make our own updates? Yes – Greg will provide a demo at next month’s meeting.

### **Miscellaneous**

#### New business:

None

#### Old business:

- Meredith asked about the status of the proposed MA shopping sheet legislation? No one has heard more – Jim will see if he can find out more info about the status.
- Check-in on idea of having Elizabeth Warren as a speaker at some point – Susan will follow up. Clantha McCurdy from MA OSFA might have connections to her staff.

Susan motioned to adjourn, Sherri seconded. All in favor to adjourn the meeting at 12:50 PM.

Respectfully submitted,

Meredith Stover