

Final 2/20/04ae

**Massachusetts Association of Student Financial Aid Administrators**

**MASFAA Executive Council Meeting  
Best Western Yankee Drummer Inn  
Auburn, MA**

**December 17, 2003**

**In attendance:** Sherry Andersen, Nicole Brennan, Kenneth Burnham, Sherri Culp, Christopher Earnshaw, Tony Erwin, Ina Frye, Jennifer Garratt-Lawton, Yvonne Gittens, Kenneth Hayes, Brian Hodge, Gail Holt, Scott Jewell, Cathy Kedski, Shawn Morrissey, Elayne Peloquin, Ann Playe, Scott Prince, Susan Stano, Dawn Stiliha Atsalis, Lisa Talbot, Donna Wood-Lozier

**Absent:** Carla Berg, Kate Carnivale, Patti Corjay, Kathleen Gibbons, Seamus Harreys, Allesandra Lanza-Cosgrove, Pam McCafferty, Catherine Miller, Bernie Pekala

President Susan Stano called the meeting to order at 9:57 A.M.

**PRESIDENT'S REMARKS**

Susan Stano  
[ssano@hcc.mass.edu](mailto:ssano@hcc.mass.edu)

Sue welcomed everyone to the meeting.

**NOMINATIONS COMMITTEE**

**Yvonne Gittens**  
[gittens@mit.edu](mailto:gittens@mit.edu)

Yvonne had some contact from people interested in running for office. The front page of the newsletter asks for volunteers as well. She plans to have all nominations in place by February 1<sup>st</sup> for the ballot.

**PRESIDENT ELECT'S REMARKS**

**Sherry Andersen**  
[Sanderse@capecod.mass.edu](mailto:Sanderse@capecod.mass.edu)

Sherry is working on committee co-chairs for next year. She has worked with the Conference Committee and has named Jason Kahn and David Goldman as the new Co-Chairs. Sherry asked Lisa Talbot to be in touch with Jason to ensure a smooth transition. Lisa reported that the first meeting is generally held in March.

Gail Holt asked if Sherry would like names from current co-chairs for potential new co-chairs. Sherry replied that she would be happy to have some recommendations. Sherry has been working with Jennifer Whiting to find a conference hotel and site for the retreat. Dawn asked when those interested in joining the Conference Committee can sign up since the volunteer selection process is not appropriate for that Committee. There will be some contact to those who asked in the past and weren't selected and then information will be sent via the listserv before the first meeting to ask for volunteers. There are some people who have been asking for 4 or 5 years and have not been selected.

Brian cautioned that the conference date should be picked carefully due to the elections and the electronic access conferences.

## **SECRETARY'S REPORT**

Tony Erwin  
[aerwin@stonehill.edu](mailto:aerwin@stonehill.edu)

Tony presented the minutes from the November 18<sup>th</sup> meeting. A motion to accept the minutes as amended was offered, seconded, and approved unanimously.

Tony reported that the Handbook of Standing Rules has been updated and is available on the website. In addition, any requests for supplies should be directed to him.

## **TREASURER'S REPORT**

**Sherri Culp**  
[sculp@brandeis.edu](mailto:sculp@brandeis.edu)

Sherri distributed the year to date budget and expense reports. Income is down \$20,000. No credit card activity from November has been posted. Membership figures are close to target and there has been no change in sponsorship which remains \$7100 over budget. The Conference Committee budget reflects all received bills from the conference except the hotel bill. The total for meals reflected on these reports are from the Basketball Hall of Fame event. All bills have been paid for the Carnival of Learning and the event came in under budget. The accountant has been paid for preparing the tax documents for MASFAA. The charge was over the budgeted figure because the accountant charged more to prepare the taxes and for the research into the financial effects of the potential Lumina Grant. Sherri would like everyone to check over their budget for accuracy. Sherri confirmed that the budget reflects charges for food from Babson in response to Chris' question.

Sherri reported on the net worth statement noting that she has left more money in the checking account than she would otherwise in anticipation of the hotel bill for the conference. One certificate of deposit will mature in March. The Finance Committee will meet this afternoon to determine how to proceed.

A motion to accept the Treasurer's Report was offered, seconded, and approved unanimously.

## **MEMBERSHIP REPORT**

**Patti Corjay**  
[pcorjay@bank1ed1.com](mailto:pcorjay@bank1ed1.com)

**Jennifer Garratt Lawton**  
[jglawton@mtholyoke.edu](mailto:jglawton@mtholyoke.edu)

Membership reports that there are 760 paid members. 526 are active and 234 are associate members. There is still some membership activity coming in. The on-site payment for membership and conference fees worked well. There are still two registrants that have not yet paid for the conference due to some confusion regarding their status. Jennifer said they are looking forward to the new website being up and running.

## **DEVELOPMENT COMMITTEE**

**Cathy Kedski**

[ckedski@bridgew.edu](mailto:ckedski@bridgew.edu)

Cathy reported that she did send a request to the diamond and gold sponsors for their advertisements for the new website. She will forward the advertisements she has received to her Technology Committee liaison. The regular MASFAA banner was never found. The PD&T Committee has the new table skirt with the diamond sponsors. Sue asked Cathy to work with Steve Culp to order a new regular banner. Sherri confirmed that the expense should be charged to Executive Council as this banner isn't a sponsorship expense.

## **EASFAA**

**Shawn Morrissey**

[smorris@frc.mass.edu](mailto:smorris@frc.mass.edu)

Shawn reported that Cathy and Tony will do the EASFAA leadership training. MASFAA needs to pick an EASFAA mentoring scholarship recipient. The person chosen attends the EASFAA for free and is then expected to volunteer for an EASFAA committee. Shawn will contact Hannah Morrison, the Chuck Jones recipient whom Tony recommends, as the chosen candidate. Cathy suggested the other nominees from the Chuck Jones award be contacted if Hannah declines. Shawn noted that some states send a more seasoned person.

## **CONFERENCE COMMITTEE**

**Pam McCafferty**

[pmccafferty@fsc.edu](mailto:pmccafferty@fsc.edu)

**Lisa Talbot**

[LTALBOT@nelliemae.com](mailto:LTALBOT@nelliemae.com)

Lisa reported that the conference was a success overall. The number of registrants was down due to reduced travel budgets at many institutions and the location. The Conference Committee has its final wrap-up meeting on January 9<sup>th</sup> so Lisa doesn't have final numbers yet. The evaluations will be reviewed at that time. Five winners were selected from those who submitted evaluations. Since the conference ended earlier on Friday than was planned, some food would have been wasted. The Committee donated the food that was left over to a homeless shelter in Springfield. A letter has been drafted to the hotel to thank them for the great service with notations of specific people that were helpful. The level of service was better than any hotel in the past. Lisa confirmed that presenters will get the evaluations from their sessions. Sue thought that the conference was very collegial and had a great feeling. She commented that the Family Feud was very successful. There were more people attending sessions than she has noticed in the past. Sue thanked Lisa and the Committee for their hard work.

## **EARLY AWARENESS AND OUTREACH COMMITTEE**

**Gail Holt**

[gholt@bu.edu](mailto:gholt@bu.edu)

**Kate Carnivale**

[kcarnivale@brocktonhospital.org](mailto:kcarnivale@brocktonhospital.org)

Gail reported that the Carnival of Learning was a success. She thanked the Executive Council Members and Committee Chairs that came in support. The students had a good time and enjoyed it. The motivational speaker was good. Gail was extremely happy with the party planner whose attention to detail made the event much less stressful for the Committee. She thanked everyone for the donated shirts and supplies. The students loved the backpacks. The first MASFAA only Carnival was very successful. The Carnival will be submitted to NASFAA for a state award. Gail is working on the submission which is due in February. Students were required to write an essay about their experience at the Carnival. Those will be

used as well as evaluations from the GEAR UP coordinators to provide the evaluation piece of the NASFAA award submission. Since Massachusetts is the first state to host a Carnival, the submission should score well in the originality category. The event is also applicable to other states and has a impact on financial aid which are other categories submissions are judged on. If selected, MASFAA is awarded \$500 and is presented with a banner.

The planning grant for the College Goal Sunday was approved. MASFAA should be receiving a check soon from Lumina. The Committee will begin talking to public relations firms to choose one. They have two leads but need a couple more. The Committee also plans to visit a College Goal site in Maine this February.

The Committee discussed the MASFAA website at their last meeting. They are also beginning work on the second Journey to College event for early June. The Committee talked about rotating the events they hold each year to reduce the stress of having two major events each year.

The Committee will be submitting a Carnival wrap-up article for the newsletter. They also have a contribution for the April newsletter on scholarship scams but want guidance from the Newsletter Committee before writing an item. Discussion followed regarding possible items.

## **NEWSLETTER**

**Ann C. Playe**  
[aplaye@usafunds.org](mailto:aplaye@usafunds.org)

**Allesandra Lanza-Cosgrove**  
[lanza@amsa.com](mailto:lanza@amsa.com)

The newsletter is posted on the new website and will be available when the site becomes live. There is a brief recap of the conference but the full wrap-up will be in the next issue. January 12<sup>th</sup> is the deadline for the February issue. Ann highlighted several articles that are going to be included in the next issue. They would like an article from the Conference Committee for the wrap-up. Gail suggested that when the Conference Committee meets they could be on the lookout for a session that got particularly good reviews. Sherri reported that the conference evaluations are at her office and she will look through them for standout sessions. Ann next reviewed the content of the current issue.

Discussion moved to inclusion of advertisements. Scott Prince reported that the sponsors liked the advertisements and the new format of the newsletter.

## **PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE**

**Carla Berg**  
[cberg@bentley.edu](mailto:cberg@bentley.edu)

**Catherine Miller**  
[cmiller@amsa.com](mailto:cmiller@amsa.com)

The Committee is planning the Support Staff Workshops which will be held at Pine Manor on February 3<sup>rd</sup> and Mount Holyoke on February 25<sup>th</sup>. The agenda calls for a Financial Aid 101 and The Millennial Student sessions. Gail Holt is planning a third session for the day.

The Committee is also planning on doing a training at the Eastern and Western Round-Up locations. They are, however, waiting to hear back from the Public Relations Committee on the locations. If the locations are not finalized soon, there will not be enough time to plan the training.

An email will be going out to directors shortly to solicit volunteers for future trainings as well as ideas for "Hot Topics." If anyone from Executive Council would like to volunteer to train or has ideas for "Hot Topics," please let either Co-Chair know.

## **COMMITTEE ON ENHANCING ETHNIC DIVERSITY**

**Kathleen Gibbons**

[Kathleen\\_gibbons@nelliemae.com](mailto:Kathleen_gibbons@nelliemae.com)

**Ina Frye**

[ifrye@bu.edu](mailto:ifrye@bu.edu)

The Committee is pleased with the conference speaker. He was able to keep the crowd's interest. They will have a Committee member write an article for the next newsletter recapping the speaker. The Committee just finished the letter and flyer to go to the multicultural affairs and career services offices about the IIN. The mentoring guide is being worked on. The guide will first be available on paper. Eventually they hope to expand the guide to be an online resource. Ideas are being discussed for a potential speaker for the conference next year.

## **PUBLIC RELATIONS COMMITTEE**

**Kenneth Hayes**

[krh@mit.edu](mailto:krh@mit.edu)

**Dawn Atsalis**

[datsalis@amsweb.com](mailto:datsalis@amsweb.com)

Dawn reported that the newcomers reception at the conference was a great success. There were more than 60 people who attended. People got some food then sat at tables. Attendees participated in a bingo game which created a lot of interaction. The winner was awarded a prize. Sue commented that the timing was great to get people interacting for the rest of the conference. Tony commented that the email invitation before the conference was great. The people at the registration desk also promoted the event. The location of the reception was inviting because people could see that activity and wanted to come in.

The Western Round-Up will be at Mount Holyoke. Potential dates are 1/13, 1/22, 1/23, or 1/29 The Eastern Round-Up is 2/12 at Emmanuel College. Discussion followed regarding what might be the best date. Those in attendance who would be likely to attend chose the date of 1/22.

360 calendars have been mailed to those members who didn't attend the conference. They will give the remaining calendars to Patti for any new members. Ken Hayes added they will have a draft of the new ambassador program in February.

## **TECHNOLOGY COMMITTEE**

**Brian Hodge**

[b.hodge@neu.edu](mailto:b.hodge@neu.edu)

**Martha Johnston**

[martha.johnston@citizensbank.com](mailto:martha.johnston@citizensbank.com)

Brian reported that Lystra has resigned from her job at Babson and the Technology Committee. Brian commented on all her hard work. Noetic Harbor reports that they have completed the website renovation. The site isn't live because there was some trouble with the company that holds the domain. Brian had to get the information as the administrator changed with the domain holder. He has done that and the site should be live any minute now. Tony has been added as an administrators and Sherri has been added as a billing contact. MASFAA also has registered MASFAA.com and MASFAA.net. Brian has merged all three of them together so that all of them are on the same billing cycle.

Brian demonstrated the new website for everyone. He gave an overview of the front page and thanked Noetic Harbor for a good job. The committee is still working on the placement of some items. The main page has pictures of a current event which should never be more than two months old. They may post pictures of member schools if new material is not available. The latest news section will be monitored by the Committee and will expire after 90 days. The news section will be organized by the date. All membership data and content from the old site was frozen on 12/9 so they could make the transition. They will announce the new site and the newsletter as soon as it is live. Brian displayed some photos from the conference. Users can set up a slide show to see all the pictures. The front pictures don't rotate but the sponsorship advertisements do. Brian set up a slide show and showed it like a user could. The Technology

Committee now has templates for making new pages and for the addition of pictures which will make updates much easier.

Brian next discussed the master calendar. Without logging in the calendar shows all public events. The calendar is the only function that brings up a new window. Also is there is a link to an outside site that also brings up a new window. Executive Council members can view and/or add information to the calendar by going into request a calendar event. Brian distributed the username and password for Executive Council and Committee Co-Chairs. Brian logged in and demonstrated how the calendar displays blue add buttons and items for Executive Council that were not visible without logging in. The detail for each event shows the location, time, date, comments, a url, and an email contact if provided. Brian then displayed how to add an event. The event category selected by the requestor determines if the event is shown on the regular calendar. Executive Council should use that category for items that will only be displayed for members logging in. Events must be approved before they are displayed. Tony and the members of the Technology Committee have the ability to approve events. When administrators log in the calendar displays events requiring approval. When new items are added an email goes to the administrators to tell them there are events to approve. Once approved, that item will be displayed for all users. Sherri noted that Council meetings should be public. Brian demonstrated how to make that change. Lisa confirmed that both Executive Council and Co-Chairs can add items. Brian said yes and that they would then be approved within 24 hours. Tony will add all items from the current Executive Council Calendar to this new system.

With their username and password, members will be able to update their membership data online and vote. Membership data and all other parts of the site are open to the public. Brian commented that users will get their own username and password as they need it. There won't be a large scale distribution. Users can change passwords to something they can remember. User ID can be the member's email address or the system assigned ID. The Membership Committee will have access to database and can still make any changes. The member search by last name is located on the front page. There is another page for the whole directory. Once located, users can click on a name to email that person. Users can also search by title or by organization. At this time the full address isn't listed on the directory listing or from the last name search. Brian will get that fixed. Sue commented that all members will need their username and password for voting in late February.

Brian next displayed the committee pages which display the purpose, activities, objectives, photos of the co-chairs, and the list of members. The Early Awareness Committee would like a redesign to have their activities highlighted first. Brian said that there is a template for these pages to make the updating easier which might make a custom page for one committee hard. Brian would like committee chairs to contact their Technology Committee liaison if they think their page needs to be flashier. There could be a second template if all could agree to highlight events.

Brian demonstrated the job placement page. Posted jobs expire in 60 days if no deadline is entered. Jobs posted on the listserv are generally added by a Committee member. The newsletter site has submission deadlines and the current issue is now on the new site.

Shawn asked why the font for MASFAA was changed as it is used with the logo. Brian understood that the lettering for Massachusetts Association of Student Financial Aid Administrators would change so that it could be read. Tony commented that Executive Council wanted the logo kept the same. Brian commented that the newsletter isn't using the logo. Sue commented that there was some discussion in the past about putting a section in the handbook regarding the use of the logo. Sue asked if the logo could be changed. Brian said no not before it went live but anything can change afterwards. Brian asked if there is any talk of changing the logo. Executive Council said no. Ken Burnham asked where the "stretchy guy" logo came from. Sue summarized the process that went on a few years ago to choose that logo. Discussion followed. Most agree that the font has to be changed to match the current font used with the logo. Scott Prince asked how long each sponsor advertisement will be displayed in each cycle. Cathy recalled it would be six seconds. Diamonds do rotate two times in each loop. If users click the rotating advertisement it brings them to the site for that vendor. Everyone thanked the Technology Committee for

their hard work. Scott Jewell asked how members will get user names and passwords for voting. Brian would like to wait until January to not give too much for people at once. Tony suggested that January might be a better time to distribute the membership access since more people will be in their offices.

Sue asked what Early Awareness wants for their site that is different than everybody else. Gail summarized that they want their events highlighted. Sue noted that events are a separate item on the main menu bar of the site. Sue would like to know for the rollout if the logo will change. Brian will contact Noetic Harbor and give them the correct font that Sherri will ask Steve Culp to send to him. For now Sue wants it to go live as is. She wants the Public Relations Committee to come up with guidelines before we make any other changes. Sue thanked Brian for stepping in for Lystra.

## **GRADUATE/PROFESSIONAL CONCERNS COMMITTEE**

**Christopher Earnshaw**  
[christopher\\_earnshaw@keybank.com](mailto:christopher_earnshaw@keybank.com)

**Elayne Peloquin**  
[epeloquin@admin.nesl.edu](mailto:epeloquin@admin.nesl.edu)

40 MASFAA members attended the graduate symposium in December. The feedback was very positive and most attendees want the event held every year. The Committee is still looking into the new organization called GRADSFAA which does not yet have a website. Sue thanked the Committee for a great graduate symposium.

## **GOVERNMENT RELATIONS COMMITTEE**

**Bernie Pekala**  
[pekala@bc.edu](mailto:pekala@bc.edu)

**Seamus Harreys**  
[s.harreys@neu.edu](mailto:s.harreys@neu.edu)

Scott Prince gave the update for this Committee. They presented two reauthorization sessions at conference. The first was a Reauthorization 101 session that led to the general session with Jane Oates. Reviews of both sessions were outstanding. The website is being update to fit the new format. They will revisit some legislators and are writing some articles for the newsletter. Reauthorization will now likely be coming in Spring 2005 so the process has slowed some.

## **FSA INTERNSHIP**

**Nicole Brennan**  
[nbrennan@annamaria.edu](mailto:nbrennan@annamaria.edu)

Nicole reported that Dwayne Rumber contacted her regarding the internships. Invitations for applicants won't be mailed but the internships will be posted on Monster Track. There are 63 schools in Massachusetts that use that. Nicole wants MASFAA to do a mailing with more information. She will pull stuff from the FSA website to make a brochure. The brochure will be sent with the information and application for the scholarship to the financial aid offices and career services offices of member schools. Applications for the internship are accepted through the end of March. FSA will update its website in January. Early applications have a better shot of acceptance. Nicole plans to mail the MASFAA materials in January once the FSA website has been updated.

## **ASSOCIATE MEMBER AT LARGE**

**Scott Prince**  
[sprince@mefa.org](mailto:sprince@mefa.org)

Scott reported on the round table for associate members he held at the conference. Twenty people attended as well as Sue and Cathy. The associate members reported that they liked the sponsorship packages. While the cost of sponsorship for MASFAA is high, the associate members did note that

MASFAA has a lot more to offer than other states. They like the newsletter exposure and the diamond banner at PD&T events. They liked the rotating banner on the new website as well.

While the associate members understand that exhibit space during conference is limited due to the size of the organization, they would like more space. They liked breaks in the vendor area. If vendors have to be separated from the main room due to space, they would like a scavenger hunt or some activity to encourage attendees to visit all vendors. They also thought that if MASFAA wanted to solicit their feedback in the future an informal discussion in the vendor area before the doors are opened would be fine. The associate members like the complimentary registrations with sponsorship. Vendors want a printed membership directory as was offered in the past. Some associate members reported that they would like bursars offered active membership.

Gail would like some feedback from sponsors regarding the Carnival. Scott told them that the Carnival was outside the regular sponsorship package and they were fine with that. Gail would like to know from vendors in the future if more funding could come from them for Carnivals. Sue would like to revisit the issue of Bursars being active members.

### **OLD BUSINESS**

Sue mentioned that NASFAA is holding a best practices symposium in Boston on February 27<sup>th</sup> and 28<sup>th</sup>. They would like MASFAA to send someone. Sue will check with the PD&T Co-Chairs to see if they have a suggestion for a possible participant. Information about the session is available on [www.nasfaa.org](http://www.nasfaa.org).

### **NEW BUSINESS**

There was no new business.

A motion to adjourn the meeting was offered, seconded, and approved unanimously at 1:35 P.M.