

Final 2/11/04ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Sheraton Monarch Place
Springfield, MA**

November 18, 2003

In attendance: Sherry Andersen, Dawn Stiliha Atsalis, Carla Berg, Nicole Brennan, Kenneth Burnham Patti Corjay, Sherri Culp, Lystra Decious, Christopher Earnshaw, Tony Erwin, Kathleen Gibbons, Yvonne Gittens, Gail Holt, Scott Jewell, Cathy Kedski, Pam McCafferty, Catherine Miller, Shawn Morrissey, Elayne Peloquin, Ann Playe, Scott Prince, Susan Stano, Lisa Talbot, Donna Wood-Lozier

Absent: Kate Carnivale, Ina Frye, Jennifer Garratt-Lawton, Seamus Harreys, Kenneth Hayes, Brian Hodge, Allesandra Lanza-Cosgrove, Bernie Pekala

President Susan Stano called the meeting to order at 12:27 P.M.

PRESIDENT'S REMARKS

Susan Stano

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Sue introduced Donna Wood-Lozier from Springfield College who replaced Michelle Smith as an Executive Council member. Sue next asked everyone to introduce themselves to Donna.

SECRETARY'S REPORT

Tony Erwin

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Tony presented the minutes from the October 8, 2003 meeting. A motion to accept the amended minutes was offered, seconded, and accepted unanimously.

TREASURER'S REPORT

Sherri Culp

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Sherri distributed the 2003-2004 budget reports. There is a lot of income from conference registrations. Income will not, however, reach the budgeted figure for conference due to the number of attendees. There are approximately 50 unpaid registrants at this point. The distributed reports also don't have the last month of credit card activity reflected. Membership income is within \$5000 of their budgeted amount. Sponsorship figures are final and are balanced. The final sponsorship total is \$7100 over the budgeted figure. Sherri asked everyone to check their budgets and expenses for accuracy. Most expenses reflected on the current reports are related to the conference. Sherri also reported that the mouse pads sponsored by Executive Council turned out well. The expense for the pads has been charged to the line for strategic planning.

Sherri reported that she has left more money in the checking account than she would normally since she expects some large expenses for the conference this week. She did not purchase a certificate of deposit as was discussed at the last meeting since the rates had changed significantly when she went to the bank. She reported that the money market savings is now earning at 1.3%.

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

CONFERENCE COMMITTEE

Pam McCafferty
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Lisa Talbot
LTALBOT@nelliemae.com

Pam began by complimenting the staff at the conference hotel. Each manager including the regional Sheraton manager spent an hour with the Conference Committee to ensure a smooth conference. Lisa, Pam and Jason Kahn have special “keys” that allow them to make changes with the hotel. Pam reviewed the parking situation. The charge is \$9.95 per day but is included with the conference room rate. When checking in the clerk should adjust the system to reflect no additional charge for parking. Overnight guests will get a pass that they show to enter and exit the garage. Day guests can get their parking tickets validated at the conference registration desk to get the reduced rate of \$4 per day. There are a total of 500 registered guests in rooms over the next three days. Pam discussed the layout of the hotel including where registration and different events will be held. Seating assignments for the head table were distributed. There will be no state update on Friday since Clantha Carrigan McCurdy can’t attend.

There are 215 attendees registered for Wednesday, 300 for Thursday, and 216 for Friday. Those numbers do not include the free registrations. The total unduplicated count is 344 attendees as of yesterday. Including the free registrations there are approximately 425 attendees. There will be a staffed coat room on the third floor from 7:30 A.M. to 5:00 P.M. Wednesday and Thursday at no cost.

Pam asked if the discussion of the survey findings for the conference could be moved to the February Executive Council meeting. She and Lisa would then be in a better position to make recommendations based on their review of the evaluations from this conference.

The awards distribution is not listed in the program. The Committee will make an announcement during the housekeeping section of first general session. Awards will be distributed at breakfast on Friday.

Cathy confirmed that she is supposed to distribute the candles (gifts) to the vendors. They are all prepared and marked for her to distribute. Pam would like Cathy to give them to the vendors in person. Last year they were distributed on Thursday. The Boardroom is the “war” room for the Committee and will be locked. The business meeting is Thursday at lunch from 12:30 P.M. to 1:00 P.M. Lunch will be served during the business meeting but the servers have been asked to leave the room one the general session speaker begins. Cathy asked if there will be a bulletin board for job postings. She also added that she has the diamond sponsor table skirt and will get it to the Committee for display.

TECHNOLOGY COMMITTEE

Brian Hodge
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Lystra Decious
deciousl@babson.edu

Lystra distributed printouts from the newly designed website. She highlighted a proposal to just have the diamond sponsors rotate on the home page and the gold sponsors rotate on the sub pages. The membership search, which is the most used page, will be located on the main page. Cathy and most everyone else would like all the sponsors on all the pages but have the diamond sponsors rotate twice in the loop. The main page will have a picture from the current season or from the most recent MASFAA event. The pictures will rotate. The right side will have a what’s happening/what’s new section. At the bottom of the page will be the current MASFAA events. The mission statement is at the bottom of the front page only.

Most sections of the site have been updated. Lystra reviewed what is done and what needs to be done for the conversion. Some of the functions for conference, PD&T, and other online forms still need to be converted. The listserv and membership functions are being worked on. Members will be able to

subscribe to and unsubscribe from the listserv through the website. The membership directory list and other membership functions are available.

On December 2nd the Technology and Membership Committees are meeting with Noetic Harbor. The scheduled launch date is December 15th. Lystra is very pleased with the site and thinks it will be well received. She did note that the information on the Government Relations section is not up to date.

Sue thanked Lystra for her hard work. Sherri asked when Noetic Harbor wants final payment. Lystra assumes when the job is complete.

EARLY AWARENESS AND OUTREACH COMMITTEE

Gail Holt
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Kate Carnivale
kcarnivale@brocktonhospital.org

The Committee is running the Carnival of Learning today and that requests everyone stops by at some point. The \$7500 Lumina Foundation planning grant for the College Goal Sunday project has been approved.

MEMBERSHIP REPORT

Patti Corjay
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Jennifer Garratt Lawton
jglawton@mtholyoke.edu

Patti distributed a written membership update. Of the 731 paid members, 508 are active and 223 are associate members. The new member mailing was sent out to 100 new members on October 30th. More packets will be sent for the new members who were not included in the first mailing.

The Committee has been working on conference registrations lately. They will be working with the Conference Committee this week. Patti noted that there are almost the same number of members now as there were last year at this time. By the end of last year there were 786 members. This year she and Jennifer are looking to reach 800 members. Since conference registrations are down they will not reach the budgeted figure for income. Sherri and Patti estimate \$15,000 to \$21,000 below budget. Sue feels that location is an issue. Schools have reported to Sue that they don't have overnight budgets and their staff doesn't want to travel the 90 miles for a one-day attendance. Last year there were 550 attendees including the free registrations. The last two years have seen higher than normal attendance for the MASFAA conference.

NEWSLETTER

Ann C. Playe
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Allesandra Lanza-Cosgrove
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Yesterday was deadline for next issue. Since some committees promised articles that have not yet been received, the Newsletter Committee is extending the deadline. GPCC, Government Relations and PD&T all said they would be contributing articles for this issue. Sherry Andersen will contribute an article about the award recipients. Scott Prince has something coming related to a conference he attended. The Twenty Questions article is being completed as well.

There will be some info related to the conference in the next issue, but the following issue will have the full conference report. The April issue will be on scholarship scams.

Since there was some concern regarding a published submission from Texas Guarantee, Sue clarified that sponsors and advertisers are offered space for an advertisement or an article. If a submission is to be

considered as an article and not an advertisement, it should be generic and not promote the services of that vendor.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Kathleen Gibbons

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Ina Frye

ifrye@bu.edu

Kathleen reported that the Committee is looking forward to the speaker they sponsored on Friday. The IIN is being worked on. They are sending letters and flyers over the next couple of months to campus affairs and minority affairs offices at area colleges and universities. Patti asked for some additional materials from the Committee to fill the additional new member welcome packets.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg

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Catherine Miller

cmiller@amsa.com

The Day with the Directors workshop was a success. They had approximately 35 attendees. The evaluations are currently being reviewed but the initial results were positive. The Need Analysis workshops will be held on December 2nd at Holy Cross and December 10th at Northeastern. The Committee is putting forms in the conference packets to collect suggestions for conversation with topics and for volunteers to train.

The conversation with in January may be a session on presentation skills. There will likely be sessions in both the western and eastern parts of the state. The support staff workshops will be held at Pine Manor and Mt. Holyoke.

DEVELOPMENT COMMITTEE

Cathy Kedski

ckedski@bridgew.edu

Cathy reported that all sponsors are paid in full. There are 30 sponsors in total, which is one more than last year. There are 5 new sponsors. Sue thanked Cathy for her work.

EASFAA

Shawn Morrissey

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Shawn just arrived from the EASFAA Executive Council Meeting. EASFAA wants to do a Spring training since NASFAA isn't. They will offer the NASFAA leadership modules from five years ago. The training can be offered in Massachusetts if MASFAA wants it. The session will be offered at one site and they need a trainer. The session will be free for EASFAA members and \$50 for non-members which will make them members. Sue asked what the topics are. Carla reported she had attended this training in the past and to the best of her recollection there were sessions on training staff and providing motivation. The training of trainers is January 9-11th in Manchester, New Hampshire. Cathy and Tony both volunteered. Sue would like to send two trainers one at MASFAA's expense one at EASFAA's expense. Shawn will find out if this is possible.

Shawn next reported that NASAA is holding a best practices seminar on March 19th and 20th in Boston. EASFAA wants to know if they can have a session at the MASFAA conference next year. They want a session at each EASFAA member state's conference. Shawn is not sure what the topic is. Sue would like EASFAA to submit a session proposal to the Conference Committee in May or June of next year.

Shawn next reported that EAFAA is starting a repository of conference materials for member states. They asked for fifteen copies of the MASFAA conference packet. MASFAA will then get information back from all other EASFAA states in response.

Shawn asked if MASFAA has selected the EASFAA Mentoring Scholarship recipient. Lynne Doan was contacted and told to let Shawn know if she was interested. Sue asked how other states pick their person. Shawn responded that some states send seasoned people who are ready for regional volunteerism while other states send new people. There is no cost to the person as EASFAA pays for the person to attend their conference and the travel associated with being a committee member. MASFAA had originally planned to send the Chuck Jones Award recipient. Yvonne contacted the winner last year but she could not attend. Yvonne also reported that Massachusetts was the only state without a recipient last year. Sue will have this item on the agenda for the December Executive Council meeting. Yvonne asked if anyone present would like to go or if anyone has a name to suggest.

NOMINATIONS COMMITTEE

Yvonne Gittens
gittens@mit.edu

Yvonne has selected her Committee and they will be meeting during the Conference. There has been an article submitted to the newsletter requesting nominations.

FSA INTERNSHIP

Nicole reported that she has had no contact with the representative from Washington, D.C.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Seamus Harreys
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Scott Prince reported on behalf of the Committee. He reviewed the Reauthorization 101 session they will be offering at the conference. It will be a session that describes how reauthorization works. Scott also reported that Jane Oates is still on schedule to be at the conference for her session. The Committee will have members present at that session in case they need to facilitate some questions or to jump in if Jane isn't able to attend.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Christopher Earnshaw
christopher_earnshaw@keybank.com

Elayne Peloquin
epeloquin@admin.nesl.edu

Planning for the Graduate Symposium is going well. The Committee thanked Lystra for all her help. There is a flyer going in the conference packet advertising the Symposium. There are already 25 attendees signed up. Elayne reported that there is new national organization called GRADSFAA being discussed. This group is geared towards graduate aid and will offer membership to students. Charles Prewett from Georgetown is the founder. Shawn reported that there was a discussion at the EASFAA Council meeting regarding this new organization. There was an announcement at the EASFAA Graduate Aid Symposium regarding GRADSFAA, but Shawn added that EASFAA Council members were also looking for more information about this new group. Elayne replied that the function and charter of the organization is unclear. It is her understanding that the goal of the organization will be to get students involved in the legislative issues that effect them. The Committee will follow up and see what activities are being planned from GRADSFAA and if there should be a contact person chosen. She will report back at the next Executive Council meeting.

PUBLIC RELATIONS COMMITTEE

Kenneth Hayes

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Dawn Stiliha

dstiliha@amsweb.com

The MASFAA calendars are in and will be delivered to the hotel today so they can be stuffed with the conference packets. The remaining calendars will be mailed to those members who did not attend the conference. Tentative sites for the Western Round-Up are Mount Holyoke and UMASS/Amherst. The Eastern Round-Up will likely be held at Emmanuel College in February. The Committee is also working on a draft proposal for the ambassador program to be presented to Executive Council. The plans for the newcomer reception at the conference Wednesday are all set. There will be a game for attendees to play and win prizes.

AWARDS

Sue reported that the recipient of the Chuck Jones award is sometimes unclear on the prize associated with that award. She would like to give the recipient a certificate telling them that the MASFAA will pay for them to register for the College Board Financial Aid Institute or to attend the next MASFAA conference. She also suggested that since the cost of those items are not equal, MASFAA should pay for two nights lodging at the conference hotel if the recipient chooses that option.

A motion to offer two nights lodging at the conference hotel for the Chuck Jones Award recipient in addition to the conference registration fee was offered, seconded, and approved unanimously. Tony will update the Handbook of Standing Rules to reflect this change.

OLD BUSINESS

The Executive Council meetings for December, March, April and May will be held at that Best Western Yankee Drummer Inn in Auburn (www.yankeedrummerinn.com). There is currently no meeting scheduled for January. The February meeting will be held at the location of the Round-Up.

NEW BUSINESS

There was no new business.

A motion to adjourn was offered, seconded, and approved unanimously at 1:50 P.M.