

Final 4/29/05 ae

Massachusetts Association of Student Financial Aid Administrators

**MASFAA Executive Council Meeting
Stonehill College
Easton, MA 02357**

March 18, 2005

In attendance: Sherry Andersen, Diana Beaudoin, Carla Berg, Sherri Culp, Tony Erwin, Ina Frye, Yvonne Gittens, Kenneth Hayes, Gail Holt, Scott Jewell, Jason Kahn, Cathy Kedski, Julie Menendez, Shawn Morrissey, Eileen O'Leary, Sean Porter, Scott Prince, Karen Puntillo, Betsy Scola, Lauren Urbanek, Donna Wood-Lozier

Absent: Dadizi Baker-Cummings, Nicole Brennan, Kate Carnivale, Anya Forrest, David Goldman, Martha Johnston, Jayme Palmieri, Bernie Pekala, Elayne Peloquin, Ann Playe, Martha Savery, Greg Senosk, Julie Wickstrom

President Sherry Andersen called the meeting to order at 10:04 A.M.

PRESIDENT'S REMARKS

Sherry Andersen
sanderse@capecod.edu

Ken Ferreira is leaving for a job at Franklin Pierce. Sherry will replace him at the next meeting hopefully with the fourth place Executive Council at Large candidate from the recent election.

SECRETARY'S REPORT

Tony Erwin
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Tony presented the minutes from the January 7, 2005 Executive Council Meeting. A motion to accept the minutes as amended was offered, seconded, and approved unanimously.

A motion to approve the 2004-2005 Handbook of Standing Rules was offered, seconded, and approved unanimously.

TREASURER'S REPORT

Shawn Morrissey
smorris@frc.mass.edu

Shawn distributed the YTD budget and monthly expense reports. There is a separate account for CGS. Shawn will move funds from that account to reimburse MASFAA once all the bills for CGS are paid.

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

DEVELOPMENT REPORT

Nicole Brennan
nbrennan@annamaria.edu

ASSOCIATE MEMBER AT LARGE

Scott Prince

sprince@mefa.org

Scott requested the membership directory for the associate members be printed again. Tony and Diana will help.

MEMBERSHIP REPORT

Diana Beaudoin

Diana.beaudoin@citigroup.com

Dadizi Baker-Cummings

baker@amsa.com

Diana reported that there are 759 paid members, 576 active and 183 associate. Last year at this time there were 791. All conference registrations are paid.

CONFERENCE COMMITTEE

Jason Kahn

jkahn@collegeloancorp.com

David Goldman

dgoldman@bentley.edu

Jayme Palmieri

jpalmier1104@post03.curry.edu

Jason distributed the conference evaluations. Most complaints were about the hotel. Food, location, rooms, vendor room. They came in under budget Shawn has the details. Entertainment was a hit. Having no vendor night was a hit. They have started meeting for the next conference which will be November 2-4 at the Ferncroft in Danvers. Email with date reminder has gone out to the listserv. They have been working on speakers and entertainers. They are hoping for a similar budget. Jason thinks that the hotel is perfect. Much more space for vendors and meals. Breakout session rooms are big enough. Jason recommends that we would get a much better deal on food and room rates if we book a hotel for 5+ years. Discussion followed about the President-Elect's charge to select the conference hotel. It's just in the handbook and can easily be changed. Many of the larger states do book every other year for 10 years out to make the planning much easier. Discussion followed about possible changes to location. Can we go to Boston now? In Boston will we go back to a commuter conference like Quincy? Scott Prince and Cathy both like the idea of long term contracts, but we don't yet have the two that will work. Gail would really like to try a conference center for comparison. Donna indicated that the Cape always got the best reviews.

TECHNOLOGY COMMITTEE

Martha Johnston

Martha.Johnston@citizensbank.com

Julie Wickstrom

jwickstr@bu.edu

Elections close March 18th at midnight. As of March 16th there were 156 votes cast for President, 152 for Secretary, 421 for Executive Council Members and 42 for Associate Member at Large.

The Committee is getting ready for 2005-2006 membership drive. They are in the preliminary stages of making a proposal to Executive Council to have Membership fall under the Technology Committee. The proposal should be ready for Executive Council at the April meeting. If approved, the Technology Committee will run 2005-2006 campaign.

As always, the Committee will take any technology needs that come from the meeting today to their project table.

Shawn reported that masfaa.org is up for renewal in October and should be moved to match the other domain renewals. Martha is researching it.

PUBLIC RELATIONS COMMITTEE

Ken Hayes
krh@mit.edu

Sean Porter
sean_porter@nelliemae.com

Calendars have been mailed. The February event was cancelled. They are working on the next event likely in June. They would like to hold it at a NE Revolution game. The event could be open to family. Final Fling should be combined.

Ken distributed a new draft of the Logo Guidelines based on the discussion at a meeting last Fall. It will be posted on the web and should be inserted into the Handbook of Standing rules. Cost for trademark officially is about \$2000. A motion to accept the guidelines was offered, seconded and approved unanimously.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Carla Berg
cberg@bentley.edu

Greg Senosk
gseosk@educationfinancepartners.com

The annual Support Staff workshop, held at Wellesley was attended by 40 people. They are working on the Presentation Skills workshop for the 2nd week of May at MIT. They will offer a novice and an advanced track. They want to hire a public speaking coach that MEFA works with. They are looking for a hands on facility for PowerPoint training. Could go to the morning and/or the afternoon sessions. They are working on the Novice Workshop in June at the Wellesley College Club. They will be contacting Executive Council to ask people to represent their experiences in aid at a panel. The MASFAA President-Elect generally gives a speech. Executive Council members and Committee Co-Chairs are invited so they can recruit people at the wine and cheese reception.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Elayne Peloquin
epeloquin@admin.nesl.edu

Julie Menendez
julie.Menendez@bankofamerica.com

Julie reported that the Committee met recently. They are working on a presentation that people can use covering several topics important to graduate audiences. They are also working on sponsoring an active GPCC member to go to the EAFAA GPCC symposium and the conference since they are held together. They discussed the cost and a person was selected to go. They need an additional \$1000 in their budget. A motion to move \$1000 from the Conference Committee budget to GPCC was offered, seconded, and approved unanimously. The attendee is requested to write an article for the newsletter.

NEWSLETTER

Ann C. Playe
aplaye@usafunds.org

Lauren Urbanek
lurbanek@newenglandconservatory.edu

Lauren reported that they more contributions for the next issue than they thought they would get. There is still time for small additions. It's likely the issue will be out on time. Yvonne will submit election results on Monday morning.

EASFAA

Shawn Morrissey
smorris@frc.mass.edu

Shawn reported on the April 14th videoconference on reauthorization and the federal campus based program funding formula. Gail reported that Northeastern is a site and Tony reported that Stonehill is a site also. Both Stonehill and Northeastern will tape it if anyone wants to borrow it. Conference is May 14-17 in Atlantic City.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Eileen O'Leary
evoleary@stonehill.edu

Recently, activity of the Committee has focused on monitoring the federal and state political and legislative landscape. Periodic messages continue to be sent to the MASFAA list-serve as issues and information arise that are of probable importance and/or interest to our membership.

The Committee proposes that the Executive Council consider sending a letter to the House and Senate Education Committees in support of the STAR Act.

In addition, the Committee is in the process of reviewing the previously submitted recommendations for reauthorization to see if the lapse of time since their original creation has resulted in the need to make revisions to those recommendations.

The Committee is also investigating the feasibility of some of its members attending training sessions on lobbying state legislators that are periodically held in Washington DC by a national state lobbying consulting firm.

The Committee is also sending submissions to the editor of the Newsletter for each publication.

Senator Kennedy's office wants MASFAA to write a letter of support for the STAR act. Eileen distributed information about the act and summarized it. STAR is the renamed Direct Loan Reward Act. It is the first bi-partisan bill in both the House and Senate in a very long time. The bill is looking to increase savings to the budget by getting more schools to go to Direct Loan because the cost to taxpayers is less. Direct Loans do increase the national debt but costs less in the budget year. Bill would take ½ of the savings and give them back to the DL school to spend on Pell grant recipients. Approximately 5% of the loan volume would go back. Senator Kennedy wants MASFAA's support. The letter can say that MASFAA just likes the idea of supporting students. The projected savings are about 17 billion if 40% of the loans were Direct. Gail asked if the projected costs include increase need for administration with more borrowers. Eileen said yes. Sherry asked what about grad schools, EOL said yes some funds would be set aside for the graduate populations. Scott Prince commented that MASFAA has always supported both programs. He doesn't believe that there is a consensus. He wants to send something out to the members and let them write on behalf of their schools. Eileen responded that she only got seven responses a message she sent out about Perkins funding. She doesn't believe that MASFAA operates by consensus but by majority. Direct Lending is currently 28% of volume and they are looking to bring it to 40%. Scott Jewell asked if NAFSAA supports this. Eileen says they are about to consider it. Sherry likes the idea of support of more aid for students, but isn't sure that she could call a vote now. Eileen believes that a vote needs to be called. Gail says it would be hard to vote without the feeling of what the membership wants. Lauren reported that there is still time to put it in the newsletter. Discussion followed. Eileen will put an article in the newsletter and submit information via the listserv an come back to Executive Council with the responses to a vote can be called.

Sherry thanked Eileen for all the messages she posts to the listserv on behalf of MASFAA. Sherri asked if the Committee has a plan to do another State House day. Eileen said yes but not likely this year. Scott Prince said that there is going to be an OSFA, AICUM, and MEFA briefing for the staffers at the State House. Sherri wanted to have CGS involved if there was a State House day. In response to Sherry's question about consolidation, Eileen summarized the in-school Direct Loan consolidation program.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Ina Frye
ifrye@bu.edu

Anya Forrest
a.forrest@neu.edu

Shawna Green from ASA is working on the mentoring guide. They hope for a draft for the next meeting. They are working on a speaker to sponsor for the conference. They are thinking of having a reception to present the mentoring guide. They aren't focusing on the IIN right now. Sherry asked who is the audience for the mentoring guide. Ina replied that the members are.

EARLY AWARENESS AND OUTREACH COMMITTEE

Kate Carnivale
kcarnivale@msn.com

Karen Puntillo
kpuntill@assumption.edu

Karen reported that the Journey to College was submitted to NASFAA for an award. Their next event will be held on June 7th at Clark. Event is to get middle school guidance counselors and admissions staff together to talk about early college planning.

They are reviewing the College Savings Times. They are thinking about mailing the Times to members and asking for suggested revisions. Gail reported that CGS is going to have a booth at the Massachusetts Guidance Counselor conference in May, so Early Awareness is welcome to have a person or information at the booth.

COLLEGE GOAL SUNDAY

Gail Holt
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Sherri Culp
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Massachusetts' first College Goal Sunday event served 215 people and 125 students on Sunday, February 13, 2005. Although we saw fewer students than we had planned for, the personalized and detailed assistance that these students received in completing the FAFSA is evidence of the program's success. All participants, 58% of whom were first generation students, were appreciative of the opportunity that this program afforded and were thankful for the help, with 31% of participants indicating that they could not have completed the FAFSA without the program and 53% indicating that they probably could not have completed the FAFSA as well without the program.

The traffic on the website for the weeks leading up to the event was consistent and steadily increased. The site averaged 75 'sessions' per day the week before the event, 25-30 sessions per day the two weeks AFTER the event and 28 sessions *per day* the THIRD week after the event. People continue to use the site and we must utilize this advantage.

The word about College Goal Sunday was spread through 27 print articles and on-line postings that we were aware of and likely several that we were not aware of. CGS was promoted on WBZ1030 on the Jordan Rich show and interviews were conducted for NECN, repeating throughout the prior Saturday, and a news interview on WUNI-TV – a Spanish news program and on the Boston Neighborhood Network

show "Ready for College!". On-line Ads included Next Step Magazine on-line and IHIGH.com (a Massachusetts high school internet network geared toward sports).

College Goal Sunday participants heard about the program from a plethora of sources, 29% indicating that they found out about the program from the newspaper, 34% from a guidance counselor, 10% from television and the remainder from posters, brochures, high school assemblies, the internet, church, family members, radio broadcasts, teachers, school newspapers, and community organizations.

Interest continues to generate and we have been contacted by a few people seeking to be involved next year by hosting a site, participating on the steering committee, or volunteering for the day of the event.

The logistics of the event planning went off without a hitch. Volunteer response was amazing with 180+ registered volunteers. We need to continue the enthusiasm within the Association!

The Committee met in February to discuss evaluations and select 9 students for the educational prize drawing. We have the scholarship award letter ready to go out to the students. Once notified of the school they will be attending (communication to Sherri), MASFAA will mail a co-payable check to the institution for the student. Gail and Sherri met with Steve Culp in early March to discuss plans for printing. Steve has agreed to be the sole designer and printer for CGS. Gail and Sherri met with the Castle Group in mid-March. The largest issue is the date. There is consensus among the steering committee that the date be moved to January 29th for 2006. We would like executive council's input prior to finalizing, but feel it is to our advantage to set this date earlier rather than later so that the website can be updated and we can begin hearty promotions.

A summary and copies of the evaluations were submitted to IHEP on March 15, 2005 and the final report and budget are due to Lumina by August 1st. A list serve for College Goal Sunday was implemented in late February. A CGS forum will be held prior to the NASFAA Conference on July 3rd.

To kick off our promotions for the new year, we will be hosting an exhibitor table at the annual MSCA Conference in Hyannis on May 2, 3, 4th. We continue to keep an eye out for appropriate promotions opportunities and are willing to take suggestions. MEFA has a new e-mail publication for guidance counselors (that register through their workshops) on topical events related to higher education. Paul Lynskey, who is on our steering committee, manages this and has agreed to highlight CGS.

The largest areas for improvement in 2006 include: earlier and more face to face promotions with guidance community; earlier coverage in major newspapers and on television (two of the biggest hits that we heard about were the Globe article the day after and the NECN interview the day before. These two have to happen the week before.); greater promotion to nontraditional students; collateral materials need to be more descriptive; we need to investigate a spokesperson, but cost is a concern. (Maybe a national spokesperson hired by NASFAA/Lumina would be possible); and greater promotion of the educational prize drawings. We will be working on a PSA (video and radio) for use this next year. We hope to also possibly discuss teaming up with Government Relations on a State House Day. Other venues for advertising that we will be researching with The Castle Group include buses, MBTA, etc.

The foundation and structure has been laid. The walls will be raised!

Betsy asked how our numbers compared to other states in their first year of CGS. Gail responded that we were much lower. Betsy asked if they plan to use the Castle Group again. Gail said that they were easily judged as the at fault body unfairly. She wants to give them another year but give them more direction. Discussion followed on what the Castle Group did. Sean wanted to give feedback that marketing needs to be done. Supermarkets direct mail etc. Discussion followed about planning marketing improvements next year.

A Motion to hold the 2006 College Goal Sunday on January 29, 2006 was offered, seconded and approved unanimously.

JUST THE FACTS! TRAINING COMMITTEE

Martha Savery

martha_savery@nelliemae.com

Sean reported for Martha. Martha indicated that the training was a much bigger undertaking than the Committee thought it would be. He reviewed the statistics. Because weather was a big problem, they will never choose Jan/Feb again. Martha feels the Committee deserves a big thank you. The Committee needs approval for net year and plans to move the training to October. They plan to offer training in two locations again. Discussion followed. Executive Council would like the evaluations and further discussion before voting to continue the training.

NOMINATIONS

Yvonne Gittens

gittens@mit.edu

Yvonne reported only 200 people have voted. She sent an additional announcement to individuals who haven't voted yesterday. They have until midnight tonight. Discussion followed regarding how to increase voter participation.

OLD BUSINESS

There was no old business.

NEW BUSINESS

Since neither Tony nor Sherri can be at the next meeting scheduled for April 14th, Tony will check with the hotel to see if we can move the meeting to April 21 or 22.

A motion to adjourn was offered, seconded, and approved unanimously. The meeting adjourned at 1:37 P.M.