

Massachusetts Association of Student Financial Aid Administrators

MASFAA Executive Council Retreat 06-07

LOCATION

Cape Codder Resort

DATE

August 14 - 15, 2006

In attendance: Sherri Avery, Tony Erwin, Cathy Kedski, Pam McAfferty, Michele Kosboth, Shawn Bennett, Carla Berg, Karen Derouin, Ina Frye, Elayne Peloquin, Lori Seuch, Nick Zinser, Martha Savery, Kim Truong, Jamey Palmieri, Yvonne Gittens, Elvie Reyes, Scott McIsaac, Robin Randall, Joyce Lezberg, Donna Wood-Lozier, Debbie Moroney, Jill D'Amico, Kathy Osmond, Bernie Pekala, Beth Feinberg, Lauren Urbanek, Dave Kelly, Jason Burke, Jason Shumaker, Mike Ippolito, Brian Smith, Leah Barry, Rob Callahan, Cheryl Constantino, Val Harris, Duane Quinn, Shawn Morrissey, Paul Lynsky

Absent: Leslie Bembridge, Daniel Barkowitz, Sandra Coswatte, Gail Holt

PRESIDENT'S REMARKS

Sherri Avery

savery@brandeis.edu

Sherri called the meeting to order at 10:10am. Asked everyone to introduce themselves.
Reviewed the rules of attendance for all the new members.
Reviewed the rules regarding voting.
Reviewed the guidelines of meetings for committees. Suggests keeping minutes. and
Would also like all committees to put together a procedure manual to hand off to new co-chairs.
Would like to collect the manuals to put together in a training manual.
Regarding the budget – has been voted on and is set, but after the conference may be able to revisit to see where the budget sits and if there is any money left over.
If you have outstanding budget items from 05-06 get them to Pam immediately.
If you have contracts to be signed for any committee activities, get them to Sherri as soon as possible to get them signed and returned.
Introduced the archive committee and its purpose. Will brainstorm later on what else it can be doing.
Wants to continue to get new members involved in MASFAA but also to get seasoned professionals back into being involved.

PRESIDENT-ELECT'S REMARKS

Tony Erwin

aerwin@stonehill.com

Passed around goals and objectives for the awards committee. Need nominees for the MASFAA awards.
Will vote on them at the October meeting.

Lori reiterated that she feels the \$500 awards are excessive in their amounts. Tony suggested putting that on the Sept. meeting agenda.

Awards will done at the Wed. night dinner at the conference.

Will be looking at sites for the 2008 conference.

Will also be looking for new co-chairs eventually.

Sean Bennett

SECRETARY'S REPORT

Michele Kosboth
mkosboth@lasell.edu

Passed around the minutes from last meeting. Minutes were accepted as amended. Also asked people to update the contact list. Talked about how to get stationary if needed.

TREASURER'S REPORT

Pam McCafferty
pmccafferty@fsc.edu

Presented treasurers report.

Emailed everyone the request for payment form. All requests must come from exec council members or co-chairs. Also has certificate of exemption for anyone who needs it.

She noted that College Goal Sunday should be split out and it isn't, so she needs to correct that. Tony noted that for a short period of time we will be getting two fiscal years' worth of reports. Each co-chair should be checking the expenses to be sure it is what they expect to see in their budgets.

Tony said that any outstanding expenses for 05-06 need to be to Pam within a week of the Sept. meeting or will come out of 06-07.

Can expect to add \$15500 or so to the reserve.

Asked if there were any bills left from the final fling, Brian S. said no.

Archives will be on the report next time.

There is more activity in membership dues to be accounted for.
Tentatively invited Edward Jones rep to attend the Sept. or Oct. meeting.

Martha asked about sponsorship checks that should go to CGS vs. regular MASFAA sponsorship checks. Carla said regular sponsorship should go directly to her.

Liability insurance is good til spring.

CDs have been reinvested in on 6 month 20,000 and two 3 month CDs for 20,000 and 30,000.

A motion to accept the report was made, seconded and approved.

DEVELOPMENT REPORT

Carla Berg
cberg@bentley.edu

Passed out the goals and objectives, and the sponsorship packet that went out on July 15th. The only change that has really taken place is in advertising. Heard from a few sponsors, no checks have come in yet but that is not unusual.

Took out the reference to printing membership directories as anyone can print it out in pdf format from website.

NOMINATIONS/Past-President Report

Cathy Kedski

ckedski@bridgew.edu

Will be doing voting much earlier this year – during the annual fall conference.

Changed the goals for the handbook slightly to reflect updates like electronic voting vs. paper ballots. Made a change to the information regarding ballots and at what point they are final and cannot be changed. Added a note about ethical behavior and elections.

Jaime suggested that she connects with Cathy regarding how the voting should happen at the conference, signage, etc. Sherri asked if there was a place for candidates to make a statement during the conference, perhaps at lunch after the business meeting.

Will also need to have the assignment of usernames and passwords for voting under control at the conference.

Jason S. suggested handing out a sample statement or biography for nominees would be helpful. Also suggested reintroducing what the positions are, a description of them, and duties.

ASSOCIATE MEMBER AT LARGE

Lori Seuch

lseuch@mefa.org

Archive Report

Shawn Morrisey

smorris@frc.mass.edu

Duane Quinn

quinn@amsa.com

Passed out goals and objectives. Solicited stuff from anyone who has it that would be applicable to the archive process. Email Shawn with a description of what you have and he can determine what is useful. Any photos from before the 90s are also very welcome.

A question of the financial records and what needs to be saved came up. Tony and Pam will work with the accountant to see what should be kept, and then we should image what we need.

Sherri is looking for people who can do a historical perspective on aid through the years. Joe Paul Case was suggested.

MEMBERSHIP REPORT

Beth Finberg

b.feinberg@neu.edu

Leslie Bembridge

Handed out goals and objectives. 400 paid members so far. Sending out reminders about membership.

They have questions – for technology – when a persons info is updated on the website, can the old stuff automatically go away.

Also, can the old database exist longer in between membership years. A suggestion was to keep it live until Sept. 1st and then cut over completely to the new list.

Wish list – Leah will look into the things they listed that they would like to see implemented.

CONFERENCE COMMITTEE

Jamey Palmieri
jpalmieri@edfund.org

Scott McIsaac
scott.mcisaac@nelnet.net

Yvonne Gittens
ygittens@mit.edu

Passed out the goals and objectives. Have not changed except for the selection of a local not for profit organization to contribute to by way of a raffle. Soliciting gifts from local vendors, vendors can also contribute. Cost of the camp is \$920 a week. Before the lunch on Wed. a speaker from the camp will present. Gifts can be raffled off during the vendor raffle and you don't need to be present to win. Anything is welcome for the raffle. The items will be located up by registration. You buy a book of raffle tickets and can put them in a bucket for the item you are interested in.

We have increased the full conference fee by \$10. Registration for the conference will go live next month. Hotel registration will go live this week. Can stay for the weekend after the conference at the same rate.

Exec council meeting will be the Tuesday before the conference. Vendor reception will be that evening in the vendor room on the first floor. The conference starts on Wed. and the speaker is Dick Hoyt (marathon runner who pushes his son in a wheel chair). Seating for the lunch could be tight as the room can hold 400 max.

Dallas Martin is unavailable as are all NASFAA people. Jean Dodson might be able to come, national chair, or the chair elect, Mike Bennett. Another suggestion is Kaye Jacks. Chuck Best was also suggested by government relations committee.

Sherri will send out the invitations for the first timers and seasoned people's reception in Oct.

Dinner and entertainment on Wed. will involve a talent show. All talent welcome, including karaoke, dance, lip sync, etc.

Thursday lunch is the business meeting, AICUM and OSFA updates and possibly the awards and the slide show from the archive committee.

Jamey asked if Sherry wants a head table for every meal. Lunch on wed. will be exec council and the speaker, and the co-chairs of the conf. committee. Thursday is exec council.

Band on Thursday night.

Session approval and denial letters will be going out this week.

There will be a place for vendors to buy drink tickets.

The vendor area will hold 38 sponsors. No more. Others can be out in the hallway, but we are competing with the tristate and access conferences, so we might not have a problem.

No stuffing assistance will be required from exec council and co-chairs.

Cathy made the suggestion that the ribbons should be stuffed in with the name tags.

First timers and those with over 20 years experience will have special ribbons. Jayme needs a week notice for those for the conference.

Breaks will also happen in the vendor room.

Computers for voting are still being investigated. Someone will have to man the room to keep them secure.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Rob Callahan
rcallahan@collegeboard.org

Handed out committee goals. Talked about liaison assignments to the various committees. Co-chairs should deal with those individuals as assigned. Would like each committee to keep the technology committee updated on who will be the contact for any given event to that one person will be recipient of all the various emails from tech team regarding that event and registration etc.

Development stuff is updated, online reg and room reservation is currently in process and will be ready to go live soon.

Sherri will be getting the presidents letter to them next week.

Archive committee will also have activity on the website.

People who need to have a picture taken for the website can do that today or tomorrow with Leah.

Tony pointed out that right now he cannot see email addresses for members on the website unless he is logged in. Rob will look into it.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito

Brian Smith
bsmith1@babson.edu

Passed out goals and objectives.

Fall kick off event will be at Jillians again tentatively for Sept. 28th.

There will be two western events again, one in fall, one in spring.

Final fling will happen again, but has not been decided on yet.

Michele mentioned that allowing family members/significant others to attend the final fling might not be a bad idea. It will be up for discussion later when we have some ideas of what we might be doing.

Carla asked for development not to be listed as a committee you can volunteer to be on.

Sherri suggested we need to follow up to make sure people who volunteer get some sort of answer on being placed on a committee.

Will look at coordinating an effort between PR and PDT to do a program on Emerging Leaders/Ambassador program. Sherri has been talking to someone in Nebraska where a similar program has been held. Looking at holding something just before the conference. EASFAA training in Oct. and Nov. is also being held that would supplement this.

Carla suggested for leadership training we shouldn't focus on just new people.

The logo copyright is being worked on.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Shumaker
jasons@mit.edu

Jason Burke

Handed out new member list and updates to the goals and objectives.

Made a few changes to the purpose.

Tom Threlkeld is not available for FISAP training this year, hopefully will have another fed rep present.

Regarding the novice workshop – they are thinking of eliminating the wine and cheese hour as attendance has been low at the end of the day as people are ready to leave. They were thinking of doing something around the lunch hour instead.

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Cheryl Constantine
cherylc@bu.edu

Val Harris
harrisv@harvard.edu

The symposium was a success, standing room only.

Suggestions for the topic are welcome.

NEWSLETTER

Lauren Urbanek
lurbanek@newenglandconservatory.edu

David Kelly
dave.kelly@bankofamerica.com

.Passed out goals and objectives. The only change the newsletter plans is to be completely online, with no paper option. Passed out tentative deadline for submission dates.

For the archives if anyone has old editions send them to Shawn M.

There have been some changes on sponsorship – diamond sponsors will rotate on the newsletter twice as often as others and a link on each page of the newsletter for their sites. Gold sponsors will have the rotating option only. Carla thinks that some sponsors may be interested in ads rather than the banner, so this will have to be considered further. Sherri asked if they can bring a mockup of the new format to the Sept. meeting.

EASFAA

Donna Woods-Lozier

Handed out the goals and purpose.

A question came up on the trainings – MASFAA pays for the breakfast, lunch is on your own. The question is if that can change – perhaps not pay for breakfast, but pay for lunch, based on where the training is being held. Some places may not have the same level of lunch options available. It was decided that morning beverage would be covered, with lunch being paid for.

Another question arose around the train the trainer commitment. It is supposed to be a half day, a full day and then a half day for what amounts to one day of training held twice a year. We feel this is an excessive amount of time. Donna will go back to EASFAA about this. This is the very reason that we don't usually participate in the fall EASFAA programs. The spring training is decentralized and held in Manchester NH. It was suggested that we don't need to do the fall training – but we need to make sure there isn't a cost that EASFAA may have committed to.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala
pekala@bc.edu

Kathryn Osmond
kosmond@wellesley.edu

Passed out goals and objectives. No major changes.

Going to work with conference committee on getting a speaker from the Spellings Commission to speak at the conference in some way.

Looking to focus more on state financial aid issues. Possibly reinstate a financial aid 101 program for legislators.

Encouraging everyone to attend the meetings that OSFA is holding soon on the task force and state programs.

A discussion of drafting a letter to the task force from MASFAA took place. Government relations will look at drafting the letter that would come from the president.

Bernie asked if the email updates are helpful, and the consensus is that they are very useful.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Elvie Reyes
ereyes@longy.edu

Kimberly Truong
ktruong@bhe.mass.edu

Purpose will be to educate the MASFAA community on diversity awareness and issues as well as serve as a catalyst in the recruitment of people from underrepresented populations into the aid community.

A third co-chair was added to assist in meeting these goals.

The goals and objectives have changed. See handbook.

Elvie suggested that as CGS seeks people who speak seconded languages for their program that MASFAA may be able to assist in speaking to their supervisors to encourage them to do the program.

Sherri said that if they are hoping to hold the retreat this year that after the new year we have a better sense of where we stand on money to fund it for next June, their target date.

Michele suggested that students from the various campuses who represent the various populations we are trying to reach out to could be involved in CGS and play a role as interpreters, etc.

Jason S. suggested that we cannot ignore sexual orientation as part of the diversity conversation. We may need to consider changing the name of the committee to incorporate that.

Bernie P. suggested we should do some research on the topic, in terms of how many people of color and other areas of diversity are in the field, who has stayed or left the field, what is working or not working to nurture professionals in the field. He has volunteered to see if someone at BC could coordinate this kind of research through a graduate research project.

A discussion on people who do not self identify what their ethnic orientation is ensued.

EARLY AWARENESS AND OUTREACH COMMITTEE

Kate Carnivale
kcarnivale@msn.com

Jill D'Amico
jdamico@amsa.com

The goals and objectives were passed out along with College Savings Times which is going to change significantly for this year. It will be available in both print and electronic formats. They will advertise its availability by emails, mailings to middle schools etc.

A suggestion was made to make the electronic version html to make it more interactive and allow some of the functions such as calculations or links to sites be active. Leah agreed that she could assist in getting that done.

The carnival of learning is the first big event just prior to the conference.

The book bags will be sponsored by ASA and MEFA and will solicit tshirts and supplies from colleges.

Looking to improve participation in the spring even, the journey to college begins in middle school.

The carnival of learning is one event that is excluded in terms of sponsorship from the sponsor agreement so that this event can seek additional donations. CGS and the send a kid to camp programs are the others.

COLLEGE GOAL SUNDAY

Gail Holt
gholt@mtholyoke.edu

Martha Savery
Martha_savery@nellie-mae.com

Paul Linskey
plynkey@mefa.org

Passed out goals and objectives. Gail is on maternity leave for a few months.

We were recognized as the only state that runs our program on a volunteer basis as well as one of the states with the largest percentage of our target audience attending.

Looking for volunteers who speak a second language, and that varies from site to site.

Adding another site in metro west, probably at Framingham State as well as Holyoke.

A suggestion was made to contact local representatives etc about the sessions.

Cathy brought up the few individuals who work as consultants that were soliciting families on the side while working the event.

JUST THE FACTS! TRAINING COMMITTEE

Daniel Barkowitz
barokwitz@mit.edu

Joyce Lezberg

Robyn Regan

Passed out goals and objectives.

West site is Springfield College and East is Regis College. Sessions are Oct. 12, 19, 26th, Nov. 2, 9th.

Train the trainer event is Aug. 22nd.

The final luncheon will Dec. 12th as a thank you to the trainers.

Good selection of trainers for this year from all kinds of schools and vendors.

Issues: would like to present certificates to the participants at the business meeting lunch at the conference. The cost factor continues to be a concern – Springfield is going to be free but not Regis. Also looking at shifting the cycle of the committee to something more like conference does, starting in January and ending after the event is over.

Looking to limit the participants in both sites to less than 30. Depending on how enrollment goes, there is a suggestion that we might alternate east and west sites every other year, or find one central Mass site for all participants. Will put it on the agenda for Sept or Oct meeting.

Received invitation to become a partner with NASFAA's Learnstudentaid.org program. Lori S. has done the program and says it is phenomenal. If we do it MASFAA members would get a 10% discount on the cost. We agreed that we sign up as a partner as of Nov. so as not to conflict with Just the FACTS.

OLD BUSINESS

NEW BUSINESS

Meeting dates:

Sept: Thursday 21st

Oct: Thurs. 9th

Nov: Tues. 14th at conference site

Dec: Thursday 14th

Jan: Thursday 18th

Feb: Thursday 15th

March: Skip

April: Thursday 12th

May: Thursday 17th late in the day and dinner

June: usually same day as final fling TBA

Locations will probably be Stonehill and the College Board offices in Waltham alternately. Sherri and Tony will check it out. Updates will come in the announcements of the meeting.

New topic: Role of consultants within MASFAA. The question of what NASFAA thinks of the role, no one knows. A suggestion was made to change the bylaws to say that an associate member can be a consultant “who works with colleges and universities”. Will have to put it to the membership.

Handbook changes will be voted on next month.

Equipment:

Laptops: Sherri, Shawn M. Jason S. Beth F. Tony but Beth’s and Tony’s are barely working.

Overhead projector with PD&T.

Jayme P has regular banner.

Camera’s – Leah and Lauren but that one is old.

Current officers: Add roster.