

Massachusetts Association of Student Financial Aid Administrators
Executive Council Meeting
Wellesley College, Wellesley, MA
January 18, 2008

In attendance: Sherri Avery, Dadizi Baker-Cummings, Leah Barry, Susan Beard, Shawn Bennett, Jason Burke, Tony Erwin, Beth Feinberg, Yvonne Gittens, Jeremy Greenhouse, Meaghan Hardy Smith, Val Harris, Gail Holt, Kim Huse, David Janey, Pam McCafferty, Brian Murphy Clinton, Ray Nault, Kathy Osmond, Bernie Pekala, Elayne Peloquin, Amy Piantedosi, Jason Shumaker, Donna Wood Lozier, Nick Zinser

Absent: Jean Berg, Bob Coughlin, Ina Frye*, Mike Ippolito, Anne Marie Juckins, Dave Kelly, Joe Lahoud*, Dee Ludwick, Paul Lynskey, Christine McGuire, Abigail McHugh, Scott McIsaac, Shawn Morrissey, Catherine Nelson, Susan Sullivan*,

*absent voting members

President Tony Erwin called the meeting to order at 10:24AM.

PRESIDENT'S REMARKS

Tony Erwin

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- Welcome letters to new members who signed up at conference – 100 or so letters. Won't plan on doing that again unless asked
- NASFAA leadership training in March- S. Sullivan and L. Barry are signed up and will be attending.
- Massachusetts OIG request (inspector general) asked if they could have a session at our conference. Will make sure conference committee & incoming president are aware of this. Tony let them know that we could do a morning conversation or a session at the end of year event, because they do not want to wait for another year to present at the 2008 conference. Agreed that a stand alone event would be best. They are interested in discussing fraud cases and how we can help to identify and prevent it. Tony invited PD&T and Government Relations to comment on possible timeframes for a stand alone event or add-on to an already planned event. Could add to RFI trainings in east & west locations. Early February date is a possibility. Jason will work on dates.
- EASFAA communication with Bill Cheetam- training- had conversations with their training chair, they requested that we participate in future trainings & they are trying to improve EASFAA training offerings and logistics. Spring training likely to be web based. Tony offered to host a fall training session. This was a personal request from Bill. Val thought a EASFAA training might be something that could be done at the GPCC symposium.
- Shawn Morrissey chosen for EASFAA volunteer of the month for MASFAA.
- Tony will attend EASFAA conference & will present a session with Brian Murphy Clinton.
- Received acknowledgement of letter in support of VFA & thank you from the Center for Teen Empowerment for charitable contribution.

Future meetings:

2/28- (Quinsigamond CC)

5/15- (TBD, with dinner afterwards)

4/17- (TBD)

6/18- (TBD, final meeting if needed)

PRESIDENT-ELECT'S REMARKS

Kathryn Osmond

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- Conference committee for next year will start to take shape soon to get a head start. Gearing up to get other committee chairs fixed in spring.
- Nominees for Jones Award who did not win should receive a letter.
- Shawn will update handbook with Award winners.

SECRETARY'S REPORT

Shawn Bennett

shawn_bennett@gse.harvard.edu

- Message on MASFAA phone line was not updated- changed message. Shawn will call periodically in a while to check to make sure the greeting is correct. Those who change the message on the line should also remember to update it back.

⇒ *Motion offered to accept the 10/19/2007 Executive Council meeting minutes as amended offered, seconded, and unanimously approved.*

TREASURER'S REPORT

Pam McCafferty

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- Error on report- transfer of CGS contribution made on 10/1/2007
- Bulk of activity conference and carnival of learning expenses. Big revenue stream was conference registration and membership. Report accurate thru November. December reports just received.
- Net worth report numbers are correct (just not in Quicken).
- All expenses received up to last week are shown on report, conference is under budget by \$12,000.
- Sherri made motion made to transfer 157 from conference- meals to CGS contribution. Seconded and approved
- Just the Facts looks to be under budget as well.
- If committees want something else/additional you can make a budget request. At this point we are well under budget on a few items.
- Administrative fee from conference hotel was reduced, older meal costs were honored (which was not in the contract) and we were able to reduce Thursday dinner numbers (since it was not a plated dinner). Hotel is very interested in us returning.
- Gail noted and Tony agreed to move \$10k from conference back to reserve (this was transferred to conference originally).

⇒ *Motion to reduce conference meal line \$10,000 and return it to reserve offered by Sherri Avery, seconded and unanimously approved.*

⇒ *Motion to accept Treasurer's report as amended offered, seconded and unanimously approved.*

DEVELOPMENT

Jason Shumaker

jasons@mit.edu

- Figures agree with budget 32 exhibitors = \$96,000.

NOMINATIONS/PAST-PRESIDENT'S REPORT

Sherri Avery

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- Election winners: President Elect: Gail Holt, Treasurer: Jill Desjean, Executive Council: Susan Beard, Christine McGuire, and Michael Silvernail. Congrats to winners and nominees and to Leah & Jeremy for setting up online voting.
- Nominating committee will send letters to election nominees who were not called.
- Policy and Procedure Manual- sent out template and asked to have sections from Treasurer, Just the Fact and Government Relations ASAP.

ASSOCIATE MEMBER AT LARGE

Joe Lahoud

jlahoud@amsa.com

- No update.

ARCHIVES COMMITTEE

Shawn Morrissey

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- No update, working on getting website materials ready.

MEMBERSHIP REPORT

Beth Feinberg

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Meaghan Smith

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- 901 members- 654 schools, 233 vendors, 13 other. 213 new members (Tony sent 95 welcome letters 1st time, over 100 more recently).
- At pace with last year's membership numbers. Will work with tech to identify expired memberships.

CONFERENCE COMMITTEE

Scott McIsaac

scott.mcisaac@nelnet.net

Yvonne Gittens

yvonne.gittens@gmail.com

Anne Marie Juckins

ajuckins@edfund.org

- 490 attended, 16 still unpaid conference fee (who attended)
- Tony handed out conference evaluations, more after-conference information when wrap up is complete
- Need to get conference session proposals in electronic format for website, this should be a requirement of all presenters.

TECHNOLOGY COMMITTEE

Leah Barry
lbarry@bu.edu

Jeremy Greenhouse
jgreenhouse@amsa.com

- Noetic Harbor recently upgraded server and moved web site. Only fallout is to listserv. Will add unsubscribe info to messages (more administrator access)
- All committee websites are updated, will ask co-chairs for member names.
- Would like to do benchmarking with other organizations about listservs and perhaps be ready for February agenda.

PUBLIC RELATIONS COMMITTEE

Mike Ippolito
mippolit@brandeis.edu

Joe Lahoud
jlahoud@amsa.com

- Copyrighting filing has been accepted by federal office; our attorney sees no issue and should be wrapped up soon.
- Potential volunteer requests quiet.

PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

Jason Burke
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Abigail McHugh
abigail.mchugh@mcphs.edu

- Working with Government Relations to have a special topic workshop. Will try to have this set tentatively asap. Looking at 1/29 or 1/30 with east & west sites.
- Support staff workshop upcoming, Learn from Directors will be held in May.
- Emerging leaders 1st workshop will be on 2/16, presenters include Deborah Glenn-Long from CSLF. Will have something similar to Myers-Briggs and will work on developing skills and packaging policies.
- Want to determine if Emerging Leaders should be stand alone committee because PD&T has a lot on their agenda on a yearly basis. Want to be able to develop Emerging Leaders to its full potential. Tony mentioned that it could be opportunity to involve Executive Council at large members (because there is no normal responsibilities for them). Sherri thought that it would be good to have a PD&T subcommittee with EC at large members taking lead role on committee to develop content with PD&T taking on logistics (site selection & reservation).

GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

Val Harris
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Brian Murphy Clinton
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- GPCC was a success in December. 3 presentations about CCRA Loan Forgiveness with P. Schrag, developing COA budgets, and Government Relations updates. Great feedback. 69 attendees/82 registered overall rating 4.6 out of 5
- In process of planning late Feb. (tentatively the 26th) webinar. In discussions with ASA to host a session regarding exit counseling requirements.
- Spring workshop being planned and scheduled for early may, trying to get Jeff Baker to present a session for ED regulatory updates.

NEWSLETTER

David Kelly

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Raymond Nault

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- Deadline for next issue 1/28; looking for as many articles as possible. It takes 3-5 days to format the newsletter for web.
- Decision needs to be made about ads in previous editions of newsletters (whether or not to remove them)- originally left as is, will remove the ads.

EASFAA

Donna Wood Lozier

dwoodlo@spfldcol.edu

- Donna will send out listserv message to participate in EASFAA- on committees, as officers, presenters, etc. EASFAA is hoping to make their conference more "local" in terms of member volunteers and presenters. Tony will be attending their February meeting at Foxwoods.
- EASFAA Conference is May 17-21 in Portland, ME. Yvonne mentioned that she thinks the charity program needs to be better advertised if there is an opportunity to do a public service activity. Donna will send info to listserv when/if it becomes available.

COMMITTEE ON ENHANCING ETHNIC DIVERSITY

Amy Piantedosi

amy.piantedosi@tufts.edu

Dadizi Baker Cummings

dbakercummings@amsa.com

- Thanked everyone who was able to attend the workshop this week.
- 37 registrants, 24 attendees. 17 evaluations submitted. 12 schools/12 others. 12 people made commitment to continue dialog about topic. Evaluations were very positive.
- Tuesday June 3 is next session- hope that even more people can attend!
- MASFAA sessions were very well attended, especially the Brown Slavery & Justice Project presentation by Dr. James Campbell
- Yvonne mentioned that it might be worthwhile to encourage EASFAA/NASFAA to use this information as a platform for their conference sessions.

GOVERNMENT RELATIONS COMMITTEE

Bernie Pekala

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Christine McGuire

chmcguir@bu.edu

- Working on RFI document and training, both to be announced at same time and will have out by around January 29th or 30th.
- Submitted volunteer flexible agreement letter in support. Senator Kennedy has stepped in to ask for full review of program.
- Conference sessions were a success.
- Talked about Sallie Mae town meeting about direct to consumer student lending.
- Looking into working with Senator Dodd along with Harvard UFALO team (Suzanne Day, Laurie Hogan & Zack Goodwin) on hot button issues.
- Eileen O'Leary is working on Loan Negotiated Rulemaking.

- Bernie is on TEACH Grant Neg. Reg. committee, main focus of agreement is disclosure to student. Program could be detrimental if students are not aware of the participation criteria or if conditions of award are not met. Program is “scored” as money maker for Dept. of ED. Good points- no need program (discussion If this is treated as resource like Pell) or TFC replace like an Unsub/PLUS). Lots of statutory language that is very difficult to interpret such as cumulative GPA’s/placement tests. ED is hoping that there will be work to resolve certain issues. Only about 1/3 of Neg. Reg. is done. Schools opting in or out is TBD.
- Finaid 101 subcommittee to present to legislators is being put together.
- Any comments regarding Neg. Reg. can be directed to Bernie/Eileen

EARLY AWARENESS AND OUTREACH COMMITTEE

Jean Berg

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Kim Huse

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- Now planning Journey to College Begins in Middle School. Historically low turnout, trying to get onto agenda for guidance counselor conference in April. Thinking about moving it to May, with a shorter program and moving location to the Boston area. If it works out may do 3 smaller sessions in future.
- Carnival of Learning was another success with 50 students attending. 1st year without party planner was great and should be continued for future.

COLLEGE GOAL SUNDAY

Gail Holt

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Paul Lynskey

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Catherine Nelson

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- Current sites for 2008 are 22.
- We currently have 290 volunteers! 52% have reported themselves as MASFAA members, but we know this should be higher as not everyone answered the question. May be 57% or higher. This has exceeded our expectations and hopeful we have enough to cover all 22 sites adequately.
- 294 students have already registered to attend. Promotional materials have been printed and mailed to over 100 organizations who have submitted requests (including site coordinator requests).
- The Senate Committee report that accompanied S1642 of the HEA specifically mentions College Goal Sunday as an example of a philanthropic service organization that should be exempt of lender-funded prohibition (page 28, paragraph #1). This report certainly gives CGS leverage in pursuing fundraising activities through the development of partnerships with organizations within the financial aid lending industry.
- One of the main goals for CGS this year was to increase visibility with Hispanic students. We are reaching this goal in a variety of ways. CGS participated as a vendor (one of 60) at La Feria De La Familia, an event at the Bayside Expo Center on November 18th for Hispanic families. The event was sponsored by Telemundo, a media sponsor of CGS. They had a huge turnout of over 10,000 attendees. We have also significantly increased our media exposure with Hispanic serving print, radio and television outlets.
- The statewide media campaign has been kicked off (statistics press release sent out December 4th and general press release sent out January 4th) and print media is well underway. CGS will be featured on Urban Update (Ch 7) on January 20th from 11:30-12:30pm (taped on January 11th). Interviews will also air on El Pueblo Latino, WMSX 1410AM, Neighborhood Network News, WAQY Springfield, New England Lifestyles, The Money Experts, The Jordan Levy Show, Centro (WBZ-TV) and Encuentro Latino, to name only a few, with many other pending opportunities in the works. Nationally produced TV and radio PSAs in both English and Spanish are running on a dozen TV stations and several dozen radio stations state-wide.

- CGS continues to be heavily promoted through the MEFA Guidance Counselor workshops and the financial aid nights, to name only a few. Email blasts from MEFA to parents and guidance counselors are yet to come, next week.
- We are actively working on a more comprehensive new media campaign, including the use of our own MySpace page (www.myspace.com/masscollegegoalsunday). We also have a text messaging information tool – text MCGS or SCHOOLMONEY to 41411.
- A focus group was conducted on December 12th with Hispanic students and their families and the information report stated that families were very receptive to programs like College Goal Sunday and appreciated the help. Most were concerned about how they would pay for college and most viewed their responsibility as shared between parent and student. Text messaging got mixed results (parents opposed, students favored). MySpace was mentioned, which we are now utilizing. The guidance counselors did not get such strong support. Sending information home seemed favored more. The Educational Prize Drawing seemed to be an incentive to attend. The main feedback on the printed materials for CGS was that they could be simplified and less cluttered.
- Site boxes have been packed and distributed, presenters are ready to go, the Hotline is being staffed by ASA and taking calls and CGS is looking forward to another successful year.
- We have received a letter from Noetic Harbor, our web hosting company, that as of January 1, 2008, rates will increase. This is their first rate increase for CGS (over the 4 year period). The new rate will increase from \$100/mo to \$110/mo, which includes 3 hours of maintenance. The hourly rate above the 3 hours will be \$65 (up from \$60).

JUST THE FACTS! TRAINING COMMITTEE

Dee Ludwick

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Bob Coughlin

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Susan Beard

sbeard@wheatonma.edu

- Wrap up meeting held at masfaa conference
- Under budget; will get feedback from EC and membership about whether to have 2 programs next year instead of just one, or to try to have one site in central MA. Discussion ensued regarding possible future sites.
- Feedback from attendees was very positive.

OLD BUSINESS

NEW BUSINESS

- College Access Challenge Grant- to be discussed in February.
- Strategic planning- to be discussed in February.
- End of year event- working with team of people, with PD&T handling logistics.

Next meeting 2/28, 10am at Quinsigamond Community College.

⇒ *A motion to adjourn was offered, seconded and approved unanimously at 2:55PM.*