

**Massachusetts Association of Student Financial Aid Administrators**  
**Executive Council Meeting**  
*Wellesley College, Wellesley, MA*  
*March 13, 2009*

**In attendance:** Kathy Anderson, Kelley Baran, Susan Beard\*, Shawn Bennett\*, Tony Erwin\*, Beth Feinberg Keenan, Sheila Hoffstedt, Gail Holt\*, Mike Ippolito, David Janey\*, Lisa Kaiser, Pam McCafferty\*, Christine McGuire\*, Shawn Morrissey, Ray Nault, Kathy Osmond\*, Julie Shields-Rutyna\*, Michael Silvernail\*, Jered Stewart

**Absent:** Amanda Abreu, Leah Barry, Dadizi Baker-Cummings, Jean Berg, Bob Coughlin, Jill Desjean\*, Migdalia Gomez, Jeremy Greenhouse, Meaghan Hardy Smith, Kim Huse, Dave Kelly, Brian Murphy Clinton, Lynne Myers, Catherine Nelson, Amy Piantedosi, Jason Shumaker\*, Meredith Stover, Susan Sullivan\*, Michelle Tufau, Donna Wood Lozier, Anne Marie Zurowski

\*voting members

*President Kathy Osmond called the meeting to order at 1:10PM.*

#### **PRESIDENT'S REMARKS**

**Kathy Osmond**

[kosmond@wellesley.edu](mailto:kosmond@wellesley.edu)

Implications of federal budget

- Vendors could be reduced.
- Prepare for possible program changes on campus.
- Budget could survive on membership dues only, if necessary. 25% of membership are vendors, which could result in drastic reduction in revenue.
- Finance Committee meeting is on May 14, with 09-10 budget on agenda.

#### **PRESIDENT-ELECT'S REMARKS**

**Gail Holt**

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

- Retreat planning ongoing, hoping to book at conference hotel. Working out budget for meeting, planning for 8/10 & 8/11. Let Gail know if these dates present any problems.
- Kathy to send Gail a listing of expenses from last year's retreat
- Looking for suggestions/thoughts for committee chairs. Continuing to work on getting volunteers. Hoping for complete list by May meeting.

## SECRETARY'S REPORT

**Shawn Bennett**

[shawn\\_bennett@gse.harvard.edu](mailto:shawn_bennett@gse.harvard.edu)

- New contact list sent out, includes term in current position
  - ⇒ *Motion offered to accept the 2/13/2009 Executive Council meeting minutes as amended offered (Christine) seconded (Tony), and unanimously approved.*

## TREASURER'S REPORT

**Jill Desjean**

[jill.desjean@tufts.edu](mailto:jill.desjean@tufts.edu)

- Insurance renewed, larger than average phone bill due to CGS (800 line charge based on incoming call volume)
  - ⇒ *Motion to accept Treasurer's report offered (Michael), seconded (Susan B.) and unanimously approved.*

## NOMINATIONS/PAST-PRESIDENT'S REPORT

**Tony Erwin**

[a.erwin@neu.edu](mailto:a.erwin@neu.edu)

Handed out draft of survey questions. Announcement will be sent to membership (not listserv only). Also tried to keep a historic continuity for comparative purposes.

1. Strategic planning survey from 2002 has been updated. Combined some questions, such as committee specific website questions. This alone reduced survey by 6 pages.
2. Reviewed feedback from conference session.

Would like to get survey results out to EC by next meeting in May, with an update on status for June end of year event.

Comments:

- Add Just the Facts Committee, Archives
- Reorder some questions for reasonable flow. (Newsletter questions, listserv questions)
- Don't force answers if the lead question answer is "no".
- Q E-4: shorten time frame to 2 years and perhaps 2 levels about whether they attended most recent conference.
- Put MASFAA mission on survey.
- Send to active members only or all members? Kathy thought it would be more appropriate to send to active members (because former members would likely need to answer different questions for strategic planning purposes).
- Add estimated time to complete.

- Agreed fewer website questions would be ok (last survey was done when website was new) and we have usage info from web vendor.

It was decided to do a smaller survey to the whole membership without budget-related questions, and to either do a separate smaller survey to those with budget authority or to speak with them in small groups or one on one to get feedback.

## ARCHIVES COMMITTEE

**Shawn Morrissey**

[smorrissey@framingham.edu](mailto:smorrissey@framingham.edu)

- Shawn is trying to locate incorporation documents, but thinks they are in treasury info.
- In 1989 we celebrated 20<sup>th</sup> anniversary, so 1969 was official start year.

## ASSOCIATE MEMBER AT LARGE

**Julie Shields-Rutyna**

[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

- No update.

## COLLEGE GOAL SUNDAY

**Gail Holt**

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

**Julie Shields-Rutyna**

[jshields-rutyna@mefa.org](mailto:jshields-rutyna@mefa.org)

**Catherine Nelson**

[cnelson@brandeis.edu](mailto:cnelson@brandeis.edu)

- No update

## COMMITTEE TO ENHANCE ETHNIC DIVERSITY

**Dadizi Baker-Cummings**

[dbakercummins@amsa.com](mailto:dbakercummins@amsa.com)

**Migdalia Gomez**

[mgomez@mefa.org](mailto:mgomez@mefa.org)

**Amy Piantedosi**

[amy.piantedosi@tufts.edu](mailto:amy.piantedosi@tufts.edu)

- Discontinuing informational interview request due to lack of interest
- May 8 event (Friday afternoon) at Roxbury CC (panel discussion about reaching 1<sup>st</sup> generation students or Bobby Gonzalez discussion on native/Hispanic attendance issues). Tony questioned location of event, because it may not be centrally located (and more centrally located events haven't drawn attendees). CEED hoping that Friday afternoon time would interest more people, but EC has reservations about both time and location (accessibility). No harm in trying new location, but Friday afternoon might not draw.
- Troubles with meeting attendance and participation at this time.

## CONFERENCE COMMITTEE

**Lisa Kaiser**  
[lkaiser@edamerica.net](mailto:lkaiser@edamerica.net)

**Kelley Baran**  
[kbaran@bentley.edu](mailto:kbaran@bentley.edu)

**Anne Marie Juckins**  
[ajuckins@edfund.org](mailto:ajuckins@edfund.org)

- 4/2 will be first meeting. Have a couple new committee members to contact.
- Session evaluations are available (for individual sessions). If you didn't receive a copy of evaluation, check with committee.
- Majority of committee members are from schools.
- Kathy and Tony have touched based on speakers who might be willing to appear for free, and will pass along ideas to committee/Gail.
  - PASFAA did this last year (free speakers).

## DEVELOPMENT

**Jason Shumaker**  
[jshumaker@bentley.edu](mailto:jshumaker@bentley.edu)

- No update.

## EARLY AWARENESS AND OUTREACH COMMITTEE

**Jean Berg**  
[jberg@finaid.umass.edu](mailto:jberg@finaid.umass.edu)

**Kim Huse**  
[k.huse@neu.edu](mailto:k.huse@neu.edu)

- Coordinating with ASA and MEFA for NT4CM session to guidance counselors in Sturbridge, end of April. Will present all 5 modules. ASA picking up tab for most expenses, just need to pay for presenter's registration. Will also hold events at MEFA bootcamps in June.

## EASFAA

**Donna Wood Lozier**  
[dwoodlo@spfldcol.edu](mailto:dwoodlo@spfldcol.edu)

- Gave Gail hotel negotiation information that EASFAA is using this year with their conference in Washington, DC.
- Winter EASFAA meeting was held. Kelly Morrissey (Fitchburg State) elected to be EASFAA treasurer.

## GOVERNMENT RELATIONS COMMITTEE

**Lynne Myers**  
[Lmyers@holycross.edu](mailto:Lmyers@holycross.edu)

**Christine McGuire**  
[chmcguir@bu.edu](mailto:chmcguir@bu.edu)

- Christine just returned from NASFAA leadership conference, lots ongoing.
- Other states concerned with budgets, shared what MASFAA was doing. Many states changing their conference formats.

- Visited Capitol offices, NASFAA asked for members to get idea of how budget is being welcomed. No one taking strong positions on anything in budget yet, therefore NASFAA hasn't formulated a position.
- Individual constituents can support their views to their elected officials.
- NASFAA wants to support reinstatement of Experimental Site programs. John Tierney's office is happy to put forward a resolution on our behalf.
- No MASFAA nominations were selected for Neg Reg.
- Making plans for another state house day. Will come up with core points and put together some info to share with legislative aides. Pulling together resources from multiple sources. (i.e. commonwealth funded aid benefiting MA residents)
- Bernie working on private loan RFI document.

## GRADUATE/PROFESSIONAL CONCERNS COMMITTEE

**Amanda Abreu**  
[a.abreu@neu.edu](mailto:a.abreu@neu.edu)

**Sheila Hoffstedt**  
[sheila.hoffstedt@tufts.edu](mailto:sheila.hoffstedt@tufts.edu)

**Brian Murphy Clinton**  
[b.murphyclinton@neu.edu](mailto:b.murphyclinton@neu.edu)

- Had recent meeting, still struggling with participation. Looking for grad school list, and will do outreach phone campaign. Tony will provide list and Beth can pull info from Membership database.

## JUST THE FACTS! TRAINING COMMITTEE

**Meredith Stover**  
[stoverm@babson.edu](mailto:stoverm@babson.edu)

**Bob Coughlin**  
[robert\\_coughlin@hms.harvard.edu](mailto:robert_coughlin@hms.harvard.edu)

- Starting to plan for next year.

## MEMBERSHIP REPORT

**Beth Feinberg**  
[b.feinberg@neu.edu](mailto:b.feinberg@neu.edu)

**Meaghan Smith**  
[hardyme@bc.edu](mailto:hardyme@bc.edu)

- 834 members as, 612 from schools, 187 vendors, 35 other
  - 159 new members
- Payment for dues solicited June 1. Enough time to move into either FY budget.
- Kathy mentioned membership drive if needed. Shawn M. mentioned that we should also remind that free training comes with membership dues.

## NEWSLETTER

**David Kelly**  
[davek@bu.edu](mailto:davek@bu.edu)

**Raymond Nault**  
[naultjr\\_raymond@wheatonma.edu](mailto:naultjr_raymond@wheatonma.edu)

- Summer edition being combined with spring edition, which will both save money and consolidate content

Publishing Dates:

Spring/Summer 5/15

Submission deadlines normally one week prior.

## PROFESSIONAL DEVELOPMENT AND TRAINING COMMITTEE

**Kathy Anderson**  
[kanderson@mefa.org](mailto:kanderson@mefa.org)

**Michelle Tufau**  
[mtufau@wellesley.edu](mailto:mtufau@wellesley.edu)

- Tax workshop done at QCC, which cost nothing. 24 attendees for full day training. With larger room, could have had about 34. Next year will be held earlier in year (this year was done on short notice).
- 15 new and 13 returning emerging leaders, first workshop has been held; would like to do second workshop at June year end event.
- Support staff half day event week of 4/13-17. Perhaps a current event session and a stress management session.
- Session proposal for conference ready to go.
- June 18 is target date for end of year event. Will hope to have an emerging leader piece and possibly a strategic planning session. PJ session may also be offered to address the changes, requests and strategies people are facing today.
- Christine mentioned the talking points approach her office took in terms of scripting answers that address common questions due to financial crisis. Also may help to do general positive PR.
- Suggestions for speakers are welcome (particularly for free speakers). Mark O'Toole is president of Castle group and could do a positive PR session- contact Gail. Toby Berkowitz (BU) could be a possibility- contact Christine.
- \$2k budget for end of year event (possibly light refreshments offered).
- Kathy and PD&T will brainstorm setup of event.

## PUBLIC RELATIONS COMMITTEE

**Mike Ippolito**  
[mippolit@brandeis.edu](mailto:mippolit@brandeis.edu)

**Jered Stewart**  
[jstewart@edfund.org](mailto:jstewart@edfund.org)

- Brochure now done, \$370 for copies, no additional expenses expected in budget.
- No volunteers for committee recently, but a few strange anonymous inquiries.
- Will be getting end of year event materials together. Kathy suggested sending listserv call for PR committee volunteers.

## TECHNOLOGY COMMITTEE

**Leah Barry**  
[lbarry@bu.edu](mailto:lbarry@bu.edu)

**Jeremy Greenhouse**  
[jgreenhouse@amsa.com](mailto:jgreenhouse@amsa.com)

- No update.
- There has been silence on several requests (web updates for meeting minutes and setting up survey for strategic planning). Tony doesn't believe our survey tool will be able to return data needed and cost may be involved in utilizing outside source.

- Gail having trouble finding volunteers for Tech co-chairs.
- Pam working with Leah for online upgrades for transaction processing. We use Paypal for transactions, but other vendor (www.gomerchant.com) is used by different groups. Tech Comm. works to make sure payment flow is set up correctly, Pam would like to research other options (i.e., shopping cart style transactions) We pay Paypal charges (and American Express transaction charges. MC/Visa charges are aggregated but AmEx fees are not). At one time we looked at moving from Eastern Bank to Sovereign and Sovereign had an online transaction piece. We are probably using old technology with Paypal, and that could possibly be upgraded. NASFAA researching possibility of multiple users/accounts in order to help reduce cost via volume. Christine also mentioned Quickbooks product that provides multiple users/processors. Online payment processing for Treasurer is a very difficult and inefficient system that lends itself to unforeseen errors.

## OLD BUSINESS

- None

## NEW BUSINESS

- None

## Review of Upcoming Meetings

Meeting dates for 2008-09

5/14- 10am finance committee, EC afterwards, Wellesley College

6/18- year end workshop, TBD

⇒ *A motion to adjourn was offered by Susan S., seconded by Gail and approved unanimously at 3:35PM.*

## ATTACHMENTS

None