

Massachusetts Association of Student Financial Aid Administrators

March 9, 2012 at Wellesley College, Clapp Library Lecture Room

In attendance: Christina Coviello, Bernie Pekala*, Melissa Metcalf*, Alex Gonzalez, Kendra Lider-Johnson, Iris Godes*, Catherine Ryan*, Kori Ferris, Patricia Reilly, Amy Stewart*, Robert Coughlin*, Joanne Dashiell, Bonnie Quinn, Amy Johnson, Pam McCafferty*, Debbie Gronback, Christine McGuire*, Dan Forster, Lisa Talbot, Jillian Glaze, Jennifer Schott, David Janey, Leah Barry*

Absent: Lori Moore*, Kerry Davis-Jacob, Kimberly Gargano, Beth Feinberg Keenan, Migdalia Gomez*, Cathy Nelson*, Gail Holt, Colleen Burke, Donna Kendall, Aaron Clark-Melcher, Meaghan Hardy Smith, Kathy Osmond

MASFAA Members:

**Voting Members*

10:16 a.m. Meeting called to order by Bernie Pekala

Secretary-Migdalia Gomez*

- Migdalia unable to attend meeting
- Minutes presented by Pam McCafferty*
- Reviewed February minutes:
 - Iris motioned to “Accept February minutes”.
 - Bernie second
 - No discussion
 - 9 in favor; 0 opposed; 0 abstained
 - Motion passed to accept February minutes

Treasurer- Leah Barry*

- Leah reviewed the conference registration numbers in response to question raised at January meeting and confirmed that the numbers are correct.
- Reviewed Treasurer Reports:
 - Overall conference registrations, exhibitors and membership are all up and exceed budgeted numbers.
 - Leah has broken out some items in the conference budget report in greater detail.
 - Investments are improving as the market recovers
 - Christine motioned to accept the Treasurer’s Report
 - Catherine second
 - 9 in favor, 0 opposed, 0 abstained
 - Motion passed to accept the Treasurer’s Report
- The Finance Committee will meet in May and April 20th is the deadline for FY13 budget proposals.
- Discussion regarding MASFAA accepting the Discover Card. Leah will confirm fees and process. Technology Committee will also review this option.

President-Bernie Pekala*

- Discussion regarding the NASFAA University:
 - Appears that it could supplement JTF through webinars and tutorials
 - Would this sit with JTF or PD&T?
 - Will provide some form of credentialing for new professionals, perhaps Life Long Learning option for experienced professionals
 - Perhaps CEU type of system
 - Concerns raised over possible cost of credentialing

Past-President-Christine McGuire*

- Christine thanked everyone for attending the Executive Council meeting (January) and participating in the Strategic session.
- There is a meeting scheduled for 3/23 with the consultant in order to review and consolidate the information from the January meeting; strategic planning is a continuing process; potentially completed by end of this fiscal year but will depend on the 3/23 meeting.

President-Elect-Iris Godes*

- Friendly reminder to send suggestions for committee chair replacements to Iris
- Raised issue of increasing interest rates. Should we be addressing this as group? The climate in Washington is not favorable. Should we draft a letter? Bernie will monitor the situation and draft a letter as appropriate.

GPCC- Jennifer Schott

- Symposium update:
 - 68 registered; 60 attended
 - Great sessions
 - Evaluations were very positive regarding location and content; also asked for topics for fall conference on the survey

Old Business

- EC voting by email
 - Bernie provided history of the issue and example of last summer when we needed a vote for the GEAR UP/TRIO support letter
 - Question raised regarding having sufficient time for discussion; point made that we don't always have a lot of time to act; we need to have a protocol in place
 - Draft supplied by Leah was reviewed by the group; suggested that we add "Reply to All" as the opportunity for discourse; "as much time as possible" needs to be included so as to allow flexibility to president
 - Melissa motioned to accept proposed policy regarding Executive Council voting on matters via email
 - Bob second
 - 9 in favor, 0 opposed, 0 abstained
 - Motion passed
 - This will be incorporated into the handbook

- Handbook discussion:
 - Bernie asked that everyone review their section; other sections will be distributed/assigned to Reps at Large via email
 - Goal is to have one clean version
 - Suggestion: try to remove as many dates as possible to eliminate/reduce need for future edits; Bernie agreed
 - Bernie going to attempt to have one consistent format

New Business

- Homepage (Debbie)
 - Please send updates/information to Debbie for our homepage
- Early Awareness has shifted from New Bedford to Lowell (Bernie)
- Announcements (Bernie) suggested that we have new ways to make announcements to and about the membership, such as promotions
 - Suggested that Communications Committee and/or Technology look at this
 - Facebook? Twitter?
- Presidential Terms: (Leah)
 - There is some confusion as to the terms (e.g. start and end dates) as they relate to Past President, President, and President Elect due to timing of election
 - Discussion regarding changing terms of some positions to Jan-Dec; Treasurer tied to fiscal year but we do have Past Treasurer position to cover the transition; budget is tied to president's term and budget is fiscal year based (not calendar)
 - Discussion regarding changing election time frame (e.g. year end event)
 - Don't want to lose ability of candidates to have speeches; utilize Youtube to post videos?
 - Online voting is much easier so does not have to occur at conference
 - We could address the issue through better communication; could add term dates to the titles on our web page; Debbie will contact Noetic to add new column for term dates
 - Discussion continued and it was recognized that we need more time discuss; this could be added to the strategic planning
- Year End Event (Bernie)
 - Bernie surveyed the group regarding possible dates/timeline; early June and midweek seemed most popular
 - Iris suggested a non-financial aid speaker based upon the conference evaluations (e.g. Art vs Science theme or motivational speaker)
 - Budget is \$2,000; might need to find some pro-bono speakers
 - Space for 100-200 people
 - Communications Committee will handle the certificates; please review your committee membership lists for accuracy in advance of the Year End Event; Christine will resend the lists
- Bernie will be emailing committee chairs regarding the Emerging Leaders event
- We need to add Facebook link to the MASFAA Home Page

11:45 p.m. Amy Motioned to close the meeting
 Melissa second
 9 voted, 0 declined, 0 abstained
 Meeting adjourned.