

Massachusetts Association of Student Financial Aid Administrators

May 11, 2012 at Quinsigamond Community College

In attendance: Aaron Clark-Melcher, Amy Johnson, Beth Feinberg Keenan, Christina Coviello, Bernie Pekala*, Melissa Metcalf*, Alex Gonzalez, Migdalia Gomez*, Leah Barry*, Iris Godes*, Cathy Nelson*, Dan Forster, Gail Holt, Kori Ferris, Robert Coughlin*, Debbie Gronback, Lori Moore*, Bonnie Quinn, Colleen Burke, David Janey, Donna Kendall,

Absent: Amy Stewart*, Catherine Ryan*, Christine McGuire*, Jennifer Schott, Jillian Glaze, Joanne Dashiell, Kathy Osmond, Kendra Lider-Johnson, Kerry Davis-Jacob, Kimberly Gargano, Meaghan Hardy Smith, Pam McCafferty*, Patricia Reilly,

**Voting Members*

10:38 a.m. Bernie started the meeting.

President-Bernie Pekala*

- Christine isn't feeling well, unable to attend meeting.
- Introduced Ed from Cambridge Hill Partners who discussed DRAFT of Strategic Plan
- Reviewed DRAFT of MASFAA Strategic Plan
 1. Membership
 2. Leadership and Governance
 3. Training and Evaluation
 4. Develop financial model for the next three years.
- Strategic Plan included top 4, doesn't include everything discussed throughout the different sessions, including the January 13th strategy session
- Focus of what membership wants is Professional Development
- Two-sided discussion regarding vendors not being allowed to be Co-chairs
 - Need to define vendors: 'those selling services to a school'
 - Need to differentiate between exhibitor and Associate members
 - Strategic planning came from voices of membership
 - Common question from Executive Council: *Why the elimination of vendors as Co-chair?*
 - Document is still in draft form, thus the need for us to have the conversation.
 - "Someone else will do it" factor needs to be considered; is too much of the MASFAA workload being done by Associate Members and is the Association okay with Associate Members doing most of the work?
 - Different perspective and expertise are associated with Associate Members; loss of different views would be lost at Executive Council meetings if Associated Members aren't allowed to be Co-chairs.
 - Associate Members are unable to serve as elected members other than on Executive Council; should that be aligned with Co-chairs?
 - Conversation regarding associate members, but should we limit how many the number of Executive Council members that come from one particular institution?
 - Intention is that no one would be unable to serve as co-chair until the Strategic Plan is finalized.

- Benefit of bringing this discussion to the membership is that we can better gauge if Associate Members is the concern of a small few that are vocal or is it the voice of the majority of the membership.
- Suggestion was made to change the order of the Strategic Plan bullets since number 2 of the Strategic Plan leads into number 1.
- Recommendation by Ed to create a positioning statement which includes both sides of the argument regarding Associate Members.
- Question was raised: What do other states do?
 - Gail will research.
- Decision was made that Executive Council needs to have membership vote
- Discussion regarding should conversation occur at year-end event? It was decided that an update will be discussed at the Year-End-Event but details will be presented at a later time after Executive Council fine tunes the conversation.

Secretary-Migdalia Gomez*

- Reviewed March minutes
 - Lori motioned to “Accept March minutes”.
 - Cathy second
 - No discussion
 - 7 in favor; 0 opposed; 1 abstained
 - Motion passed to accept March minutes
- Handbook is still being updated. By-laws and Constitution will be updated after Strategic Plan is made
- “Annual Report” is mentioned in the By-laws but not in the Handbook
 - Discussion regarding annual report
 - Seems like a natural progression to the monthly committee updates
 - At-large members will be involved in this process
 - Annual Report will be distributed during Conference
 - Bernie will reach out to At-large members and have committee member summarize their year.
 - Annual Report can be sent in the President’s first e-mail of the year, and then also distributed at Conference

Treasurer- Leah Barry*

- Sent the financials a few days ago.
- FAFSA Day was at \$0, Leah will update.
- Will update Just the Facts! training to be detailed
- Membership didn’t spend money, Leah will look into it.
 - Lori motioned to “Accept March financials”.
 - Iris second
 - No discussion
 - 7 in favor; 0 opposed; 1 abstained
 - Motion passed to accept March minutes
- Finance Committee met before Exec Council, Leah will update budget and send updates

President-Bernie Pekala*

- Year-End Event is being planned for June 6 or 7th at Wellesley College

- Strategic Planning will be an update but not main session
- Invitation will be extended to Jane Oates who will bring an update from DC
 - Assistant Secretary
 - Was in NJ as head of Board of Education
- Back-up plan: Fisher President? Dr. Thomas MacGovern

President-Elect-Iris Godes*

- Is working on Annual Retreat and will send information via e-mail.

PD&T-Elect-Dan Forster

- Need ideas for a speaker for the Support Staff event
- Discussion regarding potential sessions
- Leah will look into Support Staff budget item

FAFSA Day-Migdalia Gomez*, Beth Feinberg Keenan

- Very little communication from Y regarding National event
- Have reached out to different contacts and haven't received updates
- Funding is still uncertain,
- Strong possibility that National Y/Lumina will not be supporting/backing FAFSA Day MA
- Discussion about having MASFAA be the supporter of FAFSA Day
- Cost about \$20,000 to run the event
- New tri-chairs are meeting on Tuesday to devise a new plan for 2013 and will report back once the plan is devised.
- Requesting budget for \$7,500

Development- Lori Moore

- Discussion regarding cost of Sponsorship in Handbook
- Distributed handout showing other association's sponsorship levels
- MASFAA charges \$2,000 for a 6 ft table and advertisement in the conference.
- CASFAA- \$1,100, NY charges \$300
- Not anticipating 14 vendors this year; hoping to have 10 vendors this year
- Discussion occurred whether we should have different sponsorship levels or maintain as is
- PASFAA gives 1 registration included in the \$1,000 sponsorship fee.
- If the price of the sponsorship is lowered, what about space?
 - Current location gets a lot of foot traffic but hard to stop without blocking the walk-away
- Lori will update chart to show benefits of different levels.
- Lori will look into cost of conference at other associations: *What's the total value of exhibiting at other conferences?*
- Finance Committee will vote on the options for sponsorship fees.

Old Business

- Christina will resend the volunteer list so chairs can update missing addresses and information.

New Business

- Send to Christina anything that you want archived
- Discussion regarding Google Docs or Cloud technology, to be continued at another meeting.

1:25 p.m. Lori Motioned to close the meeting
 Melissa second
 8 voted, 0 declined, 0 abstained