

Massachusetts Association of Student Financial Aid Administrators

October 14, 2011 at *Wellesley College, Clapp Library Lecture Room*

In attendance: Bernie Pekala*, Christine McGuire*, Kendra Lider-Johnson, Gail Holt, Jennifer Schott, Robert Coughlin*, Amy Stewart*, Christina Coviello, Iris Godes*, David Janey, Patricia Reily, Alex Gonzalez, , Kathy Osmond, Catherine Ryan*, Migdalia Gomez*, Joanne Dashiell, Cathy Nelson*, Aaron Clark-Melcher, Debbie Gronback, Leah Barry*, Dan Forster, Kori Ferris, Amy Johnson, Beth Feinberg Keenan, Colleen Burke, Donna Kendall, Jillian Glaze, Melissa Metcalf*, Lori Moore*, Pam McCafferty*,

Absent: Bonnie Quinn, Kerry Davis-Jacob, Kimberly Gargano, Meaghan Hardy Smith

**Voting Members*

10:09 a.m. Bernie started the meeting.

Secretary-Migdalia Gomez*

- Reviewed September minutes, no edits, suggestions or concerns.
 - Bernie motioned to “Accept September minutes as they are”.
 - Pam second
 - No discussion
 - 6 in favor; 0 opposed; 1 abstained (Pam)
 - Motion passed to accept September minutes
- Discussed using College Goal Sunday in Handbook, but going by FAFSA Day Massachusetts. Determined that in Handbook it should be added that College Goal Sunday is DBA (Doing Business As) “FAFSA Day Massachusetts”
- Asked that Committee Chairs send 2011-2012 Objectives to Secretary and CC-Technology Committee.

Treasurer-Leah Barry*

- FY11 is with the auditors
- FY12 statements were sent out yesterday mornings
- Reviewed financials, most of income from conference will be on next report.
- Discussion about FAFSA Day Massachusetts \$5,000 from ASA, \$5,000 from MASFAA, \$15,000 to YMCA (expected), waiting for funding from MEFA.
- Pam motioned to “Accept financials as reported”
 - Iris second.
 - No discussion.
 - 8 in favor; 0 opposed; 0 abstained
 - Motion passed to accept all financials.

President’s-Bernie Pekala*

- MASFAA members thanked Bernie for inviting them to the Executive Council meeting and sending meeting update

- Discussion whether Bernie should send the invitation or someone else from Executive Council
 - Decided that the President should send the emails
 - Will highlight something each month
 - Communications will manage the content, Bernie will send the emails
 - Next email will be sent to list server around October 24th or 25th (week before next Executive Council meeting)

Past-President-Christine McGuire*

- Nominations are in good shape
- Will announce nominees at November Executive Council meeting
- Strategic planning is moving forward, at Conference the 2nd lunch will be an all MASFAA Strategic session, immediately following will be a breakout session.
- Doing research through membership database, only have information archived from 2009
- Trying to gather data to see what the membership breakdown has been and is: what are membership trends?
- Asked for committees to send any previous surveys that might be relevant to Christine
- Discussion about EASFAA's Strategic Planning

President-Elect-Iris Godes*

- Received nominations by the deadline
- Have very good nominations for awards
- Award Committee is meeting before lunch

FAFSA Day Massachusetts—Joanne Dashiell, Miqdalia Gomez*, Beth Feinberg Keenan,

- Have 28 locations but can't secure location in Brockton (target audience)
- Discussion about potential Brockton sites, recommended:
 - having a college contact guidance at Brockton High School
 - sending a letter to Massasoit Community College from Bernie
 - Colleen will send her Brockton HS contact to Beth
- Discussed FAFSADayMA Social Media pages; explained importance of "liking" and "following" FAFSADayMA

Communications— Christina Coviello

- Discussed letterhead with blue header printing will be different than if the blue didn't go to the edge
- Gail will send Christina the letterhead she has and which letterhead will be used will be finalized at the next meeting.

11:08 a.m. Break started

11:28 a.m. Break ended

EASFAA— Gail Holt*

- Attended EASFAA meeting

- NH Conference is soon, Gail sent information to list server this week.
- NH will be sharing the information about the MASFAA Conference with its members
- VT is still recovering from Hurricane Irene; one of their state agencies is still operating on generators
 - Suggestion to donate money (personally, as a college, organization) to the VT association to help with the costs of hurricane devastation.
 - Discussion to
 - donate a few MASFAA associate memberships or make \$500 donation
 - research what the needs are so we can be most helpful
 - ask VT president what the needs are
 - Decision to do more research about what needs are, and then will discuss at next meeting.

Graduate Professional Development—Jennifer Schott

- In last week attracted 10 new members who have previously not been info
- Started planning Symposium; targeting first week of February
- Proposed theme “Financial lifecycle of a graduate students”
- Discussion about different calculators that GPD could utilize

Technology Committee—Aaron Clark-Melcher, Debbie Gronback

- Distributed list of committee liaisons, please contact your liaisons prior to contacting Committee chair.
- Created QR Code to web friendly page
- Discussion on what should be on the web friendly page for the Conference week:
 - Agenda
 - Updates
 - List of vendors
- Web friendly page can be updated for other events
- Committee will look into how easily updates can be made for other events
- Archive discussion:
 - How do we archive?
 - Should we consider a cloud?
 - Do we archive for history or easy access to documents for all?
- Technology will research cloud technology

Conference Committee— Colleen Burke, Jillian Glaze,

- 205 people registered as of yesterday (up from 162 last year at the same time)
- Early next week the final version of the agenda will be added to the website
- Volunteer fair on Wednesday; distributed the signup sheet
- Conference evaluation will ask participants if they used the QR code
- Boston College won a conference registration last year for their Financial Aid Day Celebrations last year. However, they would like to donate their conference registration and will email the list server.
- Next Executive Council Meeting is on Tuesday, November 1st at 1:00 p.m. with dinner afterwards.

Development— Lori Moore*

- 14 Vendors have been confirmed
- Vendors will be listed on QR sites
- Having an associate member strategic planning meeting at the conference (first session on Thursday).

Old Business

- Guidelines to establish for email voting: "Vote" should be in the subject line of an email, along with a clear timeline of when the vote would close.
- Leah will draft some guidelines that will be reviewed at next meeting.
- Discussion to have Secretary keep record of electronic voting.

New Business

- Strategic planning should look into the Student Financial Services/Bursars Associate members model
 - Patty will send an email to MASFAA list server to see which Colleges or Universities would like to be part of the discussion
- Financial Aid day is on Wednesday, October 19th
- Reminder, if you want to be on the agenda, email Bernie so he is aware

12:45 p.m. Melissa Motion to "Adjourn meeting"
Christine second.
No discussion.
10 in favor; 0 opposed; 0 abstained
Meeting adjourned.