

## **Massachusetts Association of Student Financial Aid Administrators**

April 12, 2013 at 10:00 a.m.

Quinsigamond Community College

**Attendees:** Joanne Dashiell, Debbie Gronback, Katie Kelsall, \*, Bernie Pekala\*, Cathy Nelson\*, Leah Barry\*, Donna Kendall, Iris Godes\*, Lynne Myers\*, Lisa Talbot, Kate Rajbhandari, Janet Turner, Diana Beaudoin, Karensa Macgregor, Gail Holt, Ryan Forsythe, Meaghan Hardy-Smith\*, Alex Gonzalez, Aaron Clark-Melcher\*,

**Absent:** Migdalia Gomez\*, Dan Forster, David Janey, Chris Hart, Bob Coughlin\*, Catherine Ryan\*, Jennifer English\*, Amy Johnson, Bonnie Quinn, Jillian Glaze, Colleen Burke, Lori Moore\*, Kori Ferris, Denice Carryl, Kim Gargano, Kathy Osmond, Kristin Hawley-Johnson,

*\*Voting Members*

Meeting started 10:09 a.m.

### **Secretary**

Minutes from January meeting were distributed (February and March meetings were cancelled due to snow), any corrections?

- President: first bullet "attendees" vs. "attendants".
- FAFSA Day: "Registrants" should be changed to volunteers.
- Janet Turner is not a voting member (Graduate and Professional Concerns.
- Bernie motions to approve with changes Catherine seconds, 7 approvals (unanimous decision)

### **President Update**

NASFAA research on award letters released. We were not identified as participants. Wasn't a clear winner; it was discovered that all award letters were confusing. Should we have a June meeting since Year End Event is in May? Leah: we need to have a finance meeting or perhaps a conference call or WebEx. We may not need to meet depending on how far we get with the agenda. Decided to table decision to meet depending on how far we get with agenda items.

### **President-elect Update**

Went through each committee to determine openings.

AID: not present, one position is open and may not be continuing.

FAFSA Day: Migdalia staying on, Meredith starting next year, reached out to Allison Cox and waiting for her response.

Communication: Ryan staying on, open co-chair. Christina has remained this year, but have a position open next year.

Conference: Lisa, Jennifer Keenan-Jolie and Kate Rajbhandari on for next year.

EASF AA: rep position open. Thinking of putting it out to membership to see who wants to be involved. Gail: EASF AA needs strong rep from MASF AA; seasoned person needed to provide direction; strategic thinker as EASF AA is going through some transitions.

Early Awareness: Alex rolling off, reached out to committee, no members have expressed interest.

Govt. Relations: One open position

Grad Prof. Kimberly is cycling off. Diana and Janet are staying on.

Membership: Both positions open, Bonnie and Amy rolling off

PD&T: Shooting for two new Chairs

Just the Fact: Amy Proietti new co-chair along with Lori and Karensa

Technology: Aaron and Debbie rolling off, they don't see anyone from the committee coming forward.

### **Treasurer Update**

Leah: sent financials: make sure you've gotten all receipts in for FY 2013. Take a look and see if you have any questions. Were in good shape overall. FY 14: need committees to submit budgets. Current Chairs submit budgets, include incoming chairs in discussion. Jennifer English will email out form next week to complete with an end of April early May turnaround timeframe. Assume budget will be at least what it was prior year unless you hear otherwise. If you're asking for an increase need to explain why. Finance committee will then meet for budget approvals in May or June. Year End Event listed under PD&T's budget, we will move that to exec council budget since members at large are planning the event. FAFSA Day financials: Leah will follow up on sources of income received. Believes money from MASF AA was never moved over to FAFSA Day budget.

### **Members-at-large Update**

Year End Event: coincides with EASF AA (Thursday), Irish pub bar in Park Plaza building. Eileen O'Leary is going to speak along with Justin Draeger. Private room ends at 8:00.

### **Committee reports**

#### **FAFSA Day**

Shared final numbers of 1,866 students/families and 3,500 total attendees. 33 total sites which helped with the increase in numbers. Haven't received compiled survey data from

national College Goal Sunday program so we don't have results on percentage of served population that met target demographic or survey completion rate.

### **Just the FACTS**

New Chair: Amy Proietti, targeting to move JTF to the fall to increase participation. In the process of getting NASFAA core materials for next year. Moved trainings to Worcester in hopes we would get more attendees from Western MA, moving back east for fall 2013. Looking at Wellesley or Regis. Good feedback from attendees except for networking issues during lunch. Need new presenter for FAFSA and IM.

### **Government Relations**

State House day: good turnout, co-sponsored with AICUM. MASFAA's role was to get greater participation from all sectors. Over 200 attended. AICUM reported two dozen schools attended. Should MASFAA continue to co-sponsor?

### **GPCC**

Almost two months since GPCC symposium; great attendance, 65 attendees. Positive evaluations. Two schools from RI represented as well as schools in NH and Maine. Meeting next month to discuss ideas for next year.

### **Conference**

First meeting at QCC last week. Different sectors represented on the committee. New tri-Chair Kate and Jennifer Keenan-Jolie from Westfield state. Location still TBD. Considering Showcase live again this year. Meeting with Showcase live at end of month (4/30) before any contracts are signed. Received contract from Marriott's as well. Theme ideas are in discussion. Tried to incorporate ideas and comments from evals and from retreat: create more hype around MASFAA by using social media, create sub-committee within conference around that, create "ride board" to help members attend the conference if transportation is an issue. Jeffrey Megargell from Technology should support social media for conference as well. Looking for same timeframe in November.

### **Technology**

How long should we keep votes in system? Update wording in handbook to mirror current process of online voting structure. There are 30 days to contest the vote, after that time has passed we don't need to know how many voted for each candidate, but we want to capture how many total votes for each year. Can we keep total number of votes each year in the meeting minutes for historical data?

Archiving: We have the option for the cloud storage, at some point we can brainstorm what needs to go in there. We need to determine solid plan for how and what to archive. Each committee can decide what timeframe works for them based on their activities. Decide what needs to be kept for historical purposes vs. on the cloud for everyone to access. Aaron will facilitate meeting with Ryan and Migdalia on the best way to collect documents.

Website is now a little more mobile friendly. Aaron will put Conference Committee on the list so that they can pull their own registration list.

### **EASFAA Update**

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Conference: speakers include Jeff Baker, CFO from Posse Foundations, Justin Draeger, and Consumer Finance Protection Bureau. Numbers are low compared to previous years. Not sure if it's because of communications, sessions or timeframe. It is earlier in May than previous years. Feedback was that agenda wasn't easy to locate. Maybe just send out agenda to list serves. They will recognize attendees who have been in the field over 25 years and anyone who has retired or passed away in the current year. Each state is determining own members to recognize.

### **Communications**

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Beginning summer newsletter soon. Looking at production schedule and looking for May 17<sup>th</sup> timeframe. Looking for submissions from all areas, it would be great if committees could submit a year-end review.

### **Strategic topic of the month**

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Survey results on designated slots based on sector. Overwhelming response was that yes we should do it. One concern that was mentioned repeatedly was what if you don't have enough people to run for that slot. Community colleges on board, Iris has made the case that this will generate more participation. The only sector Iris is concerned about is the proprietary sector. Perhaps we do more outreach to that sector to increase participation. Katie: lean towards having someone fill an empty spot to represent a sector especially given that this is our first year trying this.

Lynne: would rather have the slot stay empty rather than fill it with someone outside of that sector.

Gail: how many proprietary members do we have now? Around 6% of membership.

Aaron: could we fill the slot with someone to maintain a quorum, but not state that they represent that particular sector.

Bernie: in that event, we would have one or two generalists.

Gail: should we have intentional effort to reach out to a particular sector to encourage them to participate and collect their thoughts on whether or not they want to participate.

Donna: feels the best person to represent their sector is someone from their sector, but if that doesn't work out, we can fill with someone outside of that sector but work toward engaging that sector or filling the slot with a generalist.

Lynne motions to fill the open slot for sector if no one runs, anyone can run but primary role would be to engage that sector.

Bernie seconds.

Discussion. Ryan: what are the logistics? Nominating committee would know that no one has run for that sector and would then reach out to encourage a nomination from someone else. 7 in favor (Unanimous decision).

**Membership**

Defining associate vs. active member. Should we ask if they work at a postsecondary institution or are you in enrollment management that at a post-secondary institution. Maybe we can add descriptions on membership registration form. Could they go through list of questions on membership form to determine what membership type they fit in? Either hover box or link to additional descriptions. We will use handbook descriptions to define what associate member is that will help get people into the right slot. For retirees, we will leave that alone, although we need to add retiree to membership type.

**New business**

- Conference site search committee: in handbook, president elect in concert with site location and conference committee is responsible for looking at conference site locations.
- Should we include sector in membership registration form so we would be able to identify potential nominations. Communications will send around list for Chairs to confirm who have been active committee members for certificates.
- No June meeting. Finance committee will still meet in May or June for FY 14 budget.
- Summer retreat: keep it to first or second week in August.
- Election change: Should we have a spring election so there is less time between elections and when terms begin. There is a concern that we would see a decrease in overall voting if it's not tied to the conference and offices are busy in the spring. Two models: keep election time the same, accelerate turnover of offices. Change election time and keep turnover the same. Decided we will spend time thinking more about this concept. Perhaps further discussion at retreat.

Model 1: (committee chairs can still determine when it's most appropriate to hand over the responsibilities).

	Jan 2013	Nov 2013	Jan 2014
Iris	President		Past-president
Donna	President-elect	gavel	President
Kathy		elected	President-elect

Aaron motioned, Leah second, unanimous adjournment at 2:11 pm.