

September 14, 2012 Meeting
Quinsigamond Community College
Worcester, MA

Attendees: Lisa Talbot, Jillian Glaze, Meaghan Hardy-Smith*, Katie Kelsall; Alex Gonzalez, Kathy Osmond, Cathy Nelson*, Catherine Ryan*, Debbie Gronback, Aaron Clark-Melcher*, Gail Holt, Iris Godes*, Leah Barry*, Lynne Myers*, Janet Turner*, Chris Hart, Kristin Hawley-Johnson, Jennifer English*, Migdalia Gomez*, Kendra Lider-Johnson, Amy Johnson; Bob Coughlin*, Lori Moore*, Bonnie Quinn, Janet Turner,

Absent: Donna Kendall*, Bernie Pekala*, David Janey, Denice Carryl, Joanne Dashiell, Ryan Forsythe, Kori Ferris, Colleen Burke, Diana Beaudoin, Kim Gargano, Dan Forster, Karensa Macgregor

10:05 a.m. Meeting Started

Welcome- *Iris Godes*

- Iris started the meeting with introductions and welcome.
- Distributed documents and reviewed agenda.
- Meeting Protocols
 - Raise nametags to speak
 - Blue nametags can vote

Secretary –*Migdalia Gomez*

- Reviewed August Retreat meeting minutes
 - Suggestions were made, edits will be made to the minutes and voted on at next meeting
- Committees need to submit Handbook updates to Migdalia
- Migdalia won't be attending October meeting, need a MASFAA Council to step in as secretary for October meeting; that person will need to bring a laptop to take notes

President Elect and Past President –*Iris Godes*

- Donna and Bernie unable to attend today's meeting
- Past President's update, as report by Iris:
 - Executive Council will stay a little bit longer at the end of October meeting to vote on MASFAA Awards
 - Bernie has been busy with the Nomination Committee; e-mail was sent to the listserver yesterday
 - Nominations are for MASFAA leadership: Secretary, Associate at Large, President, Members at Large
 - Person who nominates is kept confidential
- Discussion regarding the timing of voting:
 - Should voting occur earlier? When should terms start?
 - For this year's election staying status quo.

- Timing is in Handbook, but not Constitution
- Discussion will continue throughout this year
- Review Policies and Procedures on the website.

President–*Iris Godes*

- Iris has responded to everyone that needed something, as of today.
- Feel free to nudge Iris with another e-mail if she doesn't respond right away to your initial e-mail.

Treasurer–*Leah Barry*

- Closing out FY12
- Started to send documents to auditors.
- Moving around \$6,000 from reserves; this won't be final until auditors review
- Reviewed budgets e-mailed and inform Leah if anything is incorrect.
- NASFAA Core will have a specific line under Just the Facts! since it's a reoccurring expense
- Strategic Planning was \$12,000 total- Leah has confirmed the amount
- Anticipated budget and expenses are off by \$1,000- Leah will review
- While Leah is training Jen on finances, keep sending invoices to Leah
- Exhibitor fee total was reduced to \$18,000 but decision was made to keep as is on the budget
- W-9 form needs to have business address, not P.O. Box.
 - Leah and Lori M. will discuss in detail later
 - Jen will include her information on W-9 for Development payments

Membership–*Bonnie Quinn and Amy Johnson*

- Membership has increased from last year. About 100 have registered and not paid, total membership is around 600.
- 42 new members- but need to check if are really new, or just switched jobs
- Up 30 members from this time last year
- Two items for discussions:
 - Item #1: FAFSA Day Committee has committee members (a guidance counselor, two YMCA staff members, and two ACCESS representatives) that aren't MASFAA members on their Steering Committee. Should these committee members become MASFAA members to be involved? If so, should/can FAFSA Day Committee pay for the non-member's memberships? Discussion occurred:
 - Historically, exception has been made: all Committee members need to be members, except FAFSA Day members.
 - No other committees have members that aren't MASFAA members. Early Awareness did have two Gear UP members but they were more involved in MASFAA.
 - Committee members serve as an Advisory Board
 - FAFSA Day's origins are outside of MASFAA- different than other committees
 - Consider members ex-officios- aren't members, but expected to attend and contribute.
 - Documentation exists that FAFSA Day is different; finances are separate, has its own website-suggestion to not open ex officio to other committees

- FAFSA Day will work on language for Policies and Procedures regarding ex officio positions
- Issue #2- Membership has 2 chairs, and 2 members (if lucky). Issue is that chairs can't share password with members. Thus, members can't fully help Chairs. Discussion occurred:
 - Can create a Membership Committee member only login.
 - Aaron will check with Noetic to see if they can get access to Conference and Membership only.
 - Only President, Membership, and Conference Committee have passwords.
 - Process has changed slightly from past years.
 - Discussion regarding who has access to certain section of website:
 - Leah proposed that Tech chairs ask Noetic about different access levels on the website
 - Conference and Membership are the two committees needing access.
 - Technology will follow up with Noetic to see what options are available, and will report back to MASFAA Council via e-mail. Will provide short term solution and discuss for long-term.

11:20 a.m. Break started

11:34 a.m. Break ended

Conference-Lisa Talbot

- Being held on Nov. 7 & 8th
- Website will be up next week
- Have NASFAA, Dept. of Ed, and state presenters; Pam Gilligan confirmed, from Dept of Ed.
- Renaissance hotel has 30 rooms for Wednesday and 15 rooms for Tuesdays available to MASFAA members
- Marriott Courtyard, Holiday Inn (under new name & management)
- Hotel rates are \$189- Renaissance; \$144- Courtyard; \$79 Holiday Inn
- Matt Megan, from BC designed logo
- Contacted by NASFAA's Reauthorization Taskforce- will be attending Thursday morning
- Still looking for one school to present with NASFAA trainer regarding R2T4: Melissa Metcalf or Eileen O'Leary suggested for presenters.
- Joe Paul Case, Amherst College, is retiring. Is there a way to acknowledge or thank him for his contribution to the industry and MASFAA?
- Will look into getting a Presidential suite for Tuesday night

Technology-Debbie Gronback & Aaron Clark-Melcher

- Will look into QR code for this year for Conference
- The framework is already there, so cost should be minimal

Development-Lori Moore

- Sent out 50 invitations to possible exhibitors (going forward ‘exhibitor’ is the term for this year)
- 4 official responses thus far: 2 no thank you and 2 are yes (1 is a new vendor)
- Free registration for one person included in the fee
- Target is 10 exhibitors
- For MASFAA it’s about a \$400 loss due to reduction in exhibitor fee and added a registration.

Old Business

Result of Role of Associate Members

- Goal was to make a good decision, very thoughtful, that will close the door on the decision.
- Decision was made to leave everything as is: Associate members will continue to be Co-chairs, continue to have Associate member at Large
- Rationale:
 - A lot of the confusion regarding the issue seemed to be related to exhibiting at the Conference, thus issue seemed to be more relating to Conference versus Membership
 - MASFAA Mission doesn’t specify working at a school.
 - If we exclude members from conversations how do we guarantee that best choices are made for student’s benefits?
 - Interests of many members to be Co-chairs is a personal professional development decision versus a means to new company revenue.
- Clarification will be made to include language that any kind of MASFAA activity is for MASFAA activity- all attend as MASFAA members to perform MASFAA business.
 - If membership feels someone isn’t having appropriate behavior/conversation the President should be notified and deal with that behavior.
- Many conversations occurred over the past months, and at the end of the day decision was made in the best of interest for the Association by those that are most active in the Association.
- Should categories be clarified further for membership renewal on website?
 - Major distinction:
 - 1) Do you work at a higher education institutional and are you
 - 2) Actively involved in administering aid?
 - Maybe looking at “vendor” word? Perhaps use business partners?
 - Current website categories:
 - Vendor- vendor
 - School administers aid-
 - School does not administer aid- Affects Voting
- Suggestion was made to start with administering aid at a post-secondary school and then having follow up questions to determine membership categories. Membership will look into this and bring feedback to MASFAA Council
- Discussion regarding Role of At-large Members potentially some different configurations; follow up to Day 2 of August Retreat and the discussion regarding engagement within MASFAA.

- If someone is concerned regarding Associate members role, this new direction by default dilutes those concerns. Everyone has the assurance of being represented.
- Are there other ways to engage Reps at Large more?
- Blog? Currently only bringing their own opinion.
- Haven't finalized Strategic Plan- but have an idea where the plan is going. Plan is to have Strategic Plan done by Conference.
- Each of the meetings to have a specific meeting topic, such as:
 - March- changes to Exhibitor
 - October- Technology
 - November-Conference
 - Other Topics-
 - Get members actively involved
 - At Large Member roles
 - Investments
 - Timing of voting/when people take office- calendar year vs fiscal year
 - Member roles (Active vs. Associate)
 - NASFAA University/training
 - Networking/engagement

New Business

- Iris sent out schedule of meeting. May 10th is final day of EASF AA conference and it should be over mid-day. Recommendation to having the May 10th meeting at Park Plaza was made, Gail will look into this.

12:55 p.m. Meaghan motioned
 Leah second
 11 in favor.
 Meeting adjourned.