

Massachusetts Association of Student Financial Aid Administrators

September 13, 2013 at 10:00 am

Bentley University

In Attendance: Donna Kendall*, Michael Albano, Kathy Anderson*, Meredith Barnhart, Diana Beaudoin, Jeff Bentley, Christina Coviello, Karenza DiFonzo, Jennifer English*, Beth Feinberg Keenan, Alexis Fishbone, Iris Godes*, Alex Gonzalez*, Zachary Goodwin, Jeremy Greenhouse*, Meaghan Hardy-Smith*, Christopher Hart, Katie Kelsall, Carla Minchello, Kelly Morrissey, Lynne Myers*, Cathy Nelson*, Kathy Osmond, Bonnie Quinn*, Kate Rajbhandari, Amy Stewart, Darnell Stowers, Susan Sullivan, Lisa Talbot, Janet Turner, Stephanie Wells

Absent: William Buescher, Aaron Clark-Melcher*, Joanne Dashiell*, Vy Doan Callahan, Ryan Forsythe, Migdalia Gomez, Jennifer Keenan-Jolie, Christine Padgett, Amy Proietti, Lori Seuch

*Voting Members

Meeting Started: 10:00 am

Welcome: Donna Kendall*

- Donna introduced Council members in attendance who had not been able to attend the August Retreat.

Secretary's Report: Cathy Nelson*

- Minutes from April 2012-2013 meeting with corrections provided by attendees at August Retreat and August Retreat minutes were emailed previously.
- Katie and Karenza provided corrections to August Retreat minutes.
- Iris motioned to approve the April 2012-2013 minutes, seconded by Jennifer E., 10 in favor, 0 opposed, 1 abstained.
- Alex motioned to approve the August Retreat minutes as amended, seconded by Lynne, 10 in favor, 0 opposed, 1 abstained.

President's Report: Donna Kendall*

- Venue for October 11th meeting has been changed to Wellesley College. The room number will be given with meeting announcement.
- Requested remaining photos from committee chairs and council members for website.
- Requested that we put MASFAA in 'Subject' line of email correspondence so that she is aware that email is regarding MASFAA.

Past President's Report: Iris Godes*

- Nominating Committee is David Janey, Janice Dorian, Pam McCafferty, Bob Coughlin and Iris.
- Emailed call for nominations and plans to send second email.
- Committee is meeting through conference call on Monday to begin putting together a slate.
- Slate will be approved in Executive Session after the conclusion of the October Council meeting.
- Eileen O'Leary has requested that Iris be chair of NASFAA training committee next year (when Eileen is NASFAA National Chair). Iris will be committee vice-chair this year. They have requested she provide at least three session topics for next conference. Kathy A. asked whether it was for the Nashville conference which Iris confirmed. Iris explained that NASFAA training committee is responsible for webinar series and several of the annual conference sessions. Next training module will be need analysis.

- Lynne suggested a NASFAA session on predictive modeling. Iris has session on audits at MASFAA that she will submit.
- Iris asked when FAFSA Day website will be updated and Meredith and Kelly indicated that it is in the works.
- Objectives in Committee pages on website need to be updated. Michael will update year to 13-14.

President- Elect's Report: Kathy Anderson*

- Emailed request for award nominations. She has received a few but will email additional call for nominations.

Treasurer's Report: Jennifer English*

- Emailed treasurer's reports earlier in the week. She will update College Goal Sunday line item to FAFSA Day and the Year End Event line item has been moved to Exec Council from PD&T.
- Katie highlighted that on committee page of website that FAFSA Day is listed as College Goal Sunday. Jennifer E. asked about MASFAA donation to FAFSA Day.
- Working with accounting firm to file 2012 taxes.
- Donna highlighted that current reports show that we are in the 'red' and asked Jennifer E. to elaborate. Jennifer E. explained that it is normal at this time of year as membership dues and exhibitor funds are still coming in as well as conference registration.
- Emailed request for payments and instructions. Highlighted that for committees, only chairs can request payments.

Development Report: Jeff Bentley

- Jeff in conjunction with the Conference Committee reported that for this year's conference, the fee structure will remain the same and Jeff will be sending call to vend next week. He will start with last year's vendors and then reach out to new possible vendors if space available.
- Donna asked if Jeff is prepared to address questions regarding vendor set-up which he is as he has been there in the past. Since this is not a new location, repeat vendors know what to expect and he can explain smart ways to vend to new vendors. Conference fee will be \$1800 for a six-foot table and one conference registration. We will discuss changes for next year at a later meeting.
- Donna began discussing options for next year like a tiered structure or advertising opportunities. Donna and Jeff agreed that we first need to determine location.
- Iris indicated that we should begin considering what-if's even though we do not have a location because we can explore options that would be possible at any location i.e. advertising on notepads, etc.
- Kathy O. mentioned that we have rejected going in to Boston in past but EASFAA was in Boston and they may have gotten reasonable pricing so we may want to consider.
- Alex, in preparation for Foxboro, asked if Jeff was able to go to the site and review other spaces to vend and options to advertise. Lisa explained that it is too close to be making major changes. There are a couple viable possibilities but current option maximizes space usages. Expressed the importance of determining location well in advance. Kathy A. has begun researching space in Worcester (DCU Center). They have also looked at Boston which is looking expensive. She is happy to take suggestions as she has begun looking at possible sites for next year's conference. She is also looking at the Cape which is difficult to get to for many people.
- Lynne asked if we are turning vendors away. Jeff explained that we solicit until full so we are not turning people away as we stop asking once full. Jeff estimates that we could get 18-20 if space allowed. We tend to have over 400 attendees over the last several years at Showcase Live.

- Jeremy asked about the Convention Center on the waterfront. Jeff explained that EASFAA looked at the Weston across from the Convention Center but they settled on Park Plaza. Jeff explained that waterfront area has changed a lot and is more costly.

Communications Report: Donna Kendall* reporting on behalf of Communications

- Reminded everyone that Communications will be emailing call for articles for next Newsletter.
- Donna asked about lists of volunteers through membership. Indicated that since question for volunteering on membership form is on separate page, people may not see the question. Asked if committees need additional volunteers. PD&T and AID would like additional volunteers.
- Katie explained that Early Awareness had a spike in volunteers and recommended that they team up with AID.
- Donna will email communication to all MASFAA members and highlight volunteering but asked chairs to request that their committee members answer volunteer question officially through membership form online. Donna will be sending her President's address and will include explanation for volunteering online.

Conference Committee Report: Kate Rajbhandari and Lisa Talbot

- Registration slated to go up today.
- Sent emails regarding hotels.
- Countdown clock and ride board have been added to website.
- Received requests for tables from committee chairs so Lisa requested that committees let her know in advance.
- Iris suggested table of old MASFAA memorabilia for people to view.
- Kathy O. asked about time for EASFAA president to speak and Lisa indicated that tentative agenda has him speaking on second day.
- Christina explained that Communications has archival materials and photos.
- Donna said we had some great speakers; Terry Hartle from The American Council on Education, James Allen Fox from Northeastern University and Meghan McClean from NASFAA. Jeff Baker from the Department of Education is confirmed.
- School on Wheels of MA is the conference charity and Conference Committee emailed request for school supplies. Donna highlighted that Schools on Wheels has a website, www.sowma.org, that has link to Amazon wish list.
- Iris indicated that Tom Threlkeld passed away in June and suggested that we recognize him at the conference. Lisa suggested contacting former colleagues to let them know. Meaghan asked if he qualifies for an award and Kathy A. requested that people complete nomination online.

PD&T: Christina Coviello and Susan Sullivan, Zachary Goodwin attending on behalf of Emerging Leaders

- Susan explained that FISAP workshop would not fit this month but will be on next year's schedule.
- Will be meeting for first time to flush out committee and determine 13-14 schedule.
- R2T4 workshop will be October 22nd or 24th. Presenters have been secured and they hope to schedule a location at Wellesley College.
- Zack, attending on behalf of Emerging Leaders, explained that 15-20% of membership are emerging leaders so we need to determine purpose and future of program. Participants are nominated by supervisor but not all participants are engaged. Asked where Emerging Leaders fits within MASFAA. After much discussion, decided to continue forward as part of PD&T. Nominating process will now include written statement from participants explaining why they want to be included in order to make sure that they are invested in the process. MASFAA

provides training for new and seasoned professionals but not for those in the middle so considering developing options for leadership training for the middle.

- Lynne expressed that it should not necessarily be lifetime membership in Emerging Leaders but stepping stone in to MASFAA. Zack agreed that opportunities should be presented but expressed that there need to be opportunities to fill.
- Katie asked about leadership being broadened to within the office not just in MASFAA. Christina and Susan agreed those types of sessions will be considered. Iris suggested leadership training that will cover all opportunities like “soft-skills.” Develop leadership but not express that there is an expectation within MASFAA. Lynne expressed that it is good to funnel them in to taking roles as we need them and we will lose those that do engage in MASFAA. Kathy A. expressed that it may need to be rebranded and that all of us can use training/refreshing on leadership skills. Amy explained that Salem State University provided leadership training for skills required of managers. MASFAA offering similar training would be beneficial; i.e. how to be a manager in financial aid or managing an office. Meaghan expressed the idea that we do need opportunities for mid-level leaders. Zack summed-up that he heard that we like Emerging Leaders but would like to have different tracks.
- Katie expressed that if we make it broad, people will still have an opportunity to get involved. Suggested session for PD&T on dealing with different personality types. Susan said they were considering dealing with different ages/generations.
- Susan proposed Zack become a tri-chair of PD&T so that leadership training/support is provided across all MASFAA.
- Bonnie asked how many new emerging leaders per year. Zack responded that we have 12-16. Bonnie suggested capping number of new participants and find avenues for previous attendees like mentorship program. Lynne recognized that there has always been a feeling that it is difficult to break in to MASFAA and that emerging leaders has made it more accessible. She thinks that capping may lead to missing out on a great further leader.
- Zack asked about institutional representation as some schools always nominate staff and other schools never nominate. They are hoping self-selection with supervisor approval will open up the number of schools represented.
- Meghan suggested that former participants can be mentors.
- Iris explained that it is a lot easier for larger schools to send people so that we may want to try to figure out how we can help the smaller schools get people to participate.
- Kathy O. recommended creating a promotional piece addressing positive aspects of having people participate and list the benefits of the program to send to smaller schools.
- Alex and Chris requested clarification of how the program works. Chris suggested satellite experiences where you take participants to smaller schools or smaller groups in different locations so that smaller schools can participate. Zack explained workshop of public speaking that attendees found really positive because they could apply skill in work environment.

Break 11:50 a.m.

Break ended 12:00 p.m.

PD&T: Christina Coviello and Susan Sullivan, Zachary Goodwin attending on behalf of Emerging Leaders (continued)

- Donna confirmed that Zack had info needed to proceed.

Technology Report: Michael Albano and Amy Stewart

- Mike emailed list of technology liaisons to MASFAA Council.
- Will work with Noetic to update voting to accommodate sector voting.
- Made it mandatory to indicate sector when completing member registration.

- Will work on updating missing information before voting opens and will ask Noetic if they can filter nominees seen by members based on their sector. Donna confirmed that we not only look for members missing sector information but also incorrect sectors. Carla indicated that Membership checks for errors and blanks as new members register. Carla will go in and update blanks. Alex asked if members who have changed jobs and updated their membership will receive a request to update/confirm sector. Mike asked if implementing filters based on school types can be a possible future project. Meaghan asked if conference registration can ask sector as well. Donna indicated that if conference registration is going live today it may not be possible for this year. Mike explained that conference registration is separate from membership so we can only cross-reference. Jeremy asked about drop down option for list of schools including undergrad or grad (i.e. Northeastern would have four options, Northeastern – Undergrad, Northeastern - Grad, etc.). Donna explained that member could be an associate member from a college as well. Mike said that it is worth exploring but will take time so it may not be accomplished until next year. Iris liked Alex’s idea of providing a prompt when you change membership to update/confirm sector. Carla indicated that many members seem to be confused by which sector they check, i.e. two-year grad program, some will indicated two-year and others answer grad.
- They will start working with Noetic to clean up blanks and incorrect sectors so membership data is complete and ready for conference.

Strategic Topic of the Month (engaging membership through sector representation): Donna Kendall*

- Donna reached out to presidents from other state financial aid professional associations and received feedback from three states. She listed the different sectors covered by representatives and brief descriptions of duties from all three states. Minnesota has had six sectors for at least the last ten years. Their representatives send email requests to sector members for any topics and provide feedback. California annually elects sector representative who serve on committees. Illinois uses the title of Vice-President for their sector representatives who are elected by sector members for a two-year term. They represent entire membership but on certain topics, they determine consensus of sector members. They also recruit members from their sectors and plan and lead sector meetings at annual conference and on an as-needed basis.
- Donna explained that the Members-at-Large on this year’s ballot are 4-Year Private, Grad/Professional and Career/Technical/Proprietary.
- Kathy A. liked the ‘birds of a feather’ sessions at conferences and sector meetings/feedback that Illinois has as duties. Donna highlighted that we will not have all six sector reps until next year’s conference. Kathy O. liked the idea of polling sector members so that sector representatives can have regular contact with members of their sector. Membership reports can provide info needed but Iris recommended that we work with Noetic to make sector correspondence efficient. Bonnie cautioned to be careful that we are not dividing membership and to make sure we make everyone feel more included. Susan asked if Noetic could do correspondence through membership similar to FAFSA Day which is very simple to email specific groups (i.e. site coordinators, volunteers, registrants).
- Katie asked what happens to the position if sector representative leaves sector. Donna explained that we decided at the August Retreat that the other candidate would take on role. Karensa asked about if we only have one candidate. Iris explained that we have to have two candidates, but if we do not have two from that sector, anyone can run but the expectation is that they represent the specific sector.
- Donna requested concrete suggestions for the duties of the sector representatives:
 - Kathy O. suggested they solicit members within their sector.

- Lynne requested clarification of what happens when representative changes sector. Donna explained that if the other candidate cannot take on the role or is no longer in that sector, the President will appoint a new representative.
- Bonnie asked if we know why certain schools do not have MASFAA members; is it money? Susan explained that she worked at a school where her supervisor did not think it was worth it so she paid out of pocket. Kathy O. explained that even if we self-pay, membership is worth the benefits and MASFAA has been committed to keeping the membership fee low enough for schools to afford. Iris has heard from people outside the private sector who do not think that MASFAA has benefits for them.
- Donna highlighted that we have more new members than last year at this time but Carla explained that she thinks that it is because of Just the Facts registration which is overenrolled. Iris highlighted that the membership report showed that the number of associate members was down.
- Stephanie asked about the duties of California's Access & Diversity sector representative and whether that is trio programs' staff or if it is a sector for diversity. Stephanie had two ideas; one that the President send letters thanking school Presidents and person's supervisor thanking them for staff participation and two, President sends letter to supervisors encouraging staff participation. Kathy O. recommended that we get a person's permission before notifying presidents and supervisors as some may not have full support. Kathy A. brought up idea of creating a 'Dear President' letter like NASFAA and EASFAA to provide reasons why participation is positive for school.
- Donna recognized that this is a significant change for MASFAA and will evolve.
- Carla clarified earlier comment during the Technology Report that she has been filling in blank sectors and correcting active vs. associate members.

Old Business:

- Topics tabled for next meeting due to time.
 - Elaboration of site selection and creating more of a process for planning next year in advance.
 - Exhibitor fee will coincide with location for next year.
 - NASFAA University will be tabled for next meeting but Iris indicated that Just the Facts is beginning discussion.

New Business:

- None

Bonnie motioned to adjourn. Lynne seconded. Unanimous vote to adjourn.

Meeting Adjourned: 12:53 pm