

Massachusetts Association of Student Financial Aid Administrators
Annual Retreat – August 4, 2014 at UMass Lowell Conference Center, Lowell, MA

In attendance: Kathy Anderson*, Meredith Barnhart, Diana Beaudoin*, Bill Buescher, Ebony Carter, Christina Coviello, Anthony Crowe, Joanne Dashiell*, Kevin Deruosi, Jennifer English*, Beth Feinberg Keenan, Alex Gonzalez*, Jeremy Greenhouse*, Katie Kelsall*, Donna Kendall*, Carla Minchello, Cathy Nelson*, Christine Padgett, Wenimo Poweigha, Colleen Russo*, Jim Slattery*, Stephanie Wells

Absent: Michael Albano, Josh DeMaio, Vy Doan Callahan, Roxanne Dumas*, Jennifer Keenan-Jolie, Kelly Morrissey, Kathy Osmond, Amy Proietti, Bonnie Quinn*, Kate Rajbhandari, Amy Stewart, Susan Sullivan, Alcira Zadroga

*Voting Members

Meeting Started: 10:00 am

President's Report: Kathy Anderson*

- Welcomed everyone to the retreat and reviewed the two-day agenda. Explained that the UMass Lowell Conference Center is location of the fall conference.
- Group participated in ice breaker activity led by Jim.
- Reviewed meeting protocol and will provide list of Robert's Rules of Order so that attendees understand how to participate. She explained that in order to speak, you want to raise your name card so that meetings are inclusive and orderly. Read mission, vision and goals statement for MASFAA, emphasizing our primary goal is training for the membership. She highlighted the recent accomplishments of Tony Erwin and Kelly Morrissey for EASFAA and Eileen O'Leary with NASFAA as exemplifying our goal of acting as models for our financial aid colleagues.
- Referred the Council to the MASFAA Handbook, especially the history section written by esteemed colleagues.
- Explained that we will be looking at our goals to make sure we are committed to meeting them. She will provide a meeting schedule but we will not meet in December or April. At least one person from each committee is expected to attend each meeting. Reports need to be submitted to the committee's technology liaison one week before committee meeting. Asked that we read reports prior to attending meetings. Explained the difference between voting members and non-voting members. Agenda will be provided a few days before meeting and wants to work on streamlining meetings so that we are efficient and effective working towards our goals.

President-Elect's Report: Jim Slattery*

- Explained role as the parliamentarian of the Council and current work with the Conference Committee for the 2015-2016 conference.
- Reviewed membership surveys to assess responses and feedback. Gathered that membership prefers conference in Boston or greater Boston area. Researching locations such as the Park Plaza, Charles River and Cambridge. He is also considering locations on the seaport as well as going outside Boston to the west in Framingham or slightly south in Norwood. Requested feedback from MASFAA Council regarding 2015-2016 conference as they are trying to begin planning early again to secure best pricing.

Treasurer's Report: Jennifer English* and Katie Kelsall*

- Jennifer E. emailed FY15 and year-end FY14 budgets and Year-to-Date income and expense reports.
- Explained that due to 2013-2014 conference surplus, we had remaining funds that were provided to fill requests for FY15 committee increases. Requested committees let her know any questions regarding FY14 year-end report or FY15 budget. First FY15 report is available.

- Asked that requests for payment be sent to Jennifer E. until September at which time, requests will be sent to Katie. As most are emailed, you can email the Request for Payment form along with receipts to both Jennifer E. and Katie. Only committee chairs should be submitting requests. Explained that copies of receipts are acceptable. Receipts for expenses are kept because we file tax returns and the accountant needs documentation of expenses. Paper checks take about a week to be issued. Payments over \$1500 have to be counter-signed so they may take longer.
- Jennifer E. has a tax exempt form .pdf. The Treasurer and President have MASFAA credit cards.

Secretary's Report: Cathy Nelson*

- Minutes from May meeting were emailed previously.
- Jeremy motioned to approve May meeting minutes, seconded by Jennifer E., ten in favor, one abstained.
- Explained that she has MASFAA letterhead, envelopes and notecards available for committee chairs and Exec Council. Asked that you contact her with any requests.

Past-President's Report: Donna Kendall*

- Explained that she is chair of nominating committee and serves on finance committee.
- Recruiting four members to serve on nominating committee. Announced slate will consist of the following positions: President-Elect, Secretary, Member at Large – Four Year Public, Member at Large – Two Year Public, Member at Large – General (any sector) and Associate Member at Large. Asked Council to nominate colleagues but explained that the nominating committee also discusses possible candidates. Encouraged committee chairs to run for office and to nominate themselves. Plans to start earlier as we have sector representation that may take longer to find appropriate candidates. She expects to begin in August and have nominating committee complete by mid-September so that they can begin calling possible nominees. In October, they present candidates to Exec Council who votes to accept candidates so that slate can be announced at conference.
- As Council approved MASFAA conference scholarship, Donna will spearhead application and selection process.
- Explained that one of her goals as President was to have membership drive which she was not able to accomplish so she will be spearheading a membership drive as Past-President. Katie recommended highlighting conference scholarship when soliciting new members. Jim suggested reviewing membership trends to see why we had a decrease. Donna explained that we reviewed composition of membership and found that the gaps were primarily from proprietary schools and large schools that do not provide membership for all staff. Carla highlighted that events prompt membership, i.e. Just the Facts, conference, tax workshops, etc. and recommended highlighting events in membership drive email. Colleen explained that for EASFSA, membership became tied to training and increased around trainings. Colleen volunteered to assist with recruiting proprietary school folks.

Beth announced that the Dana Farber Institute has a workforce development program and will have a panel next Monday, August 11 at 3:00 to 4:15. Bottom Line, college admissions and financial aid will have representation. As a panelist you answer students' questions and provide brief overview of financial aid. Students are from Boston area and participate in the Dana Farber Institute workforce program.

MASFAA Council Board Development Workshop led by Jeremy Phillips

Meeting adjourned: 5:00 pm

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Attendees: Kathy Anderson*, Michael Albano, Meredith Barnhart, Diana Beaudoin*, Bill Buescher, Ebony Carter, Christina Coviello, Anthony Crowe, Joanne Dashiell*, Jennifer English*, Beth Feinberg Keenan, Alex Gonzalez*, Katie Kelsall*, Donna Kendall*, Carla Minchello, Cathy Nelson*, Kathy Osmond, Wenimo Poweigha, Kate Rajbhandari, Colleen Russo*, Jim Slattery*, Susan Sullivan, Stephanie Wells

Absent: Josh DeMaio, Kevin Deruosi, Vy Doan Callahan, Roxanne Dumas*, Jeremy Greenhouse*, Jennifer Keenan-Jolie, Kelly Morrissey, Christine Padgett, Amy Proietti, Bonnie Quinn*, Amy Stewart, Alcira Zadroga

*Voting Members

Meeting Started: 9:30 am

President's Report: Kathy Anderson*

- Reviewed meeting protocol and agreements established during first day of retreat. Explained the differences between the Exec Council (voting members) and MASFAA Council (entire council), voting and non-voting members. Welcomed council members in attendance who were unable to attend during the first day.

Conference Report: Kate Rajbhandari

- Explained that planning is coming along well. Had a fantastic slate of session proposals. Determined sessions and working with presenters. Megan McClean will open conference but still working on details with Jeff Baker and looking at keynote speaker options.
- Registration set to go live in September. Matt Meagan created fantastic logo with comic book look that they hope will set tone for a fun conference.
- Beginning to set up communications regarding conference. Communications will ramp up third week of August. More frequent blasts will begin mid-October.
- Asked about how we want to communicate about the scholarship for conference registration. She also asked committees to let the conference committee of any announcements at or needs from conference so that they can plan. Donna explained she will send email regarding scholarship and Jim will be sending email regarding award nominations.
- Explained they are happy to co-message with other committees so that members are not bombarded with emails.
- Asked for any additional photos and other fun stuff that they can use to create a fun slide show. Looking for three laptops available to be used for presentation spaces and four clickers to be used during breakout sessions for the conference. They do not yet know which sessions need moderators or how many moderators are needed, but they will be requesting volunteers.

Development Report: Joanne Dashiell

- Highlighted that new conference location will provide opportunities for 20-25 vendors. Showcase Live only allowed for 13. Explained there will be opportunities other than exhibiting.
 - Early registration commitment fee of \$1500 includes registration and logo
 - Sponsorship of lanyards and logo for \$1000
 - Logo Placement only \$500
 - Conference bag and logo for \$1000
 - Conference bag stuffer only \$500
- Estimates that we will meet budget with additional space and opportunities.

Membership Report: Carla Minchello

- Emailed notification for membership renewal in June
 - 337 paid members; last year at retreat we had 282.
 - 42 new members; last year at retreat we had 24.
 - 7 new members are Associate Members.
 - 158 have signed up but not paid which is not unusual because checks are mailed; last year we had 160.
- Beth will be assisting Carla with on-site conference registration.

EASFAA Report: Kathy Osmond

- Explained duties of EASFAA Representative. Attended EASFAA Retreat in Providence, RI July 15-16. Tony Erwin is current President, Kelly Morrissey is President-Elect and Colleen Russo is on EASFAA Board so Massachusetts is well represented.
- Upcoming conference will be held May 19-22, 2015 in Newport RI. Hoping to boost Massachusetts presence as the location is close to Massachusetts. Conference fee is increasing by \$20 per registration category due to the cost of food.
- Larry Chambers is new chair of training committee. NASFAA training will be on Need Analysis which appears to be a comprehensive program. Session geared toward all financial aid not just new people in financial aid like Just the Facts. EASFAA seems to be only regional organization with webinar trainings which have been successful. Webinars have been successful both in substance and training tools.
- Expressed that part of her responsibility is to forward EASFAA information to MASFAA membership but she realizes that MASFAA members who are already EASFAA members receive the email twice; she has not figured out a solution. EASFAA is on sound financial ground and hoping to expand membership due to conference. Tony is sending book, "Road to Relevance," to EASFAA council in hopes of focusing on engagement of younger members.
- Eileen O'Leary explained that NASFAA will have more working groups in hopes of engaging younger members.
- Stephanie asked when they will be accepting session proposals. Kathy said the website will be up soon and then you can submit session proposals.

Early Awareness Report: Beth Feinberg Keenan and Wenimo Poweigha

- Requested suggestions for committee members and looking for space to store supplies for Carnival of Learning. Currently stored at Northeastern but need to move.
- Holding fall Carnival at Pyne Arts Middle School in Lowell early December. Unable to hold it at the end of November due to the availability of GEAR up folks and a program they have going on. They will be sending request for items from schools and will ask members to bring donations to conference.
- Explained that Anthony Crowe created document for High School Counselors highlighting financial aid resources. Will provide brochure to counselors at MASCAA conference and will have available online under Early Awareness.
- Working with AID on project. Usually have two Carnivals but they are thinking of career exploration for the spring event.
- Will attend MASCAA to provide aid information. MASCAA has two conferences, one in April (two-day) and one in October (one-day). We normally participate in the October conference.

Graduate and Professional Concerns Report: Emir Morais

- Indicated that they are looking for new members.
- Beginning to work on February symposium. Ironing out themes and subjects. Likely to be held at Harvard. Past February was well attended and they received positive feedback. They are considering fewer panelists and lengthening the time of the sessions to dig deeper into certain

subjects. They will be meeting soon to continue discussing new members and topics for this year's symposium.

Kathy A. highlighted that a few committees are looking for active members. Recommended that we put together email/Facebook/twitter blast to members calling for volunteers and listing the committees that need volunteers and outlining purpose of each committee. Christina indicated that Leadership Academy will require that attendees volunteer on a committee.

Communications Report: Bill Buescher

- Indicated that they are looking for volunteers. Explained that they are fortunate to call on colleagues as ghost writers for articles and photos.
- Asked how we can make newsletters more relevant to membership and more timely/valuable. Having two publications per year loses timeliness of today's news. Looking at ways of adding a blog feature that could be added to website that creates newsfeed. Tie in to social media/Facebook/twitter/blog, etc. More relevant communication device other than two newsletters. Bill has archive information, photos, and documents but continues to request old photos of MASFAA membership. Colleen suggested that we plan for communications throughout the year to increase membership and keep people excited by having regularly timed communications. Katie recommended LinkedIn because it is a professional platform instead of Facebook which is more social. For social media, we need to determine if it would be a benefit of membership or open. Would the information be directed towards members, all financial aid professionals, families, etc.? Will explore options with committee to see who has access to MASFAA social media and who on committee can/wants to take on roles. Bill indicated that committee will explore options and present proposals.

Government Relations Report: Anthony Crowe and Stephanie Wells

- Looking to increase committee membership.
- Anthony explained idea of writing position papers to have available for professionals and politicians. Will begin with reauthorization listening session position paper but would like feedback from members about which topics should they write a position paper. Requesting subject suggestions and reassured that the person suggesting topic will not be writing paper.
- Stephanie explained that State House Day is seeking to increase exposure. Looking to increase public college participation as last year's event only had private schools. This is normal as the public schools have their own day but want some participation.
- Would like to hold financial aid training at state house for state house staff and do more state house visits with senior members. A few years ago they had panel but they want to have a more in-depth training, i.e. Financial Aid 101. As reauthorization begins, we want to get our positions heard.
- Develop guide for legislative staff with basic information and resources. Update RFI template by November.
- Government Relations usually has a couple of sessions at the MASFFA Conference. They are aware that they have one session; college access and affordability panel, but they would like to know if conference needs them to have more than one session.
- Kathy O. said they used to time legislative visits when legislators were not in session but working from home district. Kathy A. explained that NASFAA produced information on how much aid is received by districts which she thinks we can obtain for our district visits.

PD&T Report: Christina Coviello and Susan Sullivan

- Explained new format of tri-chairs; general trainings chair, Just the Facts chair and Leadership Academy chair. Committee members can and may wish to participate in multiple segments of PD&T.

- Just the Facts already has 24 registrants. Training the trainers begins August 26 and Just the Facts begins October 23 and will last for five Tuesdays. Working with Lori Seuch to obtain NASFAA core materials. NASFAA is requiring that trainers are credentialed. Max capacity is 35.
- Leadership Academy was formerly Emerging Leaders. Nomination forms will be going out soon. People can self-nominate but need approval/nomination from supervisor. Program allows for 20 participants and requires a two-year commitment. Participants are required to join MASFAA committee and attend at least one MASFAA Council meeting. Track A and Track B consist of four sessions per year; Track A for 2014-2015 and Track B for 2015-2016. First session focuses on leadership styles and participants will select book for group review and presentation. Subsequent Track A sessions will involve public speaking, managing change and the group book review and presentation. Track B in 15-16 will contain career development, professional writing and communication, conflict management and problem solving and diversity.
- Invited committees looking for members to attend first session or provide something to PD&T to present explaining committee and asking for volunteers.
- Working on remainder of 2014-2015 agenda. Interested in doing NASFAA needs analysis training. Re-introduce directors' roundtable as last year's date conflicted with a conference. Looking for affordable option for tax workshop other than Jim Briggs. Looking for someone local who could do one large session instead of two small sessions. Colleen suggested NASFAA Directors book that was just released. Kathy A. asked whether they thought about webinars. Susan explained that when soliciting presenters, presenters may not be comfortable presenting in webinar format. Christina explained that they have not pursued webinars as they think that in-person trainings require more participation and focus. They would like to begin discussing webinars as an option but do not think that they are there yet.

Technology Report: Michael Albano

- Looking for 1-3 new volunteers. Confirming current volunteers and then will determine how many new volunteers needed.
- Carrying over process to research and determine current and new needs of committees. Hoping to send survey to see what we really need, i.e. webinars.
- Requested photos of all Exec Council members and committee chairs for website. Need updated committee lists and will assign committee liaisons.
- Noetic has created script to protect listserve from members whose email address has been hacked. Script addresses paid membership so timing is important as we do not want to omit members. Trying to determine when we cycle off emails due to members not renewing. Recommended cleaning up list-serve and Noetic can provide script to do so periodically. Kathy A. suggested right after conference as conference is biggest catalyst of membership. Mike suggested February 1 due to college timing and after conference and winter breaks. Kathy A. asked about sector listserve option. Sector is now a required field and they will look into listserve based on sectors. Just the Facts is looking for solution to provide training materials online but we need to keep them protected and only available to participants and trainers. Technology is looking at possible restricted drop box access.

AID Report: Ebony Carter

- Expressed that there is room for AID to grow and has been discussing options to co-brand with other committees. Hoping to have additional offerings during the year. Looking for 3-5 active members.

FAFSA Day's Report: Meredith Barnhart

- Explained they are well under way in planning FAFSA Day. Most sites are already confirmed. A few sites politely declined because they do not feel that they were successful. FAFSA Day will

map out committed sites and determine where there are gaps. Trying to market more efficiently and costly. Trying to do as much as they can through social media and trying to get a committee member to spearhead the social media content.

- Discussed trend in FAFSA completion as the FAFSA gets easier and how to increase attendance numbers. Looking at conducting a couple of webinars. Site would have students and parents watch a webinar at rural location and guidance counselors would answer questions with a few financial aid professionals on the phone to answer more complicated questions.
- Asked if they can send email to members asking if anyone does FAFSA completion nights to see if they can include as FAFSA Day event. Consensus felt it was a great idea and the FAFSA Day could provide follow-up information. Emir asked if they can let members know which sites need additional volunteers. Meredith explained that after the initial request for volunteers, they send emails highlighting sites that need additional volunteers. Colleen asked in regards to current marketing whether the focus is on additional sites or additional attendees. Meredith explained that we are marketing for attendees as we have current sites and a list of locations that have expressed interest in becoming a site. They will work with potential sites if there is a gap in that region. Donna asked if Milton is a potential site as they have asked to be a site. Meredith will make sure Milton is on the list.
- Love to give FAFSA Day announcement at conference and have a table for people to volunteer. They were thinking of having another raffle for volunteers.

Kathy A. announced dates of upcoming MASFAA Council meetings. She will notify the Council of locations once established.

- September 19
- October 17
- November 12
- December – no meeting
- January 16
- February 13
- March 13
- April – no meeting
- May 15

Kathy A. indicated that she will email a general request for committee volunteers.

Old Business:

- None

New Business:

- None

Katie motioned to adjourn, Joanne seconded, unanimous in favor to adjourn.