

Massachusetts Association of Student Financial Aid Administrators

November 12, 2014 at 3:00 pm
UMass Lowell Conference Center
Lowell, MA

In attendance: Kathy Anderson*, Michael Albano, Meredith Barnhart, Diana Beaudoin*, Bill Buescher, Ebony Carter, Christina Coviello, Anthony Crowe, Joanne Dashiell*, Josh DeMaio, Roxanne Dumas*, Beth Feinberg Keenan, Alex Gonzalez*, Katie Kelsall*, Donna Kendall*, Carla Minchello, Emir Morais, Cathy Nelson*, Kathy Osmond, Wenimo Poweigha, Bonnie Quinn*, Colleen Russo*, Jim Slattery*, Susan Sullivan

Absent: Kevin Deruosi, Vy Doan Callahan, Jennifer English*, Jeremy Greenhouse*, Jennifer Keenan-Jolie, Kelly Morrissey, Christine Padgett, Amy Proietti, Kate Rajbhandari, Amy Stewart, Stephanie Wells, Alcira Zadroga

*Voting Members

Meeting Started: 3:12 pm

President's Opening: Kathy Anderson*

- Welcomed everyone. Commented that everything for the conference looks great and that we expect over 350 registrants.

Secretary's Report: Cathy Nelson*

- Minutes from the October meeting were emailed previously.
- Bonnie motioned to approve October meeting minutes, seconded by Katie, unanimous in favor to accept the minutes.

Treasurer's Report: Katie Kelsall*

- Reports as of the end of October were emailed earlier in week.
- Explained that income will be higher due to conference registration and membership.
- Anticipates income from vendor fees to exceed expectations.
- Kathy asked for updated reports in December because we do not have a December meeting.

President's Report: Kathy Anderson*

- Explained her involvement with the Massachusetts Higher Education Committee and requested updated FAFSA Day information.
- Massachusetts expects level funding for state aid and to begin looking more in-depth at recipients, hoping to keep more college students in state.
- Described participation in Reach Higher, a collaboration of multiple organizations determining how to encourage more students to attend college. For example, ensuring people understand that the FAFSA is not a complicated form.
- Thanked Conference Committee for all of their hard work.

FAFSA Day Report:

- All 40 sites are listed on website. Last year, we had 32 sites.
- Explained that we need more volunteers and encouraged people to volunteer at more than one site as not all sites are on last Sunday of January, some will be during week before and after, as well as February.

- Will plug FAFSA Day at Conference and have a table of materials. Materials are available online.
- FAFSA Day Committee and new site coordinators met last week.
- Two virtual sites; volunteers will answer questions on the phone and through live chat. Unsure of dates for virtual-sites.
- Committee is reaching out to High School Guidance Counselors but recommended that MASFAA Council reach out to Counselors as well.

EASFAA Report: Kathy Osmond

- Attended two-day EASFAA Council meeting.
- EASFAA President, Tony Erwin, is visiting all state conferences and will be in attendance at the MASFAA Conference.
- NASFAA is beginning to post regional events on calendars.
- Discussed archives: what we save, for how long and method of saving information/materials.
 - Developing taskforce to determine what to save and then method.
- Suggested MASFAA have similar conversation.
 - Emir suggested looking at local start-ups that work on digitizing materials cost effectively.
- Explained that EASFAA is almost done planning next conference which will be held in May in Newport, RI.
 - Expect to have scan code surveys.
 - Received 50 session proposals and committed to providing broad group of sessions.
- Plan another visit to the hill. EASFAA has welcomed NASFAA to attend event to strengthen federal relations.
- Training modules will be available.
- EASFAA has 648 members: 248 new members, 142 from New York and 84 from Massachusetts.
- Multi-Cultural Committee will hold a day-long program on race and financial aid for people in admissions offices. Expect it to be live and not offered online.
- Recently held training on veterans' benefits online and used new software that counted number of attendees.
 - Certain number of schools share webinars and they are unable to monitor actual attendees. Hope that all attendees are members.
- EASFAA has various levels of sponsorship. Only the highest level comes with a conference registration.
 - Considering offering banner ads to vendors on their website.
- EASFAA has proposed to reorganize board and hopes to present details at future meeting.
- EASFAA Council read "Road to Relevance" which they discussed with a facilitator who assists professional organizations in evaluating their challenges, relevance, focus and structure.

Development Report: Joanne Dashiell

- Eighteen vendors signed up to exhibit at conference.
- New exhibiting opportunities were sponsored by vendors.
- Revenue from vendors was \$31,000, which was over amount budgeted.

Past-President's Report: Donna Kendall*

- Received four applications for the conference registration fee scholarship.
 - Cebelis Crespo from Quinsigamond Community College was selected by the Executive Council at the October meeting as the recipient.

- Campaign speeches from nominees for President will not be given at Conference as the Nominating Committee is still securing slate of candidates.

Government Relations Report:

- Committee held a couple of meetings. Added a few new members and now a robust Committee.
- Finalizing details for State House Day in February and considering a legislator training day in March.
 - Member of the State House Education Council requested training in late January or early spring. We suggested March as financial aid offices are busy in April and May.
- Creating position paper on Higher Education Reauthorization.
- Working on other papers and looking at partnering with other organizations/states.
- Considering papers on the following:
 - Perkins Loan Program – in support of loan program and providing appropriate compensation to schools for loan forgiveness.
 - State tax credit for college savings plans – many other states already have tax credits. Initially focus on Massachusetts savings plans but possibly open up tax credit to saving in plans from other states.
 - Public Service Loan Forgiveness – many organizations believe there should be caps. Retaining public service loan forgiveness but not necessarily touching on caps. Paper would recommend that someone is grandfathered in to current program; undergraduate loans already have a cap due to aggregate loan limits, but the Graduate PLUS Loan is what most of the conversation has addressed. Committee is still discussing paper beyond retaining program. Also discussing how they define which jobs qualify for forgiveness.
- Received positive feedback from MASFAA Council.
- Kathy A. recommended that they partner with the GPCC and poll MASFAA membership.

PD&T Report: Christina Coviello

- Wrapped up Just the Facts in October. Feedback from attendees was positive.
- Second session of the Leadership Academy went well. Attendees requested that remaining sessions not be opened to full membership which was supported by the Committee.
 - December 11, Julie Wickstrom will present to the Leadership Academy on dealing with and implementing change. Requested co-presenter from a different type of school.
- Secured tentative dates and costs for Jim Briggs' tax workshop.

Communications Report:

- Displayed posters with MASFAA social media identities.
- Getting social media platforms up and running and putting content out there.
- Showed blog and links to MASFAA website, newsletter and other social media outlets. Everything is interconnected.
- Creating calendar for the blog site to post events.
- Announcing at the Conference that MASFAA is now on Twitter.
- Will continue working on the branding and making sure the logos, images and colors are consistent among the different platforms.
- Increasing value of membership and communication to the members.
- Website currently has link to Facebook but hope to include additional links to other social media platforms.

Technology Report: Michael Albano

- Mike announced that he has accepted a position at Wesleyan so he will not be able to serve as co-chair of the Technology Committee but has recommended current committee member to serve as co-chair. He will be working with Noetic to refresh website.

Old Business:

- Kathy A. asked Members-at-Large for Year End Event update.
 - Looking at private venues instead of restaurant/bars.
 - Looking at facilities at a college like UMass Boston and Northeastern.
 - Considering adopting a formal policy about guests.
 - Emir asked if we use Year End Event as a recruitment tool.

New Business:

- None

Alex motioned to adjourn, Colleen seconded, unanimous in favor to adjourn.