

Massachusetts Association of Student Financial Aid Administrators

October 17, 2014 at 10:00 am

Northeastern University

Boston, MA

In attendance: Kathy Anderson*, Michael Albano, Meredith Barnhart, Diana Beaudoin*, Bill Buescher, Ebony Carter, Christina Coviello, Joanne Dashiell*, Josh DeMaio, Roxanne Dumas*, Jennifer English*, Beth Feinberg Keenan, Alex Gonzalez*, Jeremy Greenhouse*, Jen Kennan-Jolie, Katie Kelsall*, Donna Kendall*, Emir Morais, Wenimo Poweigha, Bonnie Quinn*, Colleen Russo*, Jim Slattery*, Amy Stewart, Susan Sullivan, Stephanie Wells, Alcira Zadroga

Absent: Anthony Crowe, Kevin Deruosi, Vy Doan Callahan, Carla Minchello, Kelly Morrissey, Cathy Nelson*, Kathy Osmond, Christine Padjett, Amy Proietti, Kate Rajbhandari, Julie Sheilds-Rutyna

*Voting Members

Meeting Started: 10:09 am

President's Opening: Kathy Anderson*

- Conference planning has been busy. Let's get to the committee updates.

Secretary's Report: Susan Sullivan for Cathy Nelson*

- Minutes from the September meeting were emailed previously.
- Bonnie motioned to approve the September meeting minutes, seconded by Alex, all in favor to accept the minutes, none opposed, 2 abstained.

Treasurer's Report: Jennifer English and Katie Kelsall*

- Money is starting to come in for conference. Continue to send payment request to Jennifer E. Things will transfer over to Katie around the conference.
- Thanks to Katie for the pumpkin cupcakes!!

Past-President's Report: Donna Kendall*

- Nomination committee includes Sherri Avery, Judy Keyes, Ryan Forsyth, Jeff Bentley and Jeremy Greenhouse. Calls are out to potential candidates for President and working on candidates for Secretary, 4-year public, 2-year sector, member at large and associate member at large. Full slate will be in place by the conference.
- Conference scholarship has received 4 applications. EC members at large will select one. Recipient will be asked to write an article for the newsletter.

President-Elect's Report: Jim Slattery*

- Nominations for awards – 16 received in total for all four awards. Exec Council will be making decisions later today.

President's Report: Kathy Anderson*

- Busy month getting ready for the conference. More from the Conference Committee.
- Kathy Osmond is looking for session proposals for EASFAA and Eileen O'Leary is looking for proposals for NASFAA.
- Next meeting at the UML Conference Center the day before the conference, with dinner to follow.

PD&T Report: Christina Coviello

- Just the Facts is going well, great group. Credentialing is tough but moving along.
- Leadership Academy has 2nd session in 2 weeks.
- Working on Tax Workshop for February.

Conference Report: Jen Keenan-Jolie

- Issues with securing a keynote speaker for Thursday. They have a full agenda and attendees can enjoy lunch. Eileen O’Leary will give a general session on ethics and code of conduct.
- Working to wrap up by 3 on Friday so people can get out before the traffic.
- FAFSA Day and Early Awareness would like tables at the conference.

Development Report: Joanne Dashiell

- 16, possibly 17, vendors for the conference. This is up from 13 last year.
- MEFA sponsored conference bags and 2 other companies have sponsored inserts in the bags.

Early Awareness Report: Beth Feinberg Keenan and Wenimo Poweigha

- In the process of planning the fall Carnival. It will be 12/1 in Lowell from 11-3. They need 3 more booths so please contact Beth if you have any programs to promote. AID is planning a program with the students.
- The committee is also working on a spring event. Possibly a financial literacy program in collaboration with a bank at a school. Christina mentioned a group called the Society of Grownups, which is a non-profit. Katie will touch base with the Harvard Credit Union and Bill will see what Wells Fargo has available. Colleen has a contact at DCU.
- The committee is looking for members. Christina will see if Leadership Academy members are interested.

Technology Report: Michael Albano and Amy Stewart

- Committee needs to test the voting system before conference.
- Mike will reach out to Noetic.
- Katie asked if we could add Exec Council Meetings to the calendar.
- Bill & Josh would like to get together to talk about the committees.
- Beth asked for an update on committee liaisons.
- Noetic can update the FAFSA banner on the site.

Communications Report: Bill Buescher and Josh DeMaio

- Committee distributed a draft of the MASFAA Social Media Policy. Please provide feedback to Josh via email by the next meeting. The plan is to move forward and make this an official policy.
- Bill mentioned that the blog could replace the twice a year newsletter.
- Bill previously sent a link for the blog, please check it out. He was also able to give a demo.
- Josh explained the blog idea stemmed from the fact that the committee received articles all year long but they can be outdated by the time the newsletter goes out. This new format will allow for sharing more timely information.
- How do we tie it to the website? How can it tie into other social media? Facebook, Twitter, LinkedIn, Tumblr, etc.
- It was overheard that Jim “is like the Wizard of Oz.”
- Katie mentioned that this has to be an active platform to be successful.
- Stephanie suggested that MEFA could help with WordPress since MEFA has been using it for over a year. Bill pointed out that Steven Culp has been a great resource.
- Ebony mentioned that the AID committee would love to use the blog for their “Profiles in Aid.”
- The committee will meet with Technology to discuss moving forward.

- They are also looking for new committee members.

AID Report: Ebony Carter

- Committee had first meeting, they are looking to develop a graduate intern program where students can get hands-on experience with financial aid. They will be talking to academic departments to see if credit might be granted.
- Beth recommended a shadow program for undergrads.
- Christina recommended that a student spend time at different types of schools within one term.
- They should also consider security and develop a specific job description that defines the job responsibilities.
- Committee members will be wearing t-shirts at the conference to generate “BUZZ!”

Government Relations Report: Stephanie Wells

- State House Day will be February 25, more details to follow.
- Looking to work with the public schools to make it a bigger event.

FAFSA Day Report: Meredith Barnhart

- Volunteer registration is open. An email will go out to the listserv.

Old Business:

- No updates.

New Business:

- Suggested to have a MASFAA table at the conference to generate interest in volunteering for committees. Chairs should “work it” at the conference.

Jennifer E. motioned to adjourn the meeting, seconded by Colleen, all in favor to adjourn, none opposed, none abstained.

Meeting Adjourned: 12:02 pm