

Massachusetts Association of Student Financial Aid Administrators  
Executive Council Meeting, October 16, 2015  
University of Massachusetts Medical School

In attendance: **Shawn Morrissey\***, **Alex Gonzalez\***, **Michele Kosboth\***, Kevin Deruosi, Greg Chick, **Meredith Stover\***, **Diana Beaudoin\***, Ben Parsons, **Jim Slattery\***, Brendan Furey, Brooke Barbieri, Mike Albano, **Katie Kelsall\***, Jill Marr, Alcira Zadroga, Emir Morais, Jason Marsala, **Susan Sullivan\***, **Stephanie Wells\***

Absent: Jolene Coakley, Anthony Crowe, Kristi Pierce, Bonnie Quinn, Christina Coviello, Ebony Carter, **Kathy Anderson\***, Wenimo Poweigha, Shannon Eagan, **Jamie Dergay\***, Keith Dimilanta, **Sabina Yesmin\***, Bill Buescher, Josh DeMaio

**Bold italics** \* = voting member

Meeting started at 10:00 AM.

President's Report: **Jim Slattery\***

- Welcome from Jim and thanks to Shawn and UMass Medical for hosting our meeting.
- Update on co-chairs: Greg Chick for Technology Committee, Jason Marsala for Access, Inclusion, and Diversity, and Bill Buescher for Communications. There is now overlap for all committees which will help with future transitions.
- Update – basic, written updates are fine for committee work, not expected to be there in person each month. Monthly meeting times are a good opportunity for feedback from Council on any questions or decisions that need to be made. Let Jim know in any given month if you would like time on the agenda – it's fine if there are months with no updates for Council.

Secretary's Report: **Meredith Stover\***

- Review of minutes from September meeting. No additional updates. Motion was put forward by Shawn and seconded by Alex to approve minutes.
- Meredith will plan to bring a small supply of MASFAA letterhead, envelopes, etc. each month to council meetings. If you need a bigger supply, let her know in advance of the meeting.
- Question about monthly committee reports and minutes – should we still be posting during the website transition? Yes per Jim – he will send out the template to use for monthly reports. Completed reports can be emailed to Debbie Gronback (copy Jim). Her email address is debbie\_gronback@harvard.edu. She will post the information online.

Treasurer's Report: **Katie Kelsall\***

- Will send updated reports by end of month. Lots of payments since last bank statement.
- \$38,000 total income as of right now.
- Back on track for membership – within \$5K of last year's numbers. Same for conference registration. Trying to change Eastern Bank account – supposed to update board membership every year with the state of Massachusetts. All set – submitted and processed.

**Comments:**

- Jim: retiree lifetime membership – membership only, does it apply to conference fees? Ben noticed and wondered if there was a discount for retirees? Katie found language stating half discount on conference.
- Susan: was on Executive Council at the time that lifetime membership was offered. Lots of retirees, wanted to encourage continued participation.
- Diana: also on membership at the time this was implemented.
- Emir: how is retiree defined? Career in financial aid.
- Jim: may want to tighten up definition – maybe emphasize retirement piece. What is the process for paying?
- Katie: pay by check in advance or at registration during conference.
- Alex: Is there a way to identify them online? Hard from a transactional standpoint.
- Diana: maybe just suggest they pay in person at conference?

## Past President's Report: *Jim Slattery\** on behalf of *Kathy Anderson\**

- Chair of nominations committee – lots of submissions. Multiple nominations for all positions. Still need to do calls to confirm nominees would like to accept. Looking better than past years. Shooting for conference, not sure. Thanks to everyone who nominated.
- Web transition: Waiting on quotes. Evaluated vendors. A-tech not enthusiastic – trying to limit business or underselling based on timeline? Not sure – asked if we could work with another date but no response. Demo with Digital Cheetah. More than web hosting – can do design, allows you to run and manage volunteer organizations. Membership, etc. Visually appealing sites – serviceable vs. marketing. No issues with transition and timetable. At this point, waiting for their estimate on cost.

### **Comments:**

- Mike: Concerns with voting in the future – Noetic covering this year. But we need to have an option for next year.
- Jim: Voting piece is not built, there are voting products we can purchase off the shelf.
- Greg: Digital Cheetah is visual, behind the scenes tools are there – right now, lots of dependency on Noetic/vendor. Would have more control – quicker changes/updates. Hopefully we can afford!
- Shawn: membership attributes – allows you to communicate with different subsets/affinity groups.
- Alcira: 12/31 go live date?? Concerns about FAFSA Day.
- Jim: not sure, will check with Keith. Transition should pick up FAFSA Day activity and move into January. Go back to Noetic for more time? Might be more willing if we have a set date for transition.
- Alcira: send Kathy screen shots of registration process? Check with Kathy – Jim and Mike think she and Keith are working with that information.
- Brooke: listserv will transition over?
- Mike: separate process, Debbie oversees that. Need to look at and clean up.
- Emir: creating email addresses for committees? Talk with vendor?
- Mike and Greg: think that's a possibility with Digital Cheetah. Definitely have options for messaging between committee members. Have worked with organizations requiring weekly volunteers.
- Katie: FAFSA Day website – families register there as well? Could always go to eVite or Facebook – worst case scenario.
- Jim: Digital Cheetah seems great – will end up with far better option than anticipated!

## President Elect: *Shawn Morrissey\**

- Lots of nominations. Executive session after this meeting to vote on awards.
- Jim: Chuck Jones 25<sup>th</sup> anniversary. Not really 25<sup>th</sup> anniversary. He died in 1990 – maybe the award was under another name prior to 1990? Linda Schoendorf was first recipient. Lee Osborne received in 1990. OK to move forward with 25<sup>th</sup>. Jim will confirm with Linda – not sure about 1988-1990? Heidi Jones, Chuck's wife, can be there. Need to determine the first recipient.

### **Committee Updates**

## Carnival of Learning: Jill Marr

- Fall event coming up. 5 committed presenters, still need 5 more ideally. Anyone who works with Middle School students? Jim: what time? Monday morning, 11/16 – New Bedford, MA.
- 10 minute interactive program – connect academic major with career option. Trying to promote college enrollment. Gear Up alumni will also speak.

### **Comments:**

- Emir: who are current presenters? Might have an option.
- Jill: graphic designer, architect, technical theatre, physics. Games, demo – mostly interactive.
- Katie: what time is Council meeting? Meeting at 2:30 at conference (Resort and Conference Center at Hyannis). Katie and Alex would like to attend Carnival. Could start later.
- Kevin: reception and events starting at 6:00.

## Professional Development and Training: *Jim Slattery*\* on behalf of Christina Coviello

- Big shout out for all Christina is doing to cover many bases. Just the Facts is off and running. Week 3. Great program. Lots of presenters jumped in – certifications in process. Thanks to all. Leadership Academy – 12 on leadership academy, good group.
- Tax workshop: Briggs still owes us a workshop.
- Date with Briggs, need 2<sup>nd</sup> presenter, Robert Weinerman – experience working at MIT, Babson, College Coach – now works as a consultant for Iron Bridge. Has a tax workshop presentation that he has done in past years to other groups. Has given her a quote – one day program, tax basics, some detailed - \$2500. 2 day option as well – 2<sup>nd</sup> day is IM, more advance workshop.

### **Comments:**

- Susan: Having 2 options is important. One in Boston, one elsewhere. Some feedback is that Jim was too basic. Could Jim do basic, Robert advanced? Can present Jim with other options.
- 2 day price for Robert is \$4,000. Jim is \$3,500 for one day.
- Katie: moving forward, trying to move away from Jim as he gets closer to retirement.
- Mike: IM session would be good, some private colleges do their own training.
- Stephanie: waiting lists every year, always a popular program.
- Jim: some concerns with unknown of Robert.
- Susan: NH feedback was good from last year.
- Meredith: knows Robert, former colleague at Babson. Very strong base of knowledge – feels very comfortable that he would put together a great program.
- Alex: Anyone going to upcoming CAPFAA presentation?
- Jim: may need to make decision earlier. Could we condense Robert into one day? Definitely want to move forward with Robert – we have a couple of options. One day reconfigured seems like best option – second choice would be 2 day. Dates? Location? January/February is the time frame. Space is an issue. UMass Medical could be an option for one location. Graduate Symposium is 2/5. College Board is 2/4 and 2/5. Mid-January to mid-February seems like right timeframe. Let Susan or Christina know any feedback.
- Alex: March? Too late. Need to use Jim by mid-Feb. Could cater day 2 to FM schools who can do later. Usually have waiting lists – usually 60-75 is typical. UMass Lowell could also be an option.

## Conference: Kevin Deruosi

- 95 registrants. Hotel has 40 rooms booked. Have to call. Number of room comps for invited guests? Can't comp feds. Per Katie, \$600 is budgeted. Jim thinks there are 3 rooms provided per contract? Will confirm.
- Starting at 2:30 on Monday – do we need dinner? Networking event starting at 6:00. Apps for meeting seems fine. Let Kevin know of dietary restrictions.
- All contracts signed next week. Meeting with band later today. On track with budget.
- WiFi – added another booster – average rating. Have a big group staying at hotel this week – will check on their feedback.
- Lag in service from Noetic. Causing delays with web, even with testing. People wondering about agenda. More detailed by Monday. Greg can do that so it should go quick. That is the reason for email update to listserv – want to keep members updated. Always something every year.
- Birds of a feather – Shannon is coordinating. Baby Birds for newer financial aid administrators. Entertainment in place. Board games, etc., have our own area.
- Agenda – going to printer next week. One loose end – Lori Moore, one presenter we have not received final confirmation from?

### **Comments:**

- Emir: Lori Moore - Access group conference?? Maybe try by phone.
- Emir: Symposium “save the date” options for conference bags?
- Kevin: yes, also FAFSA Day. Old pictures from prior MASFAA conferences. High school photos?? Shawn was archivist – should be lots of photos.
- Alex: Early Awareness donations? Next to charity table.

- Emir: buttons for GPCC symposium. Kevin can work with students at Salem State to make buttons.
- Michele: raffle for charity? Yes – should be able to make donations. Jennifer Miller is covering.

#### Development: **Stephanie Wells\***

- 12 exhibitors, one sponsor. \$18,000 committed, including lanyard and bag option, plus 2 bag stuffer options.
- Ed Financial Services still deciding. Inceptia not attending. Folder Wave? SoFi? Wells Fargo trying to get approval. College Board (not attending), Campus Logic (can't). iGrad/Donna Miller? Can she still get early bird special? Also wanted a list of attendees. What about ELM? Will keep working.

#### **Comments:**

- Diana: Donna Miller was assertive with attendee list with GPCC so not sure we should share. Stephanie will follow up.
- Emir: refinancing options present? Yes.
- Katie: how many more vendors? Maybe 2 --- \$21K estimated total revenues.
- Jim: numbers last year – 19 vendors. \$31K last year.
- Michele: just reached out to Folder Wave. Emir will reach out to Renee Suryan at SoFi.
- Kevin: for those on the fence, need logo to get into brochure by next Friday 10/23. Could use as a deadline. Send logos to Kevin.
- Stephanie: how do they register for conference with comp/vendor option? For vendors with bag inserts, how many? Bring with and they can be stuffed at conference – 400 should be enough. Do we give a list of registrants to vendors in advance? Could be helpful.
- Emir: is what we charge on par with other conferences? Not sure – but we are on high side for state conference.
- Jim: held steady for a few years now, on par with organizations with our strength and reach.

#### FAFSA Day: Alcira Zadroga

- Question about purchasing Survey Monkey for surveys. Keith spoke with Kevin – can we purchase in conjunction with conference to buy option? \$300 unlimited.
- Gov. Baker will attend one of sites - 118 volunteers so far. 53 families have registered.
- Burlington and Framingham HS sites need help with coordination. Michele Kosboth will volunteer for Burlington and Meredith Stover for Framingham.

#### **Comments:**

- Jim: seems fine to purchase Survey Monkey, would want to leverage use.
- Kevin: have used Google forms in the past, likes Survey Monkey better.
- Jim: move to spend \$300. Motion seconded by Shawn, all in attendance voted in favor.
- Katie: whose budget? If used by everyone, general budget. Could be technology – they should submit receipts.
- Jim: report back to council so we all have access.

#### Technology: Mike Albano and Greg Chick

- Mike and Greg will meet.
- Michelle Clifton staying on committee.
- Need for committee members? Should be good – many returning members still on board.

#### Access, Diversity, and Inclusion: Jason Marsala

- 4 or 5 members. Reviewing mission statement, definitions of access and inclusion.
- Thinking about different ideas including profiles in aid from different schools, gender and gender identity, innovative strategies for diversity within a financial aid office. Mini events during the year. Ebony will be reaching out.
- Facebook page in place.

**Comments:**

- Emir: the idea of using buttons to promote organization. Conference is good option to promote this committee's mission.

Susan motioned to adjourn, Katie seconded. All in favor to adjourn at 12:10 PM.