

Massachusetts Association of Student Financial Aid Administrators  
Executive Council Meeting, September 18, 2015  
Bentley University

In attendance: Brooke Barbieri, ***Meredith Stover\****, Bonnie Quinn, Christina Coviello, Ebony Carter, ***Kathy Anderson\****, ***Jim Slattery\****, ***Katie Kelsall\****, ***Shawn Morrissey\****, Wenimo Poweigha, Jill Marr, ***Diana Beaudoin\****, ***Michele Kosboth\****, Kevin Deruosi, Shannon Eagan, ***Stephanie Wells\****, ***Alex Gonzalez\****, Ben Parsons, ***Jamie Dergay\****, Keith Dimilanta, ***Sabina Yesmin\****, Emir Morais, Brendan Furey

Absent: ***Susan Sullivan\****, Jolene Coakley, Anthony Crowe, Mike Albano, Kristi Pierce, Alcira Zadroga, Josh DeMaio

***Bold italics\**** = voting member

Meeting started: 10:00 AM

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

- Jim welcomed everyone – round of intros for those not at the retreat in August
- Thanks to Shannon Eagan and Bentley University for hosting MASFAA and for arranging lunch.
- Recap of meeting set-up and rules, Jim will request agenda items each month. For the most part, the monthly meetings are designed for committee check-in. Monthly reports.
- Reviewing options for strategic plan and investments. Will have team in place for next month for strategic plan.

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

- Will meet with past secretary Cathy Nelson prior to October meeting for stationery, envelopes, etc.
- Review of minutes from the August retreat. No additional updates. Motion was put forward by Jim and seconded by Shawn to approve minutes – all voting members in attendance approved.

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

- Katie reviewed income and budget information from July 1 to current date. Membership dues listed in her update do not reflect electronic payments. Catching up to last year in terms of revenues to date.
- FAFSA day expenses are related to website.
- Considering moving some of investments to NASFAA related investment options.
- Donated old computer to Budget buddies – they were very happy to take it!
- Transitioning to QuickBooks. Jim thanked Katie for her efforts in handling the transition and the amount of work involved with the Treasurer role.

**Comments:**

- Christina: Cost of clicker purchased for PDT presentations not reflected? Timing issue.
- Jim: Budget Buddies is based in Chelmsford, MA and helps low-income women become more economically self-sufficient. The computer donated was brand new but old and not really of use to MASFAA but they can definitely use it. Finance committee meeting coming up in October. Will report out more once information is available before we do any transactions with investments.

Past President's Report: ***Kathy Anderson\****

- Pulling together the Nominating Committee for the upcoming election. Mike Albano will update the website for the election. In addition to Kathy, the committee includes: Lisa Talbot, Jennifer English, Linda Schoendorf, and Jennifer Roberts. There are 5 available positions:

1. President-Elect (then serves one year as President, one year as Past-President)

2. Treasurer (two years, then one year as Past Treasurer)
  3. Graduate/Professional Member at Large
  4. 4-Year Private Member at Large
  5. Technical/Career or Proprietary Member at Large
- President-Elect candidates will not have to stand up and present themselves at conference – still considering other options. Need to have the election done by January.
  - Finding a vendor for the website has been challenging. A-Tech said no --- current site language is hard to transfer/work with. Digital Cheetah might actually be a good alternative. Annkissam is another option suggested by Kathy Osmond. CAPFAA is in same position.

**Comments:**

- Diana: Was there a vote about the President-Elect candidates not speaking at the conference? Good skill for leadership role, Jim’s speech convinced her to vote for him at last year’s conference. Kathy responded – do not need vote to move forward. It was really hard to find candidates last year and that was part of the issue for some candidates. Would like to have slate earlier this year.
- Jim: Mixed feelings as well – something to be said about exposure at conference. Position papers – videos are possible other options. Last year, since the slate of candidates was late, neither of the President-Elect candidates were able to speak at the conference. Kathy responded – giving a speech has not always been part of the election process.

President-Elect’s Report: *Shawn Morrissey\**

Shawn will send out e-mail message to MASFAA members shortly to solicit candidates for awards:

1. Edward M. Kennedy Public Service Award
2. Charles “Jack” Sheehan Distinguished Service Award
3. MASFAA Presidential Award
4. Charles E. Jones Achievement award

Executive Council votes on who receives awards; presentation to recipients will be during the conference.

**Comments:**

- Emir: information on awards, including history, is on website.

**Committee Updates**

Professional Development and Training: Christina Coviello

- Thanks to volunteers for Just the Facts – it’s coming together! 15 people have registered so far, cap at 35. 2 person limit per school – will open up next week. Starts 9/30/15.
- Leadership Academy starts on 9/24/15. Michele and Meredith have volunteered to be panelists for career panel. Program will run for two years with a new cohort starting each year. Goal setting is on the agenda for the first day as well as strategic plan discussion for MASFAA.
- Early Awareness Committee has reached out to her for more committee members – send her an email request if there are other committees needing members. Leadership Academic attendees are asked to volunteer as a way to give back to MASFAA.

**Comments:**

- Katie: has a template on how to write a strategic plan if it would be helpful. Let Christina or Jim know if you have ideas on how to present and get feedback on this topic.
- Jim: Put in a plug for help for Christina for PDT committee members – also now without a co-chair. Most of training has been set in place for this year so it's a good time for transition and planning for next year.

#### Conference: Kevin Deruosi and Shannon Eagan

- Testing registration link. Hope to go live Monday or Tuesday of next week. Will also go live with logos.
- Carrie Stack from the "Say Yes" Institute is confirmed. Entertainment options coming along.
- Will begin to ramp up communications to membership. Based on the initial survey sent out to membership, there were 100 respondents - 80 are coming, 80 percent coming night before. Monday night events planned include "Birds of a Feather" group discussions – possibilities include veterans, FWS, Gainful Employment, Baby Birds, as well as general networking reception.
- Tuesday's President's reception – have whole building. Will use same room we used for retreat for local wine and beer testing. If there is a fee, MASFAA will pick up most of it and charge a small amount to participants – give to charity. Looking at live band option, photo booth, movies and TV shows in another room.
- Sessions are all set. Need to get program together by early October. Same vendor for agenda booklet. Chuck Jones anniversary this year - any ideas, let Kevin or Shannon know. Not quite sure on timing of awards – usually during lunch. Could do cake.

#### **Comments:**

- Sabina: Any time for general conversations, discussion among attendees? Suggested topic of implementing new ideas. Add to Birds of a Feather.
- Diana: Could do poster presentation/photo montage for candidates and/or Chuck Jones prior recipients. Could include photo, quote.
- Meredith: With news of "Prior, Prior" Year implementation beginning in 17-18, do we need to incorporate somehow? Megan McClean from NASFAA is confirmed, hopeful for Jeff Baker.
- Katie: same cost as last year? \$195 both days \$110 one day.
- Stephanie: 10/31 is registration deadline.
- Sabina: Scholarship for schools that can't afford to attend? Kathy – we are budgeted for 3 registrations to support that. Total is \$1,000 so that we can also include hotel.
- Katie: Conference scholarships. How are we advertising? Kathy and Jim – Donna had started – Jim will reach out. Will be part of president's duties going forward. Does it need to be part of conference registration going live?
- Ben: Wifi improvements at conference hotel? Assurances that WiFi situation at hotel has been rectified. Kevin has a meeting there at the end of September and will confirm.
- Emir: too late to put in a plug in conference brochure about Symposium? No – still time.

#### Development: Stephanie Wells

- Invitations to exhibitors and information packets sent out 2 weeks ago. Have interest already - 7 exhibitors. Reduced lanyard and bag cost this year from \$1000 to \$750 - both have already been secured (lanyard – Citizens, bag – Sallie Mae). Waiting to hear back from others – vendors who may not have participated last year. \$12,000 in committed funds.
- Bag stuffer option – currently \$500. Should we reduce? Jim – tough to put "on sale" at this point in time after initial options have been sent out. Stephanie will do more outreach.
- Need logos fairly soon for conference brochure. Logo format? Will need for booklet, lanyard, and bags. Will work on floor plan for vendors – needs layout from Kevin.
- Considering the idea of sponsoring WiFi – might not be good option at this hotel? Might be an option to think about if we do need to provide additional mobile WiFi options.

**Comments:**

- Emir: in hope of more response – provide better overview of layout versus last year? Layout is good this year – much more spacious. Stephanie sent vendors photos of space.
- Kathy: Campus Logic might be an option? They have been reaching out to area schools. Thinks we will get much closer to the overall goal.

**Membership: Jolene Coakley and Ben Parsons**

- Currently at 315 members, last year we had 514 – 200 difference. 200 have signed up but still not paid. 36 new members – 27 schools and 9 associates.

**Comments:**

- Jim: way behind in typical appeal but should pick up with conference registration and Just the Facts training.
- Christina: what is timeline – do JTF attendees need to be paid in order to register? Paid or just renewed? Need to be paid. Checks are processed every day. 24-48 hours is reasonable. Credit cards – Ben updates membership based on payment for credit card. Checks – Jolene receives them – takes longer, not reflected until we have check.
- Jim: can members pay for conference and membership at the same time?
- Kathy: people can pay that day to attend conference/register for membership. Speaking for Jolene, identifying checks without names is challenging – if you are sending a check, be sure the names are listed. Be respectful of process – takes time!
- Kevin: week later with registration than last year.
- Bonnie: when you sign up, do you get automatic email with information on how long? Follow up message does say 24-48 hours.
- Stephanie: Vendor checks sent to Stephanie, she will give to Katie. Make payable to MASFAA.
- Stephanie and Bonnie: can vendors pay by credit card? Not really published but does happen on occasion.
- Jim: let's revisit where we are in October. Appeal or campaign for new members? By segments or members who have not renewed for a while. Thanks to Jolene and Ben for taking on the initiative.

**Technology: Mike Albano**

- Jim spoke for Kathy and Mike. Calm but cutting it close with finding a host for website. Coming up on deadline. Kathy is meeting with vendors. Jim thanked her for her efforts.

**Comments:**

- Stephanie: how long for vendor registration to get on website? Should go at same time.

**Early Awareness: Wenimo Poweigha and Jill Marr**

- Confirmed school location: Normandin Middle School in New Bedford, MA. Trying to get in there for a while. Monday, November 16<sup>th</sup> is the date – focusing on engineering, arts, law enforcement, culinary.
- Have supplies for fall carnival but always looking for giveaways if you have anything extra from your offices.
- Reach Higher Initiative – trying to connect with them as well.

**FAFSA Day: Keith Dimilanta, Kristi Pierce, and Alcira Zadroga**

- 30 FAFSA day sites, 34 last year. Making updates to FAFSA day sites to reflect 2016. Dates are 1/31/16 and 2/21/16.
- Volunteer section will be up 10/1. Hope to send out volunteer request to membership in October.
- \$14,000 from USA funds confirmed.
- Thinking about February as College Goal month? Not sure with PPY impact moving forward.
- Updating surveys. Thinking about next year – how will PPY impact timeline?

## **Comments:**

- Brendan: Government Relations would like to help in getting Governor Baker on board.
- Michele: list of current FAFSA Day sites? Lasell might be able to host if needed.

## Graduate and Professional Concerns: Emir Morais and Brooke Barvieri

First meeting next Friday, 9/25. Symposium is scheduled for 2/5 at Harvard Grad School of Education. What sessions to offer? Weather permitting. Never had to cancel.

## Communications: Josh DeMaio

Sabina provided update. Meeting next week. December newsletter is in process and will cover retreat as well as conference updates.

## Diversity and Inclusion: Ebony Carter

No updates this month

## **Miscellaneous**

### New business:

Jim: proposal received to create a Financial Literacy Committee? Should we have proposers come and present? Don't necessarily want to add another committee -- could be options to merge with Early Awareness. Don't want to start a committee and then have it fizzle out in a couple of years, want to be sure there is extended interest.

### **Comments:**

- Sabina: who is our audience? Members may not need since we have it at our schools for students.
- Diana: Depending on outcome, maybe suggest a task force with specific end time.

### Old business:

Christine: committee reports? Jim – needs to connect with Mike. Updates at meeting but will still have reports to post on the website.

Jim: General conversation about PPY.

### **Comments:**

- Stephanie: impacts MEFA presentations. Keep them in the loop as to any timeline decisions. Financial aid and admissions presentations in the spring for seminars?
- Jim: NU already has ED and EA. Award at point of admission. Will make better, will have better data.
- Bonnie: approved budget numbers from Board of Trustees? Lasell moved that back to October.
- Jim: software updates – can the feds push up their deadlines?
- Michele: fed specs – takes PowerFAIDS 2 months to deliver. Would need by August.
- Katie: Would be good to have something at MASFAA, will be lots of conversation.

Michele motioned, Stephanie seconded. All in favor to adjourn at 11:45.