

MEMBERS:

Co-Chair: *Tanya Tanaro, American Student Assistance*

Co-Chair: *Bonnie Quinn, Boston College*

Members:

Jean Berg- UMass Amherst

Robert Dais- GEAR UP Massachusetts

Jill D'Amico- American Student Assistance

Carla Delucia, Babson College

Stephen Elias, Planet Tuition

Alex Gonzalez, Northeastern University

Katie Kelsall, Harvard University

Kendra Lider-Johnson, MEFA

Pat Motyka, Nichols College

Sarah Yoffe, Northeastern

Reggie Carter, New England Institute of Art

Francine Davis, Independent College Counselor

Renato Aguilar- Northeastern University

Carole Hunter- North Shore Community College

Doreen DelMonaco- Stonehill College

PURPOSE:

The purpose of the committee is to be engaged with financial aid administrators in the state to promote early college planning initiatives at the middle school and high school levels with the knowledge that the cost of college is the greatest challenge for underrepresented and low-income populations. We also act as a resource for MASFAA members in the areas of early awareness and financial aid presentations so that they may remain educated, engaged, and effective as professionals.

2010-2011 MASFAA GOALS:

- **Sharpen the focus of the Association on serving students**
- **Increase engagement of members**
- **Continue commitment to high quality, cost effective training and professional development**
- **Update the Association's strategic plan**

2010-2011 OBJECTIVES:

1. Strengthen MASFAA's partnerships with other's who serve the communities of Massachusetts.
2. Continue to work together with Gear Up, MASCA, ASA and the Massachusetts Office of Student Financial Aid to promote early awareness.
3. Increase the presence of MASFAA within the community. Promote the work of the committee and it's partners.
4. Develop and conduct two annual Carnival of Learning events serving an approximate total of 110 middle school students.
5. Participate in the National Training for Counselors and Mentors (NT4CM), an annual training program designed to provide counselors and mentors with resources that will help them more effectively advise students and families about how to prepare financially for college.

◆ MONTHLY REPORT: April 2011

- **Carnival of Learning held at Duggan Middle School in Springfield on April 7, 2011**
 - **The event was a huge success! Without a doubt we had our most engaging and interactive demonstrations to date. The only set back was a late start which cut the speaker portion short.**
 - **65 Students from GEAR UP MA**
 - **Created and distributed evaluations for presenters as well.**
 - **Parent Letter and evaluations translated and provided in Spanish.**
 - **Issue with Banner delivery, did not have for event. Has since been received and can be utilized for future events.**
 - **Late start which cut the alumni speakers short.**
 - **Financial education booth added! Activity to teach students about saving and compound interest. Piggy banks as giveaways.**
 - **Schools**
 - **Nichols- Sports Management**
 - **Springfield College- Athletic Training**
 - **WNEC- Criminal Justice, Computer Science**
 - **U Mass Amherst- Biomedical Engineering, Mechanical Engineering**
 - **Massachusetts School of Law- Law**
 - **Butera School of Art at Fisher College- Commercial Art**
 - **Media coverage and outreach to special guests was unsuccessful. Will evaluate our approach moving forward and determine if this type of adds value to our events or if we should refocus our efforts.**
 - **Thank you communications will be sent this week.**
 - **Recap and planning meeting to be set shortly.**
 - **Dates and locations for next year already in the works. April is a difficult time and will be readjusted for next year.**
- **NT4CM**
 - **ASA and EAOE will discuss success of program based upon attendance and resources and come up with a plan for the upcoming year.**

◆ MONTHLY REPORT: March 2011

- Committee met via conference call 2/23 and in person on 3/9. Next meeting is schedule for 3/23 as spring carnival is on April 7th.
- Carnival
 - 4 Schools have committed:
 - Western NE College- Computer Science
 - Fisher College - Butera School/ Commercial Art
 - Nichols College – Sports Management
 - UMASS - Engineering
 - With one graduation booth, one college financing booth and one snack booth we still need 3 schools to participate, 4 preferable and the financial and snack can be combined – we do have 2 backups but they are from schools that are already participating and schools in the Springfield area are desired.
 - 3 Alumni speakers are confirmed : Dewin Hernandez (this will be Dewin's third appearance), Ana Duverge a sophomore at Holyoke College and Serena Sheffield a freshman at American International College.
 - We have increased our target to accommodate 70 students
 - Invites will be sent to key figures at MASFAA, DOE as well as Springfield Superintendent.
 - The parent letter has been translated into Spanish and other languages are targeted for future endeavors.
 - We hope to have the student evaluations translated to Spanish.
 - A new Early Awareness and Outreach Committee/MASFAA banner has been ordered and should be ready in time.
 - Looking into media outlets west of Worcester and possibility of promoting via MA DHE e-newsletter.
 - Tanya is working with contacts at the school to arrange delivery of tables and chairs and to get names of the students for the diplomas
 - Parent folders will be compiled at the next meeting and stuffed in the giveaway bags
 - Volunteers are needed to help at the event and all of Exec council is invited to come by and see the event
- Other
 - 3 inactive members have been contacted and removed from the group.
 - Web resources, including a presentation have been updated and added to the web.
 - Bonnie and Tanya are working to submit names for next year's co-chairs and also hope to have some of the new year planning under way.
 - We expect to be able to secure at least the fall carnival location and hopefully the spring as well by June.

◆ MONTHLY REPORT: February 2011

- Committee met at Babson January 25th, next meeting February 23rd.
- Carnival

- Work began on the April 7th Carnival of Learning to be held at Duggan Middle School in Springfield
 - New schools to contact identified. Look into increased stipend amount for few schools traveling from Boston area.
 - Determined supplies needed
 - Donation communications will be launched in the summer. Enough supplies for Spring.
 - Invites will be sent to key figures at MASFAA, DOE as well as Springfield Superintendent . Issuing early will allow for media promotion.
 - Look into translating Parent letter and Evaluation into Spanish via Babble Fish (other languages for future)
 - Addition of college financing booth.
 - Feedback positive that having the video at MASFAA was a great way to show the members the outreach initiatives EAOC is achieving and to show the ways in which their support is benefiting middle school children.
 - Looking into media outlets west of Worcester and possibility of promoting via MA DHE e-newsletter.
- Parent Outreach
 - Discussed future initiatives, including parent workshops offered during and after Carnival of Learning. Possibility for coordination with Beth Murphy from Brown, PTA's and school guidance counselors.
- NT4CM
 - Web Ex Series began on Friday, Feb. 7.
- Web
 - Sub- committee working on improvements to web
 - In order to update members on web-site, initiating communications to inactive members and reaching out to wait listed members
 - Carnival of Learning video for MASFAA site. GEAR UP will look to make a You Tube video for posting as they hold the student release forms.
- Other
 - A timeline will be developed to assist future committee chairs
 - Committee would like to begin planning for Fall 2011 Carnival (first two weeks in Nov.) Feel this would significantly help future chairs. Would also like to determine if chairs can be elected prior to June in order to assist new chairs with transition. Look for Executive Council feedback.

MONTHLY REPORT: January 2011

- Set meeting schedule through April, 2011.
- Carnival
 - Thank you emails sent to participants
- NT4CM
 - Held meeting and webinar training on NT4CM content and how to present via Web Ex on Friday, Feb. 7.
 - Web Ex series finalized. One session topic covered per week until Feb 17, 2011.

- Expect higher participation due to promotion through MASCA. Further researching opportunity to promote via NEACAC.

MONTHLY REPORT: December 2010

Report: *Next meeting to be scheduled*

- Carnival of Learning was held at Mildred Ave Middle School on November 17th. The Fall Carnival was a huge success. Christine McGuire attended on behalf of Executive Council.
- The committee is planning the spring Carnival to be held at the Duggan Middle School in Springfield on April 7th, 2010.
- Supply donations in good shape for spring event.
- NT4CM in process of being finalized for the WebEx series and the MASCA conference.

MONTHLY REPORT: November 2010 (Continue adding months in reverse chronological order)

Report: *Next meeting scheduled for November 10th at Babson College*

- Reached our school participant goal (8 confirmed). Pleased to offer new programs and welcome new schools
- Sent Carnival public relations plan to communications committee for feedback and or suggestions. Finalize plan by Oct. 28 for outreach Nov.1
- Draft of special guest invitations created, to be sent by Nov. 1
- Supply donations committee reached goal for fall event
- Goal: Spanish version of parent letter and evaluation for spring event
- MASFAA Conference: table, slide show
- Outreach to companies/ stores for food donations, awaiting responses
- NT4CM: finalized committee presenter for Web Ex series and MASCA Conference. Agenda and committee training WebEx to be scheduled after Nov. 17
- Contacted MASCA regarding submission to newsletter. Article in progress.
- Sub Committee assigned to assist with updates to EAOC web-site. Feedback from committee solicited

◆ MONTHLY REPORT: October 2010

Report: *In person meeting scheduled for October 13th at Mount Ida*

- Carnival time confirmed: 10:30 a.m. to 3:00 p.m. at MAMS
- Updated current school communications and team is working on contacting potential participants: Please contact us if your school would be willing to participate.

- E-mail for supply donations went out to the Listserv on 9/23. We received three responses. Still need more donations. Donation table to be set up at MASFAA conference.
- Identifying outlets for local media coverage, draft press release being created, will work with MASFAA communications committee.
- Draft “parent letter” for student backpacks completed.
- Confirming GEAR UP alumni speakers.
- Equipment and supplies being ordered.
- In the process of identifying guests. Invitations scheduled to go out after next meeting.
- The committee started reviewing the EAOC website for revisions and updates and will be discussing in the October meeting.

◆ MONTHLY REPORT: September 2010

Report: *September 15 Conference Call*

- Members confirmed they are MASFAA members
- Fall *Carnival of Learning* will be held at Mildred Ave. Middle School in Boston on Wednesday, November 17, 2010. Time TBD.
- *Carnival of Learning* outreach and promotional materials updated and distributed to committee members.
- Participant stipend set at \$150.00
- Sub-committee goals for September.
 - School Outreach Committee- Identify and begin contacting school participants (local area schools). Update current letters and school communications.
 - Supply Donations Committee- MASFAA Listserv communication by 9/23.
 - Food Donations Committee- Update current communications and begin outreach.
 - Public Relations Committee - Identify outlets for local media coverage and begin working with MASFAA Public Relations Committee.
 - Communication Initiatives Committee- Draft “parent letter” for student backpacks.
- NT4CM
 - Web Ex Series- scheduled for January. Train the trainer session will be set up to teach committee members how to administer on-line sessions.
 - MASCA Conference in April.
 - November 15th deadline to coordinate session and secure presenters.
- The committee will begin to review the EAOC website for revisions and updates
- Next meeting is Wednesday, October 13th at Mount Ida College.