

**MEMBERS:**

Co-Chair: Wenimo Poweigha, Tufts University  
Co-Chair: Beth Feinberg-Keenan, College Coach

## Members (19):

Jill D'Amico  
Jean Berg  
Sandra Butler  
Courtney Hatch Blauvelt  
Krista Cosco  
Anthony Crowe  
Robert Dais  
Francine Davis  
Christa Gilmore\*  
Alex Gonzalez  
Julie Shields-Rutyna

**PURPOSE:**

The purpose of the Early Awareness and Outreach 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 an early awareness and financial aid resource for MASFAA members as well as high school and college preparation counselors so that they may remain educated, engaged, and effective as professionals.

**2013-2014 OBJECTIVES:**

1. To create new and strengthen current MASFAA partnerships with community leaders, officials and citizens which serve the communities of Massachusetts.
2. To continue and improve our efforts at collaborating with Massachusetts School Counselors Association, Gear Up, American Student Assistance, MEFA, and the Massachusetts Office of Student Financial Aid to promote early awareness of financial aid and college access.
3. To increase our involvement in the National Training for Counselors and Mentors (NT4CM), an annual training program designed to provide counselors and mentors with professional resources that will help them more effectively advise high school students and families about how to prepare financially for college, to engage with MASCA.
4. To continue to develop a pilot program that will:

- a. Provide financial literacy and awareness of the financial aid process to High School College Preparation counselor(s) and students through presentation/workshops.
  - b. Establish direct line of communication with High School College Preparation/Guidance counselor(s) with specific low income area high schools.
5. To continue to develop, improve and implement two annual Carnival of Learning events serving an approximate total of 120 -140 Middle School students in different communities around the Commonwealth of Massachusetts by offering high quality early awareness programs.
  6. To increase financial literacy and financial aid awareness to the parents of the middle school students who participate in the Carnival of Learning event by creating a complementary financial literacy workshop.
  7. To encourage MASFAA members to volunteer at the Carnival of Learning Events without active commitment to the committee.
  8. To increase the presence of MASFAA and the EA&O Committee across all of Massachusetts.
  9. To improve the quality and content of our EA&O webpage.

#### 2014-2015 MASFAA GOALS:

- Advance the Art and Science of our Profession
  - with students, families, on and off-campus colleagues, faculty and administration, elected and governmental officials
- Increase engagement of members
- Continued commitment to high quality, cost effective training and professional development
- Implement the Association's Strategic Goals for 2012 - 2015

#### MONTHLY REPORT: SEPTEMBER 2014

- ◆ Committee had a conference call on Thursday, September 11th
- ◆ We are planning on holding the fall Carnival at the Pyne Arts Middle School in Lowell and still trying to pin down a date. School was hoping for the end of December but there were some concerns in getting volunteers from MASFAA and also schools to have booths and the possibility of snow.

- Christa was going to reach back out the school to look at other dates. There is a program at Gear UP that does not allow us to have the program at the end of November as we have done in the pas
- Folks from Middlesex CC and Westfield State have agreed to assist in having booths at the event. Looking for other options and looking for programs that have a focus on the arts since this is an arts school.
- Need to verify the space and what we need to get for the space in terms of tables and chairs.
  - Once we have a date we will reach out to schools to see if we can participation from programs. Christa and Wenimo have also started to look for options on their campuses.
- ◆ New home for Early Awareness Materials
  - No longer able to store them at NU, members of the committee will be going through the materials and looking to move them to ASA – thank you Jill.
- ◆ Anthony has created a resource for guidance counselors to review getting feedback and will house this on the MASFAA web site for guidance counselors to access
  - There is no fall MASCA conference
- ◆ Looking for a few additional members to join
- ◆ Next meeting will be in October, looking to schedule this once we get some additional information on possible dates for the carnival

#### MONTHLY REPORT: OCTOBER 2014

- ◆ Committee had a conference call on Monday, September 29<sup>th</sup>
- ◆ Date of the Carnival is Monday, December 1<sup>st</sup> at the Pyne Arts Middle School – Lowell MA
- ◆ We have 4 schools confirmed for their participation
  - Westfield State – Nursing
  - Middlesex CC – Environmental Science
  - Newbury College – Culinary Arts
  - New England Conservatory
  - We will also have the financial literacy table run by our committee, AID will be doing a diversity booth
- ◆ We are still looking for a couple more schools to participate – thinking schools that have a teaching program, art or interior design, other suggestions.
- ◆ Working on getting raffle prizes for the students, we have one backpack with supplies already
- ◆ Christa from OSFA is working on gear up speakers
- ◆ We have enough supplies for this carnival but we are going to need supplies for other events. Hoping to be able to ask for donations at the conference.
- ◆ Bag stuffing will take place on November 18<sup>th</sup> at ASA with a small group of committee members
- ◆ Next meeting will be a conference call the first week of November
- ◆ We could still use a few new members

#### MONTHLY REPORT: NOVEMBER 2014

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## MONTHLY REPORT: DECEMBER 2014

- COL was held at the Pyne Arts Middle School on December 1<sup>st</sup>
- We had 70 7<sup>th</sup> and 8<sup>th</sup> graders attend some of the students were part of a new student group
- School Participants
  - Newbury College – Chocolate Tasting
  - Bridgewater State – Electricity/Physics
  - Middlesex CC – Environmental Science
  - New England Conservatory – Music
  - UMASS Lowell – Math
  - UMASS Lowell – Engineering
  - Westfield State – Nursing
- Our committee tried a new booth with students on financial literacy and diversity. Students were given the same task and different tools to complete the task. Talked about that everyone always does not have access to the same resources.
- Nursing and Electricity were the two most popular booths
- We also had the Celtics Trophy there for the kids to see and take pictures with provided from OSFA. One of the big raffle prizes was a set of Celtics tickets
- Thank you to UMASS Lowell also for donating a ticket to each student to UMASS Lowell vs U ME hockey game.
- Have not set up a meeting for Jan yet – planning of Spring event

## MONTHLY REPORT: JANUARY 2015



## MONTHLY REPORT: FEBRUARY 2015



## MONTHLY REPORT: MARCH 2015



## MONTHLY REPORT: APRIL 2015



## MONTHLY REPORT: MAY 2015