

**MEMBERS:**

Chairs: Wenimo Poweigha and Jill Marr

Members: Sandra Butler, Krista Cosco, Robert Dais, Francine Davis, Beth Feinberg-Keenan, Christa Gilmore, Alex Gonzales, Katie Kelsall, Angelina Mancini, Callie Marshall, Neo Morake, Ashley Norwood, Lisa Talbot, Phung Vo

**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.

**2015-2016 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.

#### 2015-2016 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
- Update the Association's Strategic Plan

#### MONTHLY REPORT: JUNE 2016



#### MONTHLY REPORT: MAY 2016

- ◆ **The committee is holding its last meeting on May 16. We'll de-brief the spring Carnival and get a start talking about our fall event.**

#### MONTHLY REPORT: APRIL 2016

- ◆ **The Carnival of Learning was held on April 12 at Chestnut Middle School in Springfield. The Gear UP folks tried out a new activity to open the program - a game show like activity to see how much the students knew about applying to and paying for college. We wound up with 6 local colleges sending volunteers to staff the booths for the carnival portion: Springfield College (Physical Therapy); Western New England U. (Engineering); UMASS - Amherst (Business); Springfield Technical CC (Engineering); and Antioch University (Botany). The committee volunteers staffed a financial literacy booth and the ever popular snack booth. We're still tabulating our survey results but so far it looks like everyone enjoyed the program.**
- ◆ **Continuing co-chair, Jill, invited a long-standing committee member to co-chair in 16-17. She's still awaiting a decision.**

## MONTHLY REPORT: MARCH 2016

- ◆ *Two presenters recruited for spring carnival so far – Springfield Tech CC (Engineering) and Springfield College (Physical Therapy)*
- ◆ *Have a check-in meeting on March 23 to gage progress*

## MONTHLY REPORT: FEBRUARY 2016

- ◆ *Committee met on Feb. 26*
- ◆ *Confirmed Spring carnival at Chestnut Middle School in Springfield on April 12*
- ◆ *Committee members have begun recruiting presenters*

## MONTHLY REPORT: JANUARY 2016

- ◆ *Committee met on Jan. 28*
- ◆ *Reviewed student and presenter evaluations from Fall Carnival – results were good, but we need to revamp our financial education activity it seems.*
- ◆ *Started to plan spring carnival*

## MONTHLY REPORT: DECEMBER 2015

- ◆ *No activity*

## MONTHLY REPORT: NOVEMBER 2015

- ◆ *Held carnival of learning at Normandin Middle School in New Bedford*
- ◆ *Collected donations of college t-shirts at MASFAA conference for spring*

## MONTHLY REPORT: OCTOBER 2015

- ◆ *Committee met on Oct. 13*
- ◆ *Finalized plans for Carnival of Learning including presenter list*
- ◆ *Booth topics include: dance therapy, physics, another STEM topic, graphic design, architecture, technical theater*
- ◆ *Committee members will staff the Financial Education and Snack/Diploma booths*
- ◆ *Confirmed committee volunteer assignments*
- ◆ *Arranged to have a 'donation' box at MASFAA conference for school supplies and t-shirts*

## MONTHLY REPORT: SEPTEMBER 2015

- ◆ *Committee meeting on Sept. 11*

- ◆ *Confirmed site and date of Fall 2015 Carnival of Learning – Normandin Middle School in New Bedford, MA on Nov. 16*
- ◆ *Conducted an inventory of supplies – we had enough of everything for the fall event but would need to solicit donations for spring*
- ◆ *Identified committee members who would be available to work the event and assigned potential presenters to invite*
- ◆ *Confirmed a committee member would attend the Reach Higher meeting on Sept. 24*

**MONTHLY REPORT: AUGUST 2015**

- ◆ *Recruited/Confirmed committee members for new year*
- ◆ *Attended Executive Council Retreat*