

Conference Planning Committee Meeting Minutes
Northwest Technical Institute
Friday, July 11, 2008
9:30 a.m. – 2:00 p.m.

Present: Katherine Raabe, Pam Maslowski, Sheila Sejnoha, Nate Rosckes, April Newburg, Katie Hendrickson

Absent: Carin Bullerman, Diane Borchardt, Laura Link, Dick Battig, Kathy Kronebusch, Scott Glime

Welcome/Introductions:

Members who were present introduced themselves and which institution/organization they were from. Katie listed members that were absent who had agreed to serve on the committee for the year. Katherine brought a new name to the table – Greg Reid from Saint Paul College. We will add his name to our committee list and send to Exec Council for approval.

Budget:

Katherine and Katie attended the MAFAA Planning Retreat which was held in June. The Conference Planning Committee was given a budget of \$100,000 for the year. Last year, the committee had \$110,000 to work with, budgeted wisely, and had extra funds at the end of the year.

Notification to MAFAA members of spring conference evaluations:

Katie spoke with Carin before the meeting regarding this. Carin had agreed to contact those MAFAA members who presented at spring conference of their results.

Action items	Person responsible	Deadline
✓ Check with Carin to see if MAFAA members have been contacted	Katie	ASAP

Coordinator Assignments:

The following members volunteered to coordinate the various assignments. When it is closer to conference time, they will ask other members of the committee to help with each task.

- Sheila & April A/V Coordinators
- Diane Conference Booklet Coordinator
- Katherine Registration Coordinator
- Carin & April Newcomer's Coordinator
- Laura Conference Moderator/Check List Coordinator
- Katie Meeting Minutes

Pam has agreed to assist Katherine with the Registration process and Sheila has agreed to assist Carin and April with the Newcomer's event.

Action items	Person responsible	Deadline
✓ Contact Diane regarding EAC printing conference booklet	Katie	8/8/2008
✓ Contact Diane with EAC supplying projectors	Katie	8/8/2008
✓ Contact Laura with her assignment of coordinator	Katie	8/8/2008
✓ Contact Carin to verify she will help coordinate Newcomer's again this year	Katie	8/8/2008

Review of 2007-2008 Fall and Spring Conference Evaluations:

As a committee, we looked over the past year's evaluations and discussed what worked well and what did not which included:

FALL CONFERENCE:

- Breakfast on Friday morning, seating was not adequate, people did not have a place to sit or were rushed to eat to allow others a space
- Marriott staff were not friendly
- President's Reception and set-up in the Pre-function Room, food choices

SPRING CONFERENCE:

- Magician, was long and not entertaining

Action items	Person responsible	Deadline
✓ Verify with Dick that he spoke to the Marriott regarding their staff	Katie	8/8/2008

Brainstorm for Fall and Spring Conferences:

POSSIBLE KEYNOTE SPEAKERS:

- John Crudele – speaker from MN
- Jason Anthony – looked at website and presentation is Christian based, decided against this speaking opportunity due to conflict of interest with being faith-based
- Tou Ger Xiong – appeared at previous MAFAA events including Early Awareness
- Dr. James Canton – spoke at Fall 2004 Conference
- Malcolm Kushner – humor consultant
- Keith Nord – former Viking player

Action items	Person responsible	Deadline
✓ Contact John Crudele for additional information	Katherine	July 25, 2008
✓ Contact Malcolm Kushner for additional information	Katie	July 25, 2008
✓ Contact Keith Nord for additional information	Katie	July 25, 2008
✓ Brainstorm with school's offices for speaker possibilities	All members	July 25, 2008
✓ Contact associate members for speaker possibilities	April	July 25, 2008

POSSIBLE INTEREST SESSIONS:

- Veterans / Explanation of the DD214
- Office of Higher Education – requests 2 sessions be set aside for them
- MN Achieve Grant
- Verification – basic through advanced
- One-on-one with Jamie Malone
- Financial Aid Management Systems (FAMS)

- Hot topics session/round table
- Direct Loan Q&A
- John McGee – various topics
- Tax sessions – basic and intermediate

Action items	Person responsible	Deadline
✓ Contact Jamie Malone to see which conference she'll be at	Katie	8/8/2008
✓ Direct Loan contacts –U of MN and St. Thomas	Nate	8/8/2008
✓ Contact John McGee on possible interest sessions	Katherine	8/8/2008
✓ Contact Barb Stetler on DD214	Pam	8/8/2008
✓ Contact OHE with which sessions they would like at fall conference	Katie	8/8/2008

College Access Proposal:

A proposal was submitted from Shannon Schaaf, Judy Swanson and Diane Borchardt for a college access them and/or day at the fall conference. All members agreed it was an excellent idea and that Thursday would be a good day to focus on these programs. This way we could provide the information to those that are Thursday only attendees. It was discussed to have possibly having a con-current session addressing these groups along with interest sessions at the different time slots. The idea was also brought up on having a MAFAA scholarship. We will need to clarify the logistics of this and if it is even a possibility.

Action items	Person responsible	Deadline
✓ Contact Dianne Danov on scholarship program	Nate	8/8/2008

Entertainment:

President's Reception – We talked about taking it off site. At the planning retreat, the idea of taking the light rail to the Mall of America was brought up. There was much discussion last regarding a president's reception off site, and in the end we stayed at the Marriott. It is difficult to get commuters to stay into the evening for the reception. With the 40th Anniversary of MAFAA this year, we will need to work with that task force not to overlap activities. We could possibly meet with the 40th Anniversary task force as other evening entertainment we plan could be affected by it. Trivial Pursuit went well last year for those that attended, Are You Smarter Than a 5th Grader was also brought as a suggestion. It was decided we would table this until the next meeting to verify when the 40th Anniversary Celebration would be.

Action items	Person responsible	Deadline
✓ Contact 40 th Anniversary Task Force when they will hold their event	Katie	8/8/2008

Charity Suggestions:

Sheila suggested the Autism Society of Minnesota as MN is the state with highest amount of children with Autism. We talked about having a charity for one conference versus both conferences. If we aim fall conference at the College Access Programs, we could have a charity with that focus. Our next meeting, we will decide how to handle the charity for each conference.

Conference Theme Ideas:

Katie had a list of possible theme ideas from this past year:

- Take the High Road
- Let's Get Back on Top
- Brighter Horizons
- Best in the Industry
- Blazing New Trails
- Bouncing Back
- Deep in the Heart of Financial Aid
- Peaking into our Future
- Rising Above
- Financial Aid Unmasked

Many of the themes are geared to what has happened in the past year or so, the committee liked Blazing New Trails.

Action items	Person responsible	Deadline
✓ Brainstorm for other ideas	All members	8/8/2008

Future Meetings:

Friday, August 8, 2008 at 9:30 a.m. – Northwest Technical Institute

Friday, September 12, 2008 at 9:30 a.m. – Northwest Technical Institute

Action items	Person responsible	Deadline
✓ Reserve meeting room at NTI	Katherine	ASAP

Respectfully submitted,

Katie Hendrickson

Conference Planning committee member