

Conference Planning Committee Meeting Minutes
Northwest Technical Institute
Friday, August 8, 2008
9:30 a.m. – 2:00 p.m.

Present: Laura Link, Mickie Waterman, Diane Borchardt, Nate Rosckes, Katherine Raabe, Katie Hendrickson, Kathy Kronebusch

Absent: April Newburg, Scott Glime, Pam Moslowski, Dick Battig, Greg Reid

Welcome/Introductions:

Members introduced themselves again as many were missing at the last meeting. Katie updated the committee that Carin Bullerman is no longer with Wells Fargo, therefore she will no longer be on the committee. Mickie Waterman from Nelnet has agreed to be on the committee. Her name will be forwarded to Executive Council for approval.

Budget:

Notification was received from MAFAA President, Kathy Ruby, that the Conference Planning budget was reduced from \$100,000 to \$80,000. The Conference Planning has over budgeted in past years. With the decrease of Corporate Support, our budget needed to be reduced to balance the entire MAFFA budget for 2008-2009.

Coordinator Assignments Update:

- Diane from Education Assistance Corporation has verified that EAC will print the conference booklet once again. She also stated they would supply projectors at each conference.
 - Laura has agreed to be the Conference Moderator/Check List Coordinator for 2008-2009.
 - Carin was going to help with Newcomer's this year. Since she is no longer on the committee, April will be the sole person in charge of this with help from the committee if needed.
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Keynote Speakers:

Updates from July meeting:

- John Crudele (Katherine) – He responded to Katherine's message and would like more information about our organization/conference. At this time, he has all three days of the conference open. Katherine will find out how much his fee is and if he has any other expenses.
- Malcolm Kushner (Katie) – His fee is \$5000, but gives a 30% discount for non-profit groups, so it would be \$3500 for MAFAA. His expenses are airfare/hotel, but does not have a preference on how he gets to MN with airfare. Katie talked with Malcolm

and he spent five years in the presidential library doing research for his presentations. The committee watched a video clip on his website and were impressed. They felt that there was a variety of democratic/republican representatives, and his presentation does not focus on politics. It is aimed towards using humor to relate, motivate and communicate. He has published Public Speaking for Dummies and Presentation for Dummies. An idea of donating books with the proceeds going to the charity was suggested. Having an interest session was also suggested, since many Financial Aid Offices do FA nights and have to deal with upset students/parents and deliver bad news. As a whole, the committee liked him. Katie will follow through and see if he is available to come to fall conference.

- Keith Nord (Katie) – Keith is a former Vikings player. Katie contacted him and he mentioned that he had spoken for MAFAA last year and gave Nichole Lien as a contact name. He is from the cities, so there are no expenses except for the \$2000 speaking fee. Katie contacted Nichole with her thoughts. She said he spoke for the Leadership Symposium last year and liked how he included his family in his talk as it related to leadership and his personal life. Dave Vikander, also on the committee, was not as impressed as he felt he bragged too much about himself and his buddies and would not recommend him to speak again. The group decided not to pursue this speaker, and Katie will contact Keith.

Additional Keynote Possibility:

- Don Shelby (Katherine) – She had contacted Don Shelby as he does speaking engagements. Professional Development had him speak 5 or 6 years ago, and received good reviews at that time. He charged less than the going rate, but unsure as to what that was. Don speaks on news/ethics/publications. Katherine is going to follow through with her contact.

Action items	Person responsible	Deadline
✓ Contact John Crudele for additional information	Katherine	9/12/2008
✓ Contact Malcolm Kushner to see if he is still available to speak	Katie	ASAP
✓ Contact Keith Nord to let him know he will not be speaking	Katie	9/12/2008
✓ Contact Don Shelby for available dates	Katherine	9/12/2008

General Sessions:

- College Access Speaker – Not just first generation, would like to have someone address law schools/graduate students
- Kathy attended NASFAA and heard Ric Keller, a Congressman from Florida, speak. He serves on the Education and Labor Committee. He spoke to NASFAA members about education and issues on the hill. As Ric is from Florida, is there another possibility from MN that would be able to speak on these issues that sits on this committee?

Action items	Person responsible	Deadline
✓ Contact Ric Keller/other MN representative from Congress	Kathy	9/12/2008

Concurrent Sessions:

- Jermaine Davis – Professor of Communication Studies at Century College. He would tie into our College Access Track.

✓ Contact Lois Larson at Century College for referral

Diane

9/12/2008

Interest Sessions:

Updates from July Meeting:

- Jamie Malone (Katie) – Will be attending fall conference. We need to determine which interest sessions we would like for Jamie to do. There is possibly something that Jamie would like addressed in an interest session.
- Direct Loan (Nate) – Nate reported that the U of MN is willing to do a session.
- John McGee (Katherine) – Katherine was not able to contact him. Diane knows who he is and is willing to contact him for speaking possibilities. Last year, he did a concurrent session on Educationomics and was well received. Possibly, bringing in a topic dealing with the college access proposal and addressing those students coming from middle income families.
- Barb Stelter (Pam) – Pam notified Katie/Katherine before the meeting that she had received word from Barb at the U.S. Department of Veterans Affairs that she would present on the DD214. She is the MN representative.
- OHE (Katie) – Cheryl Maplethorpe requested a session on the Minnesota Indian Scholarship Program with Lara Gerhardson and another interest session with the state's new online applications for the MN GI Bill and Achieve Scholarship.

The committee discussed having a wide enough variety for all members to choose from. Many times, evaluations state there is not enough “meat” to the conference or that some members would like interest sessions repeated. After discussion, we decided that we would have “tracks” for members to choose from: New/Beginner, Advanced/Director, and Specialist/Program Specific. The following interest sessions were suggested:

- Verification for beginners with Lois Mulbrook from Hawkeye Community College
- Customer Service – Jermaine Davis (wait to see what Lois Larson says) or Clark Wold
- FAFSA Overview – Judy Swanson
- Loan Basics (Stafford, PLUS, new limits, aggregate amounts)– Ann Scott/Lynn Murphy
- Newcomers Session
- Verification 2 – Lois Mulbrook
- Policy and Procedure Manual/Preparation – Lois Larson
- How to get out of debt – Hamline employee: Amanda Grimm
- Credit/FICO scores – Great Lakes
- Verification 3 – Lois Mulbrook
- MN Indian Scholarship – Lara Gerhardson
- MN GI Bill/Achieve Scholarship online applications – OHE
- Book Club (Getting Things Done: The Art of Stress-Free Productivity by David Allen) – Laura Link and Clark Wold
- Study abroad panel – Susan Brady
- Vets/DD214 – Barb Stetler

- Jamie Malone – Create-A-Session
- Financial Aid Management Systems (FAMS)
- MySpace/Facebook – NTI representatives

Action items	Person responsible	Deadline
✓ Contact Jamie Malone for interest sessions	Katie	9/12/2008
✓ Contact John McGee on possible speaking topics	Diane	9/12/2008
✓ Contact Lois Mulbrook on verification presentations	Diane	9/12/2008
✓ Contact Judy Swanson for FAFSA overview	Nate	9/12/2008
✓ Contact Clark Wold for customer service	Diane	9/12/2008
✓ Contact Ann Scott & Lynn Murphy for loan basics	Sheila	9/12/2008
✓ Contact Lois Larson on Policy and Procedure Manual	Diane	9/12/2008
✓ Contact Amanda Grimm on getting out of debt presentation	Mickie	9/12/2008
✓ Great Lakes presenter on Credit/FICO scores	Kathy	9/12/2008
✓ Contact Lara Gerhardson on MN Indian Scholarship	Katie	9/12/2008
✓ Contact OHE for online application session	Katie	9/12/2008
✓ Contact Clark Wold for book club	Laura	9/12/2008
✓ Contact Susan Brady for study abroad panel	Diane	9/12/2008
✓ Contact Jamie Malone for “create a session”	Katie	9/12/2008
✓ Contact Jamie Malone regarding EDE/COD session	Katie	9/12/2008
✓ Contact MAFAA committees for sessions they would like to see offered	Katie	9/12/2008
✓ Contact NTI Admission counselors on MySpace/Facebook	Katherine	9/12/2008
✓ Contact Becca Diskin on USA Funds presentation	Laura	9/12/2008

Preconference:

Laura is going to contact Sandra Loerts regarding the Diversity Committee and if they are going to do a preconference workshop. A suggestion was brought forward regarding the Department of Homeland Security/Immigration.

Action items	Person responsible	Deadline
✓ Contact Sandra Loerts regarding Preconference Workshop	Laura	9/12/2008

Miscellaneous:

- Thursday lunch – seating assignments so people converse with members they may not have met before
- Silent auction

Action items	Person responsible	Deadline
✓ Waiting for 40 th Anniversary Task Force to meet to coordinate events	N/A	9/12/2008

Future Meetings:

Friday, September 12, 2008 at 9:30 a.m. – Northwest Technical Institute
 Thursday, October 2nd at 9:30 a.m. – Hennepin Technical College – Eden Prairie

Action items	Person responsible	Deadline
✓ Reserve meeting room at NTI	Katherine	ASAP
✓ Contact Pat Berktold at HTC to reserve room	Katie	ASAP

Respectfully submitted,

Katie Hendrickson

Conference Planning committee member