

Conference Planning Committee Meeting Minutes  
Hennepin Technical College – Eden Prairie  
Thursday, December 11, 2008  
9:30 a.m. – 1:30 p.m.

**Present:** Katherine Raabe, Pam Maslowski, April Newburg, Sheila Sejnoha, Scott Glime, Nate Rosckes, Katie Hendrickson, Michelle Richardson, Kari Martin, Greg Reid, Diane Borchardt, Laura Link

**Absent:** Dick Battig, Kathy Kronebusch, Dave Woodward

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**Budget Update:**

The MAFAA Treasurer, Judy Robeck, gave Katie an updated budget at the fall conference. On it included just mileage and meals for committee meetings. Katie will be attending the Executive Council meeting which will be held on December 12<sup>th</sup> and will inquire about an up to date budget for our committee. She will be emailing the committee with the updated information.

Dick Battig was unable to attend the meeting, but did call with the final Marriott numbers. After dividing out the appropriate committees that incurred expenses during the fall conference, Conference Planning is responsible for \$34,412.89. He will be bringing the bill to Exec Council to be signed off at their meeting tomorrow.

Action items	Person responsible	Deadline
✓ Email committee of updated budget	Katie	12/19/2008

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**Committee Member Update:**

When the MAFAA Vice President, Michelle Ahrendt, sent out an email to the MAFAA listserv asking members if they were interested in serving on the Conference Planning committee, Dave Woodward expressed interest. At the time, he was not in the financial aid profession. Dave is now with Elm Resources and talked with Katie and Katherine at the fall conference about participating on our committee. He was unable to attend this meeting due to other obligations, but Katie will forward his name to Exec Council for approval.

Action items	Person responsible	Deadline
✓ Forward Dave Woodward to Exec Council to be added to the committee	Katie	12/12/2008

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**Fall Conference Evaluations:**

Scott had the online conference evaluation up on the MAFAA website at the conclusion of the conference. It was available online for two weeks. At the end of that time, it was taken down and Katie compiled the results of the evaluations. We received 121 evaluations for the membership. There were many comments, suggestions, and other

good information for the committee to evaluate for future conferences. Some of the topics that were repeated were:

- Marriott is an expensive venue and parking is quite expensive for commuters.
- Suggestion of making the conference two days instead of one for costs.
- The sector meeting change was commented quite heavily. Many people liked the idea of having them during the breakfast time slot, but it was too loud in the area they were held. It was difficult to conduct a sector meeting with many people in the ballroom all talking.
- Many of the sessions did not have enough handouts. While we were able to make some additional copies at the Marriott, it was still a bit of problem. Jamie Malone had enough for her federal update, but she had inquired about the number of registrations before the conference started. The committee was unsure what the solution to this would be as it is hard to predict which sessions will be heavily attended.

The committee felt they will be able to take some of the suggestions for sessions and charities for future conferences.

Action items	Person responsible	Deadline
✓ Forward expense of Marriott to Dick Battig for future conference contract	Katie	12/19/2008

**Fall Conference Wrap Up:**

- Michelle volunteered to contact MAFAA members who presented sessions at the conference of their ratings from the evaluations.
- Katherine and Katie will be writing thank you notes to all session presenters – MAFAA members (Katherine) and non-MAFAA members (Katie).
- There have been a few requests to put the presenter’s handouts on the MAFAA website for members to access. Katherine has requested this information and forwarded those that she received to Scott to upload to the website.
- The committee was curious what was going to be done with the results of the “Review of the Financial Aid Profession” round table discussions. Katie will inquire with Jeff Olson at the Exec Council meeting tomorrow.
- Katie shared with the group the registration numbers from the conference:
  - 351 checked in out of 357 registered
  - 60 of those were for Thursday only (62 had registered for Thursday only)
  - Did not have a walk-up number, will check with Tina Kukowski

Action items	Person responsible	Deadline
✓ Contact MAFAA members of evaluation results	Michelle	12/19/2008
✓ Write thank you notes to all session presenters	Katherine & Katie	12/19/2008
✓ Upload presenter’s handouts to MAFAA website	Scott	Continuously
✓ Talk with Jeff Olson on the results of his sessions	Katie	12/12/2008
✓ Check with Tina Kukowski on number of walk-up registrations	Katie	12/12/2008

**College Access Proposal:**

Katie brought up the college access proposal that was submitted to the committee. Although we did not adopt it for fall conference, the committee discussed the great opportunity it would be for spring conference. Although we may not be able to do all aspects, we would like to bring in various speakers for different presentations at spring conference. The committee came up with the following ideas:

- Round table discussion for future sessions
  - Different access trends
  - A tract for Thursday only
  - Possibly tying it in with the theme of the conference
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### **Session Topics:**

The following were session proposals for spring conference from the membership:

- Facebook/Myspace from presenter at EAC
- Loan Issues Committee – PLUS Loan auction
- Dave Dahlen – Income Based Repayment
- Ann Scott – Case studies of students who have inadvertently exceeded their Stafford aggregate loan limits
- Dean Johnson – 10 top audit findings

For fall conference, Katie contacted the committee chairs for interest in doing an interest session. She will do the same thing for spring conference.

Some ideas that came about through our discussion for sessions were addressing different customs/nationalities; unemployment/nontraditional students along with having a special tract for newcomers/beginners. It was brought up that some committee members had attended other conferences where the agenda indicated those sessions intended for beginners.

On the keynote speaker, having someone in education or promoting access to higher education. Phil Day, the NASFAA President, was mentioned. With the National Conversation Initiative introduced, this may be a good way to tie this in with access.

Rick Shipman, the MASFAA President, is planning to attend spring conference. We will contact him to see if he has an interest in presenting.

Brett Leif, NCHELP President, was mentioned as a contact with the PLUS Loan auction.

There was much brainstorming for interest sessions ideas. The list below is what the committee decided to follow through on to hopefully start adding to the spring agenda.

- Facebook/Myspace (Public Relations)
- PLUS Loan auction (Loan Issues or Brett Leif)
- Income Based Repayment (Dave Dahlen)
- Students that have exceeded their aggregate loan limits (Ann Scott)
- 10 top audit findings (Dean Johnson)
- John Olson who was previously at Concordia and is now at Microsoft for Excel/Access

- ACG/SMART for beginners and intermediates (Jamie Malone)
- TEACH Grant with round table discussions
- FAFSA Review (Jamie Malone)
- One on One sessions (Jamie Malone)
- Office of Higher Education (2-3 sessions)
- PLUS Loan Auction (Brett Leif)
- Customs/different nationalities
- College access
- Unemployment/nontraditional
- Summer awarding
- Verification

Action items	Person responsible	Deadline
✓ Contact committee co-chairs of session ideas	Katie	12/19/2008
✓ Contact Phil Day for availability of attending spring conference	Michelle	1/9/2009
✓ Reply to Valerie Knopp, Dave Dahlen and Ann Scott with their proposals	Katie	1/9/2009
✓ Contact Rick Shipman for interest session	Katie	1/9/2009
✓ Contact Public Relations/Susan Brady on Facebook/Myspace	Diane	1/9/2009
✓ Contact Brett Leif on PLUS Loan auction	Diane	1/9/2009
✓ Follow through with Dave Dahlen on income based repayment	Katie	1/9/2009
✓ Follow through with Ann Scott on exceeding aggregate loan limits	Katie	1/9/2009
✓ Follow through with Dean Johnson on 10 top audit findings	Greggory	1/9/2009
✓ Contact John Olson on technology session	Diane	1/9/2009
✓ Contact Jamie Malone on ACT/SMART, FAFSA review, one-on-one's	Katherine	1/9/2009
✓ Contact OHE for interest sessions (2-3)	Katie	1/9/2009
✓ Contact Sandra Loerts/Ginny Dodds on diversity session	Nate	1/9/2009
✓ TEACH Grant round table	Laura	1/9/2009
✓ Summer awarding	Katherine	1/9/2009
✓ Follow through with unemployment, nontraditional and verification at next meeting	NA	1/9/2009

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#### 40<sup>th</sup> Anniversary Activities:

Diane updated the committee that the 40<sup>th</sup> Anniversary has not met yet to discuss activities that will be held at spring conference.

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#### Entertainment:

There was an email sent regarding a Murder Mystery. The committee was interested and the website that was provided stated that this group performs at Maddens already. April volunteered to follow through with Maddens with details on price and the size of our group.

Action items	Person responsible	Deadline
✓ Contact Maddens on details of Murder Mystery	April	1/9/2009

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#### Conference Theme:

The conference theme was put on hold until we secure some sessions, so that the theme revolves around them.

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## Charity:

The membership provided some great charity suggestions on the conference evaluations. There were also many comments that we should select a charity associated with higher education or access to higher education. The committee discussed this and was in favor of it. For fall conference, the idea of having a MAFAA scholarship was brought for to Exec Council. Since we could not do that, it was suggested to give the money raised at the conference to College Goal Sunday for the scholarships given away at their events.

Action items	Person responsible	Deadline
✓ Bring forth charity suggestion of College Goal Sunday to Exec Council	Katie	12/12/2008

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## Future Meetings:

Friday, January 9<sup>th</sup> at 9:30 a.m. – Northwest Technical Institute  
Friday, February 13<sup>th</sup> at 9:30 a.m. – Northwest Technical Institute

Action items	Person responsible	Deadline
✓ Reserve room at NTI for January 9 <sup>th</sup> and February 13 <sup>th</sup>	Katherine	ASAP

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Respectfully submitted,

Katie Hendrickson

Conference Planning committee member