

2009 – 2010
MAFAA Conference Planning Committee Meeting Minutes
Wednesday, January 20, 2010
Hennepin Technical College
9:15 a.m. – 11:45 a.m.

Present: Michelle Ahrendt, Dick Battig, Diane Borchardt, Katie Hendrickson, Tom Hensch, Kellye MacLeod, Scott Spinks, Joni Wiederhoeft, Dave Woodward

Absent: Jess Christensen, Stacy Erkkila, Scott Glime, Scott Miller, Shannon Nealy

Member Update:

Stacy Erkkila notified Joni and Katie that she will be unable to participate on the conference planning committee any longer. In addition, we have not heard from Scott Miller regarding participating on the committee. Both names will be forwarded to Exec Council to be removed from our official Conference Planning committee list for 2009-2010.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Forward names to Exec Council for removal on master list	Katie	Next Exec Council mtg.

Confirmation of sessions on tentative agenda:

- Leadership Symposium Graduate Recognition – Katie checked with Jayne Dinse, chair of the Leadership Committee, and she is fine with having the graduate recognition on Wednesday afternoon at the start of the conference.
- Diane updated the committee that Brett Lief is unable to commit to spring conference. With all that is going on in Washington, he is not positive with what May will bring and does not want to cancel last minute on our agenda.
- Katie was able to connect with Jamie Malone again on her availability. She has it on her calendar and does not see a problem with attending the conference. We are okay to go ahead and add her to the agenda.
- Katie has confirmed with Megan FitzGibbon at the Minnesota Office of Higher Education on the two sessions they have requested. Megan will be doing a session on the MN GI Bill and co-presenting another with Lara Gerhardson on the MN Indian Scholarship Program. The only request she had was not to overlap the MN GI Bill with another VA benefits session if one was offered.
- Diane confirmed that Susan Neppel will do “Where Are My Loans” along with Jillian Brown from Capella. Diane will be securing another school representative to serve on the panel.
- Maria Marilla from the Department of Education has been confirmed and will be doing multiple sessions on the Direct Loan Program – servicing, delivery and a Q & A session. Joni will be following up with her on the details of her sessions.

- Ross Bernstein had been previously confirmed for Thursday as a featured speaker and also an interest session. Brett Lief had been penciled in on the agenda for Wednesday afternoon. Joni was able to make contact with Ross during our meeting, and he was able to switch to Wednesday. So, Ross will be the keynote speaker on Wednesday and presenting his interest session that afternoon as well.
- Jenny Yang has been confirmed for her interest session entitled “Using Strengths Finder as a Model for Professional Development.”
- Scott spoke with Barb Stetler from the VA, and she is able to do an interest session. She is flexible with any day, just requested late morning or early afternoon as it will be a day trip for her.
- Diane has confirmed with Dave Dahlen on the “Income Based Repayment” interest session, no special request for day or time.
- Scott updated the committee with additional details of Barb Larsen and her cost from questions that arose at the December meeting. Travel and one night’s stay would need to be covered as she is making the trip from Winona. With one presentation, her cost is \$400 and for two presentations it would be \$500. Since we moved Ross Bernstein to Wednesday, there is an open slot on Thursday for a featured speaker. The committee agreed that paying her travel and lodging would be okay to pay if doing two sessions with one of them being a general session. Scott is going to connect with Judy McMillan from Normandale as she suggested Barb Larsen and Diane is going to contact the Financial Aid Office at Winona State to get some more background on this speaker.
- Katie confirmed with Ginny Dodds on presenting the FA 101 – State Programs session. She also confirmed another session if our agenda allowed on the review of program eligibility requirements for state financial aid. This would be different than the 101 session as she would be going into more detail on the eligibility requirements of the state programs. She would like to explain on how to screen applicants for eligibility.
- Dick is going to be getting the background information from Ginny Biada on how to reward staff non-monetarily. He had offered to do this session, but felt it may be better received from a school member presenting. The University of St. Thomas has done well with this, and he will be contacting their office to see if someone would be able to present.
- Diane stated the Ann Scott would be willing to a session on Overlapping Loan Periods/Academic Years. She just needs to follow up with Ann to make sure she is able to come to the conference.
- Diane contacted Heater Peterson (University of MN – Twin Cities) and Michiale Schneider (Great Lakes) on presenting 4 of the FA 101 sessions. They had some questions for Diane on the direction of some of the sessions. The committee clarified what we would like out of the sessions. Diane will follow up with the session expectations. With that, Michiale is unable to attend the conference as other Great Lakes representatives will be attending and/or presenting. After some discussion, Tom Hensch volunteered to present the sessions Michiale was planning to do. Tom does training at his school and may seek the help of Tina Kukowski, also a trainer from Globe University, to fulfill both sessions on the FA 101 track.

- Diane was able to secure a presenter for FA 101 – Verification, Jane Haugen from St. Ben’s/St. John’s.
- Katie contacted Sandra Loerts, chair of the Access & Diversity committee as they had requested an interest session. Their committee has not met recently as the last two meetings had been cancelled due to weather. The committee plans to meet in the near future, and would still like an interest session.
- At the last meeting, the Customer Service had been tabled as we were still brainstorming a potential presenter. Tom mentioned an employee from his school that has done a presentation on “the pickle.” It relates to taking the extra step with the customer such as wait staff bringing a customer an extra pickle in a restaurant. He will be contacting her for availability.
- Diane reported that Mike Uran from St. Cloud State University will be doing FA 101 – Professional Judgment.
- At our last meeting, the committee had reviewed some Great Lakes session proposals and agreed to have Diane follow through on the Audit Session. Since Michiale Schneider is unable to attend the conference, we have deleted this session from the agenda.
- The Net Price Calculator session had been assigned to Jamie Malone if she was able to attend from our last meeting. Since we now have confirmed her for the agenda, Katie will be following through with her on whether this session should be a separate interest session or only included in her federal update.
- Katie reported that Thomas Ratliff has agreed to do “Office Retreats That Make a Difference.”
- An additional session has been added for the management track, “Best Practices, Round Table.” Kellye is contacting the section reps to moderate this session (or find a representative from their sector). Possible topics to include dealing with change, the net price calculator, private lender list...topics that all schools are dealing with and how each school is dealing with each situation. Kellye will be contact Jeff Olson to see if he is interested in moderating the session with the assistance of the sector reps.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Complete session forms and forward to Dave & Katie	As assigned	2/18/2010

Charity / Fundraiser:

Joni contacted the Brainerd Chamber of Commerce regarding an auctioneer in the area that would be willing to volunteer a few hours for the live auction on Thursday evening after the banquet. She received a response to contact our charity, Second Harvest Heartland, as they would be more appropriate to help line up an auctioneer.

As Joni will be contacting Second Harvest Heartland for the auctioneer, she will also be asking if a representative is available on Friday morning to accept the check from the fundraiser profits held during the conference. Since we will also be asking members to bring food items, we will be needing collection bins at the registration area.

Katie brought a copy of the letter that was sent during the fall 2008 conference to potential business soliciting donations. The committee made suggestions and Katie will edit the letter and send to the business on the list. Many of the businesses are from the metro area. It was suggested to contact some of the businesses in the Brainerd area for possible donations. Katie will look into the Brainerd Chamber of Commerce website for additional letters to send out. Dave will be researching Brainerd area resorts and golf courses.

Email blasts will be sent out to the MAFAA listserv educating on the charity chosen and fundraising activities. Dave has agreed to draft the emails and send out. We will be asking members to bring food donations along with items to donate to the silent auction. Large items will be placed on the live auction.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Second Harvest Heartland for assistance on auctioneer & representative for Friday morning	Joni	2/18/2010
✓ Mail letters to businesses on donor list	Katie	ASAP
✓ Draft emails to send to listserv	Dave	ASAP

Wednesday Night:

We had originally planned to show “Miracle on Ice” on Wednesday night as Ross Bernstein was going to be speaking Thursday morning. With the change on the agenda and moving Ross to Wednesday, we still plan to show the movie that night. Ross said that showing the movie after his presentation will show a different approach to the movie.

In addition, there will also be some sort of game night that evening as well. Details on this will be worked out a future meeting.

Conference Theme / Logos:

Scott has done draft logos for all of the suggestions for themes from the December meeting. He will be emailing them to the committee as he was unable to bring them to the meeting.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Email conference theme/logos to committee	Scott	ASAP

Conference Fees / Maddens Reservation Form:

Last year, the spring conference fee was \$100 for members and \$140 for non-members (included \$40 membership fee). While the Conference Planning committee does not set the fee and it is a finance committee duty, we recommend the fees stay the same. Katie

will check with Exec Council at the next meeting to see if membership fees are going up for 2010-2011.

Dick has the reservation form from Maddens to post to the website. Maddens is ready to take reservations from the MAFAA association. Once the agenda is ready to post to the MAFAA website, the reservation form will also be uploaded. The plan is to have both online by the end of February.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Recommend conference fees to Exec Council	Katie	Next E.C. mtg.
✓ Verify membership fees for 2010-2011	Katie	Next E.C. mtg.

Newcomer's Session:

The Public Relations committee is meeting today as well. They will be notifying our committee of their plan for newcomers at the conference. Jess is working directly with Susan Brady, chair of the Public Relations committee.

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Follow up with PR committee on newcomer's session	Jess	2/18/2010

Future Meetings:

Hennepin Technical College in Eden Prairie

- Thursday, February 18th, Room H195
- Tuesday, March 2nd
- Thursday, March 25th
- Thursday, April 15th (tentative, may cancel if things are in place)

<u>Action Item(s)</u>	<u>Person Responsible</u>	<u>Due Date</u>
✓ Contact Pat Berkold at HTC for rooms on 3/2, 3/25 & 4/15	Joni	ASAP

Respectfully submitted,

Katie Hendrickson

Conference Planning Committee Member