

MAFAA Executive Council Meeting
September 11, 2009
Hennepin Technical College, Eden Prairie Campus, Room D-125

Present: Jill Beauregard, Robert Bode, Diane Borchardt, Jr. Hunte, Karen Kilzer, Tina Kukowski, Lois Larson, Nichole Lien, Kathy Ruby, Kerri Schmidt, Judy Swanson, David Vikander, Jenny Yang

Call to order.

Secretary's report

The minutes from the first three 2009-2010 MAFAA executive council meetings were approved. Judy will submit them to Scott for posting to the MAFAA Web site.

Treasurer's report

Tina reported that the MAFAA budget has been reconciled for the last several years. No outstanding issues remain. July 2009 report: revenue of \$9320.02 expenses of \$12226.95. August 2009 report: revenue of \$1040 expenses of \$2398.90. Year to date report: revenue of \$10360.02 expenses of \$14625.85.

NASFAA fall training

Lois provided copies of NASFAA's fall 2009 training proposal to executive council for review and discussion. Lois must respond to NASFAA by September 18, 2009, as to whether Minnesota will hold fall NASFAA trainings. NASFAA is proposing to charge for each of its fall 2009 training Webinars: \$95 each for member schools or \$195 each for non-member schools (schools will receive a \$50 discount if they register for all Webinars). Included in this cost is regulatory support and advertising on the NASFAA Web site if states also choose to hold facilitated discussions after the training Webinars.

Concern was expressed that the NASFAA membership fee is already quite high and some schools have considered dropping their membership because of this. Several other state financial aid associations have decided not to hold NASFAA fall 2009 training because of the additional cost. Disappointment was voiced regarding what NASFAA membership currently covers if Webinar training is now extra. The Department of Education holds similar training and the committee felt that the DE training would suffice. A motion was forwarded to decline the offer due to cost; MAFAA will not hold NASFAA fall 2009 training. Motion was unanimously carried.

Discussion on the move to direct loans

Consensus from executive committee members was that the switch from FFELP to direct lending is inevitable. Those who have recently converted to DL said the process was smooth and the DL infrastructure and support was certainly adequate. Concerns were expressed that the gap created by the switch is the loan counseling and financial literacy/debt management training previously provided by guarantors.

MAFAA membership fee exemption

There was discussion regarding the decision reached at the last MAFAA executive committee meeting that it was not necessary to waive the MAFAA membership fee for Jaime Malone. Some felt that it would be problematic for Jaime to be unable to directly read and respond to the MAFAA listserv since current Department of Education policy prevents her from paying for a membership. A motion was put forth to provide one complimentary MAFAA associate membership to a Department of Education region five training officer and one complimentary MAFAA associate membership to the Minnesota Office of Higher Education. (MOHE could add one membership this year since they have already paid for current members). The motion was tabled until the next meeting. In the meantime, Robert Bode will call Jaime and Ginny Dodds to ensure that their offices would be allowed to receive a complementary membership. It will also be discussed at the next meeting whether or not this complimentary membership would be for one year or for multiple years.

President's report

Lois said Al Franken has contacted Chris Halling about providing a state-wide training on converting to direct lending. This is envisioned as a Webinar originating from MNSCU.

Committee reports

Access and Diversity: Nothing to report.

Awards: Nothing to report.

Conference Planning: Katie and Joni are asking sector reps to solicit ideas for possible speakers at the spring conference. They are looking at Ross Bernstein for the featured speaker at Madden's. He is a best-selling sports author and motivational speaker and has offered to present to the Conference Planning Committee free of charge (10-15 minute presentation). The idea of having an electronic conference agenda was brought forth from the MASFAA Local Arrangements Committee. MASFAA will be having a printed agenda but suggested MAFAA try an electronic agenda for our spring conference. Michigan uses an electronic agenda so a committee member is contacting that association for information. The complete agenda would be available online and members could choose to print all or part of the agenda. The online agenda can be more detailed as we are not concerned with how many pages we are printing. Pocket agendas will still be provided at the conference. In the past, EAC printed the agenda free of charge. That will not be the case this year so MAFAA would need to pick up this expense. Per Ken Wallace, printing cost was around \$2000 plus the staff hours needed for collating the

agendas. Last year, four associate members submitted an advertising insert for the agenda. USA Funds is fine with the electronic format. Great Lakes was hesitant at first, but is okay with the switch as this is the future. EAC will be merged with Great Lakes, so they will not be donating themselves and U.S. Bank will not be donating to advertising. An electronic format does save the associate members money as they do not have to print and mail the inserts. Associate members will still receive recognition of their donations since logos will be embedded on the online agenda. Sponsor recognition can also be on the pocket agendas. At the conference, the session descriptions will now be printed on the doors along with the title of the session. We would like to hear from MAFAA executive council's suggestions/thoughts/concerns regarding an electronic agenda.

Corporate Support: E-mails were sent to associate members inviting them to contribute to advertising, training and exhibiting at the spring conference. Great Lakes has committed \$750 to advertising, \$750 to training & \$750 to exhibiting. U.S. Bank has committed \$750 to advertising and \$750 to exhibiting. USA Funds has stated they will not be advertising this year.

Early Awareness: Nothing to report.

Financial Management: Nothing to report.

Futures: Nothing to report.

Government Issues: Will be writing various articles for the MAFAA Newsletter on topics such as ED buying loans, and the progress of the proposed legislation regarding DL, FFELP, and private loans. We are also looking at updating the legislative guide on the MAFAA Web site.

Leadership/Masters: Leadership participants will be assisting with the MASFAA early awareness event on October 9, 2009.

Professional Development: Nothing to report.

Public Relations: Please volunteer at the National College Fair. Executive council motion to approve addition of Paula Benson, University of St. Thomas, to committee was seconded and carried. Updating materials and soliciting volunteers for the National College Fair, September 30 and October 1 at the Minneapolis Convention Center. Have posted a new PowerPoint and handout to the MAFAA Web site, written article for the newsletter and sent e-mail to listserv. Will collect donations for the MASFAA Reality Store at the National College Fair and assist the local committee with publicity as needed. We are continuing to plan regional financial aid nights. We would like the executive council to think about adding a membership category for school counselors to join MAFAA. This topic came up at our last meeting when we discussed how to provide financial aid night materials to the high school counselors. We thought this community might be willing to join MAFAA for a very nominal fee. MAFAA has sought to build a good working relationship with the school counselors and this would allow us to more easily communicate with them via our listserv.

Technology: Nothing to report.

Task Forces

MAFAA Strategic Planning: Nothing to report.

Appointed position reports

Archives/Historian: Remind chairs to take pictures, including at the National College Fair.

Development: Nothing to report.

Directory/Membership Coordinator: There are four committee members who are still in the process of paying for membership. Directory .pdf was completed and e-mail link was sent to 623 paid MAFAA members on Tuesday, August 25, 2009.

Listserv: Nothing to report.

Newsletter: Nothing to report.

Research: Nothing to report.

Site Selection: Nothing to report.

Web Development: Nothing to report.

Sector reports

Associate Members: Nothing to report.

Private For Profits: Nothing to report.

Private Nonprofits: Nothing to report.

Two-Year Public Colleges: Nothing to report.

State Universities: David Vikander reported that their DL conversion went very well. There will be an opening for an assistant director at Mankato State.

University of Minnesota: Jill reported that the main items under discussion are the H1N1 virus and Achieve Scholarship funding.

Next meeting

The next meeting is 10 a.m. Friday, October 30, 2009, at Hennepin Technical College in Eden Prairie. (The Financial Management Committee will meet 9–10 a.m.)

Meeting adjourned.

Submitted by Judy Swanson