

## **MAFAA Executive Council Meeting**

**December 10, 2009**

**St. Olaf College, Northfield, MN**

**Buntrock Commons, Room 143**

**Present:** Michelle Ahrendt, Jill Beauregard, Jayne Dinse, Katie Hendrickson, Karen Kilzer, Lois Larson, Nichole Lien, Kathy Ruby, Judy Swanson, David Vikander, Joni Wiederhoft, Gayle Yamry, Jenny Yang

Call to order.

### **Secretary's report**

The minutes from the October 30, 2009, MAFAA executive council meeting were approved.

### **Treasurer's report**

There was no treasurer's report since Tina was unable to attend. Tina would like to remind us all that committee members must have their expense forms approved by their respective committee chair before being sent to the Treasurer and that all committee chair expense reports must be approved by the vice president before being sent to the Treasurer.

### **Guest speaker Ross Bernstein**

Ross Bernstein is being considered as MAFAA's spring conference keynote speaker. He is also willing to provide a session on ethics and accountability. He attended the first 30 minutes of the meeting in order to introduce himself, his company and his speaking topics. The following is an excerpt from his Web site, <http://www.bernsteinbooks.com/>.

Born and raised in Fairmont, Minn., best-selling sports author Ross Bernstein grew up loving sports and went on to attend the University of Minnesota. It was there where he first got into writing through some rather unique circumstances. You see, after a failed attempt to make it as a walk-on to the University's top-ranked Golden Gopher hockey team, Ross opted for the next best thing — to become the team's mascot, "Goldy the Gopher." His humorous accounts as a mischievous rodent then inspired the 1992 regional best-seller: "Gopher Hockey by the Hockey Gopher." The rest, they say... is history! After spending the next five years in Chicago and New York working as vice president of marketing for a start-up children's entertainment company, Ross decided to take a leap of faith and come home to pursue his dream of becoming a full-time sports author. Since then, he has written nearly 40 books and is truly having a ball. From critically acclaimed national biographies, to regional coffee-table history books, to inspirational children's memoirs — Ross has appeared on more than a thousand local and national television and radio programs over his career, including CNN and ESPN, among others, and was even recently featured on the covers of the Wall Street Journal and USA Today. As a sought after

motivational speaker, Ross speaks to corporations and groups around the country about the inspirational legacy of the late hall of fame hockey coach Herb Brooks. To honor his friend and mentor, Ross speaks about the influence Brooks had on the world of sports, his unorthodox leadership style, and about the impact of the now legendary “Miracle on Ice,” which will forever live on as one of the greatest moments in the history of sports. Putting many of the life-lessons and ideologies he learned from the fiery coach into a practical business application, his presentation aims to inspire others to follow their dreams and maybe, just maybe, even create their own miracles. Ross and his wife have a six year-old daughter and presently reside in Eagan, Minnesota.

### **MAFAA membership fee exemption**

Lois will follow up with Robert Bode.

### **MAFAA elections**

The ballot was approved.

### **MAFAA president and president-elect positions**

Executive council expressed their desire for Lois Larson to serve a second year as MAFAA president. Lois said she would consider it but only if she was assured of adequate assistance. She would need to have someone appointed to serve as president-elect as well as receiving help with awards and MASFAA/ NASFAA activities and meetings.

### **President’s report**

Nothing to report.

### **Committee reports**

Access and Diversity: On November 16, the committee conducted a meeting via conference call. The agenda included the results of discussion with contacts at various Workforce Centers in Minnesota, an interest session for the MAFAA spring conference, outreach to prisons/release programs, what can be done to attract/recruit more to the financial aid profession with emphasis on diverse ethnic backgrounds and the feasibility of obtaining a grant from OHE for outreach activities done by MAFAA members.

Awards: Nothing to report.

Conference Planning: We have added four additional members to our committee, and would like to have executive council approve them. They are Tom Hensch of Globe University, Scott Spinks of Minnesota School of Business, Kellye MacLeod of Academy College and Stacy Erkkila of ITT. Most of the committees have started their events and are well under way. Our committee has been discussing charities and we have been looking at food shelves in the

Brainerd area. One of our members did some research and the smaller food shelves are incorporated within Second Harvest Heartland. Knowing that now is such an important time for this need, we wanted to run choosing this charity for the spring conference by the executive council. It was well received at the MASFAA Conference and in the past MAFAA has selected the same charity for both fall and spring conferences. We will also be sharing a draft agenda for the conference that we drafted at our November meeting.

Corporate Support: Letters will be e-mailed to associate members in January or February giving details about exhibiting at our spring conference.

Early Awareness: A Kids, Colleges and Careers event was held on October 27, 2009, at St. Paul College and on October 28, 2009, at MCTC. We had about 200 students in attendance. We will hold a training session on December 9, 2009, for the Focus on the Future curriculum for St. Paul fourth, fifth and sixth grade teachers.

Financial Management: Nothing to report.

Futures: Nothing to report.

Government Issues: Nothing to report.

Leadership/Masters: We will be coordinating an upcoming event at the state capitol with Government Issues and OHE.

Professional Development: The Professional Development Committee held a training and development session on team building and staff training at South Central College in Faribault on November 18, 2009. The planned event in Grand Rapids was canceled due to lack of participation. We are currently completing final plans for the FA101 training to be held at the Hennepin Community and Technical College in Eden Prairie on February 16 & 17, 2010. Registration will be posting before the end of December, 2009. Also in February we will be offering four Webinar training sessions. Attendees can register for as many sessions as they would like. Topics will be: 1) Cash Management Regulations: Federal regulations require schools to adhere to money management principles that help lower costs for the federal government and borrowers. Review specific requirements to follow in requesting, maintaining and disbursing funds to keep your schools eligible to participate in Title IV aid programs. 2) Cohort Default Rates: Changes made by the Higher Education Opportunity Act of 2008 are likely to increase cohort default rates for most colleges and universities. Learn what you can do now to improve your schools rates in the future. Understanding how cohort default rates are calculated and how they affect schools and borrowers will help you make sure you're not caught off guard by these changes. 3) Federal Reporting: The U.S. Department of Education requires

numerous reports to monitor usage of financial aid funds. Review how to complete the Fiscal Operations Report and Application to Participate, Pell Grant reporting in the Common Origination and Disbursement System, National Student Loan Data System reports, Grants Administration and Payment System payments and Integrated Postsecondary Education Data System data. 4) Policies and Procedures: Writing policies and procedures can be a piece of cake, if you have the right ingredients. Learn how to select the best templates, how others on campus can help, and what resources you likely already have. Focus on how to address the common barriers that prevent offices from completing this task. USA Funds will host the Webinar registration information. We will also be posting a short survey for members to see if they would prefer in-person training versus Webinars. We are currently looking into developing training on verification/conflicting information and professional judgment and dependency status overrides.

Public Relations: Since our last report we have updated and posted financial aid event materials to the MAFAA website, sent an e-mail to the MAFAA listserv about the materials and the communications to be sent to high school counselors, mailed a postcard to all Minnesota high school counselors to advise them of an upcoming e-mail and e-mailed all Minnesota high school counselors a link to our website and the resources provided for financial aid nights. Our upcoming plans include establishing a presence at the January 13, 2010, MACAC financial aid training seminar for high school and admission counselors, continuing to plan for a newcomer activity for spring conference (instead of a public relations breakout session) and collecting summary statistics from our membership about the 2009-2010 financial aid events in Minnesota.

Technology: Nothing to report.

### **Task Forces**

MAFAA Strategic Planning: Dave Dahlen provided a written report on the discussions to date of the MAFAA Strategic Planning Task Force. He will now begin to write the position paper that makes specific recommendations for the future of the association.

### **Appointed position reports**

Archives/Historian: Nothing to report.

Development: Jeanne submitted a proposal for combining the Corporate Support and Development. This would require a by-law change. Executive council approved the recommendation that Development and the Corporate Support Committee work collaboratively. The policy and procedures manual will be updated to reflect the recommendation that the chair of the Corporate Support Committee include the development person on their committee .

Directory/Membership Coordinator: Nothing to report.

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: There is a desire to meet with the Minnesota Office of Higher Education about the shortfall in funding for the Minnesota Achieve Grant.

Two-Year Public Colleges: Nothing to report.

State Universities: Nothing to report.

University of Minnesota: Nothing to report.

**Next meeting**

The next MAFAA Executive Board meeting is Friday, February 12, 2010, 10 a.m. – noon, in room D125, Hennepin Technical College, Eden Prairie, MN.

Meeting adjourned.

Submitted by Judy Swanson