

## **Minutes from MAFAA Public Relations Committee Meeting**

**Date:** August 19, 2009

**Members present:** Susan Brady, co-chair; Monica Bobek, co-chair; Paula Benson; Liz Reardon; Lynn Ash; Michelle Richardson; Julie Selander

The meeting began by approving the minutes from the last meeting. All members approved the minutes.

### **College Fair updates:**

Lynn reported that she had contacted MOHE to have copies of the Focus on Financial Aid Publication delivered to be on hand for the National College Fair on Sept 30. She will arrange to have delivery the night before the fair. There will be 2000 copies of the long version of the publication and we will increase our request from 1000 to 1500 copies of the short version.

Susan reported that the College Fair volunteer form is now available on line at the MAFAA web site. An email will go out at the end of the week from Susan requesting volunteers.

Paula will be tracking the volunteers as they come in by email from the sign up process.

We discussed the volunteer options. Liz reported that the hospitality booth is not as well-attended by guidance counselors any longer. As a result, the MACAC people are going to be greeting busses as they arrive. The committee thought that this would be a possibility as well for MAFAA members to spread the word about MAFAA to guidance counselors. We will consider changing those who volunteer for the hospitality booth to "work the busses" instead.

Liz reported that the signage for the MAFAA booth at the fair will be changed to say "Financial Aid Information".

Paula and Monica updated the presentation Powerpoint slides which were reviewed by the group and suggestions made. Paula and Monica will make suggested changes and get the final presentation to the group. Paula and Monica had also been charged to work on the handout for the group presentations. This had not yet been done by the meeting date.

Michelle agreed to write an article for the MAFAA matters regarding the PR committee and the need for volunteers for the National College Fair.

Michelle reported that she would be working on the informational flyer to be given to high schools about who MAFAA is and what we do, etc. This will be intended for use for high schools both at the Nat'l College Fair and in an email attachment (hopefully) sent to guidance counselors throughout the state in cooperation with MACAC. In the flyer Michelle would like to put information about membership, volunteer hours, etc. and will check with Diane Danov about the availability of this kind of data.

A lengthy discussion ensued about the fact that MAFAA should keep track of this type of information so that at times when it is needed, it is available. It seemed that this is something the Membership committee could do as people sign up to renew membership, they can report on the past year's MAFAA

activities (committee work, volunteer work, regional or individual high school financial aid nights, etc.) Great ideas for other committees to do! Michelle agreed that she would talk with Jessica Sidla who works on the membership committee about this idea.

#### **MAFAA Brochure:**

Julie worked on the MAFAA Brochure, which we are now calling the MAFAA Membership Brochure to distinguish it from the brochure Michelle is working on about MAFAA for guidance counselors, families, legislators, etc. We all agreed that it looked great (especially in color!) despite a couple of typos. Julie will make sure that it is readable if printed in Black and White.

The brochure outlines benefits of membership and opportunities to serve on committees and the like. It would seem the aim of this brochure to be for recruitment purposes (should MAFAA in the future decide to expand its membership – perhaps to high school counselors?) or for purposes of submitting with a request to justify conference fees, or training fees or time away from the office.

We discussed the possibility of this responsibility being passed on to the Membership committee.

#### **Regional Financial Aid Nights:**

Michelle had followed up with the people who had done the Regional financial aid nights to see who had set theirs up for the upcoming year. She did not get many responses from individuals, so we do not have much data to supply to HS counselors at the college fair regarding these sessions which was one of the things we had hoped to accomplish to save mailing expenses. We discussed having to use email to communicate these opportunities as we gather more information. We will again defer to Liz for help with email lists for HS counselors from MACAC.

#### **Reality Store:**

Susan updated the group on what is happening with the MASFAA Reality Store project to take place in October the week before the MASFAA conference. We think the committee's role will be limited to working with the local media to promote the event. Monica and Susan will be in touch with the school's assistant principal after the beginning of school.

#### **MN Education Fairs:**

Susan had contacted Lynette Wahl about MAFAA's past participation in these fairs. Apparently, executive council felt that the attendance was not enough to make it worthwhile. However, we thought we would revisit it and thought that by working with MOHE (who thinks that they may be able to cover many of the dates) we could have a financial aid presence at these fairs.

#### **Next Meeting:**

**Wednesday September 16<sup>th</sup> 9:00 AM to 12:00 Noon**

**University of St. Thomas, John Roach Center (JRC), Lower Level Room 34.**