

Minutes from MAFAA Public Relations Committee Meeting

October 14, 2009

Members Present: Susan Brady (co-chair), Monica Bobek (co-chair), Lynn Ash, Liz Reardon, Michelle Richardson, Cathy Saari

The meeting minutes from the last meeting were approved with the correction of one minor typo.

National College Fair

The fair was a success, with a record number of publications handed out.

Statistics:

- 32 volunteer
- 393 people attended 10 presentations
- 1000 Focus on FA 2009-10: Your Guide to Paying for College
- 3500 A Student's Intro to Paying for College, Focus on FA (initial order was 1500, ran out during first morning session and had to restock)
- 800 handout

Suggestions for future NCF planning:

- Consider distance and confirm reimbursement expectations
- Start two evening sessions at 6, not 6 & 6:30, crowd was sparse later
- Handout – cut back to 750 for next year, order more MOHE publications
- Deliver all items to convention center in advance of the fair
- Cell phone/contact info for volunteers
- Schedule floaters to fill in as needed
- MAFAA lanyards and name tags for next year
- Signage- it is not clear who we are/what we do. Susan & Monica will talk with Kris Roach

Reality Store

No update

Regional Financial Aid Nights

Michelle has dates & times for about 60%, still gathering info. Monica & Paula are working on the Power Point presentation. Committee members are to look at info on MAFAA website under “High School Counselors” and give feedback on content to Susan and Monica.

ShannonSchaaf is having the presentation translated into Spanish

Communication plan: email blast for counselors and MACAC, follow up with 'save the date' postcard. Lynn will make a sample card and solicit feedback, Susan/Monica will mail from UST.

"Let MAFAA help you connect the dots" theme for post card and the presentation.

MAFAA brochure

Intended audience: members, hand to legislators.
Post as a PDF on membership page.

Counselor Membership

The reduced rate membership came up. \$5 High School Counselor membership category suggestion. This could be a wonderful way to build rapport with schools, and would not be an expensive as they would not be attending conferences, etc. The next MAFAA Executive Council meeting is Friday March 12, 2010. The PR committee is being asked to 'save the date' to attend this meeting. We will discuss this further at the next meeting, January 13, 2009.

MAFAA Volunteer Statistics

Julie Selander is collecting volunteer statistics for the website, an email will go out for presentations that are not institution specific, but rather federal/state aid in general. Monica will give our feedback to Julie on the language.

MAFAA Spring Conference

John Dawson/MOHE was a consideration for the session but sadly passed away just after the National College Fair. Session thoughts have included a different perspective on Social Networking (Liz may have a resource) or how to maximize MAFAA; strengthen relationships, utilize volunteers, encourage involvement, welcome & include new attendees. Additional thoughts: welcome table at registration, meal buddy.

Next Meeting

St Thomas, room TBD, January 13, 2010. This is the same day as MACAC at UST. MAFAA will have a presence during registration, then we will meet. Topics will include Exec Council and spring conference planning.

