

## **2008-2009 Conference Planning Committee Year End Report**

### **Committee Membership:**

Dick Battig \*Site Selection  
Diane Borchardt  
Scott Glime \*Webmaster  
Katie Hendrickson \*Co-chair  
Kathy Kronebusch  
Laura Link  
Pam Maslowski

April Newburg  
Stacey Nunemacher  
Katherine Raabe \*Co-chair  
Michelle Richardson  
Nate Rosckes  
Sheila Sejnoha  
Dave Woodward

The 2008-2009 Conference Planning Committee was faced with the challenge of the nation's current economic situation which affected many institutions and organizations associated with MAFAA. With this situation, many institutions had budget cuts and travel was ceased. Keeping this in mind, the committee was cautious of spending the budget approved by Exec Council and wanted to provide two conferences full of valuable information and training to encourage members to attend the conferences.

### **2008-2009 Accomplishments:**

- Fall conference had 357 registrants with 62 of those being registered for Thursday only.
- Featured speakers for fall conference were Malcolm Kushner, Jon McGee, Amanda Grimm, Jamie Malone and Paul Aasen.
- A raffle and silent auction at the fall conference raised \$1857 for the Autism Society of Minnesota.
- Spring conference had 221 registrants which was down from spring of 2008.
- We had the privilege of having Dr. Philip Day, NASFAA President/CEO, attend the spring conference and speak on the National Conversation Initiative.
- Featured speakers for spring conference were Dr. Philip Day, Brett Lief and Jennifer Godinez.
- The committee tried something new for a fundraiser at spring conference. In addition to the popular BINGO, members had the opportunity to play Guitar Hero along with various Wii games. Fortune readings were also available by Madame Jo. Over \$1300 was raised and all proceeds went to the Page Education Foundation. The new event was well received and there were positive comments on the evaluations.
- Our committee worked closely with the 40<sup>th</sup> Anniversary taskforce to coordinate events at both conferences to celebrate MAFAA's anniversary. We were fortunate to have a member on our committee who also was on the 40<sup>th</sup>, which was nice to have a liaison.
- We also communicated with other MAFAA committees for session opportunities. Sessions were offered courtesy of Access & Diversity, Leadership/Masters, Public Relations, Loan Issues, Technology, and Early Awareness. Both taskforces, the 40<sup>th</sup> Anniversary and Review of Financial Aid Profession, presented as well.
- The committee worked with a budget of \$20,000 less than last year. With a budget of \$80,000, funds were utilized wisely and the committee ended the year with a balance of a little over \$30,000 from the original \$80,000.

- At spring conference, the conference registration was moved to the Golf Villas, housed in the same area as the vendor exhibits. With fewer associate members exhibiting, this brought more traffic through the vendor area. Evaluations were positive with this change.
- Thank you cards were mailed to all speakers who presented at fall conference. At spring conference, we had the moderators hand the thank you to each presenter at the conclusion of their session.
- The newcomer's session and dinner at fall conference were nice. A small group, but it was nice for the new members to network with other members and learn about MAFAA.
- Sessions were scheduled later in the day on Thursday at spring conference to provide a full day of training.