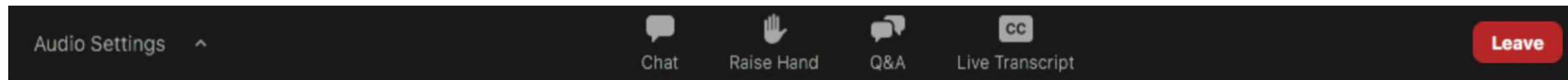


# MEFA Resources in Action: Tools for School Counselors

# How to Participate



The *Audio Settings* allow you to control the volume levels

The *Chat* feature is disabled. To communicate with the host, please use the *Q&A* section

Have a question during the webinar? Type it in the *Q&A* section

Use the *Live Transcript* feature if you want to see closed captions

Click *Leave* to exit the webinar

# About MEFA

State authority created by the Commonwealth of Massachusetts in 1982, helping families plan, save, and pay for college.



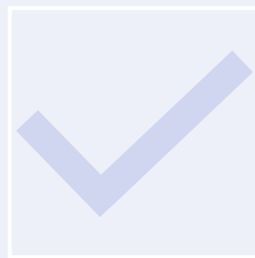


# MEFA Institute

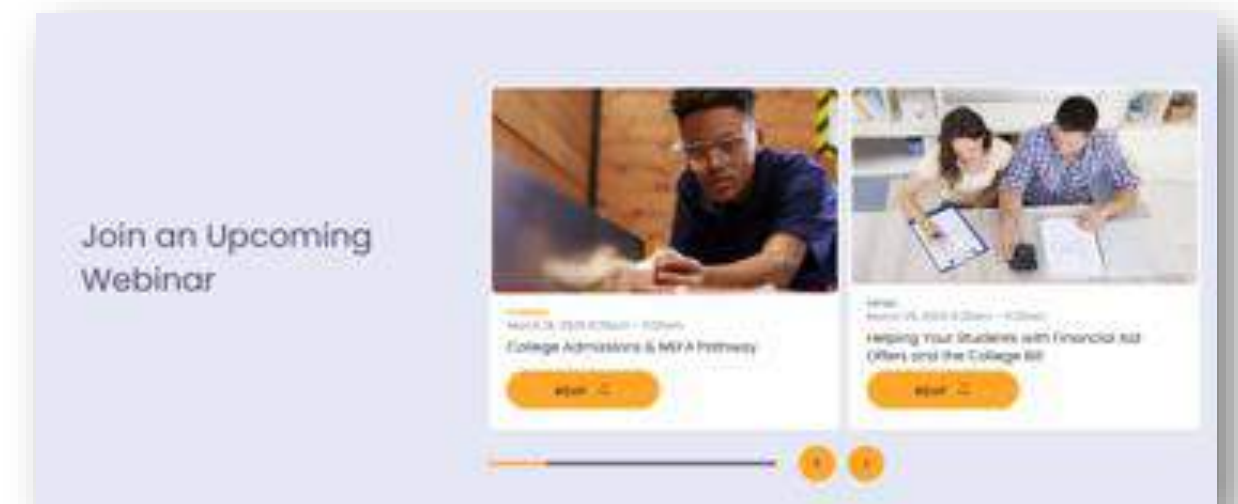
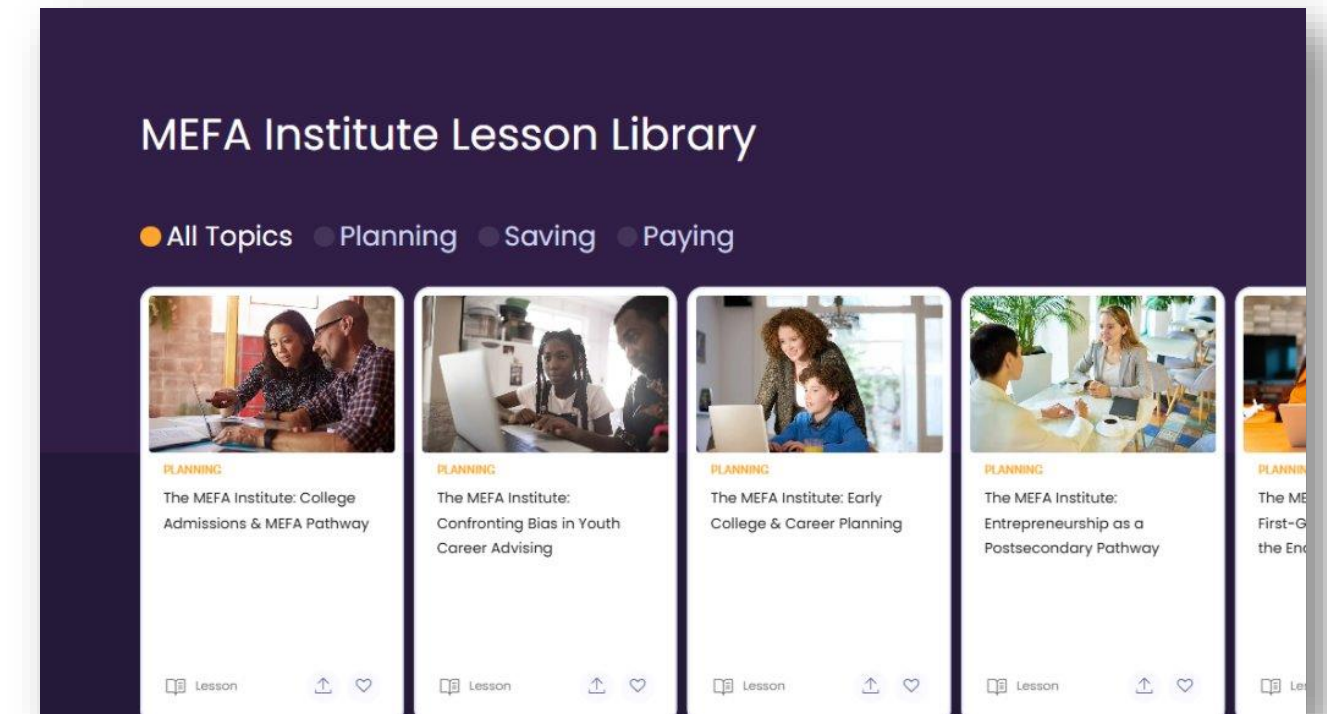
# What Is the MEFA Institute?



Accessible lesson library offering a variety of topics in support of postsecondary readiness



State-aligned and certified with DESE



# Who Is the MEFA Institute Designed For?



**School Counselors**



**College Access Professionals**



**College Administrators**

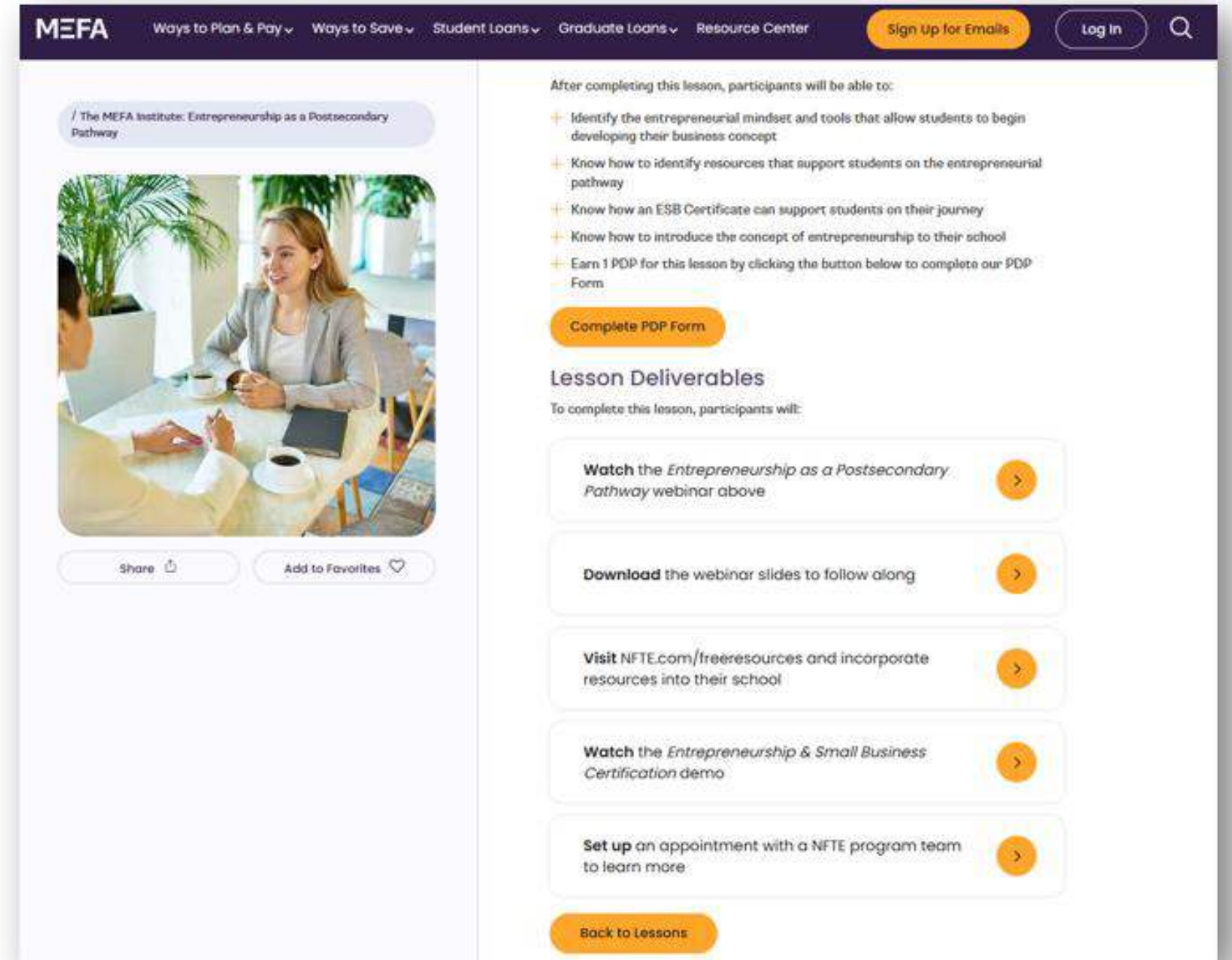


**Education and Community Partners**

# What Does the MEFA Institute Offer?

## Flexible Learning Opportunities

- Live webinars
- Articles
- On-demand webinars
- Podcast episodes
- Short educational videos



The screenshot displays the MEFA Institute website interface. The top navigation bar includes the MEFA logo and links for 'Ways to Plan & Pay', 'Ways to Save', 'Student Loans', 'Graduate Loans', and 'Resource Center'. There are also buttons for 'Sign Up for Emails' and 'Log In'. The main content area features a lesson titled 'The MEFA Institute: Entrepreneurship as a Postsecondary Pathway'. Below the title is a video thumbnail showing a woman in a meeting. To the right of the video are 'Share' and 'Add to Favorites' buttons. The lesson objectives are listed under the heading 'After completing this lesson, participants will be able to:'. Below these are five lesson deliverables, each with a right-pointing arrow button. At the bottom of the lesson area is a 'Back to Lessons' button.

MEFA

Ways to Plan & Pay Ways to Save Student Loans Graduate Loans Resource Center

Sign Up for Emails Log In

/ The MEFA Institute: Entrepreneurship as a Postsecondary Pathway

After completing this lesson, participants will be able to:

- + Identify the entrepreneurial mindset and tools that allow students to begin developing their business concept
- + Know how to identify resources that support students on the entrepreneurial pathway
- + Know how an ESB Certificate can support students on their journey
- + Know how to introduce the concept of entrepreneurship to their school
- + Earn 1 PDP for this lesson by clicking the button below to complete our PDP Form

Complete PDP Form

Lesson Deliverables

To complete this lesson, participants will:

- Watch the *Entrepreneurship as a Postsecondary Pathway* webinar above
- Download the webinar slides to follow along
- Visit [NFTE.com/freeresources](https://www.nfte.com/freeresources) and incorporate resources into their school
- Watch the *Entrepreneurship & Small Business Certification* demo
- Set up an appointment with a NFTE program team to learn more

Back to Lessons

# Follow These Steps

- Go to [mefa.org/for-counselors/#institute](https://mefa.org/for-counselors/#institute)
- Select a topic of interest
- Identify the goals of the lesson
- Complete the deliverables
- Fill out and submit the [Evidence of Learning Form](#) located on each lesson
- Complete 10 PDPs and earn a Certificate of Completion

## MEFA Institute Lesson Library

● All Topics ● Planning ● Saving ● Paying



PLANNING

The MEFA Institute: College Admissions & MEFA Pathway

Lesson



PLANNING

The MEFA Institute: Confronting Bias in Youth Career Advising

Lesson



PLANNING

The MEFA Institute: Early College & Career Planning

Lesson

# MEFA Institute 2025-26

## MEFA Institute Top 10 Lessons

1. Learn About My Career & Academic Plan (MyCAP)
2. Supporting Student & Families with Complex Immigration Status
3. A Deep Dive into the FAFSA
4. Understanding MA State Financial Aid
5. Learn About Undermatching in College Admissions and How You Can Best Help Your Students
6. Learn About FAFSA Completion Reports
7. Counseling Families with Unique Circumstances in the Financial Aid Process
8. A Deep Dive into the CSS Profile
9. Everything You Always Wanted to Know About MEFA Pathway
10. Preparing High School Students with Disabilities for College Success

Total # of PDP credits earned	Total # of PDP forms submitted	Total # of School Counselors
156.50	152	85

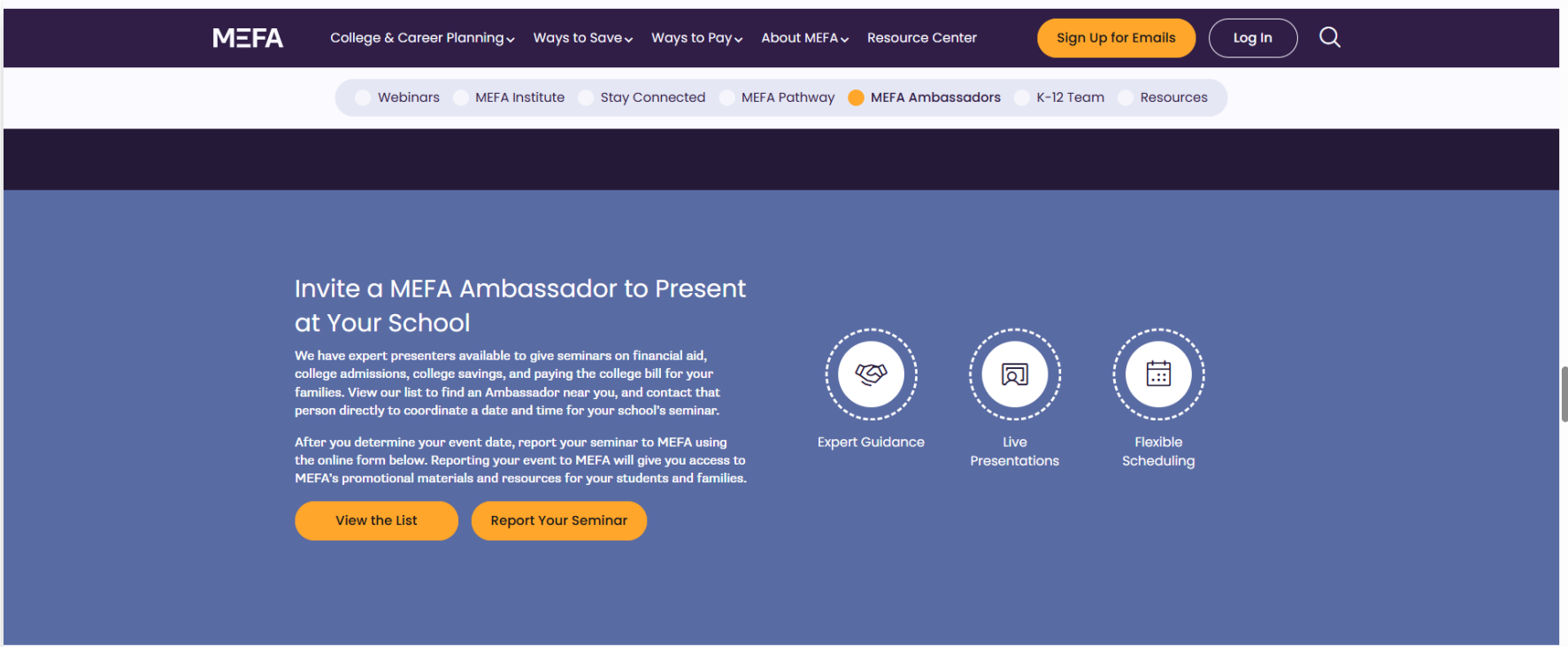


# Seminar Program

# Select a MEFA Ambassador

Access the ambassador list on [mefa.org/for-counselors](https://mefa.org/for-counselors)

The ambassador list can be sorted by county, area of expertise, and language



Find An Ambassador

Location  Areas of Expertise  Language

Full Name	Location	Language	Contact	Areas of Expertise
Alcira Zadroga	Worcester County North	English	EMAIL PHONE	Financial Aid 101
Alex Robinson	Hampshire County	English	EMAIL	Financial Aid 101
Amy L Proietti	Berkshire County, Franklin County, Hampshire County, Worcester County North	English	EMAIL PHONE	Financial Aid 101, Paying the College Bill, College Savings
Amy Staffier	Middlesex County North	English	EMAIL PHONE	Financial Aid 101, College Admissions, Paying the College Bill, College Savings
Ashley Goulter	Middlesex County South	English	EMAIL PHONE	Financial Aid 101, Paying the College Bill
Aurelio Ramirez	Bristol County, Norfolk County, Plymouth County	English	EMAIL PHONE	Financial Aid 101, College Admissions
Beth Feinberg Keenan	Bristol County, Middlesex County South, Norfolk County	English	EMAIL PHONE	Financial Aid 101, College Admissions, Paying the College Bill, College Savings
Carmen Pineda	Barnstable County, Berkshire County, Bristol County, Essex County, Franklin County, Hampden County, Hampshire County, Middlesex County North, Middlesex County South, Norfolk County, Plymouth County, Suffolk County	English, Spanish	EMAIL PHONE	Financial Aid 101, College Admissions, College Savings

# Coordinate the Event with a MEFA Ambassador

- Reach out to the MEFA Ambassador directly to find out their availability and coordinate the date, time, and location of the event



# Report the Event to MEFA

- Once you have scheduled a seminar with a MEFA Ambassador, report it here: [mefa.org/seminar\\_newreport/](https://mefa.org/seminar_newreport/)
- Two confirmation emails will be sent: one to you (the counselor) and the other to the MEFA Ambassador
- Confirmation emails will be sent from MEFA Salesforce ([mefasalesforcenoreply@mefa.org](mailto:mefasalesforcenoreply@mefa.org)); this is a trusted address, and it is safe to open emails from it

Thank you for planning a MEFA seminar! Please share some details below about your event.

If you have any questions while completing this form, please contact us at [collegeplanning@mefa.org](mailto:collegeplanning@mefa.org) or (800)449-6332.

Who is the Presenter?\*

  
[clear](#)

What is the name of your school or organization?\*

  
[clear](#)

Who is main contact for this event at the school or organization?

  
[clear](#)

If you could not find the correct contact in the search, please click the box to enter details (Name, Email, Title, Phone) below.

 Add Contact

# Counselor Seminar Confirmation Email

On Monday, September 15, 2025, 3:55 PM, MEFA Salesforce <[mefasalesforcenoreply@mefa.org](mailto:mefasalesforcenoreply@mefa.org)> wrote:

Dear Melissa Ramirez-Test,


Thank you for reporting or updating the Financial Aid 101 seminar that you scheduled directly with Darina Barreto-Test at Excel High School on 10/3/2025, 5:00 PM.

Presentation type: In-Person

Location: School Auditorium

## If You Are Receiving This Email Before Your Event

[If at any time before the event you need to change the details of this event, you may click here for a unique link to submit an update.](#)

You and  information email. You should also use this link to report your final attendee count after your seminar.

Please visit [mefa.org/for-counselors/#resources](https://mefa.org/for-counselors/#resources) to find a seminar flyer on which you can write in your seminar information.

Please encourage your families to register for your seminar on [our online registration form](#). This will also sign them up for important college planning emails from MEFA.

## If You Are Receiving This Email After Your Event

 Family Registration link

If you reported a final count for your seminar, we will list it here:. Please let us know if this number is incorrect.

If you have any questions, please contact MEFA's Seminar Program Team at [collegeplanning@mefa.org](mailto:collegeplanning@mefa.org) or (617)449-6332 and we'll be happy to assist.

Thank you,  
MEFA's Seminar Program Team

Unique seminar link that will allow counselor to:

- Make updates
- Monitor the count of registered attendees
- Report final attendee count

# Ambassador Seminar Confirmation Email

[EXTERNAL] A Financial Aid 101 on 10/3/2025, 5:00 PM at Excel High School - thank you for volunteering your time



noreply@salesforce.com on behalf of MEFA Salesforce <mefasalesforcenoreply@mefa.org>  
To: Darina Barreto



Mon 9/15/2025 3:56 PM

Dear Darina Barreto-Test,

Melissa Ramirez-Test has scheduled a Financial Aid 101 seminar with you at Excel High School on 10/3/2025, 5:00 PM.

Presentation type: In-Person  
Location: School Auditorium

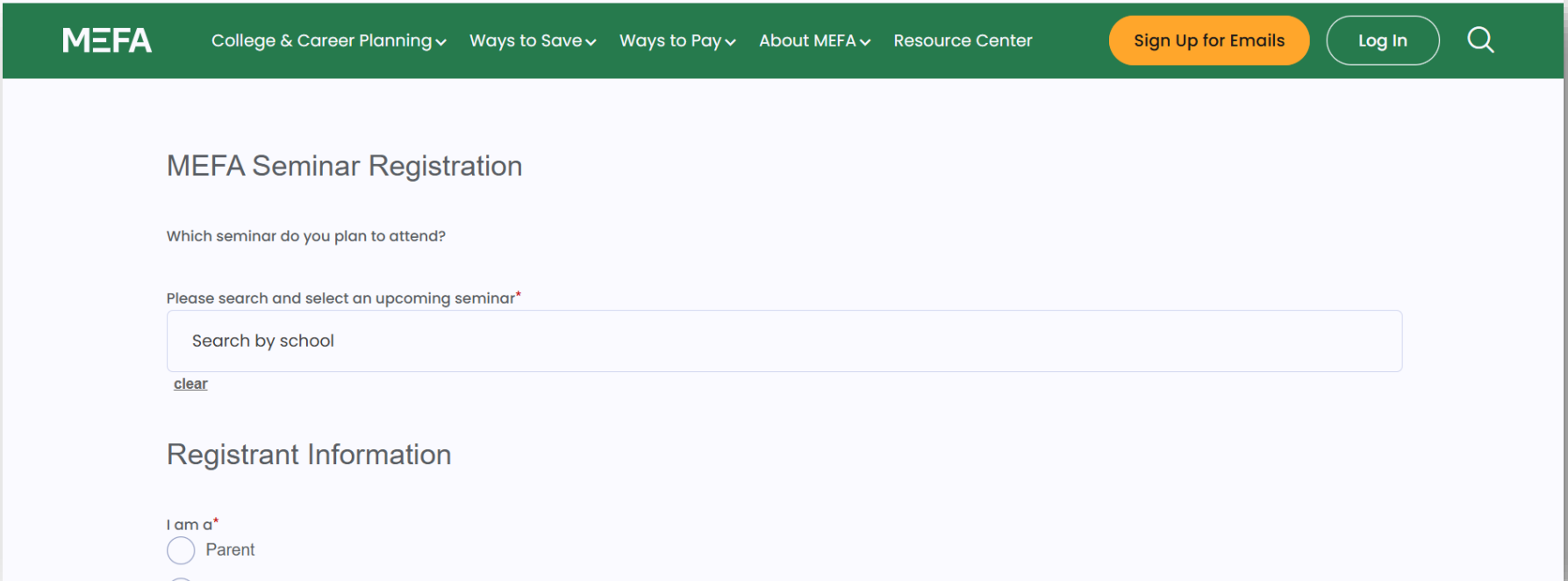
If at any time before the event you need to change the date/time or other details, please reach out directly to Melissa Ramirez-Test, who will be able to update the schedule.

If you have any questions, please contact MEFA's Seminar Program Team at [collegeplanning@mefa.org](mailto:collegeplanning@mefa.org) or (800)449-6332 and we'll be happy to assist.

Thank you  
MEFA's Seminar Program Team

# Family Seminar Registration

- Families will be able to register online for the scheduled seminar through a link we will send you
- Once the family registers, they will be automatically added to MEFA's email curriculum
- You will be able to monitor the number of attendees through the seminar report confirmation link



The screenshot shows the MEFA Seminar Registration web form. At the top is a green navigation bar with the MEFA logo and links for College & Career Planning, Ways to Save, Ways to Pay, About MEFA, and Resource Center. On the right of the navigation bar are buttons for 'Sign Up for Emails' and 'Log In', along with a search icon. The main content area is titled 'MEFA Seminar Registration' and asks 'Which seminar do you plan to attend?'. Below this is a search prompt: 'Please search and select an upcoming seminar\*'. A search input field contains the text 'Search by school' and has a 'clear' link below it. The section is titled 'Registrant Information' and includes a question 'I am a\*' with a radio button selected for 'Parent'.

# Modify Scheduled Seminar



Darine Brandao <dbb02@yahoo.com>

To ○ Darina Barreto



Mon 9/15/2025 4:16 PM

On Monday, September 15, 2025, 3:55 PM, MEFA Salesforce <mefasalesforcenoreply@mefa.org> wrote:

Dear Melissa Ramirez-Test,

Thank you for reporting or updating the Financial Aid 101 seminar that you scheduled directly with Darina Barreto-Test at Excel High School on 10/3/2025, 5:00 PM.

Presentation type: In-Person

Location: School Auditorium

## If You Are Receiving This Email Before Your Event

[If at any time before the event you need to change the details of this event, you may click here for a unique link to submit an update.](#)

You and the presenter will receive a confirmation email. You should also use this link to report your final attendee count after your seminar.

Please visit [mefa.org/for-counselors/#resources](https://mefa.org/for-counselors/#resources) to find a seminar flyer on which you can write in your seminar information.

Please encourage your families to register for your seminar on [our online registration form](#). This will also sign them up for important college planning emails from MEFA.

## If You Are Receiving This Email After Your Event

If you reported a final count for your seminar, we will list it here:. Please let us know if this number is incorrect.

If you have any questions, please contact MEFA's Seminar Program Team at [collegeplanning@mefa.org](mailto:collegeplanning@mefa.org) or (617)449-6332 and we'll be happy to assist.

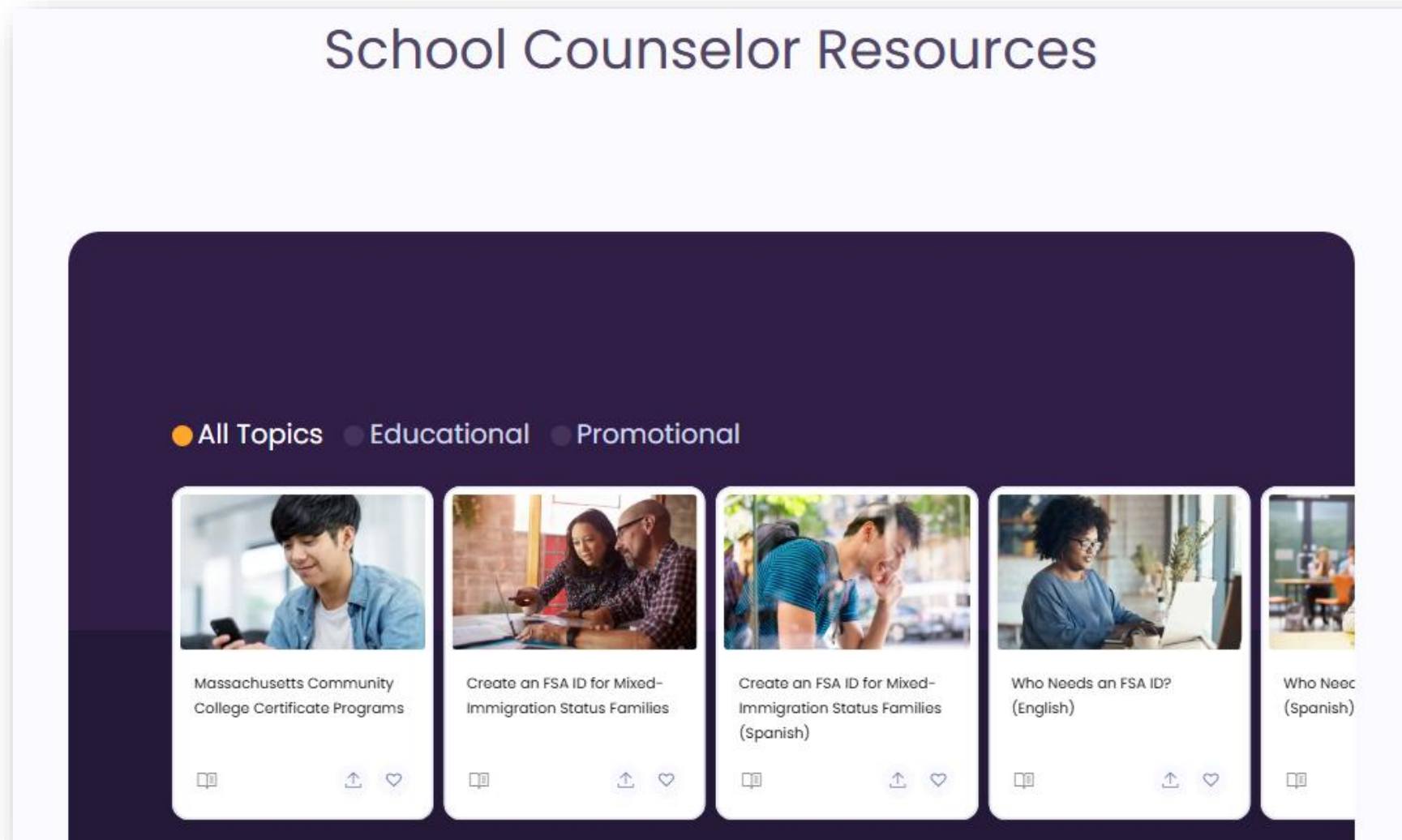
Thank you,  
MEFA's Seminar Program Team

Unique seminar link that will allow counselor to:

- Make updates
- Monitor the count of registered attendees
- Report final attendee count

# Promote Event

- There is a School Counselors Resources section available on [mefa.org/for-counselors](https://mefa.org/for-counselors) with promotional tools to advertise the event to students and families

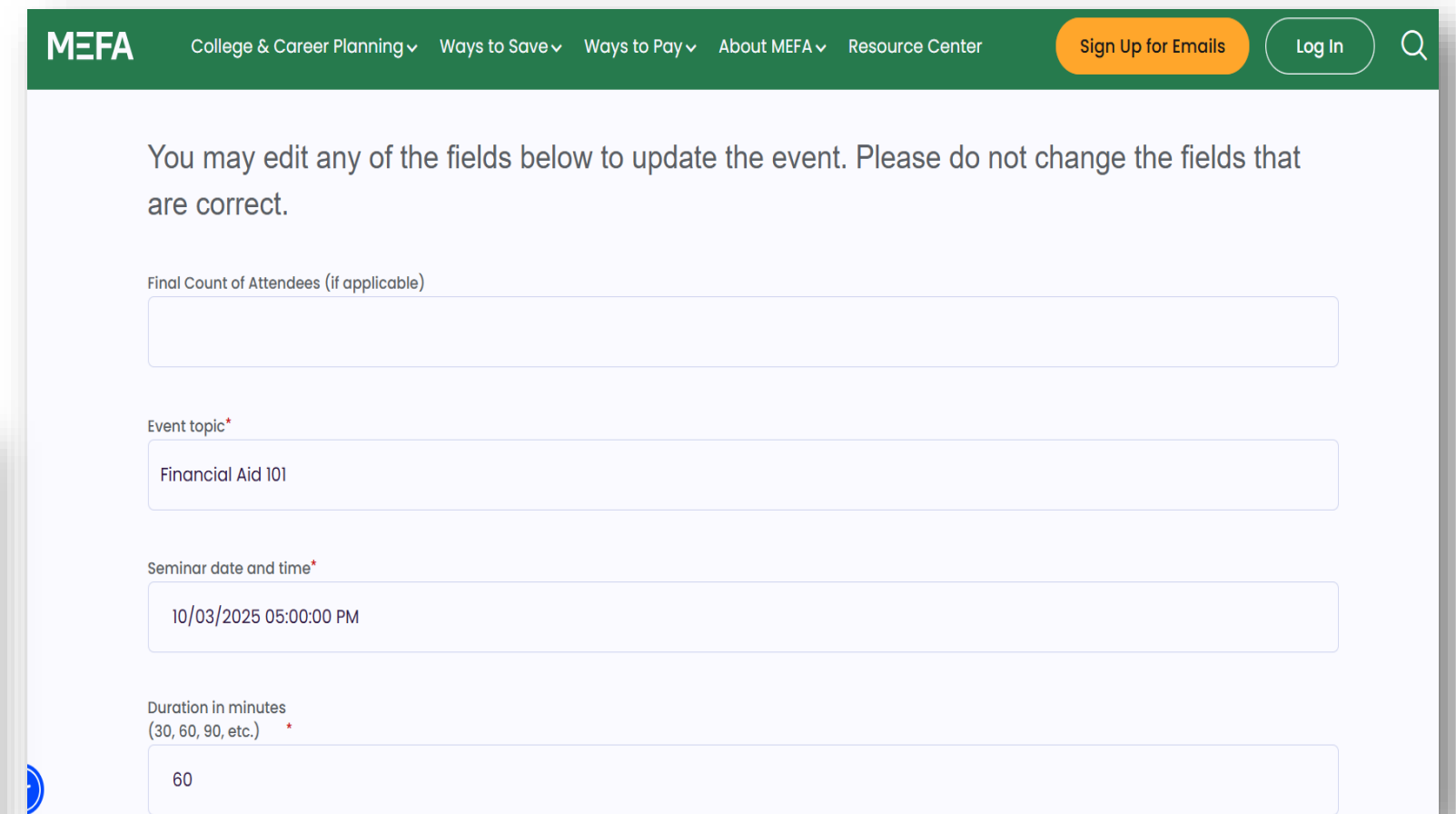
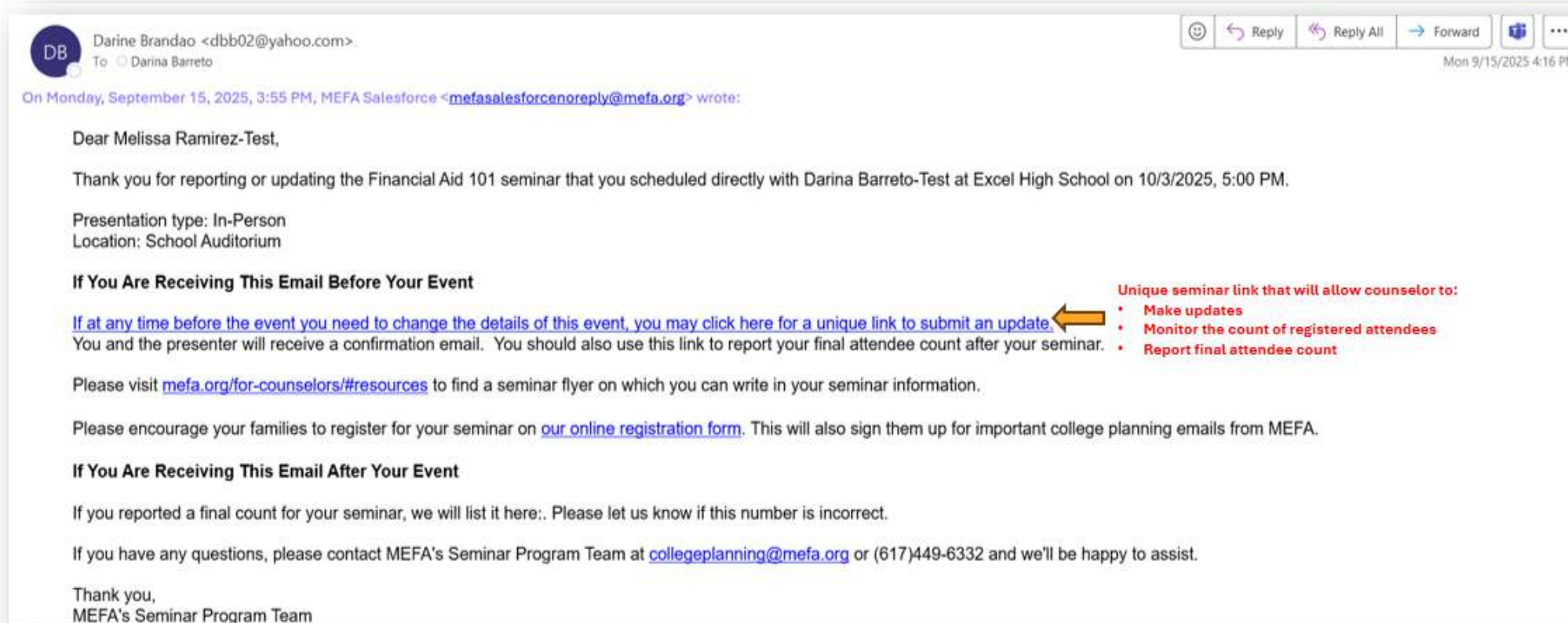


Counselors customize date, time, and location

Registration link

# Report Final Count to MEFA

After the seminar has taken place, you will need to update the *Final Count of Attendees* via your seminar confirmation link



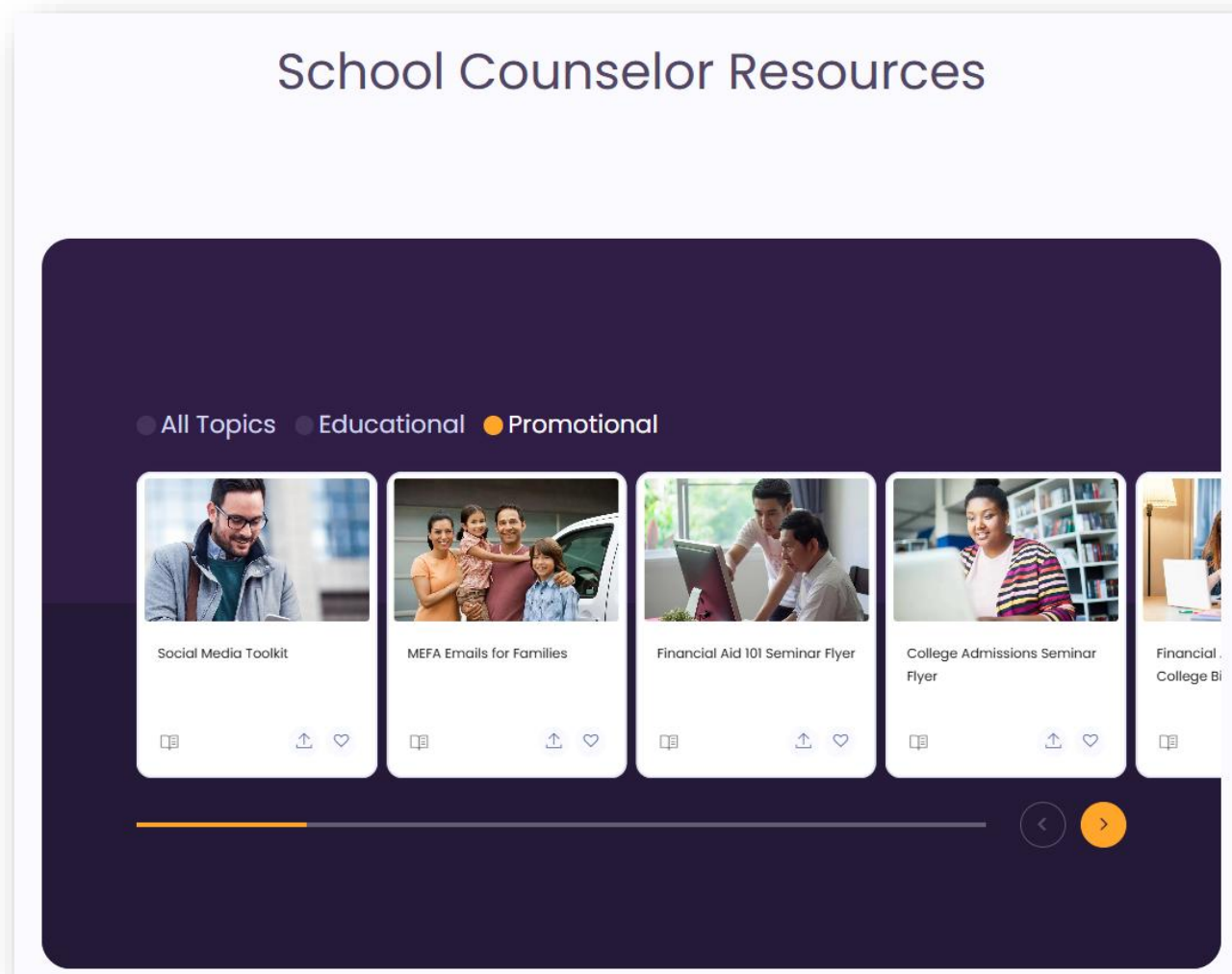


# Social Media Toolkit

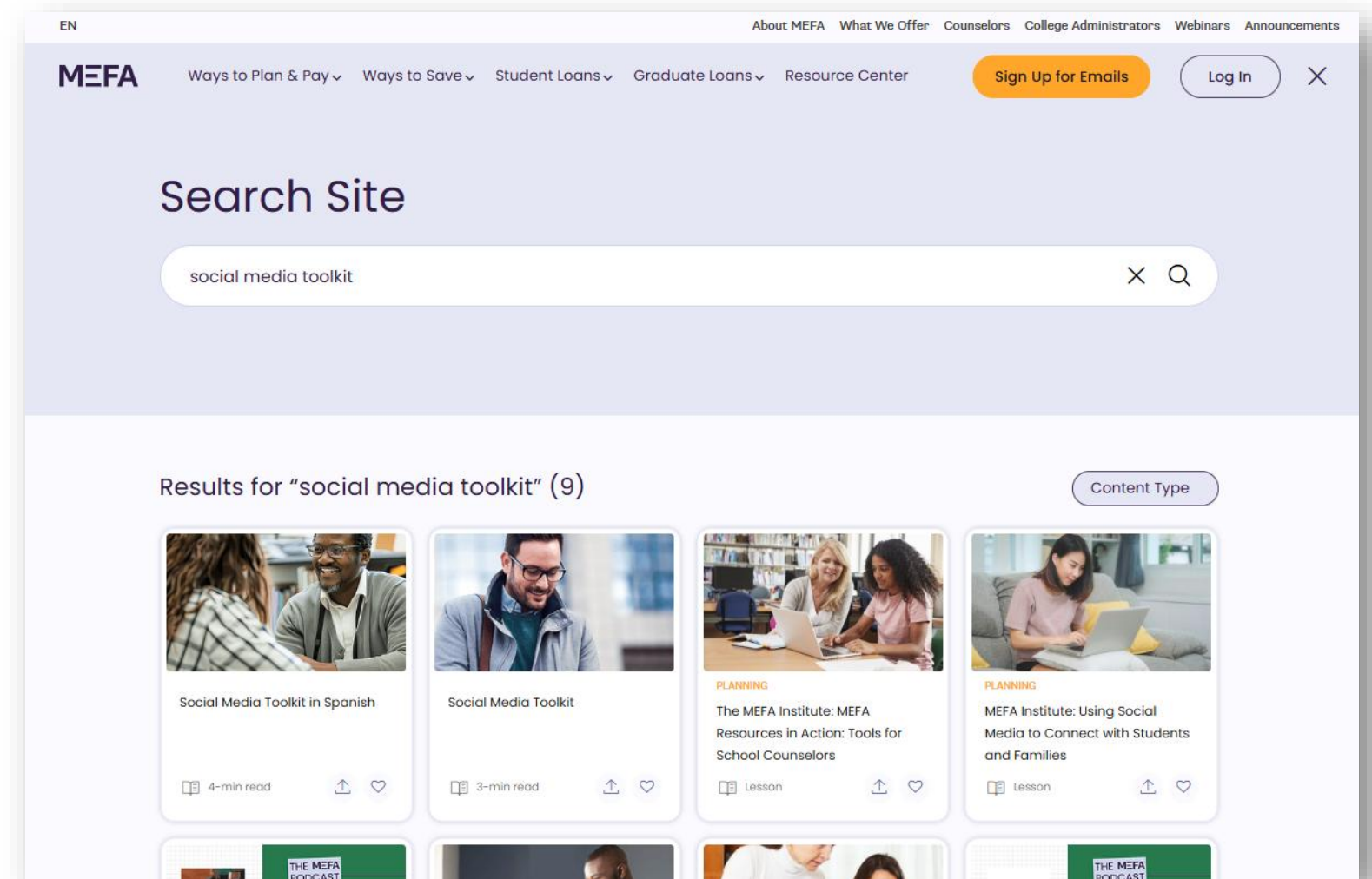
# Finding the Social Media Toolkit

Find the Social Media Toolkit in the *School Counselor Resources* section under the *Promotional* filter, use mefa.org site search, or save the URL: [mefa.org/social-media-toolkit/](https://mefa.org/social-media-toolkit/)

On [mefa.org/for-counselors](https://mefa.org/for-counselors) page:



On [mefa.org/search](https://mefa.org/search) page:



# The Social Media Toolkit

MEFA's social media handles to tag us

## Social Media Toolkit

School counselors, use the messages below to share news about MEFA events and resources with your students and families over Facebook, Instagram, and X. Simply download the image and use the suggested text when posting to social media. Remember to tag MEFA using the handles below when you post!

On Instagram: [@mefa\\_ma](#)

On Facebook: [@mefaMA](#)

On X: [@mefatweets](#)

In addition, MEFA is active across all its social media channels. We encourage you to re-share any of MEFA's posts to your school's account!

Looking to connect with your students and families that speak Spanish? Utilize the resources available in the [Social Media Toolkit in Spanish](#).



The Social Media Toolkit in Spanish

# How to Use the Social Media Toolkit

Use the suggested text as the social media post description

MEFA Emails for Families

*Suggested Text for Social Media Post:*  
Would you like to receive emails with helpful and timely college planning tips to keep you on track? MEFA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at [mefa.org/sign-up](https://mefa.org/sign-up).



MEFA™ | Massachusetts Educational Financing Authority

## MEFA Emails

Messages tailored to the ages of the children in your family, all focused on planning for their postsecondary journey

Download for Instagram

Download for Facebook and X

Preview of the graphic to use

Click the corresponding button to download the graphic in the format for your preferred social media platforms

# Promoting MEFA Resources

## MEFA Emails for Families

*Suggested Text for Social Media Post:*

Would you like to receive emails with helpful and timely college planning tips to keep you on track? MEFA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at [mefa.org/sign-up](https://mefa.org/sign-up).



Download for Instagram

Download for Facebook and X

## MEFA Webinars

*Suggested Text for Social Media Post:*

MEFA offers live webinars on saving, planning, and paying for college. View the list of upcoming webinars, or watch a recorded webinar, at [mefa.org/webinars](https://mefa.org/webinars).



Download for Instagram

Download for Facebook and X

## MEFA Resource Center

*Suggested Text for Social Media Post:*

MEFA has all the info you need on planning for college. Explore their Resource Center to access podcast episodes, videos, articles, webinars, and calculators. Get started at [mefa.org/resource-center](https://mefa.org/resource-center).



Download for Instagram

Download for Facebook and X

## MEFA Timeline

*Suggested Text for Social Media Post:*

From identifying potential schools to paying your first college bill, planning for college requires you to be organized. Follow MEFA's checklist of college admissions and financial aid tasks to stay on track. View the checklist at [mefa.org/timeline](https://mefa.org/timeline).



Download for Instagram

Download for Facebook and X

# Promoting MEFA Webinars

## Financial Aid 101

*Suggested Text for Social Media Post:*

Have questions about financial aid? The trusted experts at MEFA are hosting free financial aid webinars this fall. Register at [bit.ly/4pqSlp5](https://bit.ly/4pqSlp5).



Download for Instagram

Download for Facebook and X

## MEFA's College Admissions Webinar

*Suggested Text for Social Media Post:*

Have questions about applying to college? The trusted experts at MEFA are hosting free college admissions webinars. Register at [bit.ly/48NHm83](https://bit.ly/48NHm83).



Download for Instagram

Download for Facebook and X

# Download the Social Media Toolkit

Download a zip file of the entire social media toolkit (all graphics/ formats and a Word document of the suggested descriptions/text)

## Social Media Toolkit

[Download Entire Social Media Toolkit](#)

## Social Media Toolkit in Spanish

[Access the Social Media Toolkit in Spanish](#)

Click here to access the Spanish Social Media Toolkit

# The Social Media Toolkit in Spanish

[mefa.org/social-media-toolkit-languages/](https://mefa.org/social-media-toolkit-languages/)

MEFA's social media handles to tag us

## Social Media Toolkit in Spanish

School counselors, use the messages in Spanish below to share news about MEFA events and resources with your students and families over Facebook, Instagram, and X. Simply download the image and use the suggested text when posting to social media. Remember to tag MEFA using the handles below when you post!

On Instagram: [@mefa\\_ma](https://www.instagram.com/mefa_ma)

On Facebook: [@mefaMA](https://www.facebook.com/mefaMA)

On X: [@mefatweets](https://twitter.com/mefatweets)

In addition, MEFA is active across all its social media channels. We encourage you to re-share any of MEFA's posts to your school's account!

Looking to connect with your students and families that speak English? Utilize the resources available in the [Social Media Toolkit in English](#).



Link back here to access the Social Media Toolkit in English

# Posts and Graphics in Spanish

MEFA Emails for Families

**Suggested Text for Social Media Post:**  
Would you like to receive emails with helpful and timely college planning tips to keep you on track? MEFA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at [mefa.org/sign-up](https://mefa.org/sign-up).

¿Le gustaría recibir correos electrónicos con consejos útiles y oportunos para planificar los estudios universitarios y mantenerse al día? MEFA ofrece información sobre cómo planificar, ahorrar y pagar los estudios universitarios adaptada a la edad de sus hijos. Regístrese en [mefa.org/sign-up](https://mefa.org/sign-up).



**Correos electrónicos de MEFA**

Mensajes adaptados a las edades de los niños de su familia, enfocados en planear el futuro educativo de su hijo.

Download for Instagram

Download for Facebook and X

# MEFA Guidance

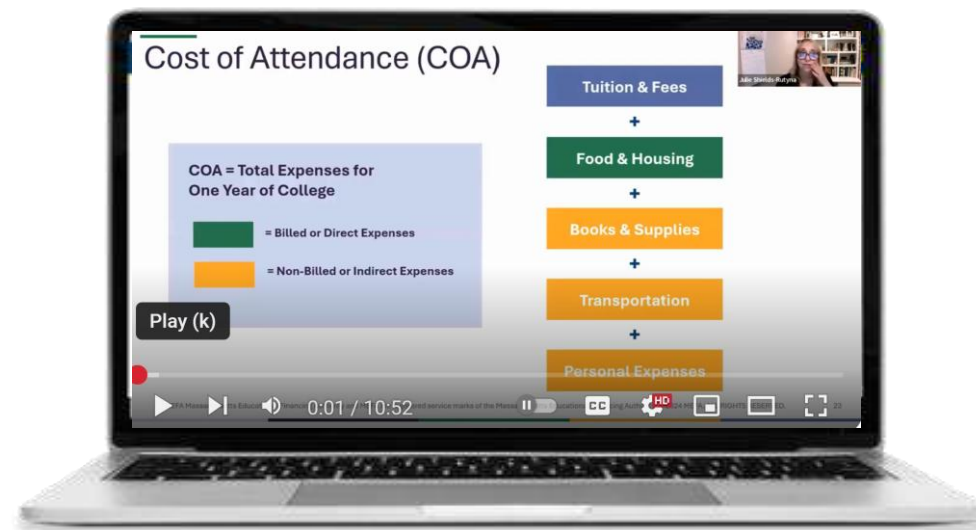
MEFA's full catalogue of guidance outreach includes extensive expertise and content on college and career.



The MEFA Podcast  
Conversations on a range of topics

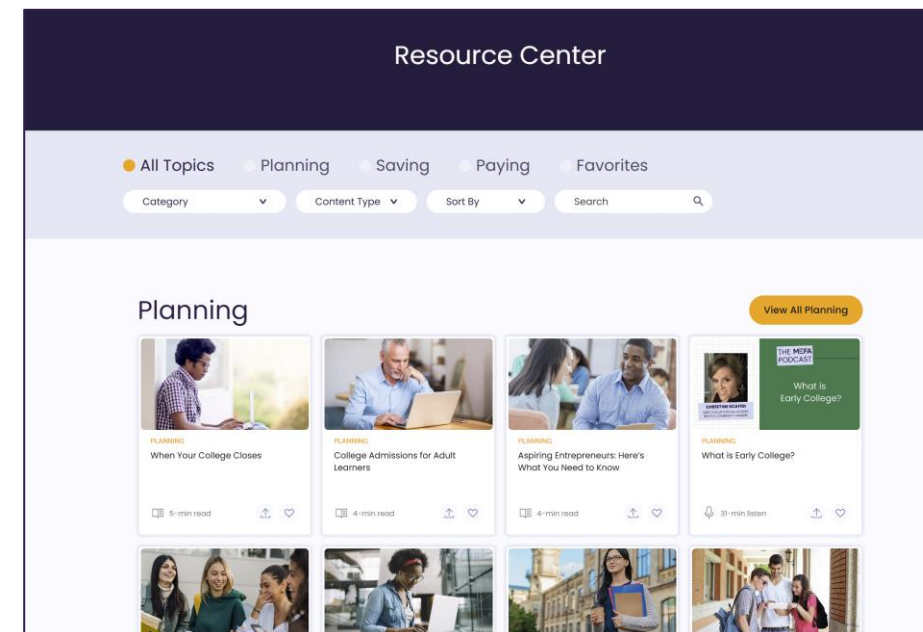
Customer Service

Guidance via one-on-one requested appointments, phone calls, and emails



Live and On-Demand Webinars

Presentations given by subject matter experts



Resource Center

Articles, calculators, podcast episodes, videos, & webinars



Active Social Media Network

Posts on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)

# Things To Do



Register for upcoming MEFA Institute webinars and complete lessons to earn PDPs.



Share MEFA resources with families.

# Connect with MEFA on Social Media



# Questions?



**(800) 449-MEFA (6332)**



**[collegeplanning@mefa.org](mailto:collegeplanning@mefa.org)**

# Thank You!