



**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Thursday, May 3, 2018
87 Blackinton Street**

Members in attendance

Mohan Boodram, Chair
Denise Marshall, via teleconference

Other Trustees in attendance:

Susan Gold
Rob Reilly

Others in attendance

James F. Birge, President
Denise Richardello, Executive Vice President
Monica Joslin, Dean of Academic Affairs
Beth Petri, Director of Financial Aid
Gina Puc, Director of Admission
Ginger Menard, clerk

Enrollment Management Division Realignment

Gina Puc discussed the realignment of the Admission Office as she has been appointed Dean of Enrollment and Community Relations.

The Office of Admission will have three Associate Directors: Kayla Hollins, Freshman Admission, Erin Kennedy, Transfer Admissions, and Jana Boyer, Admission Operations.

Denise Richardello shared that Beth Petri will be retiring in December but she has agreed to assist with the transition.

Fall 2018 Admissions and Financial Aid update

Gina Puc shared current enrollment numbers noting that the next two weeks are a very active period. She noted that scholarship overnights saw greatest yield in Admission events.

NY enrollment has remained consistent with some increases in transfers due to issues with the NY State Excelsior grant.

The trend of more students wanting to stay closer to home continues.

The numbers of Berkshire county students are strong and this may be related to the fact that this would be the first group impacted by college visits beginning in 3rd grade through Berkshire compact

Transfer outreach will be increased over the summer especially as there are a number of regional college that have closed or are in financial distress.

Beth Petri reviewed current financial numbers and stats noting that the number of Pell-eligible students is currently lower. Award packages are still being sent out for new and returning students.

Trustee Boodram asked about Commonwealth Commitment and how that might affect our numbers.

The committee discussed possibilities for recruitment and enrollment with the addition of Men's Lacrosse.

CE Fall 2018 Update (UD & GR) UD Retention Plan

Dean Joslin reported on the numbers projected for fall enrollment in the MBA, M.Ed., and degree completion programs as well as for the summer Leadership Academy. Outreach is continuing for all DGCE programs including outreach to employers.

Additional online courses are being added for the summer.

DGCE is working with the business department to create a 4 + 1 or 3 + 1 to allow MCLA students to complete their undergraduate degree and MBA in an accelerated program.

Trustee Reilly asked about Leadership Program and whether that provides certification for Superintendents as there are number of openings in Berkshire County.

Dean Joslin also reviewed retention statistics for undergraduates and there was discussion on how better to engage and retain them.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 11:36 a.m.