



Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Minutes of the Meeting of December 13, 2018
Murdock Room 208

Members in Attendance

Mohan Boodram, Chair
Brenda Burdick (Telephonic)
Kathleen Therrien

Other Trustees in Attendance

Denise Marshall

Others in Attendance

James F. Birge, President
Gina Puc, Dean of Enrollment and Community Relations
Lisa Lescarbeau, Clerk
Bonnie Howland, Director of Financial Aid
Beth Petri, Director of Financial Aid
Janna Boyer, Associate Director of Admission Operations
Kayla Hollins, Associate Director of Freshman Admission
Erin Kennedy, Associate Director of Transfer Admission

Call to Order

Chair Boodram called the meeting to order at 2:25 p.m.

Ms. Puc began with an introduction of the staff in attendance and wished Ms. Petri well in her retirement

Ms. Puc and Ms. Hollins presented an update on the fall 2019 early action cycle. A small decline in applications is being seen from MA and NY, but applications from outside of New England are seeing an increase. To-date, the accept pool has a strong academic profile. The top high schools (including some from Berkshire County) and a breakout of trends by academic program were shared.

They reviewed changes made to the scholarship matrix to award more competitively as compared to MCLA's peers. GPA requirements for awards was discussed and it was noted that the Trailblazer grant is awarded regardless of GPA to advance applicants to the next step of selection MCLA.

Ms. Kennedy discussed efforts to increase enrollment for transfers and scholarships awarded based on early application of these transfers. An update on the MA Transfer program was provided. Ms. Puc further explained the origins of the program, how it aids community college enrollment and in turn four year schools.

Ms. Petri provided an update on financial aid including the FASFA applications and awards. MCLA is early in the awarding process with hopes of attracting students to apply sooner. Student applications are currently running at an even pace with the prior year. It was noted that 25% of FASFA applicants are selected for verification by MA Department of Education and this process makes it difficult for students to complete their application.

Pell grants are at a consistent pace with prior year at 45.7% of FASFA applications.

At this time there are 434 freshman admits for fall with a goal of 500, which is the same admits as prior year.

Ms. Puc presented an update on work being done with Noel Levitz relative to financial aid grants and student enrollment. She reviewed data on competitors in the state, five years goals, and academic profile of MCLA students.

An econometric model developed by Noel Levitz was presented indicating that extracurricular interest on the part of students in the largest part of MCLA's model. It is recommended that efforts focus, not just on adjusting aid awards, but on getting students physically on campus and to have personal interactions to increase the likelihood of students applying for admission.

Ms. Puc reviewed data from Noel Levitz regarding financial aid awarding process and placing emphasis on awarding on the front end of the admissions process to entice the student to complete the application with an additional award on acceptance. This is not an increase in financial aid awards, rather a shift in the timing of the awards.

Additional discussion followed regarding the results of the data presented. Management will continue to monitor reporting.

An update on the brand work contracted with Simpson Scarborough was presented. All survey results were received and the final concept is being refined. The full brand guidelines will be issued in January with a launch planned for February.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 3:25 p.m.