



**MASSACHUSETTS COLLEGE OF LIBERAL ARTS  
BOARD OF TRUSTEES ENROLLMENT COMMITTEE**  
Audio/Video MS Teams

MINUTES  
April 1, 2026

**Members in Attendance via Teams**

Chair, Tom Bernard, Ben Downing, Buffy Lord, Darlene Rodowicz

**Members absent**

**Others in Attendance**

James F. Birge, President  
Richard Glejzer, Provost and Vice President for Academic Affairs  
Lynette Bond  
Kristin Nichols  
Justina Trova  
Curt Cellana  
Josh Mendel  
Jennifer Dix

As allowed by executive order of the Governor of Massachusetts, in compliance with the provisions of Massachusetts General Laws, Chapter 30 and 15A, Section 9, and with a quorum present in person and via audio/video-conference, the Enrollment Committee of the Board of Trustees with Chair Bernard presiding was called to order at 8:31 a.m.

**Fall 2026 Undergraduate Recruitment**

R.Glejzer/J.Trova

1. As of late March, total student deposits are up approximately 30 percent compared to the same point last year, with transfer student deposits more than doubling year over year.
2. Fall 2026 deposits to date total 105 students, compared to 79 at the same point last year, despite a modest decline in total application volume.
3. Accepted Student Days held on March 6 and 7 exceeded attendance from the previous year, including increased participation in the overnight program.
4. The institution has expanded access through deeper partnerships with community-based organizations, particularly in New York City and Boston.

**Enrollment Marketing**

Ms. Nichols then presented on Admissions Marketing:

1. The marketing strategy has undergone a significant shift away from a traditional funnel-based approach toward a sustainable digital pipeline model.

2. The number of prospects and inquiries has decreased sharply, while application volume has remained nearly flat and deposits have increased by 28 percent since 2024.
3. This improved conversion confirms that fewer names, when better qualified and more engaged, generate stronger enrollment outcomes.
4. Transformation of academic program web pages
  - a. content was redesigned to align with how prospective students search for programs using modern search engines and AI-assisted tools.
  - b. expanded storytelling around student outcomes has generated strong engagement, supported by the hiring of a dedicated writer to sustain enrollment-focused content development.

#### **Financial Aid**

R. Glejzer

1. Transitions in Financial Aid office
  - a. HEAG temporary hires for the student financial aid office
2. Packaging is up to date and ahead of last year.

**DGCE Enrollment** – Ms. Bond then presented an update on the Division of Graduate and Continuing Education.

1. Leadership Academy –
  - a. Licensure between NY and MA are seeing movement in both programs but there won't be a decision until 2030.
2. Graduate -
  - a. MEd and MBA projected to grow in Fall 2026.
  - b. Increase in MEd for the fall for students coming back for professional license.
3. Dual Enrollment/Early College
  - a. continue to provide substantial academic and financial benefits to students and families.
  - b. Since Fall 2020, Dual Enrollment programs have generated more than 400 new prospective students.
  - c. Moved Dual Enrollment programs to fall only. There are some options to take during the summer.

There being no further business to come before the committee, the meeting was adjourned at 9:34 a.m.

Respectfully submitted,  
Amanda Despain