



**MASSACHUSETTS COLLEGE OF LIBERAL ARTS
BOARD OF TRUSTEES
ENROLLMENT MANAGEMENT COMMITTEE MEETING**

February 3, 2025

8:30 a.m.

MS Teams Audio/Video Conference
87 Blackinton Street Conference Room

AGENDA

- | | |
|---|-----------------------|
| 1) Call to Order | Chair Boodram |
| 2) Enrollment Updates | R. Glejzer |
| a. Undergraduate and Graduate Recruitment | J. Boyer, L. Bond |
| b. Financial Aid | B. Howland |
| c. Staffing | J. Boyer |
| 3) Enrollment Priorities: Widening the Top of the Funnel and Increasing Yield | J. Boyer, K. Nichols |
| 4) Recruitment Strategies | J. Boyer, K. Nichols, |
| a. Website Upgrades | K. Nichols |
| b. Digital Marketing | K. Nichols |
| c. Messaging | J. Boyer, K. Nichols |
| d. Counselors | J. Boyer |
| e. Events | J. Boyer |
| f. Financial Aid | B. Howland |
| 5) Other Business | Chair Boodram |
| 6) Adjournment | Chair Boodram |