

**Minutes of the Meeting of the Massachusetts College of Liberal Arts**

**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**

**September 15, 2016**

**Murdock Hall, Room 208**

**Trustees in attendance:**

Mohan Boodram (Chair)

Buffy Lord

**Others Present:**

Susan Gold, Chair  
President James Birge

Denise Richardello, Executive Vice President

Elizabeth Petri, Director of Financial

Gina Puc, Director of Admission

Chair Boodram called the meeting to order at 3:01 p.m.

**Admission and Financial Aid Updates**

Director of Admission, Gina Puc, reviewed statistics on the incoming class. She noted that there was an increase in students from New York as of result of deliberate additional outreach, and an increase in transfer students from New York community colleges due to implementation of a NY Transfer program similar to the MA transfer program.

She then provided an overview of the admissions materials and programs that were enhanced and/or redesigned such as the addition of an honors overnight which resulted in a 54% yield. The publications also included an increased focus on post-graduate outcomes. Additionally, the parameters for the Presidential Scholarship were adjusted slightly which resulted in a higher yield of scholarship recipients.  
  
One key recruitment challenge is the added requirement by the state of a 4th year of math and a lab science requirement. These new parameters are having the greatest impact on out of state students because of differing state curriculum standards. Students without those requirements, no matter how academically advanced, can only be admitted as part of the 10% exemption allowed by the state.

An ongoing issue for students and their families is understanding financial aid. Admissions Counselor Kayla Hollins will be attending a weeklong College Board program on financial aid and she will, in turn, train other counselors.  
  
Director of Financial Aid, Beth Petri, reviewed the profile of the average student and their financial need. She noted that we continue to be the state university with the highest percentage of Pell-eligible students and that the average gap for families is $5,000. Financial Aid and Admissions worked closely together on the strategic allocation of scholarship funds for the incoming students and will continue to do this next year.   
  
Gina then discussed key initiatives for the fall 17 cycle which includes capitalizing on students entering with early college credits. All students will receive a transfer credit analysis which was previously only offered to transfers. An additional staff member has also been hired to focus exclusively on transfer students. Access to financial aid staff will also be made available on all tour days and not just open houses. Admissions will also continue working to increase data on post-graduation success of students to share with incoming students.

Trustee Lord asked about having materials available in Spanish as well as English. Gina noted that the College’s new transfer counselor also speaks fluent Spanish and will be working on translating materials as part of her portfolio.  
  
Trustee Boodram offered congratulations on behalf of the Board to both Admissions and Financial Aid for their hard work which resulted in an increase in numbers for this year.

Gina thanked the committee members for their input and ideas as they have helped to shape the College’s recruitment strategies

**Adjournment**

With no further business the meeting adjourned at 4:26 p.m.