



**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
December 1, 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 2:31 p.m.

Admission and Financial Aid Updates

Director of Admission, Gina Puc, shared that the Fall 2017 cycle is off to a strong start with an increase in Early Action applications submitted via Common Application and that the admissions team is approximately two weeks ahead of schedule in review of these applications, with the first round of decisions to be mailed on December 2.

She also shared trends so far this cycle: MA applications remain even with last year, despite a decline in Suffolk County due to the loss of the summer bridge program. Other counties in MA are making up for the decline with an early increase in applications.

Gina also shared upcoming initiatives and strategies with the group and reported out on results from strategies implemented in fall travel. She reported that out-of-state travel shifted to cover more ground in the mid-Atlantic and that transfer travel increased with the addition of an Assistant Director of Transfer Admission.

The whole staff will participate in a “yield boot camp” to prepare for the spring conversion season. Admissions is excited to market and leverage upcoming programmatic changes in certain departments such as biology. Collaboration with academic departments continues with

the addition of academic sessions at admissions events for the fall and spring, including an expanded Scholarship Overnight program, also offering special parent/family programming.

Beth Petri presented a summary of activity for the Fall 2016 Semester. The summary included information concerning processed financial aid, loans and Pell Grants. Disbursed financial aid from all sources amounted to \$18,428,490. Loans represented 55% or \$10,182,418 of this total. Financial Aid recipients receiving a Pell Grant totaled 50% and represented 43% of all matriculated undergraduate students.

The update also included information about the upcoming Spring 2017 Semester. Financial applications for the spring are currently being reviewed and award letters were mailed out to students that morning, December 1, 2016.

Beth also reported that the Financial Aid Office had conducted several Financial Aid Nights within the county for the 2017-2018 academic year. MCLA conducted nights at Drury High School, Hoosac Valley High School and McCann's Technical High School. These Berkshire County informational nights are done in conjunction with Williams College and Berkshire Community College.

Numbers were also presented to the committee for the 2017-2018 academic year. The Financial Aid Office has imported 1,600 FAFSA's as of today. Of these 1,600, 353 have an admissions application and 687 or 42.9% are Pell eligible.

It was also reported that missing items letters would be mailed the week of December 5th and the target date for 17-18 award letters will be January 15, 2017.

The impact of conflicting information due to the use of Prior-Prior Year on the FAFSA was also discussed. It was reported that several students had lost 16-17 financial aid due to conflicting information.

Financial Aid is currently working on simplifying the 'Verification' process for students and parents. They hope to be able to write a process that will update 2017-2018 with previously reported tax information.

There was a brief discussion of DACA and undocumented students enrolled at MCLA. Gina and Beth indicated that, to their knowledge, there were no undocumented matriculated, undergraduate students.

The financial aid update ended with a discussion of potential future changes in Financial Aid. Changes discussed were those to the Federal Student Loan Program, Pell Grant increases, the elimination of the Perkins Program and a potential one-grant, one-loan. We will, however, have to wait until President Elect Trump is in office to see where changes may occur.

Adjournment

With no further business the meeting adjourned at 3:30 p.m.