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

Thursday, December 12, 2019
2:30 p.m.
Murdock Hall Rm 208

AGENDA

1. Call to Order Trustee Boodram
2. Early Action Summary K. Hollins
3. Financial Aid Update B. Howland
4. Spring Semester Recruitment Events and Yield Strategies K. Hollins, J. Boyer
5. Retention Trends and Intervention Strategies E. Janis, G. Puc
6. Other Business
7. Adjournment Trustee Boodram
Members in Attendance
Mohan Boodram, Chair
JD Chesloff
Denise Marshall

Members Absent
Kathleen Therrien

Others in Attendance
James F. Birge, President
Gina Puc, Dean of Enrollment and Community Relations
Lisa Lescarbeau, Clerk
Jana Boyer, Associate Director of Admission Operations
Kayla Hollins, Associate Director of Freshman Admission
Bernadette Alden, Director of Marketing and Communications
Francesca Olsen, Creative and Brand Strategy Manager

Call to Order
Chair Boodram called the meeting to order at 2:30 p.m. and began with introductions of staff and trustees.

Dean Puc provided a brief overview of the topics to be discussed.

Ms. Alden provided an overview of MCLA’s brand launch including tools provided to assist the campus community in making the transition to new brand standards. The President’s annual Ice Cream Social was a highlight of the launch as it brought faculty, staff and students together and exposed them to new brand elements. The brand roll-out will continue in phases through-out the coming academic year.

Ms. Olsen discussed MCLA’s digital presence including Snapchat, Instagram, YouTube, LinkedIn and Spotify.

Ms. Hollins provided a review of NACAC’s code of ethics and professional practices, and the impact of rulings from the DOJ Antitrust Division on enrollment and the admission process.
Dean Puc reviewed tuition and financial aid awarding practices. NEBHE allowed discounting New England students to the NEBHE rate with positive results, and will allow the same practice for fall 2020 recruiting.

Dean Puc presented data on the financial aid leveraging models with a five year look at institutional aid spend, willingness and ability to pay, student subpopulations, key metrics by academic departments, and goals for 2020.

Retention and Title 3 work were reviewed. Retention strengths and weaknesses, and Title 3 programs were presented. Title 3 funding will focus on addressing retention weaknesses with programs such as the development of a living learning community for people of color, financial literacy, and health services focused on mental health and psychological transitions.

Trustees discussed the core experience and quality of advising. SSI data provided information on advising, which CSSE is using to inform their work. Other improvements include the further implementation of Degree Works software with students and advising, and core redesign.

**Adjournment**

There being no further business to come before the committee, the meeting was adjourned at 3:25 p.m.
### MCLA BOT EM: Enrollment and Institutional Aid Spend

#### Profile

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</thead>
<tbody>
<tr>
<td>Undergraduate Enrollment</td>
<td>1,457</td>
<td>1,444</td>
<td>1,407</td>
<td>1,277</td>
<td>1,345</td>
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<tr>
<td>Institutional Scholarships (000s)</td>
<td>$1,832</td>
<td>$1,963</td>
<td>$1,965</td>
<td>$2,656</td>
<td>$3,731</td>
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<tr>
<td>Pell Grant Receipts</td>
<td>47.6%</td>
<td>44.9%</td>
<td>45.7%</td>
<td>45.0%</td>
<td>41.6%</td>
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<tr>
<td>Average Family Income</td>
<td>$70,113</td>
<td>$72,661</td>
<td>$71,341</td>
<td>$74,635</td>
<td>$80,886</td>
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<td>MA Grant and Cash Grant Allocation</td>
<td>$645,071</td>
<td>$680,620</td>
<td>$677,119</td>
<td>$734,661</td>
<td>$692,492</td>
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<tr>
<td>% of Aid of Operating Budget</td>
<td>3.5%</td>
<td>3.9%</td>
<td>4.1%</td>
<td>3.9%</td>
<td>5.3%</td>
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<tr>
<td>State Appropriation (000s)</td>
<td>$15,448</td>
<td>$16,233</td>
<td>$16,395</td>
<td>$16,889</td>
<td>$17,695</td>
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<tr>
<td>Tuition &amp; Fees Per FTE (IPEDS)</td>
<td>$5,499</td>
<td>$6,016</td>
<td>$5,978</td>
<td>$6,237</td>
<td>$6,495</td>
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Data as of October 2019
ENROLLMENT MANAGEMENT
DECEMBER, 2019
ADMISSION UPDATES
DECEMBER 2019
2020 EARLY ACTION UPDATE

- PROSPECTS & SUSPECTS + 55.22%
- INQUIRIES ARE EVEN
- MORE COMPLETE APPLICATIONS
- ACCEPTS ARE EVEN
2020 EARLY ACTION UPDATE

Academic Profile

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<tr>
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<th>F2020</th>
<th>F2019</th>
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<tr>
<td>Applicant GPA</td>
<td>3.41</td>
<td>3.25</td>
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<tr>
<td>Accepted GPA</td>
<td>3.61</td>
<td>3.51</td>
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<tr>
<td>Applicant SAT</td>
<td>1123</td>
<td>1089</td>
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<tr>
<td>Accepted SAT</td>
<td>1150</td>
<td>1112</td>
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Strategic HS visits based on conversion, GPA, and yield
FALL 2020 TRENDS: FIRST YEAR

• FAFSA filers are down nationwide

• Undeclared: -57 applications

• Smaller programs ahead in applications: AMGT, HIST, PSPP & SOCI

• Athletic Recruits: -32 applications

• Local high schools
## SPRING YIELD EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Notes</th>
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<tr>
<td>Scholarship Overnight</td>
<td>Fri. Feb 8 – Sat. Feb 9</td>
<td>Accepted Student Day</td>
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<tr>
<td>Accepted Student Day</td>
<td>Saturday, February 8</td>
<td>Berkshire County Scholarship Reception</td>
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<tr>
<td>Berkshire County Scholarship Reception</td>
<td>Tuesday, February 11</td>
<td>Vacation Visits</td>
</tr>
<tr>
<td>Vacation Visits</td>
<td>February 12 – 21</td>
<td>Saturday Tour</td>
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<td>Saturday Tour</td>
<td>Saturday, February 29</td>
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<tr>
<td>Scholarship Overnight</td>
<td>Fri. March 6 – Sat. March 7</td>
<td>Accepted Student Day</td>
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<td>Accepted Student Day</td>
<td>Saturday, March 7</td>
<td>Boston Overnight Program</td>
</tr>
<tr>
<td>Boston Overnight Program</td>
<td>Fri. March 27 – Sat. March 28</td>
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<tr>
<td>Scholarship Overnight</td>
<td>Fri. April 3 – Sat. April 4</td>
<td>Accepted Student Day</td>
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<tr>
<td>Accepted Student Day</td>
<td>Saturday, April 4</td>
<td>Vacation Visits</td>
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<tr>
<td>Vacation Visits</td>
<td>April 20 – 24</td>
<td>Saturday Tour</td>
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<td>Saturday Tour</td>
<td>Saturday, April 25</td>
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YOUR FIRST YEAR AT MCLA

CANVAS
ORIENTATION
WELCOME WEEK
THE FIRST SIX WEEKS

MOCK CLASSES
HOW WORDS WORK
INTRO TO PERFORMANCE
SOCIAL LEARNING & COGNITION
MENDELIAN GENETICS
The MCLA Admission Staff wants to know what your favorite snowy day activity is? *

[1]: Shovel
[2]: Submit my Common App
[3]: Build a Snowman

1 Shovel

Wow! You’re a go-getter! When you’re done, don’t forget to submit your application to MCLA
https://www.commonapp.org/explore/massachusetts-college-liberal-arts

2 Submit my Common App

That is the perfect snowy day activity! We can’t wait to review your application 🤗
https://www.commonapp.org/explore/massachusetts-college-liberal-arts
FINANCIAL AID
FINANCIAL AID UPDATE

Aid review for the 20-21 academic year:

1159 FAFSA’s:
- 350 Returning complete for review
- 140 New students ready for review
- 47% of applicants are Pell eligible (same as 19-20)
- 23% have been selected for verification (on par with last year)
MCLA’S RETENTION LANDSCAPE
RETENTION STRENGTHS:
• FEMALES
• WHITE STUDENTS
• STUDENTS THAT RECEIVED MERIT AWARDS
• EARLY ACTION

RETENTION WEAKNESSES:
• STUDENTS OF COLOR
• STUDENTS THAT RECEIVED A PELL GRANT
• FIRST GENERATION STUDENTS
• HIGH SCHOOL GPA BELOW 3.00

FIRST TIME /FULL-TIME RETENTION

2018 Fall cohort has a retention rate of 72.8%
which is an increase over the 2017 Fall cohort
RETENTION STRATEGIES

Title 3 Work

- MCLA’s Kick Off to College:
  - From Acceptance to Day 1 of classes- redefining transitions
  - Orientation Overhaul
  - Academies Week
  - 1st 5 weeks
- Departmental Grants
- Wellness Proposal

- Student Success Planning Group
- Addition of College Readiness and Success Position