



**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD of TRUSTEES
Enrollment Management Committee Meeting
December 7, 2017
Murdock Hall, Room 208**

Members in attendance:

Mohan Boodram (Chair)
Buffy Lord

Others Present:

James F. Birge, President
Susan Gold, Board Chair
Denise Richardello, Executive Vice President
Lisa Milanesi, Assistant Registrar
Monica Joslin, Dean of Academic Affairs
Gerol Petruzella, Academic Technology
Gina Puc, Director of Admission

Chair Boodram called the meeting to order at 3:00pm.

Admissions Update

Fall Events Recap

G. Puc shared that Admissions hosted two Open Houses this fall, with 222 students and their families visiting. There were also four Preview Days (tour and info session) events for the fall, serving 167 students. This December saw the largest John and Abigail Scholarship Reception for Berkshire County to date, with 44 students and their families attending. This resulted in an 11% increase in fall semester visitors.

Spring Events

The Office of Admission has a full slate of events this spring. Admission added a fourth Scholarship overnight this year due to its popularity, there will be two accepted student days. Admissions has also added a Multicultural Overnight for students from the Boston area back to the visit calendar.

Early Action Update

Early Action applications were down 8%, primarily international and outside of New England. Academic profile remains strong with a 10% increase in awarded Presidential Scholarships. Berkshire County high school applications are seeing an early increase. There are some academic program trends shaping up with a substantial increase in Business applications and a significant decrease in English applications.

Spring Enrollment/Retention

Dean Joslin shared that the fall freeze number was 1,364 students, with 86.4% currently registered for the spring semester, this is in line with the last few years. Dean Joslin shared first year cohort numbers compared to the last few years and registrations are in line with 89% of first-year students registered for the spring. CSSE is keeping an eye on approximately 40 students with strong GPAs and minimal financial need to ensure that they return.

Title III Retention Efforts Advising/Degree Works Demo

L. Milanesi and G. Petruzella shared a video on Degreeworks and the advantages it holds for students and academic advisors. They walked the Committee through the student view and how students are able to see time to degree and run “what if” analyses regarding different academic programs. There is also a GPA calculator to look at end of semester GPAS and it shows real-time information. Academic Technology will be holding training sessions for faculty, already 40 full-time faculty have attended.

The meeting adjourned at 3:45pm