



**Massachusetts College of Liberal Arts**  
**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**  
**Minutes of the Meeting of October 25, 2018**  
**Murdock Room 208**

**Members in Attendance**

Mohan Boodram, Chair  
Brenda Burdick  
Kathleen Therrien

**Other Trustees in Attendance**

Denise Marshall  
Robert Reilly

**Others in Attendance**

James F. Birge, President  
Gina Puc, Dean of Enrollment and Community Relations  
Lisa Lescarbeau, Clerk  
Beth Petri, Director of Financial Aid  
Janna Boyer, Associate Director of Admission Operations

**Call to Order**

Chair Boodram called the meeting to order at 3:35 p.m. and welcomed new committee members.

**Admissions and Financial Aid Early Action**

Ms. Puc began with an update on common applications received for early decision, which is 26% ahead of the same time last academic year. She provided an overview of changes being made to improve responses from students including the use of technology instead of paper inquiry cards. The top three majors being inquired are nursing, graphic design and architecture.

We are in the midst of two application cycles. Transfer counselors are busy with spring review with a goal of 100 transfer students.

Ms. Petri provided a summary of activity in the financial aid division where they are wrapping up for spring and beginning the 19/20 FAFSA review process.

The mobile app for FAFSA is in use and appears to be working smoothly. Financial aid is seeing returning students making appointments.

Ms. Puc provided additional comments on the applications received and associated stats. Ms. Boyer discussed efforts to streamline the review process for returning counselors for applications and a dashboard.

A new financial aid package is being developed that will allow for personalization to the applicant and will be automated allowing students to accept financial aid packages on-line. Each student will receive a PURL (personalized web resource) that is tailored to them.

A discussion followed regarding the appearance and understanding of the financial aid mailing and efforts to ensure it is not perceived as a marketing piece. Mailing will be moved to a mail house allowing more time for staff to interact with families and students.

Ruffalo Noel Levitz is scheduled to be on-site November 6 and 7 to continue work on developing the financial aid process and will present data analyses at that time.

Ms. Puc reviewed admissions and counselor outreach activities, and financial aid counseling sessions. Retention and enrollment efforts were discussed. Ms. Puc noted that a team from MCLA would be attending a conference that will aid in focus on writing a multi-year enrollment plan, which is part of the College's strategic plan.

President Birge briefly discussed consortial purchasing and the PACE committee, which looks at how to help state universities purchase "big ticket items" with volume discounts. An annual software licensing purchase is being reviewed coming out of PACE. This software will provide an alternate tool for data collection and analysis.

Lastly, Trustees discussed the use of advertising through social media, which has a broader, deeper footprint with different channels than traditional print media.

## **Adjournment**

There being no further business to come before the committee, the meeting was adjourned at 4:19 p.m.