



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

November 19, 2025

8:30 a.m.

MS Teams Audio/Video Conference –

[Join the meeting now](#) Meeting ID: 233 754 676 079 Passcode: 9oT3vU6C

Dial in by phone 339-666-3102 628009629#

87 Blackinton Street Conference Room

AGENDA

Kristin online buffy online

Tom Darlene

Lynette kelli JB josh Richard jana

1) Call to Order

Chair Bernard 8;31

Richard noted bonnie leaving. Introduced the enrollment process and new focus

2) Student Enrollment Factors

R. Glejzer/J. Boyer

- a. Non-Enrolling Students – accepted but don't attend – 850 students, 82% enrolled elsewhere. Other places they go umass boston westfield umass Amherst and community college is also a challenge for first years. Peer Us are seeing the same trends.
- b. First Time Non-Returners – fall 2024 about half left for another school, lower percent of alana students leaving,
- c. Community College Enrollment -
- d. Changing High School Graduate Population - WICHE data lower hs grad rates and we draw majority from northeast area.

3) Discussion of which majors are leaving or staying?

4) New Undergraduate Enrollment

J. Boyer

- a. First-Time Freshman – accepts went out this week, trending a little higher than the most recent major year. Majors, bio health rad tech nirsungin psych. Counselors increased visits, participating in instant decision days doing 10 up

form 1 last year, working with community orgs in boston and nyc during breaks, expanding daily visits, connecting with faculty, Trailblazer outreach to high schools from current students. Also working with financial aid.

Discussion of Group tours as well.

- b. Working with other vendors for targeted outreach, NICHE, Carnegie, Scoir
- c. Transfers - apps consistent, accepts up, deposits up, for spring 2026, increasing presence at BCC including instant decision day. BCC is largely virtual so on campus numbers are lower in general. Discussion of good partnership with BCC. Dedicated transfer counselor now. Dr. Mendel is also working on a program where bcc students are resident at mcla as a pathway to a 4 year experience. The profile is students who need an onboarding process prior to 4 year. This may also help bcc enrollment who wants a residential experience. All state Us also have 5 slots for unhoused students and we are working on a program with Youth Villages and Rep Farley-Bouvier for individuals aging out of foster care. Discussion of working with local housing resources. Further discussion of reporting, financial aid coordination, and transfers also TRiO supports, esol learners,
- d. Early college and dual enrollment – drury early college, reimbursement is lower which works now but as we enroll more this program may change Dual enrollment is expanding for online classes, synchronous works better for online than summer asynchronous also helps get our name out across the commonwealth. We have 10 apps from dual enrollment this year. Discussion of credited courses as opposed to non credit remediation courses which are less supported at this time. We are engaging in more successful co requisite requirements. This model works well for us given our current enrollment.

Events – fall open houses, increased attendance, athletic preview day, school visits to campus, literacy network, stem week outreach instant decision days, hosting school counselor events. Spring overnight and accepted students, also virtual,

Discussion of language classes, the national trend is lower for language classes. We discuss this with the state.

Discussion of early college and dual enrollment

5) Financial Aid/Merit Awards

B. Howland

- a. Government shut down did not impact us in a significant way. We do go into local schools to assist with fafsa. Massgrant plus program reduced due to non spending, we satisfy need with pell and other funding. We did rework

packages based on funding available and the college has had to cover 90000 total as opposed to reducing aid. Packages now incentivize on campus living, meeting need, ready to send out packages for this year

- b. Questions on state cuts pell funding, pell is currently static and likely to stay that way. State supplemental programs also reducing including emergency funding

6) Ms. Howland left the meeting

7) Marketing – Krsitin Nichols

- a. Market research underway ADV and there are 3 surveys out.
- b. Web redesign – February, will launch this month. Will have ai search capability including first gen info, video will increase
- c. SEO and ai search optimization, manaferra seo partner work on improvements to search results ai is increasing also working on keyword optimization
- d. Digital advertising – VIV higher ed our internal team took on design work so we can focus dollars on paid impressions – launching soon with full campaign for all programs including dgce, this system won't work for Leadership academy but we will work on a different way
- e. Social media – seen significant growth fully launched, partnered with rw jones as social media partners working with Jamsine, increased followers across board, students are looking on social media, we are currently last out of state US, privates for followers
- f. Campaigns on social media to grow our followers
- g. We are seeing increases on followers and applications are also increasing although not directly attributable
- h. List purchase – more strategic and conversions have improved. Discussion of increase in inquiry pool.
- i. Further discussion of direct mail still being a valuable resource but not the strongest. Working with ADV on their programming. Also enhancing social media. Also doing faculty video program,
- j. Also working with working with Bernadette on student stories and emails
- k. Discussion of other social platforms – meta and tiktok,
 - i. x is not currently a priority, blue sky is not a current program, both of those platforms are more political
 - ii. reddit updates – marketing students, social media ambassadors, and faculty fellows are supporting this process.

8) Discussion of marketing as a key driver in enrollment. As well as faculty is very supportive of enrollment and admissions work.

- 9) Discussion of impact of mcla in the community including admissions events, community events, speakers on campus, athletics etc.

10) Other Business

Chair Bernard

11) Adjournment – 951 am

Chair Bernard