



My College. Right from the Start.

**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES
Enrollment Management Committee Meeting
Thursday, March 20, 2014
Room 202, Murdock Hall**

Members in attendance:

Trustee Mohan Boodram (Chair)
Trustee Shirley Edgerton
Trustee Buffy Lord

Members absent:

Trustee James Clemmer
Mary Grant, President

Others present:

Denise Richardello, Executive Vice President
Charlotte Degen, Vice President, Student Affairs
Suzanne Hunger, Associate Dean, Center for Student Success and Engagement
Joshua Mendel, Associate Director, Admissions
Gina Puc, Director of Admissions
Roberta McCulloch-Dews, Clerk

The meeting was called to order at 4:01 p.m. Executive Vice President Richardello opened the meeting, and was followed by Director Puc who provided an admissions update.

Admissions Update

To date, admissions applications, compared to last year, are running ahead, and acceptances are also up. Director Puc noted continued gains in Berkshire, Hampden and Worcester counties. Financial packages are on track, compared to last year, for students applying for aid.

The Admission team continues its recruitment efforts, which includes attending more than 150 high school and college fairs throughout the northeast. Outreach efforts also include continued targeted search mailings and advertising scholarship opportunities.

Admission events include Accepted Student Day on Saturday, March 22nd and an Accepted Student Reception on March 27th in Waltham, Mass. There will also be a Guidance Counselor Day on Friday, March 28th at the College.

Associate Director Mendel noted that MCLA attracts transfers for both the fall and spring semesters. He stated that transfers have specific needs and outreach and resources are coordinated to meet these needs. About 55 percent of transfers come from community colleges; 45 percent come from four-year schools.

Executive Vice President Richardello thanked the Admission team for their continued hard work during this busy time.

Retention

Vice President Degen and Associate Dean Hunger discussed the work around student retention. Students with challenges are identified early on to best meet needs. Data reflects that factors such as academics, finances, and student behaviors affect student retention.

Associate Dean Hunger noted the goal of the “MCLA in 4” initiative is to better connect students’ understanding of majors to career pathways; there is continued work with the CSSE staff toward this effort.

Due to time constraints, the topic of retention is to be continued at the next Enrollment Management meeting.

The Trustees thanked the admission and CSSE teams for their continuous work.

Adjournment

There being no further business, the meeting was adjourned at 4:56 p.m.