



**Massachusetts College of Liberal Arts**  
**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**  
**Minutes of the Meeting of April 4, 2019**  
**Murdock Room 208**

**Members in Attendance**

Mohan Boodram, Chair  
Brenda Burdick - absent  
Kathleen Therrien  
Denise Marshall

**Others in Attendance**

James F. Birge, President  
Gina Puc, Dean of Enrollment and Community Relations  
Lisa Lescarbeau, Clerk  
Bonnie Howland, Director of Financial Aid  
Janna Boyer, Associate Director of Admission Operations  
Kayla Hollins, Associate Director of Freshman Admission  
Erin Kennedy, Associate Director of Transfer Admission  
Josh Mendel, Director of Graduate Recruitment

**Call to Order**

Chair Boodram called the meeting to order at 2:34 p.m.

Members of the Admission Office presented enrollment updates. The new student funnel data was reviewed and spring events were detailed. Accepted Student Days attendance is at 301 vs. 179 at the same time last year. Overnight programs attendance is at 145 vs. 125 at the same time last year. Overall spring visitors is 740 vs. 665 in 2018.

Fall 2019 financial aid was presented. To-date 835 FASFA applications have been reviewed for entering freshman, transfers, and readmits. FASFA applications are down 8% overall with 27% of these having been selected for verification by the Department of Education. The foundation scholarship process has closed with 334 completed applications. Notification is anticipated to begin in May.

Committee members discussed trends in retention noting fall to spring retention is currently 5% higher than the same time last year. Net revenue for new students is currently running about \$7k per student, which is in line with last year. Management continues to monitor net revenue.

Mr. Mendel presented an update on the SVC teach-out process. To-date there have been over 60 applications from SVC students and immediate decisions were offered in three days. Transfer credit evaluations for students have been completed and meetings have been held with their advisors. SVC freshman application data has been obtained. Several on campus activities have been held for SVC transfer students and registrations days are scheduled for later in the month.

Dean Puc reviewed the strategic enrollment management (SEM) program.

Summer registration and housing were presented. To-date 204 seats have been sold. A summer launch party to increase awareness of summer registration was held. As well, e-mail communications and social media marketing initiatives are underway.

President Birge commented on SVC noting that enrollment numbers discussed do not include the teach-out agreement for radiological sciences students. The radiological sciences program, which will be presented to the full board of trustees meeting later today, currently has 21 students. Application has been made to the DHE for MCLA to teach-out this program, which would include the hiring of three full time faculty and 1 part time faculty. The program would sunset in 2021 unless application is made for a permanent degreed program at MCLA.

Committee members discussed MCLA-Pittsfield enrollment, which has 12 students registered in the master's program.

### **Adjournment**

Trustee Boodram expressed his appreciation to the staff in attendance noting that their work is noticed and deeply valued.

There being no further business to come before the committee, the meeting was adjourned at 3:15 p.m.