



Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Minutes of the Meeting of June 3, 2021
Audio/Video Conference

Members in Attendance

Robert Reilly, Chair
Kathleen Therrien
Mohan Boodram, Chair of the Board of Trustees
Frederick Keator

Others in Attendance

James F. Birge, President
Gina Puc, Vice President of Strategic Initiatives
Lisa Lescarbeau, Clerk
Jana Boyer, Director of Enrollment Operations
Kayla Hollins, Director of Admission
Bonnie Howland, Director of Student Financial Services
Maureen McLaughlin, Guest

Upon establishing a quorum of the Enrollment Management Committee Members present, Chair Reilly called the meeting to order at 8:30 a.m.

President Birge introduced Ms. Maureen McLaughlin who is performing an apprenticeship as part of her doctoral studies at Endicott College.

VP Puc began with a review of the agenda including fall 2021 onboarding activities, fall 2021 enrollment numbers, and COVID protocols moving into the fall.

Ms. Hollins review the new student funnel. As of May 21, inquiries are at 8,685, which is a slight uptick from last year. Applications are holding strong at 1,537, and the division is still seeing two to three applications daily. Accepts are at 1,216 and are ahead year over year. Enrolled students is at 162, which is down seven year over year.

Transfer student inquiries, applications, accepts and enrolls are trending down year over year, and is reflective of Berkshire Community College's reduced enrollment.

Programs seeing increases include business administration, biology, health sciences and undeclared studies. Increases are also seen in Berkshire County and the North Shore, MA, and CT, as well as from students who identify as male.

Decreases are being seen in computer science, history, math and sociology majors. As well, decreases geographically are being scene from Suffolk County and Pioneer Valley, MA, and NY.

The ALANA student funnel is down 2% year over year and the average GPA is 3.33, down 0.02 year over year.

With regard to FASFA filings, the national trend shows a decrease of approximately 9%; MCLA is seeing a decrease of 8%. SFS and Admission staff continue the push to get students to complete FASFA filing through active outreach.

VP Puc noted that MCLA's PELL percentage is slightly higher than last year at 56% vs 50% the prior year; however, these trends mirror national trends and show that the pandemic affected students at two-year institutions.

Ms. Hollins reviewed the College's onboarding program referred to as the Kick-off to College. This is a three-division approach between admissions, student affairs and academic affairs. Orientation will be held later this month and is focused on connection and belonging, and efforts to prevent summer melt.

Kick-off to College utilizes a Canvas course consisting of six modules with learning outcomes, a reflection assignment, ending quiz, and badges for completion.

Ms. Hollins summarized the student onboarding modules and welcome week academy options.

Ms. Hollins presented the division's recruitment preparation efforts for Fall 2022. Focus will be on boosting the top of the funnel communications, returning to in-person travel season, events and tours, while incorporating virtual options that have worked well, and academic based marketing.

With regard to recruiting of athletes, Ms. Hollins commented on the standardized recruitment practices MCLA's coaches across all athletics, and the process of introducing students to other out of state students to build community among these group.

Ms. Boyer reviewed efforts relative to retention and communication. The division continues to work with groups across campus to remain connect to current students, conducting check-ins during remote learning, reaching out to non-registered students to offer assistance, to withdrawn/LOA students to provide guidance on returning to campus, and to students who have not completed housing and FASFA applications to encourage them to do these steps.

Ms. Howland commented on MASSGrant and CARES Act funding, and the use of these funds by students to pay their outstanding balances which resulted in student accounts receivable being much lower than past years.

VP Puc commented on the \$1.9mm funds from the American Rescue Plan. These funds will be granted to students in two rounds over AY22. Students will be able to use this money to pay down debt, and to apply to future semester expenses and summer courses. Additional student outreach around special circumstances is also a part of the ARP

Ms. Howland noted that there is an uptick in special circumstance requests is expected. As these are filed, they are reviewed and turned around quickly. An email was sent to active students letting them know of the process for filing for special circumstances, the online form for applying has been changed, and a letter is being sent to student homes with process information and offering to book time for one to one assistance.

About 20% of students do not complete FASFA filing. A FASFA filing is not required if a student will not receive merit funding or is taking student loans only.

VP Puc provided an overview of plans to fully return to campus in the fall. The Governor's office has not issued a higher education control plan post-pandemic.

The College return to campus planning team met and agreed to a full return to in-person classes and residential living with double occupancy.

An employee survey to gauge vaccination amongst campus has been completed by 208 people indicating 93% of respondents are fully vaccinated. This placed MCLA's community within herd immunity rates.

Student vaccination will be required for a fall return to campus. This approach is the same across the state university system. Health services staff will work through summer to secure verification of vaccinations form students and process exemptions for religious/medical reasons.

An onsite vaccine clinic is scheduled on campus on June 8 and is open to the public.

MCLA will conduct some measure of surveillance testing in particular around unvaccinated students and likely in partnership with the local Stop the Spread site along with MCLA's health services division.

Communications plans include email updates to the campus community, updating FAQs on our website, and working with individual departments around specific COVID protocols.

As of June 1, employees returned to campus ending remote work with a few applications for exemptions.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 9:18 a.m.