



**Massachusetts College of Liberal Arts**  
**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**  
**Minutes of the Meeting of September 19, 2019**  
**Murdock Room 208**

**Members in Attendance**

Mohan Boodram, Chair  
JD Chesloff  
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 Student Financial Services  
Janna Boyer, Associate Director of Admission Operations  
Kayla Hollins, Associate Director of Freshman Admission  
Ely Janis, Interim Dean of Academic Affairs

**Call to Order**

Chair Boodram called the meeting to order at 2:30 p.m. and began with introductions of staff and trustees.

Dean Puc provided a brief overview of the topics to be discussed.

Ms. Hollins reviewed the new student funnel data which shows 2,435 applications with 1,806 accepts and 450 new students. There are 288 fall 2019 first year students enrolled, which is a 10% increase over F18. There has been robust interest in honors with 200+ new honors students. The top five majors and other student demographics were presented.

MCLA's competitor schools were reviewed and it was noted that the private liberal arts colleges have become more prominent on this list.

First year recruitment initiatives including academic specific outreach, alumni engagement efforts, the visit experience and utilization of resources were presented. Communications and relationship building with parents were discussed.

There were 156 transfer students, 63 of which resulted from the teach-out agreement with Southern Vermont College. Additional transfer student demographics were presented. Dean Puc presented transfer recruitment efforts in the areas of DGCE/MCLA Pittsfield, the guaranteed transfer program, transfer overnight program and community college day visits.

Recruitment publications were shared with Trustees. These publications are also available in digital format, and are shared via email and social media.

Fall 2019 events include open houses in October and November, and an athletic preview day in November.

Ms. Howland presented an undergraduate financial aid update beginning with the financial aid student profile. Financial aid applications are received from 96% of all full time undergraduate students and need based aid is awarded to 79% of full time undergraduate students. MCLA meets, on average, 82% of a student's need. Forty-four percent of undergraduate, registered students receive a Pell Grant.

A chart comparing the cost of tuition/fees, room/board, and totals for Massachusetts, New England and NY, and out of state was presented.

Initiatives in the Office of Student Financial Services include financial literacy, debt management, ChatBot use, and tuition insurance.

Dean Puc provided an update on the Division of Graduate and Continuing Education enrollment and programs. There are 84 cohort students, 64 graduate students in M.Ed. and 49 in Leadership Academy, five students in the Accounting Certificate program and 22 graduate students in the MBA program.

Dean Puc provided an overview in the projected change in high school graduates from 2019/20 to 2029/30. She presented data detailing graduating seniors and the competition for these students among Massachusetts higher education institutions.

Enrollment Management Division priorities for 2019/20 include developing a five year divisional plan, data dashboards, MCLA Pittsfield utilization study/recruitment pilot, and staffing realignment for strategic initiatives.

Dean Puc presented enrollment by initial source data, an econometric model, and first time/full time retention data.

Trustees discussed net revenue per student, budgeted enrollment, SVC transfer student attrition and radiologic sciences major.

## **Adjournment**

There being no further business to come before the committee, the meeting was adjourned at 3:30 p.m.