



**Massachusetts College of Liberal Arts**  
**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**  
**Minutes of the Meeting of October 24, 2019**  
**Murdock Room 208**

**Members in Attendance**

Mohan Boodram, Chair  
JD Chesloff  
Denise Marshall

**Members Absent**

Kathleen Therrien

**Others in Attendance**

James F. Birge, President  
Gina Puc, Dean of Enrollment and Community Relations  
Lisa Lescarbeau, Clerk  
Jana Boyer, Associate Director of Admission Operations  
Kayla Hollins, Associate Director of Freshman Admission  
Bernadette Alden, Director of Marketing and Communications  
Francesca Olsen, Creative and Brand Strategy Manager

**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. Alden provided an overview of MCLA's brand launch including tools provided to assist the campus community in making the transition to new brand standards. The President's annual Ice Cream Social was a highlight of the launch as it brought faculty, staff and students together and exposed them to new brand elements. The brand roll-out will continue in phases through-out the coming academic year.

Ms. Olsen discussed MCLA's digital presence including Snapchat, Instagram, YouTube, LinkedIn and Spotify.

Ms. Hollins provided a review of NACAC's code of ethics and professional practices, and the impact of rulings from the DOJ Antitrust Division on enrollment and the admission process.

Dean Puc reviewed tuition and financial aid awarding practices. NEBHE allowed discounting New England students to the NEBHE rate with positive results, and will allow the same practice for fall 2020 recruiting.

Dean Puc presented data on the financial aid leveraging models with a five year look at institutional aid spend, willingness and ability to pay, student subpopulations, key metrics by academic departments, and goals for 2020.

Retention and Title 3 work were reviewed. Retention strengths and weaknesses, and Title 3 programs were presented. Title 3 funding will focus on addressing retention weaknesses with programs such as the development of a living learning community for people of color, financial literacy, and health services focused on mental health and psychological transitions.

Trustees discussed the core experience and quality of advising. SSI data provided information on advising, which CSSE is using to inform their work. Other improvements include the further implementation of Degree Works software with students and advising, and core redesign.

### **Adjournment**

There being no further business to come before the committee, the meeting was adjourned at 3:25 p.m.