



**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD of TRUSTEES
ENROLLMENT MANAGEMENT COMMITTEE
April 6, 2016
Murdock Hall, Room 208**

Members in attendance:

Trustee Mohan Boodram (Chair)
Trustee Susan Gold
Trustee Robert Reilly
Trustee Buffy Lord
President James Birge

Others Present:

Denise Richardello, Executive Vice President
Gina Puc, Director of Admission

The meeting was called to order at 2:35. Chair Boodram opened the meeting.

Admissions Update

G. Puc shared the latest admissions numbers for the Fall 2017 recruitment cycle: freshmen deposits are running virtually even with last year, with a slight uptick in acceptances based on a higher completion rate of files. Transfer deposits were running 5% behind but momentum was picking up with transfer accepts and applications show a healthy increase, including applications from Berkshire County. This fall saw increased travel for freshmen and transfers, including on-the-spot acceptance days for transfers at feeder community colleges. Accepted Student Day and Overnight attendance were in line with last year. The Admissions Office has a number of Preview Days coming up that will be altered to adjust for accepted students making last minute decisions, including a Q&A and reception just for those that are accepted. It was also discussed that the Prior/Prior year financial aid policies were leading to funnel unpredictability due to students receiving financial aid packages over a large span of time.

Financial Aid Update

G. Puc shared on behalf of E. Petri that new student financial aid applications were running slightly higher than last year with 1,000 new students awarded to date. The profile for new students is similar to last year with just over 40% of students Pell eligible. Returning students saw the largest change with prior/prior year- there was a 26% increase in completed aid applications. It was also shared that this year's "gap" increased by \$1,000. There have been some complications with IRS data retrieval tools and financial aid is awaiting word on what dispensations can be made to accommodate.

Test Optional Conversation

After the update conversation turned to the State Universities that went Test Optional over the last year and the reaction/feedback MCLA has received. G. Puc shared that with the help of Institutional Research MCLA is participating in a College Board validity study to show predictability of success based on SAT scores for MCLA freshmen. Those results will be available at the end of April/early May. EVP Richardello and G. Puc shared current DHE policy with the committee and that exemptions still need to be used for students submitting text optional applications as well as conversation over some inconsistencies with competitor test optional policies. It was also discussed that faculty feedback would be needed in order to move a future policy through governance at MCLA.

Adjournment

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