



My College. Right from the Start.

**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES
Enrollment Management Committee Meeting
Thursday, December 12, 2013
President's Office Conference Room**

Members in attendance:

Trustee Mohan Boodram (Chair)
Trustee Shirley Edgerton
Trustee Buffy Lord

Members absent:

Trustee Jim Clemmer

Others present:

Mary K. Grant, President
Denise Richardello, Executive Vice President
Annette Jeffes, Dean of Admissions
Beth Petri, Director of Financial Aid
Gina Puc, Director of Admissions
Roberta McCulloch-Dews, Clerk

The meeting was called to order at 4:06 p.m. Executive Vice President Richardello opened the meeting and introduced members of the Admissions and Financial Aid team.

Recruitment Overview

Director Puc delivered a presentation on admissions and recruitment strategies for the Fall 2015 recruitment cycle. She reported that the admission staff is aggressively pursuing opportunities to reach prospective students through travel activities representing MCLA at over 700 high schools and college fairs in Massachusetts, New York, Connecticut, New Hampshire, Vermont and Rhode Island. Other strategies have included an increase in the use of digital and social media to encourage interest in MCLA and promotion of Open House programs to showcase academic programs and athletics.

Director Puc reported that the Common App allows for a wider reach, and has assisted MCLA in attracting a more diverse audience through strong community relationships, especially in urban areas.

Discussion continued regarding national trends in recruitment and enrollment including a highly competitive market, student's decisions to enroll at colleges within a certain distance from home, demographic trends and population losses in New England and financial impact driving student's educational decisions. MCLA is experiencing similar trends and challenges.

Strategies for the upcoming recruitment cycle will address optimizing financial aid awarding, marketing new business scholarships; building strategies to connect students with faculty during their visit to MCLA; strengthening relationships with guidance community; providing a high-touch admissions service to accepted students to increase yield; and capitalizing on the new CSI to promote STEM fields and experiences that the building offers to students.

Trustees Boodram and Edgerton complimented the vast amount of work the Admissions office has completed and look forward to hearing more about the advancement of the College's recruiting and enrollment plan.

Additional information to be provided:

- financial aid awarding plan to leverage institutional dollars; and
- review of admissions/enrollment management organizational structure.

Adjournment

There being no further business, the meeting was adjourned at 5:11 p.m.