



**Massachusetts College of Liberal Arts**  
**BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE**  
**Minutes of the Meeting of September 20, 2018**  
**Murdock Room 208**

**Members in attendance**

Mohan Boodram, Chair  
Brenda Burdick  
Kathleen Therrien

**Other Trustees in attendance:**

Denise Marshall

**Others in attendance**

James F. Birge, President  
Monica Joslin, Dean of Academic Affairs  
Gina Puc, Dean of Enrollment and Community Relations  
Lisa Lescarbeau, Clerk  
Beth Petri, Director of Financial Aid  
Jana Boyer, Associate Director of Admission Operations  
Kayla Hollins, Associate Director of Freshman Admission

**Call to Order**

Chair Boodram called the meeting to order at 2:30 p.m. and welcomed new committee members.

**Admissions and Financial Aid Update**

Ms. Puc began with introductions of the Admissions and Financial Aid staff in attendance of this meeting: Jana Boyer, Kayla Howland, Beth Petri.

Ms. Puc then presented an update on Admissions reviewing census data including geography and ethnicity. Students from Massachusetts constitute 71% of the student population with New York at 15%. Thirty percent of enrolled students represent Asian, Latinx, African and Native American ethnicities. Forty-five percent of incoming students are Pell eligible, the average GPA is 3.2 and the average SAT score is 1080. Transfer student data shows an average GPA of 3.3. with 44% of

transfers coming from Berkshire Community College specifically, and 72% overall from community colleges.

Ms. Puc reviewed the increased loss of students due to transfer melt, which is a result of students choosing to stay at community colleges as increased financial aid was made available. In response to questions regarding the loss of transfers, Ms. Puc stated that it is hoped to see the students transfer in the Spring.

Ms. Puc next reviewed MCLA 2018 competitors noting the predominance of UMass, and the evidence of increased recruiting being done in state by competitors.

Admitted student questionnaire results were reviewed next highlighting efforts to address the areas where MCLA ranks lower than competitors. The renovations in the campus center will help alleviate concerns with recreational facilities. Challenges remain in areas where state funding is limited including investments in campus housing and renovations to academic facilities, i.e. Mark Hopkins.

Ms. Petri next reviewed the financial aid student profile. Of MCLA's undergraduate students 93% apply for financial aid, with 79.4% receiving need based aid. MCLA, on average, is able to meet 76% of students' need.

Direct costs were reviewed for in-state dorm, in-state commuter, and out-of-state dorm student tuition, room and board fees.

In response to a question regarding student participation in federal work study programs, Ms. Petri stated that the majority of students receiving aid meet the earnings ceilings in work study. Pell recipient data was reviewed next showing 44.2% of MCLA's undergraduate, registered students receive a Pell Grant, with 24.1% of the recipients having a \$0 expected family contribution (EFC).

Ms. Petri then reviewed student loan indebtedness with MCLA at \$27,883 vs. a national average for the Class of 2017 of \$28,288 and for MA Public institutions of \$31,319.

Financial aid funding for AY 2018/19 was presented. MCLA lost \$12,928 in state funding and \$235,000 from the Federal Perkins Loan Program (the Department of Education ended this program) financial aid, and received level funding from the Mass Grant program. MCLA worked to address these losses, which was aided by the additional \$50,000 allocation from MCLA for student financial aid approved by President Birge under the Summer Authority granted to him by the Board of Trustees.

Trustees discussed the Perkins Loan program and the assignment of guarantee.

The three-year undergrad recruitment funnel data was presented highlighting opportunities to grow enrollment and enhance admissions processes.

Ms. Boyer and Ms. Hollins next presented key strategies and initiatives for the Fall 2019 cycle including efforts to improve digital and print media, engaging faculty to assist in the recruitment process, outreach events, and financial aid enhancements.

In responses to questions regarding recruitment efforts aimed at improving diversity, Ms. Puc reviewed the admission sessions targeting specific students and the success being seen in these areas.

The firm of Noel Levitz has been contracted to assist with managing data related to the awarding of financial aid to better steward institutional funds. Efforts continue to focus on developing the enrollment model to align all departments in student recruitment and retention.

Dr. Joslin next presented enrollment and retention data. Total undergraduate enrollment is 1,283 students, and first to second year retention rate is 71%. Internal efforts are focused on improving retention through the Center for Student Success and Engagement, advising and faculty.

Trustees discussed relationships between students, faculty, staff, advising, and resident advisors. With regard to benchmarking, Dr. Joslin discussed the favorable comparison of MCLA to other four year public universities and MCLA's goal of 82% retention by 2021.

Dr. Joslin provided an overview of the classroom facilities at 66 Allen Street in Pittsfield, MA, which became operational at the beginning of the semester. Additional programming at this location will be developed and a grand opening is planned for January 2019.

Lastly, Dr. Joslin reviewed the state's October STEM week and activities planned at MCLA on October 24<sup>th</sup> of that week.

### **Adjournment**

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