



**MASSACHUSETTS COLLEGE OF LIBERAL ARTS
BOARD OF TRUSTEES
ENROLLMENT MANAGEMENT COMMITTEE MEETING**

May 29, 2025

MINUTES

Present: Mohan Boodram – Chair, Yvonne Spicer

Staff Present: J. Birge, J. Boyer, R. Glejzer, B. Howland, K. Kozak, J. Mendel, K. Nichols

As allowed by executive order of the Governor of Massachusetts, in compliance with the provisions of Massachusetts General Laws, Chapter 30 and 15A, Section 9, and with a quorum present via audio/video-conference, the Enrollment Management Committee of the Board of Trustees with Chair Boodram presiding was called to order at 8:31 a.m.

Chair Boodram invited Dr. Glejzer to present on the following topics:

Fall 2025 Enrollment

VP Glejzer noted that today's presentation will focus on undergrad enrollment and we will review grad enrollment at end of summer. The Committee review fall 25 and then future enrollment

Glejzer also noted there has been a weekly staff meeting for the last 10 months that has been carefully monitoring enrollment.

- a. Undergraduate Recruitment Update J. Boyer
 - i. Fall 2025 enrollment numbers were reviewed in perspective with the last 4 years. First year deposits are up 45% over last year. The year started with lower applications but there was a strong accept-to-deposit yield from that group. Application review standards have not changed so the pool is a higher academic range.
 - ii. Growth is attributed to Slate, targeted personalized outreach, automated efficient processes, fully staffed Admissions team with great energy from new hires, collaboration with campus partners and several new marketing efforts under the leadership of new CMO Nichols. It was noted that all 8 admissions staff are alumni.
- b. New Marketing Efforts K. Nichols
 - i. Ms. Nichols noted continued outreach to accepted students, utilized Ring digital video and mobile ads to outreach to accepted students on undergrad and graduate side. Nichols feels this was very helpful for undergrad and also performed very well for grad students.

c. Preventing Melt

J. Boyer /K. Nichols

- i. Ms. Boyer detailed several activities to encourage connection over summer including Slate onboarding, personal communications, resource sessions, academic and advising outreach and very intentional collaboration with financial aid, housing, academic advising and new student programming. Registration will be completed earlier and more efficiently.
- ii. Dr. Glejzer also noted faculty support of the process including two faculty fellows who work with Admissions and will be back again this year.

Spring/Fall 2026 Strategies –

a. Marketing & Enrollment

J. Boyer/K. Nichols

- i. Continuing a dedicated marketing team with Jasmine Gancarz supporting graphic design and visual support. There is also a web designer coming in soon to support updates to the website, SEO and accessibility. They will also be responsible for ensuring compliance and brand standards. The new web manager will also be supporting the website and AI integrations. The website is updating to full video format at login and new search functionality.
- ii. The marketing team will also be working on market research to understand our place in the market, learning our market and perception of MCLA, and evolve our brand to resonate with today's audience. It will also help to develop relationships with employers.
- iii. Ms. Nichols noted a new digital campaign outreach processes and a 12 month campaign timeline as well as a nurture campaign.
- iv. There was discussion of strong coordination of new Strategic Plan and mission with all of the marketing processes and data.
- v. Ms. Nichols reviewed the 2026 Marketing strategy of communication mapping and content in Slate, social media outreach, photography and videography evolution, and an increase in overall journalistic storytelling that allows for fresh content. There are faculty and students who will be working with the marketing team to support all of these initiatives including photography, video, social media and web content
- vi. Ms. Nichols noted the web upgrades coming from our partners at ERI which includes promoting affordable excellence, the experience of the Berkshires, quick access to information, and also ongoing storytelling.
- vii. Ms. Boyer reviewed enrollment strategies including a close relationship with the Strategic Planning process, third-party vendor relationships, targeted outreach, counselor outreach and relationship development, increased transfers and community college outreach, continued collaboration with campus and community partners.

- viii. Admissions is also hosting a high school counselor overnight event this summer. There was also a very successful dual enrollment summer program that brought even more counselor interaction.

- b. Financial Aid/Merit Awards - Ms. Howland then presented.
 - i. The overall message of financial aid is value. The department is working on appropriately funding utilizing state aid. We have also focused on low debt ratio compared with peer institutions
 - ii. Proposed changes to federal aid programs may impact the College as well. Ms. Howland continues to monitor especially Pell grants that may change to focus on supporting higher credit loads.
 - iii. There has also been a process to leverage state funding in advance of institutional funding including transition from focusing on merit to housing-based awards. Admissions is also monitoring how that impacts enrollment and it has been positive especially considering our excellent overall bottom-line value.

Dr. Glejzer noted positive direction and extensive effort this year. President Birge noted positive progress and overall growth and even further opportunity from the allocation of funds. The Committee thanked the team for presenting the extensive information and looks forward to further monitoring of progress.

With no other business the meeting adjourned at 9:31a.m.

Respectfully Submitted,

Kelli Kozak
Clerk