



Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Minutes of the Meeting of April 2, 2020
Teleconference

Members in Attendance

Mohan Boodram, Chair
JD Chesloff
Kathleen Therrien

Others in Attendance

Denise Marshall, Chair of the Board of Trustees
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
Bonnie Howland, Director of Student Financial Services

Following a roll call attendance of the Enrollment Management Committee Members, and upon establishing a quorum present, Chair Boodram called the meeting to order at 4:45 p.m.

Admissions Updates

The entire Admissions staff is equipped with laptops and VPN connection in order to access all on campus programs necessary to continue day-to-day operations. Staff is participating in weekly remote staff meetings as well as working on several projects to assist with virtual recruiting for the Class of 2024.

The Office of Admission has reached out to all students who were scheduled for a campus visit, all inquiries, applicants, accepted students, enrolled students, parents/families, and school counselors with updates on enrollment deadlines and alternative visit options (via email, text, social media and print mail). We are also working with Great Sky Media on several virtual information sessions and a virtual campus tour. Staff is coordinating seven live webinars that will take place two weeks in April connecting accepted students to current students, each other, and campus resources. These webinars will be recorded and available for students and families to view on demand.

Student Financial Services Updates

All Student Financial Services staff is working remotely and handling all day-to-day transactions. New student files were all reviewed and are up-to-date prior to being shifted to remote. Course preregistration is scheduled to begin on April 10. Students were notified in their mailers from the Registrar that they will be

awarded aid packages once registered as long as their FAFSA and supporting documentation is complete. Regular reminders have been sent via email, phone and Chatbot regarding file completion.

Notice has been published that MCLA will be refunding prorated room and board, as well as parking permit fees. The proposed calculation takes into account: room and board, less any institutional funding such of merit aid = net room and board. Refunds will be issued by check, credit card rebate, or reduction in payment plan, dependent upon how payment was made.

Marketing/External Relations Update

Marketing is supporting MCLA with top-level messages for students, faculty, and staff. New messaging is required almost daily. The team has been drafting and editing communications related to all aspects of the pandemic crisis and has made sure they are readily available on social media, while also monitoring traffic, shares, comments, etc. from our community. On March 30, “MCLA Gladness” launches, a campaign hosted on MCLA’s Instagram that gives students the opportunity to vote on aspects of campus life they love and miss. The goal is to celebrate the awesome things about MCLA and spread positive feelings and hope.

MCLA’s COVID-19 landing page is up-to-date, reflects all messaging sent to all constituencies, and remains clear, concise, and organized. It has been updated on a near-daily basis since mid-March. A short-link was established so people can easily navigate to the page: mcla.edu/COVID-19.

Staff member in the Centers for Student Success and Engagement (CSSE) are conducting personal outreach to every MCLA student. Deadlines for registration and withdrawals have been adjusted to accommodate the extended break and the move to remote learning.

Other resources available remotely include tutoring, writing studio, math drop-in center, library services, counseling, and IT support.

Other Business

In response to questions regarding the established resiliency fund, President Birge provided an outline of anticipated uses for the fund which has reached approximately \$6,700. While the details for awarding are being finalized, items that may be considered for needs might include access to equipment, technology, utility bills, food and lodging.

The Council of Presidents meets daily and one topic of conversation has been contingency planning for the Fall 2020 semester being conducted remotely. Chief Academic Officers will be brought into these conversations to discuss the needs and potential as the situation evolves.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 5:20 p.m.