



Massachusetts College of Liberal Arts
BOARD OF TRUSTEES ENROLLMENT MANAGEMENT COMMITTEE
Minutes of the Meeting of May 19, 2022
87 Blackinton St, North Adams
Audio/Video Conference

Members in Attendance

Robert Reilly, Chair
Mohan Boodram, Chair of the Board of Trustees

Absent:

Frederick Keator

Others in Attendance

James Birge, President
Gina Puc, Vice President of Strategic Initiatives
Lisa Lesarbeau, Clerk
Jana Boyer, Director of Enrollment Operations
Kayla Hollins, Director of Admission
Bonnie Howland, Director of Student Financial Services

All participants participated virtually.

Upon establishing a quorum of the Enrollment Management Committee Members present, Chair Reilly called the meeting to order at 8:31 a.m.

VP Puc began with a review of the agenda of this meeting and noted that some of the numbers provided in the material have been updated for this meeting's presentation.

Ms. Boyer provided an update from the Office of Admission and began with a review of the new student funnel report. Applications for first year students show an increase of 11%, and accepts 10%, year over year. There are currently 157 first year students enrolled for Fall 2022 admission. Transfer applications are up 18%, and accepts 12%, with 37 newly enrolled transfer students. Some students have requested an extension on their final decision for enrollment, so these numbers are anticipated to increase slightly.

First year student trends were reviewed. Majors ahead for accepted students are computer science and undeclared for first-years, and business administration and health sciences for transfers. The average GPA for applicants is 3.37, up from 3.32. Athletes represent 36% of first year students and 14% of transfer students. On-campus housing for first-year students is at 89% of the class, and 42% of class for transfer students, for a total of 154 residential students.

Demographic trends show a 19% increase in applicants of color, with an increase of 3% overall for the incoming class. Females make up 61% of the class, 39% are males, 13% of new students have a preferred name and 105 of new students use nonbinary pronouns.

Summer initiatives were discussed. Admissions counselors will attend the NEACAC annual meeting and conference in June. A communication plan audit will be conducted by Simpson Scarborough and staffing responsibilities will be streamlined to address the recommendations from that work. The summer school counselor overnight program will return with two sessions in July. Faculty fellow, Liz Hartung, will assist the division in a year-long project of data analysis and financial aid leveraging.

Ms. Hollins reviewed the College's new student onboarding efforts including in-person and on-line orientation.

VP Puc reviewed program updates including the development of recruitment materials and staff trainings for the proposed nursing program. Men's and Women's hockey coach searches have begun and will include representation from the Office of Admission on the search committees. Communications announcing the hockey program have been emailed to high school counselors and undergraduate prospective students.

VP Puc presented updates being made to staffing in the Enrollment Division. A search has begun for an Executive Director of Enrollment Management, and Ms. Hollins has been promoted to the position of Executive Director of Student Persistence in the Academic Affairs Division. Ms. Boyer will serve as Interim Director of Admission, Ms. Alyssa Tomkowicz has been named the Counselor for Systems and Operation, Ms. Meghan Lussier will assume a leadership role for first-year counselors, and Ms. Sarah Burdick will work in the Office of the Registrar with a focus on retention efforts.

In response to questions regarding retention, VP Puc stated that first to second year retention is at 75%, which is slightly higher than the prior cohort. Ms. Hollins and Ms. Boyer are working to reenroll approximately 50 students who have not registered yet and who have also not withdrawn. Most of these 50 students at first review are white males, but this data is being reviewed more carefully. Efforts to contact them have been difficult with 30 remaining completely unresponsive to text, phone call and email communications.

Adjournment

There being no further business to come before the committee, the meeting was adjourned at 9:15 a.m.