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**Minutes of the Meeting of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES
Enrollment Management Committee Meeting
Friday, January 31, 2014
President's Office Conference Room**

Members in attendance:

Trustee Mohan Boodram (Chair)
Trustee James Clemmer (via conference call)
Trustee Buffy Lord

Members absent:

Trustee Shirley Edgerton
Mary Grant, President

Others present:

Denise Richardello, Executive Vice President
Beth Petri, Director of Financial Aid
Gina Puc, Director of Admissions
Roberta McCulloch-Dews, Clerk

The meeting was called to order at 3:38 p.m. Executive Vice President Richardello opened the meeting, and was followed by Director Puc who provided an admissions update.

Admissions Update

As of January, admissions applications, compared to last year, are running ahead, and acceptances are also up. The applications also reflect increases in many majors.

Director Puc noted the selection process for applicants in the Summer Enrichment Program; both applicants and accepts are ahead of last year. Multicultural recruitment has expanded and created partnerships with the Knowledge is Power Program (KIPP) and Pace University Campus has contributed to the increase in diverse applicants. KIPP will also send students to the Overnight Program to be held February 20-21.

Recruitment/retention

Members of the admissions team will travel to the Harvard United Model Nations conference for high school students February 13-16 in Boston; the conference includes a college fair. There are 115 college fairs scheduled for spring admission travel. The team will be making additional visits to high schools in Boston/Worcester and repeat visits to all high schools in Berkshire County.

Additional programs include Faculty Fridays, an event which allows faculty to meet with accepted students. Other events include Accepted Student Day on February 21st; the Scholarship Brunch on March 1st; and Preview Days: February 17th and April 21st. There will also be an Accepted Student Reception on March 27th in Waltham, Mass.

Trustee Boodram commended Director Puc and the admissions team for their continuous work toward this effort.

Financial Aid update

Executive Vice President Richardello discussed financial aid award packaging models; Director Petri noted that at least 1,000 FAFSA applications have been submitted, and shared new sample packets of financial aid award information formatted to provide students with a comprehensive view associated costs.

Trustees Boodram and Lord noted the benefits of the information packets for students and their families, and thanked both admissions and financial aid teams for their work on this project.

Adjournment

There being no further business, the meeting was adjourned at 4:36 p.m.