



**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID**

REPORT SUMMARY
(See appendix for supporting materials)

Date of Meeting: October 14, 2016

Date of Next Meeting: January 27, 2017

Committee Co-Chairs: Carlos Alcazar and Gary Jobson

Committee Members: Peter Bruns, Sven Holmes, Molly Mahoney Matthews, Ann McDaniel

Staff Member:

Dashboard Metrics:

N/A

Executive Summary:

The fall 2016 recruitment cycle achieved varied success. While first-time freshmen enrollment declined from 393 to 336 students compared to the fall of 2015, new transfers exceeded expectations with a record number of 114 compared to 108 last year. The yield rate of transfers has remained steady at 67% and this is the fourth consecutive year of increases for transfers. The drop in new student enrollment is a change compared to the previous two years of increasing numbers. This decline is despite an increase of 87 applications from last year. The primary admissions funnel change contributing to the decline among first year students was an unanticipated change in yield from 30% last cycle to 24.5% this year. While impact from a series of negative publicity events during the spring did little to support our yield expectations, there is also a need to enhance our processes in communications and outreach to help insulate us from unforeseen difficulties.

Upward adjustments to the out-of-state financial aid matrix to target stronger yield appears to not have not been substantial enough to generate the desired increase, although out-of-state enrollments did remain steady with 33 in 2015 and 32 in 2016. There has been great success realized in building first generation, minority, and PELL Grant recipient enrollment. The GPA average for transfer students (3.3) and FY minority students (3.2) are the highest on record.

Despite the decrease in overall enrollment of new students this fall the net tuition revenue increased from \$4,885,598 to \$4,969,051 year over year. This result was in part due to the average discount rate. The discount rate was lowered from 35.4% in the of fall 2015 to 31.9% this year. Net tuition is described as tuition and fees less institutional aid.

Admissions dashboards indicate continued success in attracting a more diverse student body with over 24% of the new enrollments in minority categories. Overall, the number of PELL grant recipients is 25%.

Attracting students to St. Mary's is a total college effort. The overall campus involvement in recruitment has been characterized by broad faculty, staff and student involvement in recruitment activities. For example, at our recent open house individual programs were represented by faculty, students participated in the activities fair,

and staff provided valuable information on financial aid, student life, athletics etc. New initiatives in place include lunch with a professor and a reorganized class visit program for visitors wishing this option. Faculty will continue to call and email accepted students as needed. Admissions staff has been assigned to coordinate outreach activities with the alumni office such as coverage of college fair programs and also to directly contact priority admits to help facilitate their enrollment.

Collaboration with the DeSousa Brent (DB) program to bring a full-cycle recruitment focus to build front end interest and applications has been initiated. Representatives from DB will accompany an admission counselor to selected college fairs and target high school visits. Potential students who are identified as good candidates will be coded in our system to create an enrollment funnel for outreach.

The resources of the Board can be helpful with recruitment by providing access to networks members may have. A recent example is the connection to the Tragedy Assistance Program for Survivors (TAPS), facilitated by Danielle Troyan. This lead has already resulted in a visit to campus by the TAPS administrative team, and a commitment to bring students to campus in the spring of 2017 from across the country to consider SMCM. Other leads of potential new students have been individually recommended, and connections to high schools in and out of Maryland have been made. Every student counts and this strategy of connection is a great way for the Board members to contribute to the enrollment effort.

To provide greater outreach the admissions office has enhanced its recruitment for out-of-state students by reorganizing all counselor territories to include out-of-state responsibilities. Last year two counselors worked with out-of-state students, now all seven have a share in recruitment beyond Maryland's borders. We expect this to provide a positive impact. The goal is to increase new out-of-state students to 55, or roughly 10% of the new class. To provide greater access to visit campus, open house events have been expanded this fall. In addition to our two traditional open houses, we have added Discover St. Mary's Days on Columbus and Veterans Day. This effort will provide more options for prospective students to visit and learn about SMCM. Initially the primary open house events may be somewhat smaller than last year due to the current pool of campus guests choosing to attend a new visit option. Regardless, there should be an overall increase in total visitors.

To help drive greater numbers of visitors to campus, college fair visits have been increased from 70 in 2015, to 100 in 2016. This 43% increase in coverage is intended to reach more potential SMCM prospective students for fall 2017 and beyond.

Geographic regions beyond Maryland which have been targeted for focused recruitment this cycle include Northern Virginia to Richmond (including Loudoun County VA), Montgomery, Bucks Counties and Central PA, the metro areas of NC including Charlotte and the Research Triangle, and Atlanta, GA. Efforts to recruit from northern NJ to New England are scheduled, but an understanding of the severe drop in available students in the Northeast has caused us to a focus greater attention to the south.

This year we will provide estimated financial aid packages to students admitted early action and completing the FAFSA in the fall. We are targeting admission notification and aid estimates to be sent on December 15, 2016 for the fall term. This significant move is designed to use the new prior, prior year aid change to our advantage, and to get a fast start on enrolling the new class. Plans have been set to make this adjustment, however it is key that Jenzabar, provides the necessary patch in our system in time to create aid packages by 12/15, to early action



admits in the pool.

Our transfer outreach continues to grow and will be further enhanced this year by the maturing of our Guaranteed Admission Agreements with community colleges across Maryland. Efforts are underway to secure an office location preferably at the LaPlata location of CSM. As more students learn of the welcoming transfer environment we offer, St. Mary's should become the school of choice for the transfer students. The transfer market is a strong potential pipeline of new students, but the need exists to strengthen our internal intake, registration, and support for these students. This fall 25% of our new enrollments are transfers and these numbers should continue to grow.

The MOU signed with the country of Aruba to facilitate the enrollment of up to 20 new international students in the spring and fall of 2017 holds great promise. We will be attending the national college fair in Aruba on November 3rd and 4th to recruit. Visits are also being planned to select high schools and the primary community college on the island. Emerging as an opportunity with great promise for international recruitment is our collaboration with INTCUS, an on-line student identification and recruitment platform. INTCUS is a cost efficient option to reach international students from across the globe. It also provides us with the ability to determine students who are a solid match for SMCM. Our relationship with the Maryland Sister States organization will continue.

Action Item(s) related to specific strategic plan goals as appropriate:

[Empty text box]

Committee Action Taken/Action in Progress:

[Empty text box]

Recommendation to the Board:

[Empty text box]



**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID COMMITTEE
MEETING OF OCTOBER 14, 2016**

AGENDA

I. CALL TO ORDER

II. DISCUSSION ITEMS

- A.** Personnel update/introduction of Acting Director of Admissions
 - a. Plan for filling permanent position
- B.** Enrollment Report:
 - a. Final 2016/2017 status (includes outlook for 2017)
 - b. Current 2017-2018 status
 - c. Marketing report (Carolyn Curry)
- C.** Dashboard
 - a. Review for sufficiency and appropriateness
- D.** Discussion: Available financial aid and plans for allocating that aid to students

III. ACTION ITEMS

- A.** None

IV. INFORMATION ITEMS

- A.** Minutes from meeting of April 27, 2016

The Committee does not expect to close any portion of this meeting.