



**BOARD OF TRUSTEES  
ADMISSIONS AND FINANCIAL AID**

**REPORT SUMMARY**

**Date of Meeting:** February 1, 2019

**Date of Next Meeting:** May 9, 2019

**Committee Chair:** Carlos Alcazar

**Committee Members:** Peter Bruns, Board Chair Sven Holmes, President Tuajuanda Jordan, Ann McDaniel, Allan Wagaman

**Staff Member:** David L. Hautanen, Jr. Vice President for Enrollment Management

**Dashboard Metrics**

N/A

**Executive Summary**

The Office of Enrollment Management is pleased to submit its February report to the Committee on Admissions and Financial Aid of the Board of Trustees. This report includes information about our Fall 2018 recruitment efforts, Spring 2019 enrollment, admitted student yield initiatives, Fall 2020 recruitment, and an update on staffing.

**A. Fall 2018 Recruitment Efforts**

During the Fall 2018 recruitment travel season the admission staff completed more than 600 (+35%) recruitment events compared to Fall 2017. With a focus on relationship building both in Maryland and out of state, the number of school visits where admission staff personally met with counselors and interested students increased by 28%. Admission staff also attended more than 130 college fairs with just under half of these fairs located outside of Maryland.

The Admission Office hosted three "Fall for St. Mary's" Open House programs. 371 students and 519 family members attended the programs. These figures represent a 5% increase in the number of students who attended similar programs held in Fall 2017. Feedback on the programs was very positive. The continued strength and ongoing improvement of these events can be attributed to the work of the campus-wide Signature Recruitment Events Committee.

In addition, the Office of Admission hosted an information night for prospective students and their families in Montgomery County in October. This event was coordinated and hosted by our new Montgomery county based regional representative, Tamara Wolfson.

The Hometown Hawks program was launched by the Office of Admission in November. Hometown Hawks is a program to recruit, train and support currently enrolled students who

would like to go back to their secondary schools or community colleges and assist the College with recruiting new students by meeting with prospective students and counselors. Seventeen students expressed interest. During these “Hawk Talks” students are prepared to share their St. Mary’s College experience as well as high level information about the admission process. Hometown Hawks will also participate in admitted student outreach campaigns.

International Education Advantage from Salem, Massachusetts conducted an assessment of the College’s capacity and readiness to recruit, enroll and retain international students. During their two-day visit in November they met with faculty, staff and students. They have also conducted interviews with alumni and parents. Their report is due in late January.

#### B. Enrollment

Current Spring 2019 new student enrollment include 30 total students (one first year and 29 transfer students) on a goal of 28 new students. This is consistent with the number of new students who enrolled beginning Spring 2018. There are also 1485 returning students registered. The census date for Spring enrollment is on February 11, 2019. At that time we will communicate the College’s actual Spring 2019 and blended annual enrollment figures.

A Retention Intervention Team was convened in December. The team meets regularly and includes representatives from athletics, enrollment, finance, registrar, student life and student support services. The objective of the Retention Intervention Team is to coordinate intrusive outreach with students who have exhibited signals that they may not retain.

#### C. Admitted Student Yield Initiatives

With the mailing of admitted student packets to our Early Action and Early Decision applicants in December, we launched our yield initiatives for the Fall 2019 entering class. These redesigned admitted student packets prominently feature the National Public Honors College brand with a high degree of personalization, including an updated and more informative financial aid award publication. Following the admitted student packet is a comprehensive multi-channel communications campaign along with faculty, staff, and student outreach.

We are hosting two on campus Admitted Seahawks Days. The first is Friday, February 22, 2019 and the second is Friday, April 5. These events will be complimented by off campus Admitted Seahawk Receptions. Currently we are hosting a reception in Bethesda, MD on March 21, and are working with Institutional Advancement on other locations.

Over the holiday break the first stage of refreshing Admission Office public spaces was completed. This included minor construction to move internal doorways, painting, refinishing floors, and installing new lighting fixtures. The next stage includes reconfiguration of doorways and the installation of a large screen television to allow for formal presentations to take place in the sunroom. Finally, new furniture, carpets and window dressings have been ordered and will be installed upon delivery. This is the first refresh of the Admission Building, the College’s front door, in more than 20 years and the final product promises to deliver an excellent first impression and experience for our daily visitors.

**E. Fall 2020 Recruitment**

A new partner for our new student search strategy for the Fall 2020 and beyond entering classes has been selected. Waybetter Marketing from Columbia, MD will be replacing our current partner who was brought to the College as part of the Enrollment Marketing Request for Proposal awarded in November 2017. Waybetter has a strong track record of increasing enrollment for their partners through the development and implementation of personalized new student search and communication campaigns that are initiated on an ongoing, monthly basis. This will then be followed by a robust communication flow, in-territory recruitment travel, and counselor engagement strategies. Our “Spring for St. Mary’s” Open House is Saturday, April 6, 2019.

The College has been invited to become a member of the Coalition for College. The Coalition is a group of 150 distinguished schools that are working to improve the college application process for lower-income, first-generation, and historically under-represented students. Membership is based on meeting minimum affordability, enrollment, and graduation metrics overall and for these populations. The College will join the University of Maryland College Park as Maryland’s only public institution members.

**F. Staffing**

In December, Quiana Oates, Assistant Director of Transfer Admission resigned. Emily Quade, Admissions Counselor, was promoted to this role. A search will be underway to replace Emily. In early January, Kathy Robinson joined the Admissions Office as a part time receptionist to improve the visit experience.

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

None



**BOARD OF TRUSTEES  
ADMISSIONS AND FINANCIAL AID COMMITTEE  
MEETING OF FEBRUARY 1, 2019  
AGENDA**

- I. CALL TO ORDER**
  
- II. DISCUSSION ITEMS**
  - A. Review Spring 2019 enrollment
  - B. Report on the Fall 2018 admitted student survey
  - C. Report on the admitted student yield strategy
  - D. Report on Fall 2020 new student search
  
- III. ACTION ITEMS**
  - A. None
  
- IV. INFORMATION ITEMS**
  - A. Minutes from meeting of October 26, 2018

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



**BOARD OF TRUSTEES  
ADMISSIONS AND FINANCIAL AID COMMITTEE**

**MINUTES**

**Date of Meeting:** October 26, 2018

**tatus of Minutes:** Approved January 23, 2019

**Admissions and Financial Aid Committee Members Present:** Committee Chair Carlos Alcazar, Peter Bruns, Ann McDaniel, Allan Wagaman '06, Board Chair Sven Holmes, President Tuajuanda Jordan

**Committee Members Absent:** Anirban Basu

**Staff Member:** David L. Hautanen, Jr.

**Others Present:** Sandy Abell, Bhargavi Bandi, Betsy Barreto, Lex Birney, Allison Boyle, Leonard Brown, Cindy Broyles '79, Mike Bruckler, Donny Bryan '73, Karen Crawford, Carolyn Curry, Peg Duchesne '77, Susan Dyer, Cynthia Gross, Gail Harmon, Justin Hoobler '19, Kendra Lawrence, Jasmine Long '21, Rob Maddox '07, Paul Pusecker, Beverly Read, Doria Sitts, Lauren Smith '19, Danielle Troyan '92, Mike Wick, Staff Senate delegate Marsha Wilcox, Anna Yates, Brian Zuckerman

**Executive Summary**

Admissions and Financial Aid Committee Chair Carlos Alcazar called the meeting to order at 3:30 p.m.

**Integrated Marketing**

Vice President for Institutional Advancement Carolyn Curry provided an update on the status of the branding work that has been done by the team at Creative Communications Associates. The new identifier - "The National Public Honors College"- was unveiled to the public during Hawktober Fest, October 19-20. This branding will be used along with St. Mary's College of Maryland, as an identifier of what makes us different. Also announced was the term LEAD (Learning Through Experiential and Applied Discovery), which identifies our curriculum and academic mission. Together these will be used to bring our brand to life and build our story.

Committee Chair Alcazar asked if the College had yet purchased the identifier on Google and whether or not the process has been started to trademark "The National Public Honors College." Carolyn Curry stated that her office will look into the question about Google and Allison Boyle indicated that work had already begun on the trademark process.

**Fall Enrollment Update**

Vice President for Enrollment Management David Hautanen introduced two new staff members, Kendra Lawrence, director of admissions, and Bhargavi Bandi, director of enrollment operations, to the committee.

### Fall 2018 Enrollment Update

- 1,521 full-time student headcount
- The Fall 2019 entering class included 376 first-year and 107 transfer students
- Applications, admits, and yield for first-year students and transfer student were both up from last year
- The annual institutional financial aid budget is projected at just under \$7M, of which two-thirds will be distributed to returning students and the remaining third to new students
- Targets for 2019 are 380 first-year students and 100 transfer students, 3.4 GPA, and 1220 SAT

Trustee Peter Bruns asked how many of the transfer students were coming to St. Mary's with a two-year degree. Kendra Lawrence will gather that data and report back to the committee.

### Fall 2019 New Student Recruitment Highlights

- Partnered with Spark 451 to assist with student search
- Experienced a 26% increase in attendance for our signature on-campus recruitment events
- Staff are participating in 648 recruitment events this fall, an increase of 280 compared to Fall 2016
- The assistant director for transfer admissions will have formal office hours at the College of Southern Maryland beginning in November
- A special recruitment event will be held in Montgomery County
- Partnered with a company to recruit students from India and will visit China again in the spring

Questions were raised about the fall enrollment target goals, given the growth in the inquiry pool. Mr. Hautanen confirmed that the goal is conservative and achievable. The Board reaffirmed that the goal should be quality over quantity.

Mr. Brian Zucker, president of Human Capital Research Corporation (HCRC), gave a presentation on data that his company uses to help us target and enroll students. Mr. Zucker noted that the academic programs and course offerings, affordability, campus environment, and academic reputation are the five top attributes that students look for when deciding on which college to attend. Results from the most recent accepted student survey conducted by HCRC indicated that hands-on, applied learning, study-abroad, career-focused curriculum, mentoring, and opportunities to work one-on-one with faculty were the top determining factors in school choice. Students responding to the survey also indicated that St. Mary's was on par when they were gauging its overall value relative to their other top choices.

The meeting adjourned at 5:30 p.m.