I. DISCUSSION ITEMS
   A. VP for Enrollment Management Report
      1. Fall 17 Enrollment and Aid figures
      2. Fall 18 Recruitment update
      3. Personnel search update
   B. Integrated Marketing Report – Proposed strategy to brand and market Honors College 2.0

II. ACTION ITEMS
    None.

III. INFORMATION ITEMS
    None.

The Committee does not expect to close any portion of this meeting.
Fall 2017 Enrollment Report

Full Time Student Headcount

- Undergraduate
- Undergrad Goal (1,822)
- Graduate (MAT)
- Graduate Goal (36)

FA15: 1,683 Undergraduate, 27 Graduate
FA16: 1,587 Undergraduate, 31 Graduate
Prelim FA17: 1,518 Undergraduate, 28 Graduate

Includes study abroad and non-degree students
Fall 2017 New Students

**Entering Class Size**

- **First-Time First-Year Students**
  - FA15: 393
  - FA16: 334
  - Prelim FA17: 343

- **Transfer Students**
  - FA15: 108
  - FA16: 110
  - Prelim FA17: 87

*FTFY Goal (375) - TR Goal (100)*
First Time Demographic Profile

First-Time Students: Diversity
- All Minorities
- African American
- Hispanic

- FA15: 28% (9% All Minorities, 10% African American, 10% Hispanic)
- FA16: 31% (8% All Minorities, 10% African American, 10% Hispanic)
- Prelim FA17: 27% (10% All Minorities, 8% African American, 10% Hispanic)

Goal: 25%

First-Time Students: Diversity
- 1st Generation
- Pell Recipient

- FA15: 19% (19% 1st Generation, 19% Pell Recipient)
- FA16: 21% (18% 1st Generation, 21% Pell Recipient)
- Prelim FA17: 25% (19% 1st Generation, 20% Pell Recipient)

Goals: 20%

First-Time Students: Average High School GPA
- FA15: 3.36
- FA16: 3.34
- Prelim FA17: 3.33

Goal: 3.4

First-Time Students: Average SAT (M+CR)
- Goal (old SAT): 1150
  - FA15: 1149
  - FA16: 1127
  - Prelim FA17: 1173

Goal (new SAT): 1220

The SAT changed in 2016. New and old scores are not comparable.
Retention and Graduation Rates

1st-to-2nd year Retention: Student Diversity
- All Students
- All Minorities
- African Amer
- Hispanic

De Sousa-Brent Program
By entering Fall cohort
- Goal: 88%
- Goal: 79%
- Goal: 70%

Graduation Rates (First-Time Students)
- 4 yr grad rate
- 6 yr grad rate
- 4yr Goal (70%)
- 5yr Goal (80%)

*The FA15 cohort is the cohort on which continued funding is contingent.
## Fall 2017 Institutional Financial Aid Results

### Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Expenditures</th>
<th>Federal Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Work Study*</td>
<td>$108,000</td>
<td>$32,299</td>
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<tr>
<td>College SEOG</td>
<td>$143,547</td>
<td>$28,024</td>
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<tr>
<td>Merit</td>
<td>$2,923,168</td>
<td></td>
</tr>
<tr>
<td>Need</td>
<td>$4,089,979</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,264,694</strong></td>
<td></td>
</tr>
</tbody>
</table>

### SMCM Merit and Need Based Aid

<table>
<thead>
<tr>
<th></th>
<th>Merit and Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year</td>
<td>$2,140,393</td>
</tr>
<tr>
<td>New Transfer (FA17 Only)</td>
<td>$324,656</td>
</tr>
<tr>
<td>Returning</td>
<td>$4,548,098</td>
</tr>
<tr>
<td><strong>All Students</strong></td>
<td><strong>$7,013,147</strong></td>
</tr>
<tr>
<td>+ SEOG &amp; FWS</td>
<td>$251,547</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,264,694</strong></td>
</tr>
</tbody>
</table>

### 17-18 Institutional Operational Aid Budget

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$7,264,694</td>
</tr>
<tr>
<td>Federal and Foundation</td>
<td>($894,717)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,369,977</strong></td>
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</table>
Fall 2015 – Fall 2017 Institutional Discount
## New Student Discount & Revenue Comparison

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016 Discount</th>
<th>Fall 2017 Discount</th>
<th>16 – 17 Delta</th>
<th>Fall 2016 NTR</th>
<th>Fall 2017 NTR</th>
<th>16 – 17 Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Year Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>28.0%</td>
<td>35.1%</td>
<td>7.1%</td>
<td>$10,917</td>
<td>$10,333</td>
<td>-$584</td>
</tr>
<tr>
<td>D-B</td>
<td>52.0%</td>
<td>69.7%</td>
<td>17.7%</td>
<td>$7,365</td>
<td>$4,737</td>
<td>-$2,628</td>
</tr>
<tr>
<td><strong>Transfer Students</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>23.4%</td>
<td>25.3%</td>
<td>1.8%</td>
<td>$11,709</td>
<td>$11,235</td>
<td>-$474</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>29.1%</td>
<td>36.5%</td>
<td>7.4%</td>
<td>$10,793</td>
<td>$9,979</td>
<td>-$814</td>
</tr>
</tbody>
</table>
2017 – 2018 Financial Aid Initiatives

• Student communication
  – Updated award letters

• Institutional need-based aid
  – Simplifying need-based awarding
  – Strengthening Foundation stewardship

• Updated Merit Award Branding

• Working with a new partner for Financial Aid process
Building The Class

- Institutional Strategic Plan
- Key Enrollment Indicators
- Data Collection and Analysis
- Strategic Enrollment Goals
- Enrollment Infrastructure
- Strategies
- Tactics
- Recruitment Funnel
- Prospect
- Inquiry
- Applicant
- Admit
- Deposit
- Enroll

SEM Framework
# Enrollment Goals and Funnel

## Enrollment Goals

**First Year:** 375

- Out of State: 12%
- International: 2%
- Students of Color: 29%
- First Generation Students: 20%

**Transfer:** 100

<table>
<thead>
<tr>
<th>Funnel Stage</th>
<th>2016 Actual</th>
<th>Conversion</th>
<th>2017 Actual</th>
<th>Conversion</th>
<th>2 Yr. Avg. Conversion</th>
<th>2018 Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inquiries</td>
<td>11528</td>
<td>---</td>
<td>10241</td>
<td>---</td>
<td>---</td>
<td>12500</td>
</tr>
<tr>
<td>Applications</td>
<td>1767</td>
<td>15.3%</td>
<td>1653</td>
<td>16.1%</td>
<td>15.7%</td>
<td>1967</td>
</tr>
<tr>
<td>Admitted</td>
<td>1413</td>
<td>80%</td>
<td>1364</td>
<td>82.5%</td>
<td>---</td>
<td>1542*</td>
</tr>
<tr>
<td>Enrolled</td>
<td>334</td>
<td>23.6%</td>
<td>343</td>
<td>25.1%</td>
<td>24.4%</td>
<td>375</td>
</tr>
</tbody>
</table>

*78.4% Admit Rate
Building the Inquiry Pool

• Inquiry Generators - continuing
  – FY Inquiries: (As of 10/16)
    • Fall 2018 – 9057 (+15%)
    • Fall 2017 – 7782

• Continued Outreach to Previous Search -new
  – Email, print, social media
  – Series of 6 emails sent to 80,000 students
  – Series of 4 postcards sent to 28,000 students

• Targeted HS Senior Search Outreach – new
  - 15,000 new Fall 2018 students contacted (same series of emails and postcards)
• Off Campus Recruitment Strategy
  +31% compared to Fall 2016
  • High School, Community College, and Community Based Organization Visits
    – Maryland
    – DC, DE, PA, VA
    – CA, MA, NJ
  • Guidance Counselor Events
    – Montgomery County, Fairfax County, Baltimore County
  • Special Events
    – Montgomery County Reception
Building the Applicant Pool

• Inquiry Communication
  - Solidify and enhance communication flow through CRM
  - Coordinate print/digital messaging leading to application
  - Respond to Generation Z characteristics in messaging

• Open Houses
  - Focus on quality AND quantity of visit experience

• Targeted Outreach
  - Arts Day pilot (Local)
  - College Bound (Baltimore)
  - GEAR UP (Eastern Shore)
Comprehensive Yield Strategy

• Admit Decision Experience
• Ongoing and Targeted Student and Parent Communication Flows
  – Email, print, social, digital
• Coordinated Faculty, Student and Staff Outreach
• On Campus Events
  – Admitted Student Days
  – Personalized Visit Programs
• Off Campus Event
  – Individual Meetings
  – Trustee and Alumni Home Receptions
Personnel Update

• Current Searches:
  – Director of Financial Aid
  – Financial Aid Counselor
  – Assistant Director for Transfer

• Planned Searches:
  – Director of Admission
  – Admission Counselor
Thank you!