

Admissions and Financial Aid Committee Presentation

October, 20 2017

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Vice President for Enrollment
Management

Agenda

**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID COMMITTEE
with INTEGRATED MARKETING
MEETING OF OCTOBER 20, 2017**

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

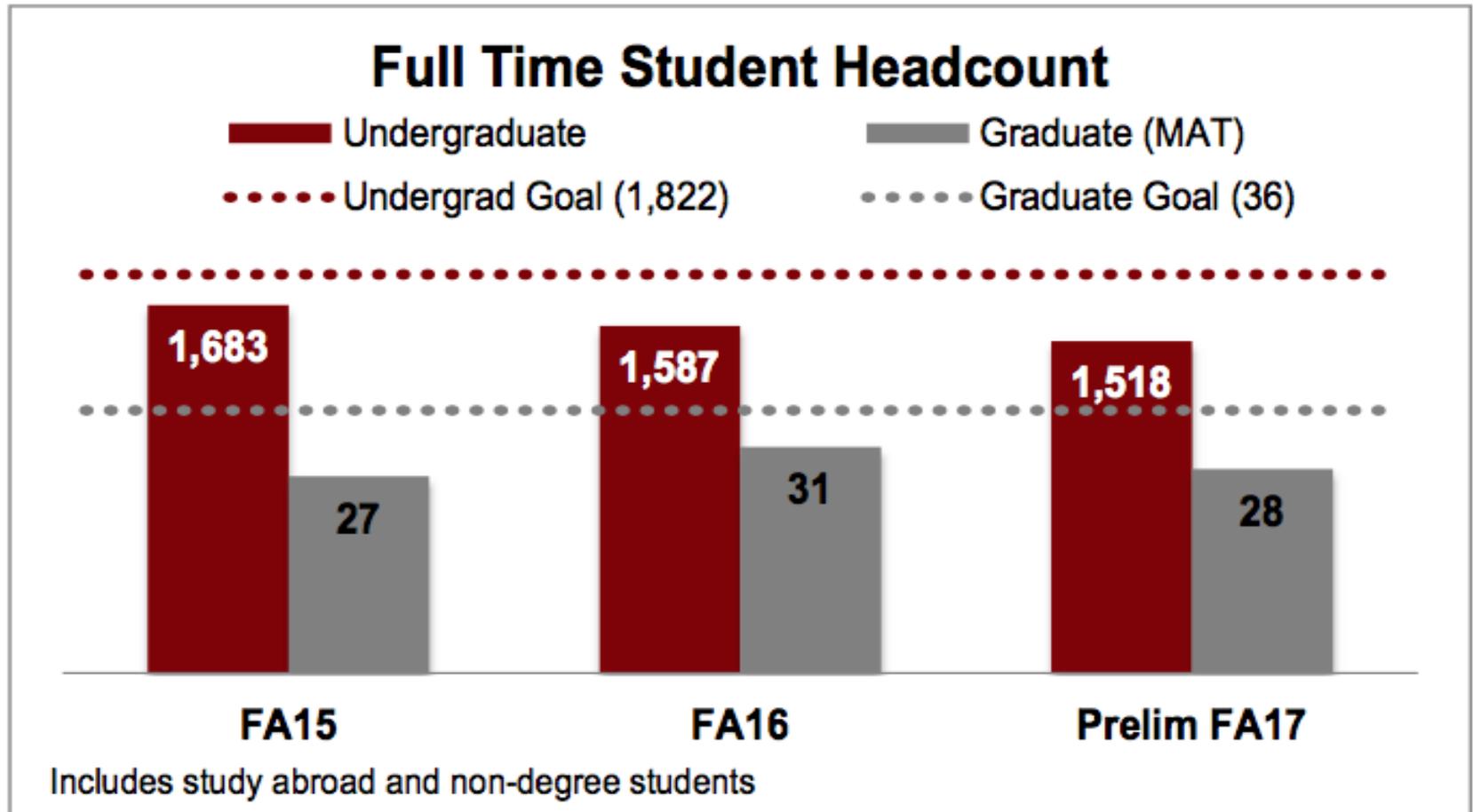
None.

III. INFORMATION ITEMS

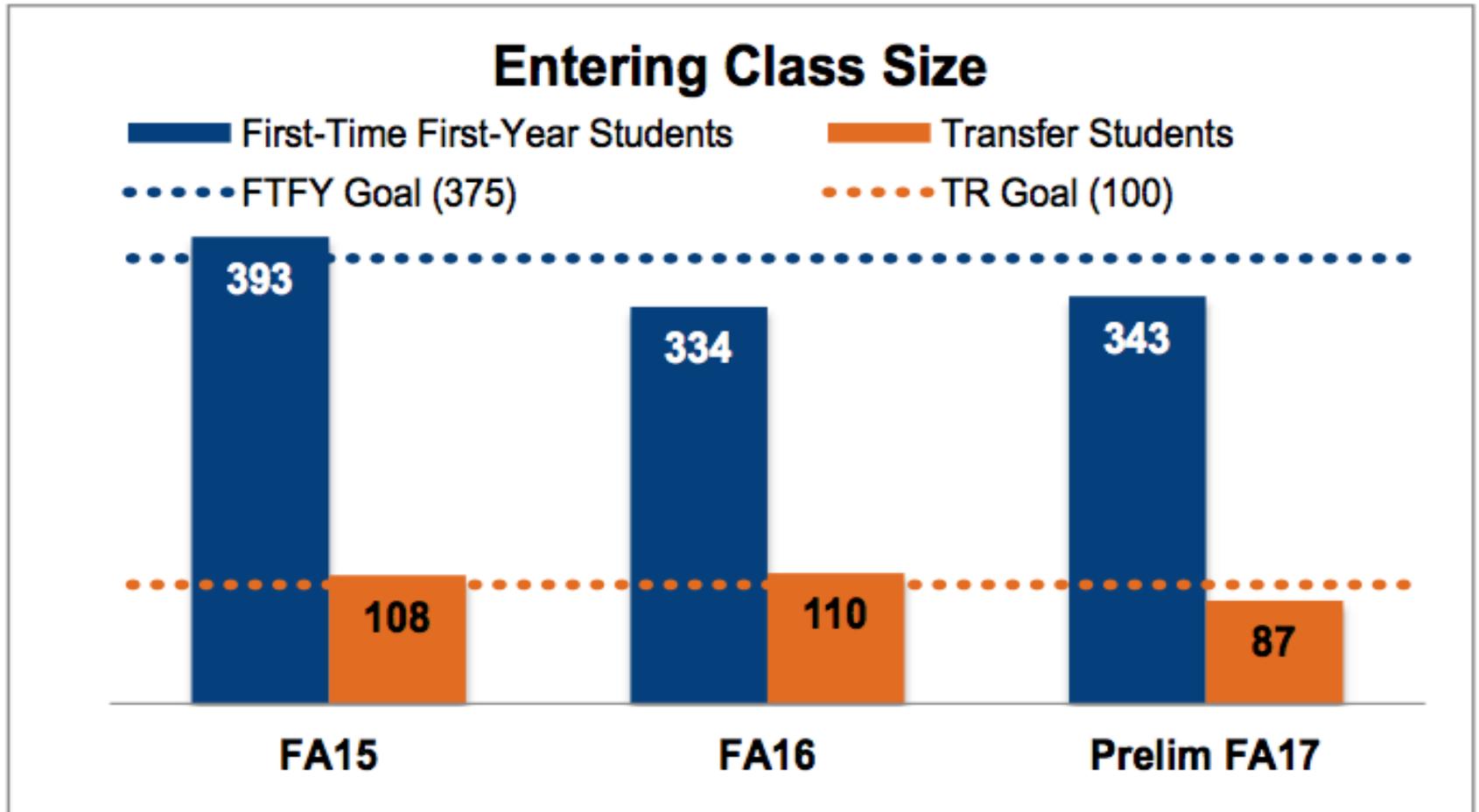
None.

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

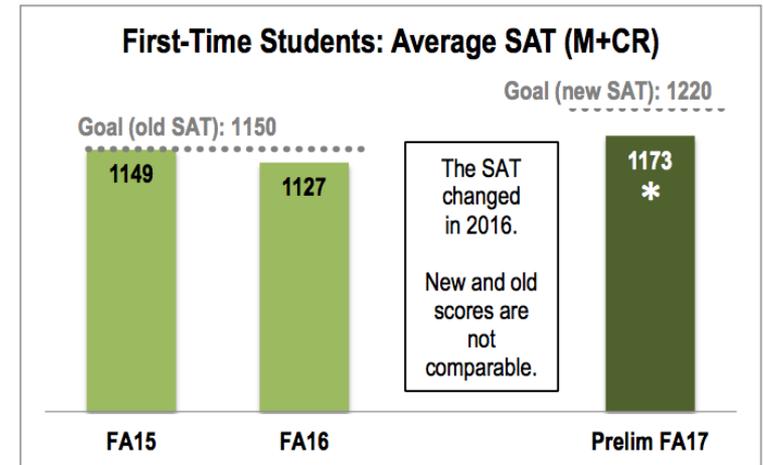
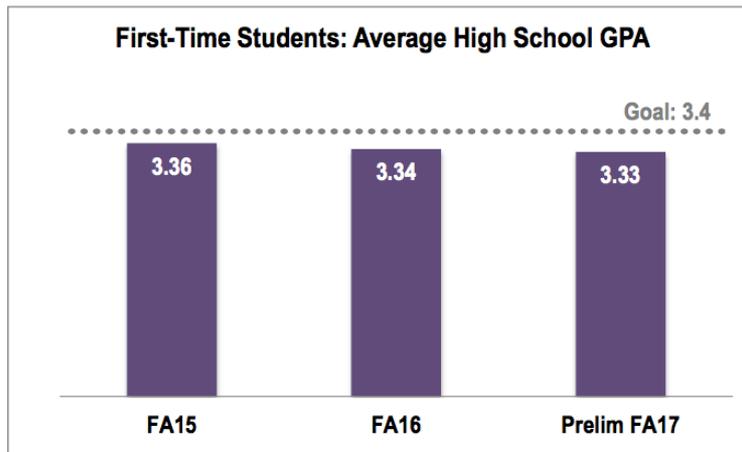
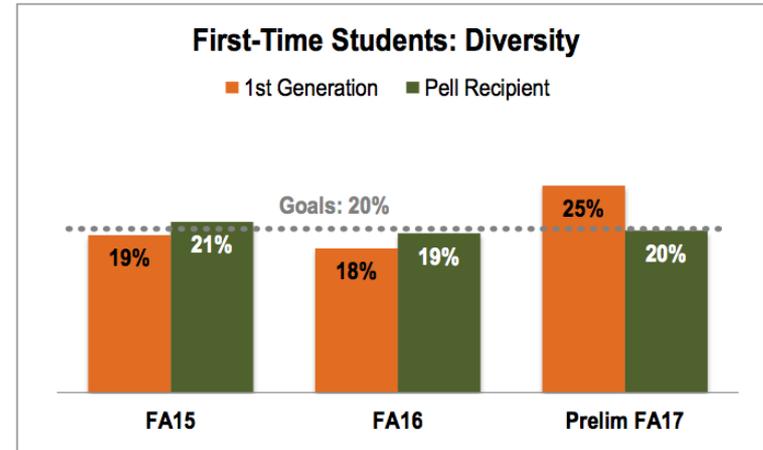
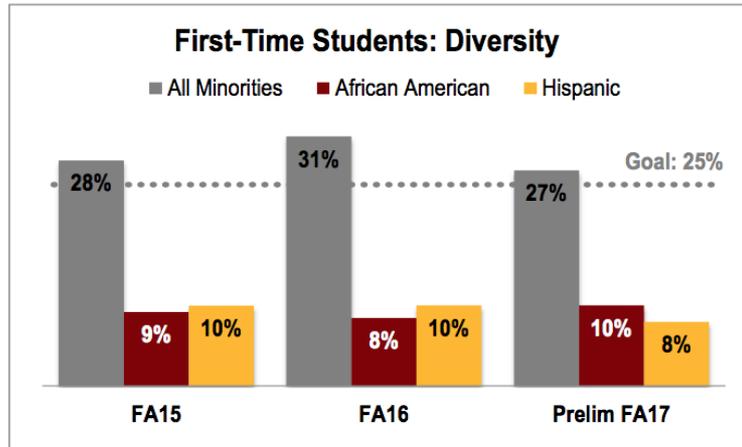
Fall 2017 Enrollment Report



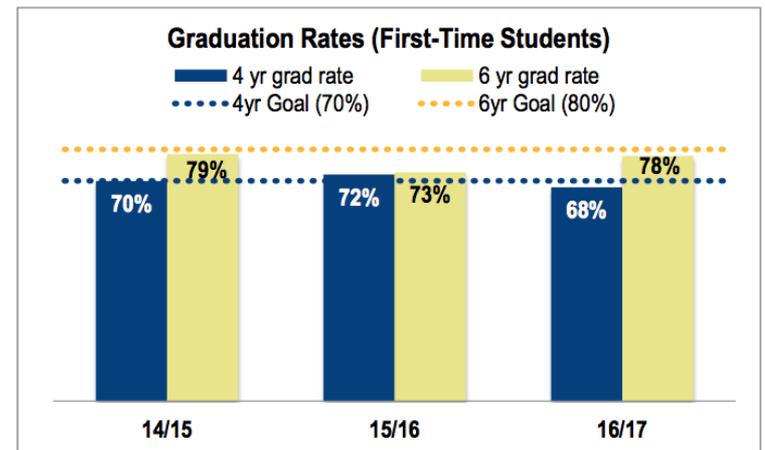
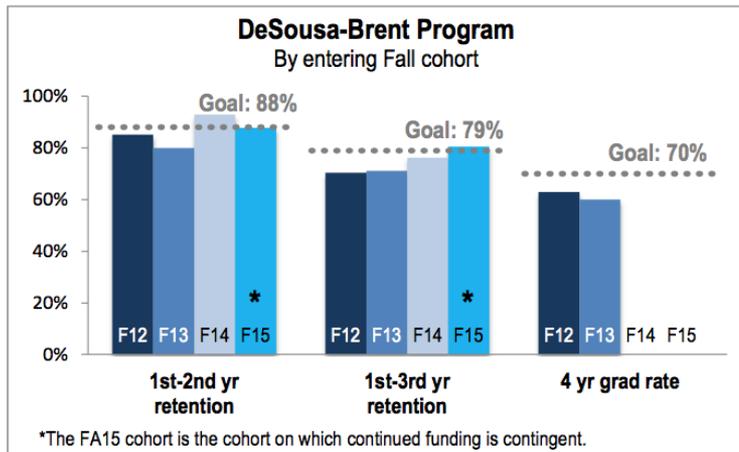
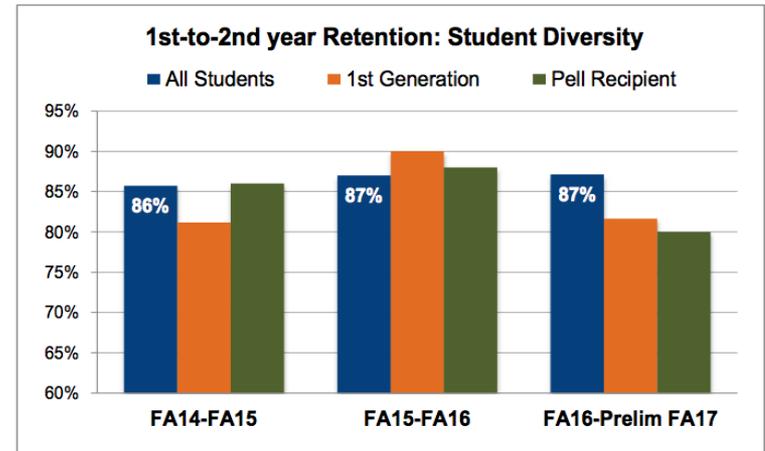
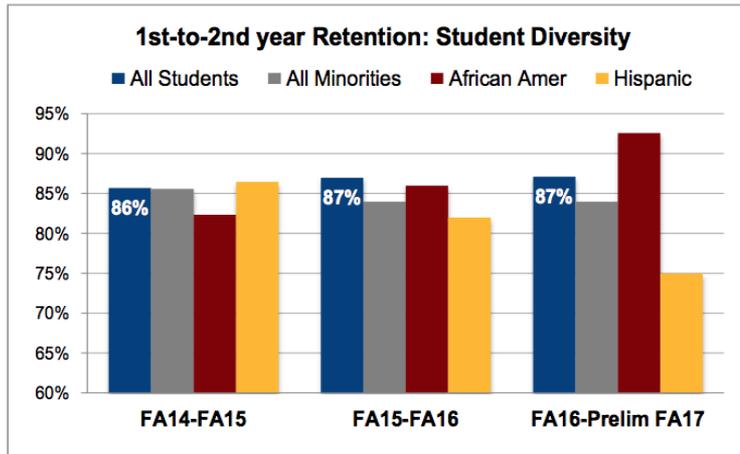
Fall 2017 New Students



First Time Demographic Profile



Retention and Graduation Rates



Fall 2017 Institutional Financial Aid Results

Expenditures

	Expenditures	Federal Allocation
College Work Study*	\$108,000	\$32,299
College SEOG	\$143,547	\$28,024
Merit	\$2,923,168	
Need	\$4,089,979	
Total	\$7,264,694	

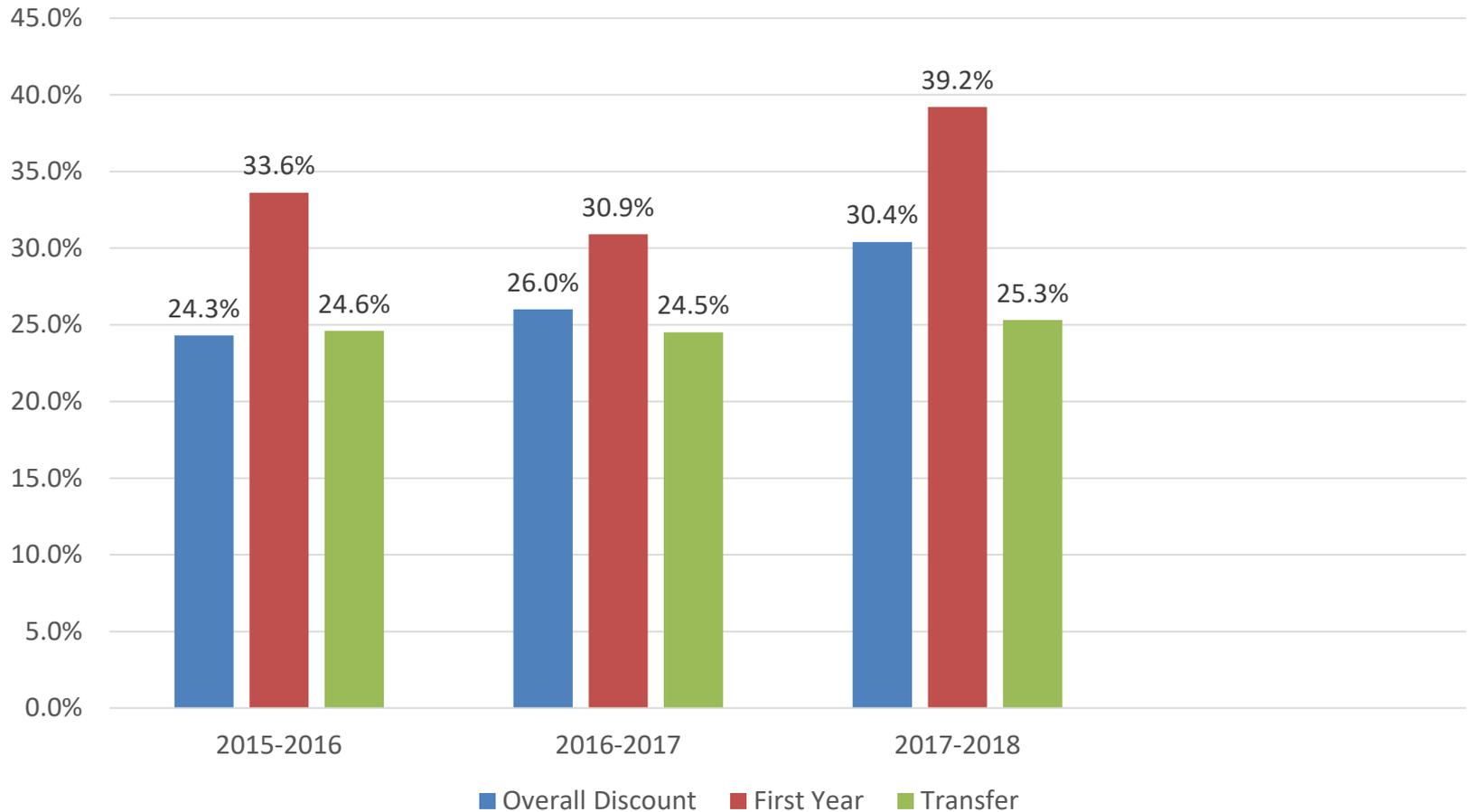
SMCM Merit and Need Based Aid

	Merit and Need
First-Year	\$2,140,393
New Transfer (FA17 Only)	\$324,656
Returning	\$4,548,098
All Students	\$7,013,147
+ SEOG & FWS	\$251,547
Total	\$7,264,694

17-18 Institutional Operational Aid Budget

Total	\$7,264,694
Federal and Foundation	(\$894,717)
Total	\$6,369,977

Fall 2015 – Fall 2017 Institutional Discount



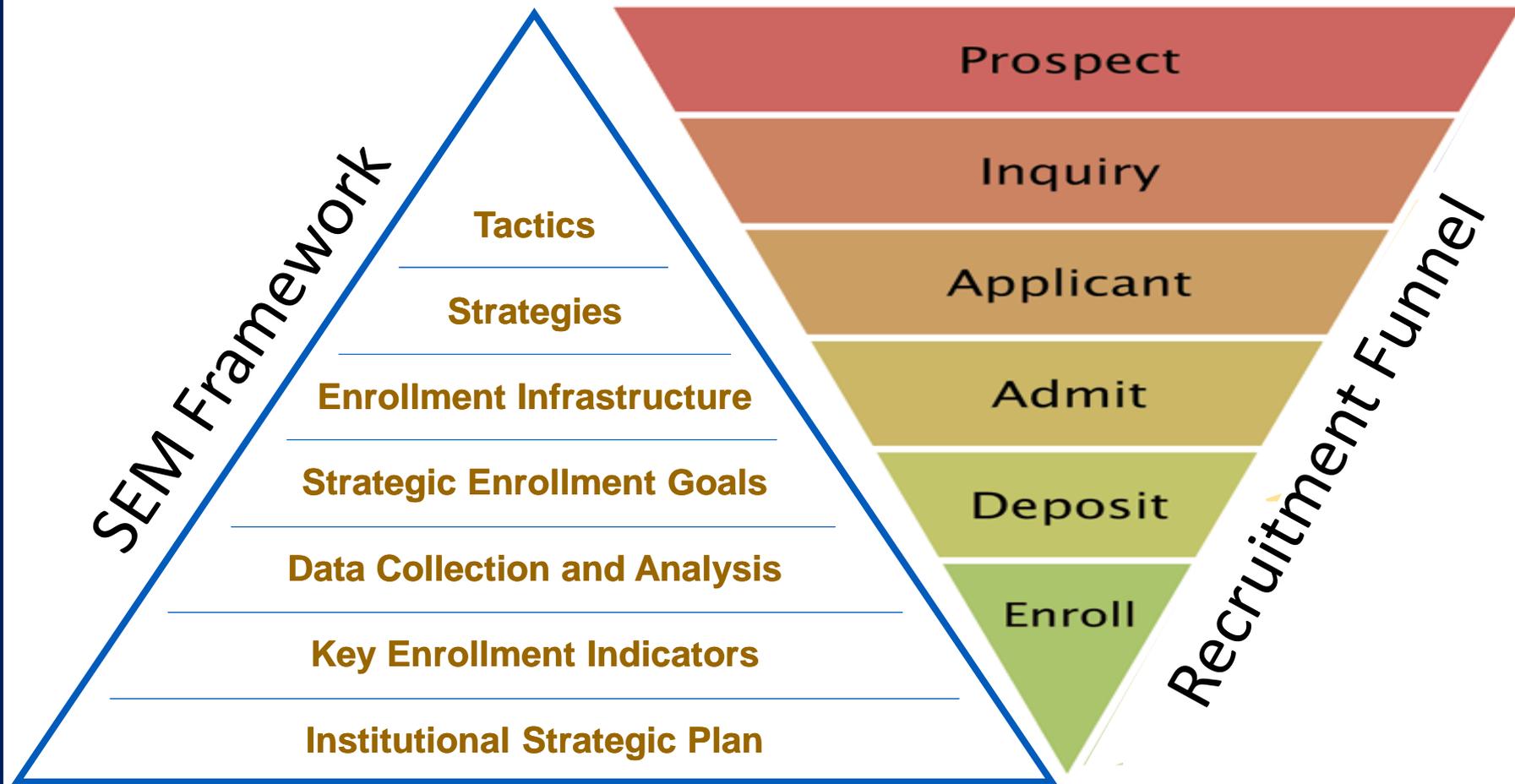
New Student Discount & Revenue Comparison

	Fall 2016 Discount	Fall 2017 Discount	16 – 17 Delta	Fall 2016 NTR	Fall 2017 NTR	16 – 17 Delta
First Year Students	30.9%	39.2%	8.3%	\$10,492	\$9,664	-\$828
Base	28.0%	35.1%	7.1%	\$10,917	\$10,333	-\$584
D-B	52.0%	69.7%	17.7%	\$7,365	\$4,737	-\$2,628
Transfer Students	23.4%	25.3%	1.8%	\$11,709	\$11,235	-\$474
Total	29.1%	36.5%	7.4%	\$10,793	\$9,979	-\$814

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



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

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

*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)

Building the Inquiry Pool

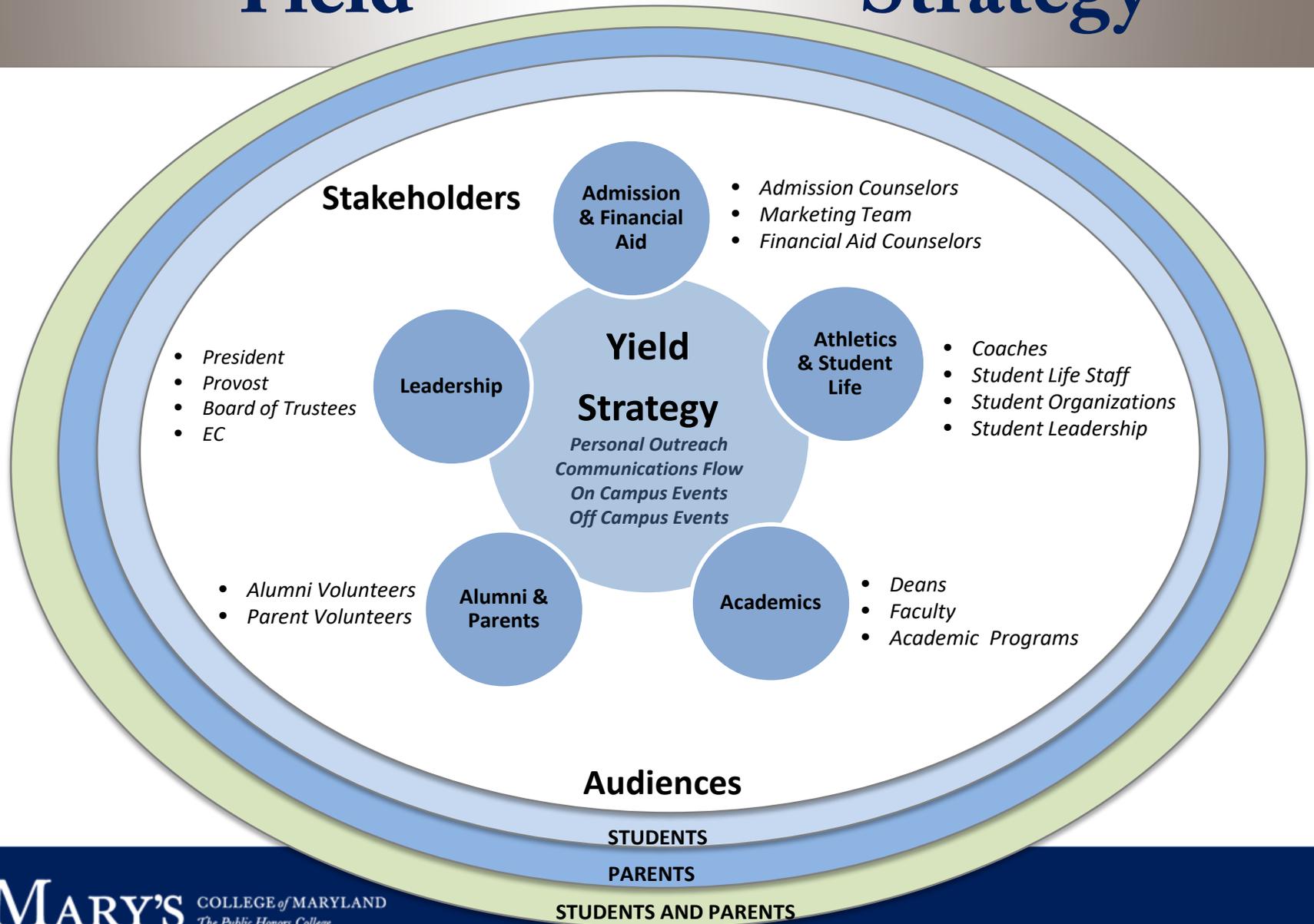
- Off Campus Recruitment Strategy
 - +31% compared to Fall 2016
 - High School, Community College, and Community Based Organization Visits
 - Maryland
 - DC, DE, PA, VA
 - CA, MA, NJ
 - Guidance Counselor Events
 - Montgomery County, Fairfax County, Baltimore County
 - Special Events
 - Montgomery County 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)

Yield

Strategy



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!