



**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID**

REPORT SUMMARY
(See appendix for supporting materials)

Date of Meeting: May 7, 2021

Date of Next Meeting: October 2021

Committee Chair: Ray Wernecke

Committee Members: Board Chair Lex Birney, Judith Fillius '79, Sven Holmes, President Tuajuanda Jordan, and Harry Wetzel.

Staff Member: David L. Hautanen, Jr.

Dashboard Metrics:

N/A

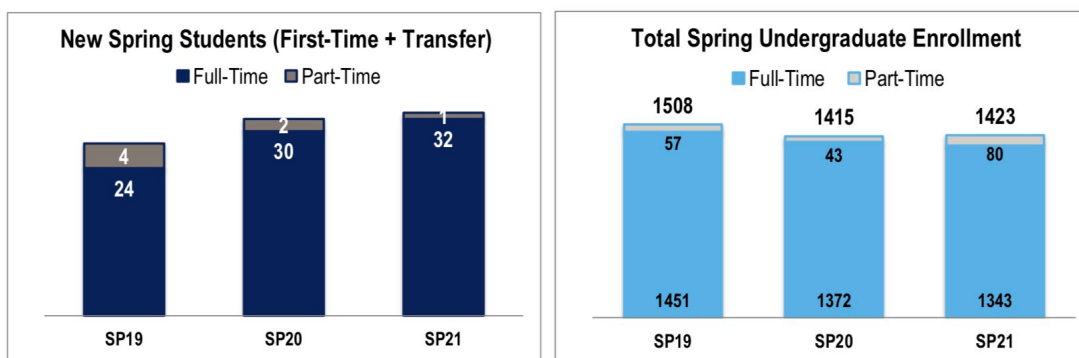
Executive Summary:

The Office of Enrollment Management is pleased to submit its May report to the Committee on Admissions and Financial Aid of the Board of Trustees. This report includes information on 2020–2021 enrollment, Fall 2021 enrollment, financial aid and new student transitions, Fall 2021 recruitment initiatives, student support services, and staffing.

A. 2020-2021 Enrollment

Spring Census:

The Office of Institutional Research completed the enrollment census for the spring term on February 15, 2021. The College enrolled 33 new students on a goal of 28 new students. Of the 33 new students, one is part-time and 32 are full-time. This compares to 32 total new students, including two part-time transfer students, for Spring 2020, and 28 new students for Spring 2018.



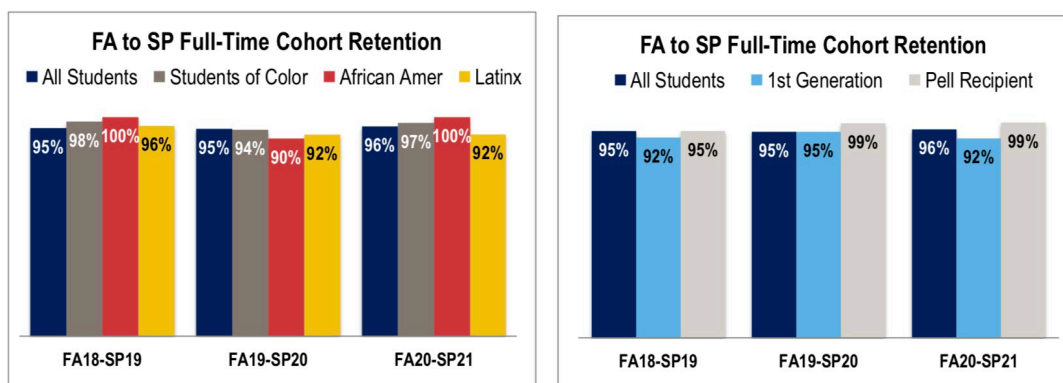
Despite the impact of the pandemic on the living and learning experience, the fall to spring term retention of all full-time student was 92% This compares to the overall term-to-term retention of 93.2% for 2019-20, and 93.9% 2018-2019. The fall to spring retention of full-time first year students was 96% with underrepresented

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student retention 92% or better.



B. Fall 2021 Enrollment

First Year Students:

I am pleased to share that as of May 3, 2021, the College has received 2833 first-year applications for Fall 2022. This is an increase of 10.1% compared to Fall 2020. The number of Fall 2021 first-year applications includes 61 (+8.9%) Early Decision applications, 1389 (+3.3%) Early Action applications, 1382 (+17.7%) Regular Decision applications. This includes 16 applications from students who deferred from a previous term.

After the November 1 Early Action and Early Decision deadline, admission staff began evaluating applications and decisions were released in waves beginning in mid-December. Financial aid awards were included with the admission decision letters in the packets sent home to admitted students.

The College has offered admission to 2190 first-year applicants. We have not offered admission to 129 applicants. An additional 218 applicants were placed on the waitlist. Those placed on the waitlist were given the opportunity to accept a place on the waitlist. Beginning on April 23, the Admission Committee began offering admission to select applicants who had accepted a place on the waitlist. As we continue to monitor enrollment, additional students may be offered admission off the waitlist.

We have also withdrawn the applications of those who have not completed the application process despite multiple communications and outreach to have them complete their files. This was done to provide clarity on what applications remained active in the process for the admission committee's review. If a student then decides to complete their file, the application will be reactivated for review. We are continuing to review and make decisions on applications as they are received and become complete.

Following the release of admission decisions, the admission staff, in partnership with the Integrated Marketing team, Waybetter Marketing, and other campus colleagues, began implementing a comprehensive multi-channel yield effort that included personal outreach by students, faculty and staff, electronic and print communications, social media, texting, our ZeeMee App social community for admitted students, virtual events and limited in-person, on-campus tours.

The Office of Admission developed a "Future Seahawk Series" of 28 virtual programs for admitted students in partnership with colleagues across campus. The series was launched with an Admitted Seahawk Welcome

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Program for our ED/EA application program admitted students and another for our RD application program admitted students. The Admitted Seahawk Welcomes were followed by weekly programs each Tuesday evening. The Tuesday programs included a Riverside Chat by President Jordan and programs about financial assistance, residential life, career services, The Honors College Promise, student success and wellness, an alumni panel, the campus and our location, and an opportunity for students to ask their final questions.

Beginning in mid-March, virtual Faculty Friday events featuring our academic programs were held every Friday for six weeks. Our academic programs were clustered by themes such as “Learning in the Lab and Beyond,” “Nature, Culture and Climate” and “Putting Numbers to Work.” The Office of Admission also hosted three programs, including a program in both English and Spanish, in partnership with The Office of Inclusive Diversity, Equity, Access and Accountability (IDEA2). Forty-one students participated in virtual class visits. Two programs for students who were nominated to participate in the DeSousa-Brent Scholars Program were also hosted in March and April.

A total of 1081 guests, 455 unique visitors, attended our Future Seahawk Series events. Moving forward, and even when the campus can host visitors for our signature recruitment programs, I expect that virtual programming will be an important compliment to traditional programming in the new student recruitment process and secondary school and transfer counselor relationship development.

In-person, on-campus guided tours for admitted students and their guests resumed on March 1 after a hiatus that began just before the Thanksgiving holiday due to public health concerns. Guided campus tours are offered Monday through Saturday each week. Between March 1 and April 25, 254 admitted students have taken a campus tour led by one of our Student Ambassadors. Admitted students, as well as any other prospective students, also had the opportunity to visit campus and take a self-guided tour using the Guidebook App tour that was developed during the summer of 2020. Since the launch of the self-guided tour, 384 students have registered for a tour.

Once the Early Decision deposit date of January 15 passed the first-year enrollment deposit trend ran ahead of the Fall 2020 cycle until the last week of March. At that time, the pace of Fall 2021 first-year deposits slowed compared to the Fall 2020 trend. This was a national trend that is being attributed to the pandemic and lack of traditional campus visit programs like open houses and admitted student days that help students determine whether or not colleges are a good fit. While colleges have ramped up their virtual event programming and many are offering limited on-campus visit opportunities, these programs do not fully replace the experience of large on campus recruitment programs. As a result, students seemed to be slower making their college enrollment decision.

At the very end of April our enrollment activity increased and, as of the close of business on May 2, we have received enrollment deposits from 373 first-year students, which also includes 14 students who had previously deferred from a previous semester. This is 12 fewer students compared to Fall 2020 and 79 more students than Fall 2019 at the same time. Thirty-seven students have enrolled in the DeSousa-Brent Scholars Program.

The Office of Admission continues to accept, review, and make decisions on applications for admission. This is normal business procedure for the Office because we want to ensure that the College is an option for students who are later than others to the college search process as well as for students who realize that their college

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admission offers do not meet their academic, personal, or financial needs. This year, the number of first-year applications that fit this category has accelerated through the month of April. This is a signal that the recruitment and enrollment process will likely continue at a high pace through the summer.

Once a first-year student has submitted their enrollment deposit, they receive information pertinent to the business of completing their enrollment. The day-long SOAR (Seahawk Orientation, Advising and Registration) programs will be replaced again with an eSOAR program in June. eSOAR will be complimented by a weekly webinar series launching on May 18, communications, social media and other activities to engage our enrolled students to offset the possibility of increased summer melt.

The New Student Experience (NSE) team including staff from Academic Affairs, Enrollment Management and Student Affairs, coordinates eSOAR and the Orientation program at the beginning of the fall semester. The NSE team has done tremendous work developing reimagined programs and doing so on an earlier timetable. In particular, the fall Orientation program schedule is already in place and has been expanded to a full Week of Welcome programming. There will also be a special half-day program for Fall 2020 new students who were remote during the 2020-2021 academic year.

Transfer Students:

As of the close of business on May 2, we have received 124 transfer applications, 25 more than at the same time for Fall 2020. We have offered admission to 71 applicants and 35 students have submitted enrollment deposits. This is compared to 36 offers of admission and 18 enrollment deposits last year at the same time. The transfer admission priority deadline is June 1 and admission decisions and financial aid awards are released on a rolling basis. This will continue through mid-August.

Transfer students are advised and registered on an ongoing basis as they submit their enrollment deposit. In August enrolling students will participate in the Transfer Day for incoming transfer students and Orientation for both first-year and transfer students as part of the move-in and matriculation processes. These efforts are being coordinated by the New Student Experience Team.

C. Financial Aid

The Office of Student Financial Assistance (OSFA) continued a number of initiatives to contribute to new student enrollment. A financial aid piece that was developed and sent to all admitted students, follow up mailings to first generation and low-income students, and pro-active personal outreach calls to prospective students are included in these initiatives.

Free Application for Federal Student Aid (FAFSA) forms have been filed by 1611 admitted students as of April 21. The Scholarship Committee reviewed 63 merit scholarship appeals, a 43% increase over Fall 2020, submitted by admitted students. The staff has processed 42 special circumstance financial aid appeals, compared to 19 for the Fall 2020 entering class. Current students have submitted 56 special circumstances financial aid appeals compared to 19 at this point in time last year. The significant increase in financial aid appeals is reflective of a nationwide trend due to the financial impact of the pandemic on students and their families.

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The current tuition/fees discount rate for first-year students who have submitted enrollment deposits is 40.7% which is 1.7% below last year. Depending on the characteristics of additional enrolling students, the first-year discount will likely decrease assuming this year reflects past trends. The current tuition/fees discount rate for enrolled transfer students who have submitted enrollment deposits is 20.7%.

Landers Scholarship Program:

The Arthur E. Landers, Jr. Hilda C. Landers Charitable Trust created the Landers Scholarship Program beginning with the 2018-2019 academic year. The Landers Scholarship Program provides fully-funded (tuition, fee, room, and board) four-year scholarships to low-income, first-generation, and/or underrepresented students with a priority to support students from the Baltimore City and Baltimore County area. The scholarship marketing, selection and awarding process is a collaborative effort between the Enrollment Management and Institutional Advancement. For this enrollment cycle, 92 of our admitted students applied for the Landers Scholarship and 16 have been interviewed. The goal is to enroll four Landers Scholars each year. Landers Scholarship recipients are also members of the DeSousa Brent Scholars Program.

Dream.US Scholarship Program:

Beginning with this enrollment cycle, the College has partnered with The Dream.US. The Dream.US is the nation's largest college access program for Dreamers and provides scholarships to highly-qualified students to help them pay for their college education. Most of these students have Deferred Action for Childhood Arrivals (DACA) or Temporary Protected Status (TPS) that allows them to live and legally work in the United States. Eight students who have been admitted to the College have received the prestigious Dream.US National Scholarship. Dream.US scholarship recipients will also be members of the DeSousa Brent Scholars Program.

D. Fall 2022 Recruitment

The recruitment cycle for an entering class begins more than two and a half years before the start of the entry term. Recruitment for the Fall 2022 entering class was launched in February 2020 when the College started recruiting students who had taken the PSAT test in the Fall of their sophomore year in high school. Recruitment for Fall 2022 continues and recruitment for the Fall 2023 entering class has begun with the launch of the sophomore and junior search strategy as soon as PSAT data were available in early December. This is more than a month earlier than last year and two months earlier than in previous years. We are continuing to work with Waybetter Marketing in the execution of the search strategy. Results to date continue to run ahead of last year. The College also partners with a number of lead generation websites as part of our new student recruitment strategy.

The Office of Admission hosted three virtual programs for prospective students, including a virtual open House on Saturday, April 24, over the course of the spring semester. Effective Monday, May 3, all prospective students may schedule an in-person, on-campus tour Monday - Saturday each week. Our annual Open House programs have been scheduled for the fall semester. The Open House programs will be on the following Saturdays: September 18, October 16, and November 13.

E. Student Support Services

The Office of Student Support Services (OS3) is responsible for services and programs designed to support

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student success and retention. This includes the College's academic early alert system (Beacon), academic advising, mentoring, coaching, and tutoring. The Office of Accessibility Services (OAS) works closely with the campus community to ensure reasonable accommodations are provided to eligible students. Like other student service offices, OS3 and OAS offered a combination of in-person and virtual appointments and programs during the fall and spring semesters.

During the spring semester, OS3 provided direct support to 158 individual students over 385 individual appointments as of April 27. OS3 worked with faculty and staff to resolve 874 Beacon "alerts" and follow-up "updates" about students of concern as of April 18. This figure represents a 10% increase in Beacon "alerts" and "updates" compared to the previous year and was primarily driven by the impact of the pandemic on our students. In addition, OS3 completed advisor changes for 226 students during the spring semester. We anticipate another 203 changes will occur in May due to advisors who are retiring, on leave or sabbatical, or not returning to the College. OAS continued to support about 200 students with active accommodations in Spring 2021. The office has seen up close how the pandemic has impacted the physical and mental health of so many people, its disproportionate impact on under-represented communities, and the ways in which a such a situation can be disabling for a person.

During the spring semester, a Fall 2021 Student Success Task Force (consisting of Ben Click from English, Mary Dorsey from OS3, Samantha Elliott from the Center for Teaching & Learning, Joanne Goldwater from OS3 and Task Force Chair, Alex Meadows from Math, Kelly Neiles from Chemistry, Kathy Langan Pusecker from Enrollment Management, FJ Talley from the DeSousa Brent Scholars Program, and Christine Wooley from the Provost's Office) was convened in recognition that much of the Fall 2021 first-year entering class will have had a hybrid/remote learning experience for the last quarter of their junior year and most of their entire senior year. Depending on community/family resources, this experience may have impacted the learning outcomes we typically expect our incoming students to have met before they enroll. Their work also recognized that our current first-year students have had an unusual transition to the College during this year.

The task force identified a three-pronged approach and developed recommendations to support students who have transitioned or will transition to our campus during the pandemic. Similar to the Retention Strategies Committee's focus on milestones, the task force focused on providing support for new students with the understanding that this will benefit all students. The work of the task force will be implemented over the summer in preparation for the fall semester. I anticipate that many of the task force recommendations will continue beyond the 2021-2022 academic year.

F. Staffing:

I am pleased to share that the vacant Admission Counselor position in the Office of Admission was reposted on April 1 and is fully processed with an offer likely to be made by May 15. There is also a vacant position in the Office of Student Support Services.

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

None

Committee Action Taken/Action in Progress:

This remains blank until after the committee meets.



Recommendation to the Board:

This remains blank until after the committee meets.



BOARD OF TRUSTEES
ADMISSION AND FINANCIAL AID COMMITTEE VIRTUAL MEETING
OPEN SESSION
MINUTES

Date of Meeting: February 5, 2021 Status of Minutes: APPROVED

Admission and Financial Aid Committee Members Present: Ray Wernecke, Committee Chair, Board Chair Lex Birney, President Tuajuanda Jordan, Judith Fillius '79, Sven Holmes, Harry Weitzel

Committee Members Absent: None

Staff Member: David L. Hautanen, Jr.

Others Present: Nicolas Abram '99, Carlos Alcazar, John Bell '95, Alice Bonner '03, Peter Bruns, Paula Collins, Mike Dougherty, Peg Duschene '77, Susan Dyer, Elizabeth Graves, Gail Harmon, Glen Ives, Larry Leak, Doug Mayer '04, William Seale, Danielle Troyan '92, John Wobensmith '93, Kristen Babendreier, Betsy Barreto, Bhargavi Bandi, Fatima Bouzid, Allison Boyle, Anne Marie Brady, Kelsey Bush, Jordan Cartwright, Carolyn Curry, Michael Dunn, Ann Harvey-Diggs, Kristina Howansky, Lindsay Jamieson, Helen Lawless, Rob Maddox, Shana Meyer, Scott Mirable, Kathy Pusecker, Paul Pusecker, Sara Ramirez, Beverly Read, Gregory Shedd, Jenny Sivak, Janna Thompson, Mike Wick, Libby Williams, Tammi Wolfson, Anna Yates, Derek Young

Executive Summary

Ray Wernecke, Committee Chair, called the meeting to order at 10:01 a.m.

David Hautanen updated the committee on the Fall 2021 application pool, gave a comparison for Fall 2020-Fall 2021, and gave an overview of yield plans.

- The First-year applicant pool for Fall 2021 is 8.5% ahead of last year's figures as of February 4.
- Transfer applications are also running ahead of last year. This is a positive sign, although it is very early in the transfer application cycle.
- In comparison to our increase, applications across the state of Maryland are down 15% according to the Common Application. We have an increased number of out-of-state applications both in contiguous states and further. Applications from BIPOC students are showing growth as well as an increase in applications from feeder schools identified as part of the work of Task Force 1.
- Due to the pandemic and the accompanying addition of test-optional policies at college and universities across the country, Ivy League and the top tier institutions are seeing tremendous application increases while lower tier institutions are seeing decreases in

applications. We can expect that this will result in a more competitive environment for yielding our admitted students.

- Students who may not have applied to top tier colleges and universities in the past due to their standardized test results and did apply to these institutions this year, will likely wait to learn of that admission decision before making their enrollment decision. This may result in delayed deposit behavior.
- The Admission team has been working on developing a number of new yield initiatives for first-year students and their families. Work has also gone into enhancing usual yield efforts to reflect the current pandemic environment. This work has been in partnership with institutional advancement, our external partners, and Janna Thompson, the Faculty Admission Delegate, who met with all academic departments to engender support for our yield initiatives.
- While it is not possible to host admitted students on campus for Admitted Seahawk Days, we know that much of the enrollment decision is emotional. To help students have that feel good experience they will receive a “pandemic 2021” Admitted Seahawk Day in a box. David showed a short video of the box and the contents – a branded box, a t-shirt, a package of s’mores, and a decal.
- In partnership with colleagues across campus, the admission team has developed a full suite of virtual programs to assist with students getting to know our students, faculty, staff and alumni. These programs are branded as the Future Seahawk Series for Admitted Students:
 - Admitted Student Welcome
 - Weekly Tuesday Programs
 - Faculty Fridays
 - Riverside Chats
 - Boutique Programs
 - Fun Social and community development programs

The meeting adjourned at 10:28 a.m.