



**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
ADMISSION AND FINANCIAL AID
MEETING OF OCTOBER 13, 2023**

**OPEN SESSION
AGENDA**

- I. DISCUSSION ITEMS**
 - A. Fall 2023 enrollment results**
- II. ACTION ITEMS**
 - A. None**
- III. INFORMATION ITEMS**
 - A. None**

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



**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID**

REPORT SUMMARY
(See appendix for supporting materials)

Date of Meeting: October 13, 2023

Date of Next Meeting: February 2, 2024

Committee Chair: Ray Wernecke

Committee Members: Carlos Alcazar, Board Chair Susan Dyer, Judith Fillius '79, Melanie Rosalez '92, Sven Holmes, President Tuajuanda Jordan, and Jesse Price '92.

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

Dashboard Metrics: *(Enter NA if this does not apply)*

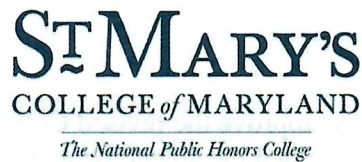
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Executive Summary:

Undergraduate enrollment (headcount) for the Fall 2023 semester is the largest since Fall 2016 and includes 1605 undergraduate students (1570 full-time and 35 part-time) and 10 Master of Arts in Teaching (MAT) graduate students. This is an increase of 85 undergraduate students and a decrease of 13 graduate students compared to Fall 2022. Despite level or improved retention among other cohorts, the College's first to second year retention decreased by 1% due to a 9% decrease in the retention of Black students and a 1% decrease in first-generation students. The vice president's report further describes Fall 2023 enrollment results.

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

None



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

Date of Meeting: May 12, 2023

Status of Minutes: APPROVED

Admission and Financial Aid Committee Members Present: Board Chair Susan Dyer, President Tuajuanda Jordan, Committee Chair Ray Wernecke, Judith Fillius '79, Melanie Rosalez '92, Sven Holmes, Jessie Price '92 (remote), Carlos Alcazar (remote)
Staff Member: David L. Hautanen, Jr.

Others Present: Nicolas Abrams '99, John Bell '95, Donny Bryan '73, Alice Bonner '03, Peter Bruns, Paula Collins, Peg Duchesne '77, Elizabeth Graves '95, Gail Harmon, Glen Ives (remote), Larry Leak '76, Brayan Ruiz Lopez '24, Aaron Tomarchio '96, Danielle Troyan '92, John Wobensmith '93, Carolyn Curry, Katie Gantz, Jerri Howland, Paul Pusecker, Dereck Rovaris, Betsy Barreto, Mary Broadwater, David Taylor, Bill Roberts, Gretchen Phillips, Caleb Shankle, Bhargavi Bandi (remote), Anne Marie Brady '93 (remote), Rob Maddox '07 (remote), Ryan Myzak (remote), Kathy Pusecker (remote), Kelsey Alford, Anoi Hindle (remote), Sophie Bernheisel (remote), Shanen Sherrer (remote), Jeff Byrd (remote), Dan Savelle (remote)

Executive Summary

Committee Chair Ray Wernecke called the meeting to order at 10:05 a.m. Attendees participated both in-person and via video conference. Chair Wernecke confirmed that a quorum was present.

Vice President for Enrollment Management, David Hautanen, Jr., previously submitted his report for the committee's review. Chair Wernecke asked the committee if there were any questions or comments. The committee did not have any questions or comments at that time.

Action Item

Chair Wernecke noted that there was one item of business, an action item to consider the recommendation to revise the College Policy on Student Residency Classification.

Vice President Hautanen then presented the action item to the committee. A question was asked if the policy should include Morgan State University employees as well. President Jordan requested a friendly amendment to the revised policy and Vice President Hautanen amended the action item to include Morgan State University.

A Trustee asked if the community college system should be included in the revision, to which President Jordan noted that it should be discussed in the future, but not today.

Chair Werneke asked for a motion to approve the revised College Policy on Student Residency Classification as presented which included the amendment. The motion was made by Trustee Judy Fillius and seconded by Trustee Sven Holmes. By unanimous vote, the action item was approved.

A short discussion was then held regarding enrollment outreach to the Asian community.

The meeting adjourned at 10:13 a.m.

**BOARD OF TRUSTEES
ADMISSIONS AND FINANCIAL AID COMMITTEE
OCTOBER 13, 2023**

VICE PRESIDENT OF ENROLLMENT MANAGEMENT REPORT

The Division of Enrollment Management is pleased to submit its October 2023 report to the Board of Trustees. Enrollment Management oversees the recruitment and enrollment of new students, the administration of federal, state, and institutional financial aid resources, and the delivery of student academic support services.

Enrollment

Enrollment (headcount) for the Fall 2023 semester includes 1605 undergraduate students, (1570 full-time and 35 part-time), and 10 Master of Arts in Teaching (MAT) graduate students. This is an increase of 85 undergraduate students and a decrease of 13 graduate students compared to Fall 2022. MAT enrollment has been impacted by the challenges facing the teaching profession and changes in licensure requirements for teachers. Including both first-year and new transfer students, there are a total of 516 new students for Fall 2023.

For the Fall 2023 entering class, the number of first-time, first-year (FTFY) applications for admission increased by 6% to 3110. This is the fourth consecutive year of increasing record numbers of applications. The College enrolled 444 new FTFY students which is an increase of 33 (+8%) new students compared to the previous fall. This increase bucks the trend at similar institutions and can be primarily attributed to new student enrollment in the Marine Science program and the new Business Administration and Management program.

The College received 160 transfer applications for Fall 2023 compared to 170 the previous year. Admission was offered to 7 fewer students in part due to a higher percentage of students not completing their applications for admission. The College enrolled 72 new transfer students compared to 70 in Fall 2022. The yield of enrolling students increased by 5%; also, 72% of the enrolling transfer students are coming from a community college and 35% of the entering class has enrolled from the College of Southern Maryland (CSM). This is a 5% increase compared to Fall 2022 and reverses a three year decline in the percent of the entering transfer class enrolling from CSM. An additional three returning and second degree students enrolled through the admission process.

This is the most diverse class in the College's history. Twenty-two percent of the FTFY class and 15% of the transfer class are Pell Grant-eligible; 28% and 22%, respectively, are first generation students; and, 31% and 29% are from historically underrepresented communities. Maryland residents account for 85% of FTFY students and 93% of new transfer students. They account for about two-thirds of the growth of the size of the first-year entering class; the growth in the number of out-of-state residents increased the out-of-state percentage of the class by two percent.

The academic profile of the FTFY class is strong with an average unweighted GPA of 3.5 on a 4.0 scale and a weighted GPA of 3.8. The average SAT decreased to 1212 from 1240 for the Fall 2022 FTFY entering class. This is due to a decrease in the yield of admitted students with scores

ranging from 1351-1450. With one exception, the yield in all other score bands, including 1451 or better, either increased or remained the same. The average GPA of our new transfer students is 3.21.

Retention and Graduation Rates

First- to second-year retention is 81% for Fall 2022 FTFY students to Fall 2023. This is a decrease of 1% compared to the retention of the Fall 2021 FTFY entering class and 4% below the retention of the Fall 2020 entering class. Retention increased for Hispanic/Latino/a American students (+13%) and Pell grant-eligible students (+2%); it was unchanged (82%) for White students and declined for Black (-9%) and first-generation (-1%) students. While the College's retention trend is not positive, the dashboard graphs in the Enrollment Management Executive Summary report show that retention patterns for certain cohorts are inconsistent. The cohorts that had increases in retention for this Fall had decreases in retention the previous Fall and vice versa.

The College's four-year graduation rate for the class of 2019 was 4% below the graduation rate for the entering class of 2018. This is after a 2% increase in 2022. The equity gaps for students of color decreased with African American men having the smallest, 1%, equity gap. Hispanic women/Latinas had the highest four-year graduation rate among students of color at 63% and besting the overall graduation rate by 7%. The equity gaps for first-generation and Pell grant-eligible students increased. The six-year graduation rate is showing a three-year decline from 73% to 68%. Equity gaps for underrepresented students increased with the exception of Hispanic women/Latinas.

These data suggest that the initiatives launched in Fall 2020 to increase retention and persistence have not produced the desired results. While we cannot measure whether current results would have not been as strong without these initiatives, we have convened a task force to develop an integrated retention strategy as an extension of the new institutional strategic plan.

Seahawk Onboarding, Advising and Registration (SOAR) and New Student Engagement

The New Student Experience (NSE) team, including staff from Academic Affairs, Enrollment Management and Student Affairs, developed and hosted the on-campus three-day SOAR program in June. Beginning in mid-May, the NSE team also coordinated a series of virtual 'Hawk Talk' programs, student assessments, targeted communications, social media, and other activities to increase the engagement of our incoming students and prepare them and their families for the transition to campus. The Office of Student Success Services (OS3) successfully coordinated the summer advising process and began managing the advisor assignment process for all students. Art professor Carrie Patterson taught a well-received pilot virtual summer class, Introduction to Visual Thinking, for 18 new FTFY students. The Fall 2023 melt of our new first-year students was 4.5%. This was a decrease of 3.3% from the Fall 2022 summer melt and represents a return to pre-pandemic summer melt rates.

Student Success Services

From the beginning of August into September, the Office of Student Success Services (OS3) led 30 workshops on the Beacon early alert system, study habits and strategies, and coaching with academic departments, residence life student staff, orientation leaders, Chemistry 103 class sections, and athletics. This outreach is proving effective with an 11.36% increase in Beacon

activity at this point in the semester compared to the Fall 2022 semester. In addition, more faculty are using Beacon to record advising notes. This will further enhance communication between faculty and OS3 staff and, thus, the support that OS3 offers students.

Financial Aid

In support of the College's mission of providing access to an exceptional honors education, the College invests significant institutional funds for merit and need-based financial assistance with 84% of undergraduate students receiving institutional merit and/or need-based aid this fall. For the 2023-2024 academic year, we project that \$8.7M of unfunded institutional funds (33% discount rate) and approximately \$754K of St. Mary's College Foundation funds, including \$200K for the Landers Scholars Program, will be used for merit and need-based financial assistance. The unfunded financial aid budget is projected to be 5.8% above the original SRI budget because of a 3% increase in returning student aid demand, 29 additional new FTFY students (including 19 additional out-of-state students) and 17 fewer transfer students who are budgeted at a lower discount. Overall, the unfunded institutional discount has decreased by 0.25% year over year. In addition, \$1.1M in waivers for Tuition Exchange, Resident Assistants, and Tuition Remission have been granted.

Due to the federal Department of Education's FAFSA simplification initiative, the financial aid process beginning with the academic year 2024-2025 will be changing for all students. FAFSA simplification includes a shorter financial aid form and changes in the need determination methodology. The FAFSA form, which has been available on October 1, will not be available until December this year. Rather than providing our admitted Early Decision and Early Action applicants their financial assistance awards right after they receive their offers of admission, the awards will be generated as soon as possible after the FAFSA is available. The Office of Student Financial Assistance will be launching a comprehensive communication plan to inform current and prospective students and their families of these changes.

On-Campus Recruitment Programs

The Office of Admission hosted 420 prospective students for campus tours from May through August. This compares with 442 prospective students visiting during the same period in 2022. The month of August was the busiest with 150 prospective students visiting campus. The Admission Open House on Saturday, September 16, 2023, was the largest September Open House on record with the campus hosting 287 prospective students and 480 guests for a total of 767 in attendance. This compares to 227 prospective students who attended the September 2022 Open House.

Evaluation feedback from our Open House guests was tremendously positive. With 24% responding, the program was rated as "excellent" by 91% of our prospective student attendees. Another 8.7% rated the program as "good" and the program increased the interest of 94% of attendees which is 10% higher than last September's Open House. 20% indicated the College was their first choice with 62% ranking the College among their top choices. Subsequent Open Houses are scheduled for Saturday, October 14, and Saturday, November 11. The Spring Open House is scheduled for Saturday, April 20, 2024.

The College is again working closely with our brand and marketing partners to increase

awareness of the College and our recruitment programs. In addition to the print, email, and digital communications generated by the Office of Admission, our partners have implemented a significant digital, social media, and outdoor advertising campaign for our Fall Open House Programs. Current results, as measured by the number of students expressing interest in the college and attending events, continue to outpace past results.

The alumni referral program for prospective students entitled “Launch-a-Leader”, in partnership with the Office of Alumni Relations, will continue for this application cycle.

Summer Events

In early July, the College hosted the week-long National Hispanic Institute (NHI) American Lorenzo deZavala (LDZ) Legislative Leadership Program for more than 160 Hispanic/Latino/a students from across the United States, Dominican Republic, Mexico, and Panama for the second year. Sponsored in part by the College, the LDZ is both a prospective student SMCM awareness and recruitment event as well as an opportunity for our community to participate in this transformative leadership program. Feedback from the participants, the NHI, and the campus was very positive. The Summer 2024 program already has 100 students registered.

Off-Campus Recruitment

In alignment with the new strategic plan, admission staff are conducting more than 500 recruitment travel events at high schools, community colleges, and community-based organizations primarily in Maryland and then in our targeted out-of-state markets. Recruitment travel includes visits planned in conjunction with the CollegeBound Foundation in Baltimore City, the District of Columbia College Access Program (DC CAP), and the College Track program in Prince George’s County and SE Washington, D.C.. The College recently entered into a partnership agreement with the College Track program as a pipeline and support program for underserved students. Admission staff also participated in a week-long international recruitment tour in Colombia in early September with additional recruitment travel in the Caribbean being planned.

The Office of Student Financial Assistance is continuing to promote the College by participating in virtual and in-person, off-campus financial aid awareness programs.

Stakeholder Engagement

Over the summer two counselor events were hosted. The first was a Counselor Preview Day program for 10 secondary school and independent counselors from Maryland, Virginia, and Washington D.C. on June 8. The second was a bus trip of counselors from the CollegeBound Foundation on July 11. This program has led to the planning of an overnight program for CollegeBound students as part of the November Open House.

The National Association for College Admission Counseling (NACAC) National Conference was hosted in Baltimore from September 21- 23. The College provided sponsorship of the program bag and included a SMCM viewbook for each of the 7,500 participants in the bag. In addition, the Office of Admission sponsored a trip from Baltimore to campus for secondary school counselors the day before the conference started. Counselors from Colorado, Maryland, Massachusetts, Pennsylvania, Puerto Rico, and Virginia attended the program.

On October 6, the College is hosting a Counselor Luncheon in Bethesda, MD for secondary school counselors in the Montgomery County region.