

**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
ADMISSION AND FINANCIAL AID
FEBRUARY 2, 2024**

**OPEN SESSION
AGENDA**

- I. DISCUSSION ITEMS**
 - A. Enrollment Retention Initiatives
- II. ACTION ITEMS**
 - A. Proposed revision to the " Tuition Waiver Policy for College Employees and Dependents"
- III. INFORMATION ITEMS**
 - A. None

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

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

Date of Meeting: February 2, 2024

Date of Next Meeting: May 10, 2024

Committee Chair: Ray Wernecke

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

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

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

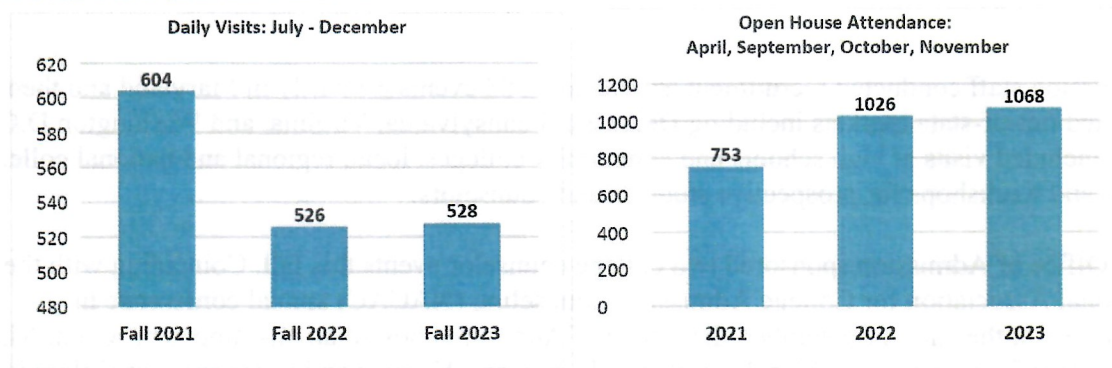
Dashboard Metrics:

N/A

Executive Summary:

The Office of Enrollment Management is pleased to submit its January 2024 report to the Committee on Admission and Financial Aid of the Board of Trustees. The report includes information about our Fall 2023 recruitment efforts, Spring 2024 new student enrollment, Fall 2024 admitted student yield initiatives, Fall 2024 recruitment, retention initiatives, student success services, and staffing.

Fall 2023 Recruitment Season:

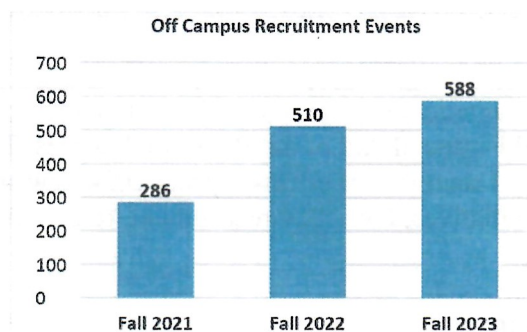


The number of campus visitors during the Fall 2023 recruitment season increased compared to the 2022 recruitment season. This includes a slight increase in the number of students who attended our daily tours and information sessions between July and December and a more significant increase in the number of students who attended our open houses compared to the

previous year. Given the influence of the College's location on prospective student decision making, continuing to increase the number of prospective students who visit campus throughout the recruitment funnel is integral to meeting enrollment goals.



Program evaluation responses (n=235) from our open houses attendees are strong and positive. In addition, 71% of respondents plan on applying and 19% indicate that St. Mary's College is their first choice at this point in the recruitment process. Program evaluations also serve to inform the ongoing improvement of the program. The Spring Open House is scheduled for Saturday, April 20, 2024.



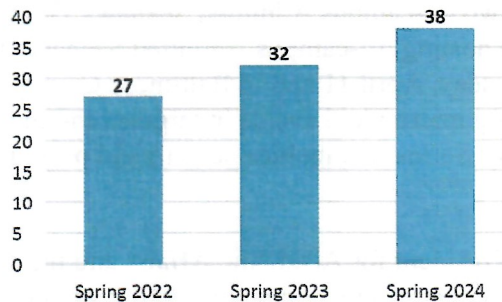
Admission staff conducted recruitment activities at 588 events primarily in Maryland and then in targeted out-of-state markets including Delaware, Pennsylvania, Virginia, and Washington D.C.. This included visits at high schools and community colleges, local, regional and national college fairs, and workshops for prospective students and counselors.

The Office of Admission sponsored two college counselor events this fall. Coinciding with the National Association for College Admission Counseling (NACAC) annual conference in Baltimore at the end of September, the Office of Admission hosted an on-campus program. Nine counselors from as close as Maryland, Pennsylvania, and Virginia and as far away as Colorado, Massachusetts, and Puerto Rico attended. In early October, the 37 college counselors from Montgomery County, Prince George's County, Washington D.C., and northern Virginia attended a luncheon event in Bethesda, Maryland.

The Office of Admission continues to partner with the Office of Alumni Affairs on the alumni

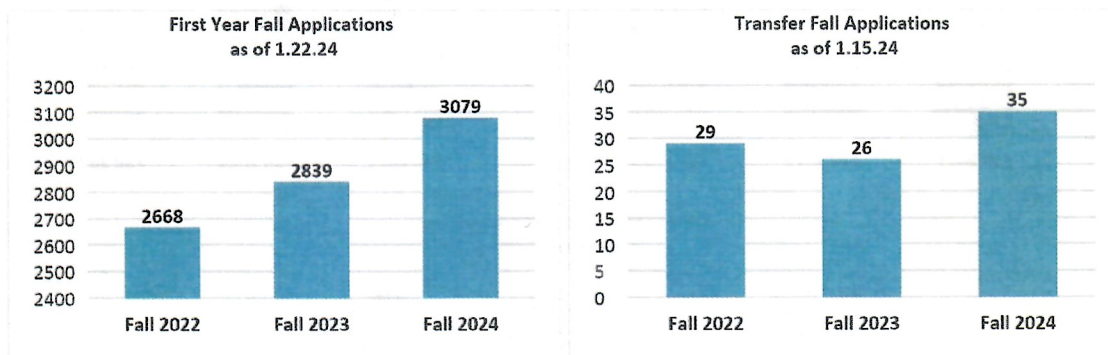
referral program for prospective students entitled “Launch-a-Leader” for this application cycle. As of January 18, 2024, 63 applicants have been referred by 66 St. Mary’s College alums. This is compared to 22 and 24, respectively, last year.

Spring 2023 New Student Enrollment:



Current Spring 2024 new student enrollment includes 38 students (five first-year students, 31 transfer students, and two students who were readmitted into the College. This is on a goal of 30 new students. The census date for Spring enrollment is on February 19, 2024. At that time, we will communicate the College’s actual Spring 2024 and blended annual enrollment totals as well as updated financial aid expenditure figures.

Fall 2024 Applications:



The number of applications for admission to the College continues an upward trajectory. For Fall 2024, first year Early Decision applications have increased by 24% from 58 to 73; Early Action applications have increased by 14%; and following two years of declining numbers of Regular Decision applications, they are almost on par with the number of applications for Fall 2023. Following two years of declining numbers of applications for admission, early indications are that transfer applications will rebound.

Admitted Student Yield Initiatives:

Early Decision and Early Action applicants were notified of their admission decision and merit scholarship in November and December, respectively. Typically, this notification also includes

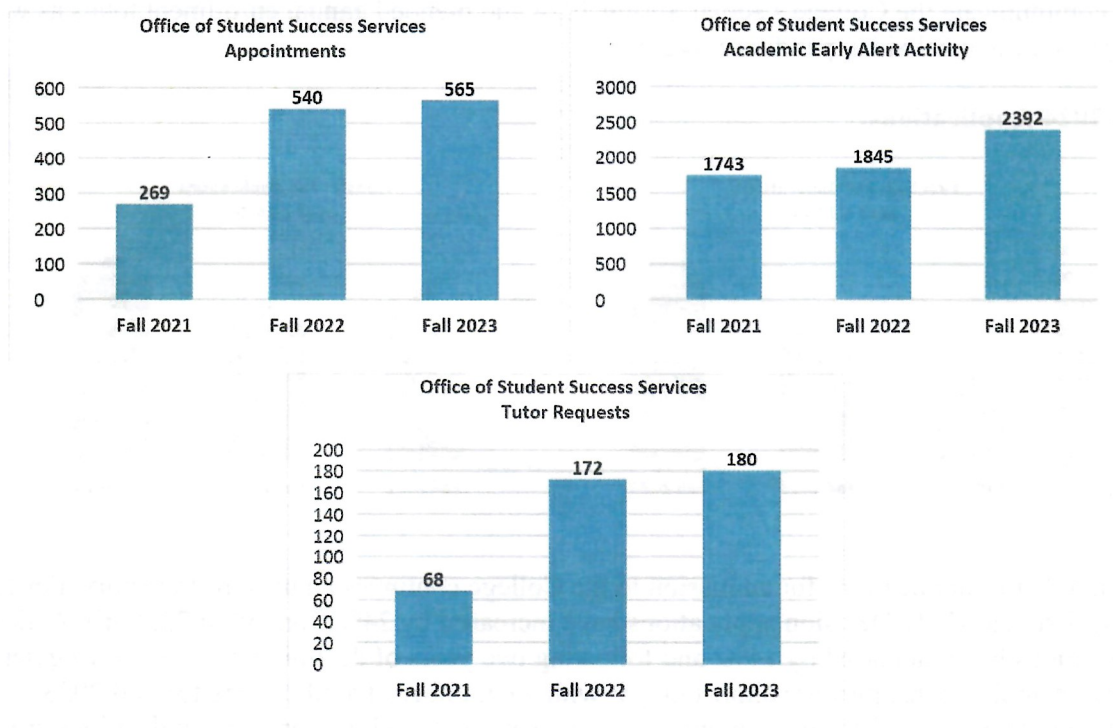
the offer of need-based financial assistance. Due to the federal Free Application for Federal Student Aid (FAFSA) simplification initiative, the form was not available in advance of the College's early application processes. A soft launch of the new FAFSA began at the end of December. Once the College receives the applicant data which is expected no earlier than the end of January, we will prepare and distribute need-based financial assistance awards as soon as possible.

The College will be hosting two on-campus Admitted Seahawk Days on Saturday, March 2 and Saturday, April 6. We will be hosting off-campus Admitted Seahawk Celebrations in Montgomery County on Thursday, April 11 and in Baltimore County on Thursday, April 18. Admission staff will be hosting micro yield events in targeted in- and out-of-state areas. This cycle's virtual Future Seahawk Series will include seven yield programs.

Retention Initiatives:

In partnership with the Vice President for Academic Affairs and the Vice President for Student Affairs, a planning process to develop an integrated retention strategic plan was completed during the fall semester. Designed to complement the College's strategic plan, implementation will begin during the spring semester.

Student Success Services:



The Office of Student Success Services (OS3) staff supports student success by providing academic coaching and advising, workshops for students, faculty, and staff, parent/family outreach and support, and managing the College's early alert system (Beacon), the PASS peer mentor program, and the academic tutoring program. As the data shows, the services provided

by OS3 continue to increase. This is due to promotion to students to ensure that they are aware of the office and its services as well as outreach with faculty and staff so that they are aware of the services OS3 offers and that they know how to best utilize the College's early alert system. Of note this past fall semester, OS3 offered 39 workshops and 58% of students who received tutoring increased their final grade with only 5% receiving a lower grade.

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

There will be an action item to revise the College's employee tuition waiver policy.



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

**OPEN SESSION
MINUTES**

Date of Meeting: October 13, 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, Carlos Alcazar, Sven Holmes, Kimberly Kelley, Melanie Rosalez '92 (remote), Caleb Shankle (Staff Liaison), William Roberts (Faculty Liaison)

Staff Member: David L. Hautanen Jr.

Others Present: Kelsey Alford, Mary Broadwater, David Taylor, Betsy Barreto, Paula Collins, Katherine Gantz, Jerri Howland, Dereck Rovaris, Anne Marie Brady (remote), Jeff Byrd (remote), Thomas Synborski (remote), Kaylah Lovitts, Kelly Neiles.

Executive Summary

Committee Chair Ray Wernecke called the meeting to order at 10:20 a.m. Attendees participated both in-person and via videoconference. Committee Chair Wernecke confirmed that a quorum was present.

Discussion Items

Vice President for Enrollment Management, David L. Hautanen Jr., previously submitted his enrollment report for the committee's review. Committee Chair Wernecke noted three trends from the report: enrollment, student diversity, and recruitment are all up. Committee Chair Wernecke asked if there were any questions or comments. The committee did not have any at that time.

Committee Chair Wernecke introduced Vice President Hautanen. Vice President Hautanen said that the goal for today's conversation was to discuss some of the challenges and opportunities facing enrollment beginning with the Fall 2024 entering class.

Demographic Changes

Vice President Hautanen noted that Maryland will not experience the "demographic cliff" in the same way as other states. Instead, the state will continue to graduate at least the same number of students as it will this year for many years to come. However, the demographic composition (race/ethnicity) will change with increasing numbers of Hispanic/Latino/a and Asian students and decreasing numbers of Black and White students. We need to be mindful that our competitors are aware of this and are increasing their recruitment of Maryland students. Our

recruitment strategies will need to reflect both the demographic changes as well as the increased competition for instate students.

The Supreme Court of the United States

Vice President Hautanen explained to the Committee that on June 29, 2023, The Supreme Court of the United States struck down the use of race and ethnicity as factors when making admission decisions. The Court held that race-based affirmative action programs in college admission processes violate the Equal Protection Clause of the Fourteenth Amendment.

Vice President Hautanen noted this does not mean that the Admission Committee cannot be aware of race; it means they will need to review race through the lens of effect or impact and from the learning or qualities the student had gained because of their experience. The current holistic applications review process aligns with the requirements of the court; we have made a change in the actual decision-making process.

FAFSA Simplification

Vice President Hautanen passed the presentation over to Robert “Rob” Maddox, Director of the Office of Student Financial Assistance to discuss the federal FAFSA simplification process. Mr. Maddox explained that while this new initiative is meant to simplify the process for families (making the application easier and quicker to complete), it remains to be seen how the data captured on the new FAFSA form and the resultant Student Aid Index (which replaces the Estimated Family Contribution), will impact the financial aid process in practice.

Due to the timing of the FAFSA simplification process, the release of the FAFSA (which had been available to families on October 1) is being delayed until December. Accordingly, offers of financial assistance that are usually released as part of the Early Decision and Early Action admission processes will be released as soon as possible following receipt of FAFSA files.

College Board Licensing Changes

Vice President Hautanen then presented to the Committee the College Board licensing changes that will impact the recruitment of the Fall 2025 class. The College Board is transitioning to digital testing instruments. That means data privacy laws that were not applicable to personally identifiable information (PII) are now applicable.

Therefore, the College Board will no longer make students’ names and contact information (PII) directly available to the College. This will impact about 48% of the junior and senior names that SMCM usually licenses (purchases) and means that the College will no longer be able to directly market to these students. Instead, the College Board has created an app that will allow colleges to indirectly reach out to cohorts of students. If the students are interested in a college, they will need to provide their personal information directly to that college.

This change has significant implications to how SMCM builds the top of the funnel and our applicant pool. To compensate for this change, Vice President Hautanen explained that Admission and Marketing are going to need to invest and enhance how they nurture and engage those who are expressing interest in SMCM in other ways such as through our College website.

Vice President Hautanen then responded to questions from the Committee.

The meeting adjourned at 11:12 a.m.

**ST. MARY'S COLLEGE OF MARYLAND
BOARD OF TRUSTEES**

**ADMISSION AND FINANCIAL AID COMMITTEE
FEBRUARY 3, 2024**

**ACTION ITEM II. A
TUITION WAIVER POLICY FOR COLLEGE EMPLOYEES AND DEPENDENTS**

RECOMMENDED ACTION:

The Admissions and Financial Aid Committee proposes that the current note at the end of the **Tuition Waiver Policy for College Employees and Dependents** section in the St. Mary's College of Maryland's Human Resources Tuition Benefits policy, *"Note: Scholarship awards from St. Mary's cannot exceed the value of in-state tuition. Tuition waivers are scholarships and count toward this limit. Scholarships from outside sources do not count, nor do need-based St. Mary's or other sources"* be deleted, and the following language inserted between the current fourth and fifth paragraphs in the **Dependent Children and Spouses of Employees** section of the policy:

"Tuition waivers and institutional scholarships cannot exceed billable charges, resulting in a stipend to the student. Institutional scholarships will be reduced when tuition waivers and institutional scholarships exceed billable charges."

RATIONALE:

The philosophy informing this proposal is that tuition waivers are an employee benefit and merit scholarships are in recognition of an applicant's achievements. The current policy limits the total amount of waivers and non-need-based scholarships to the equivalent of in-state-tuition. This results in students losing their merit scholarship awards if they receive a full-tuition tuition waiver. Even though these benefits affect the net cost of attendance for an individual student, the receipt of one should not impact the receipt of the other. USM does not limit receipt of these benefits in this manner. Further, because these benefits are discounts and not actual funding, these benefits should not result in a monetary stipend back to the student.