

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

Date of Meeting: October 14, 2022

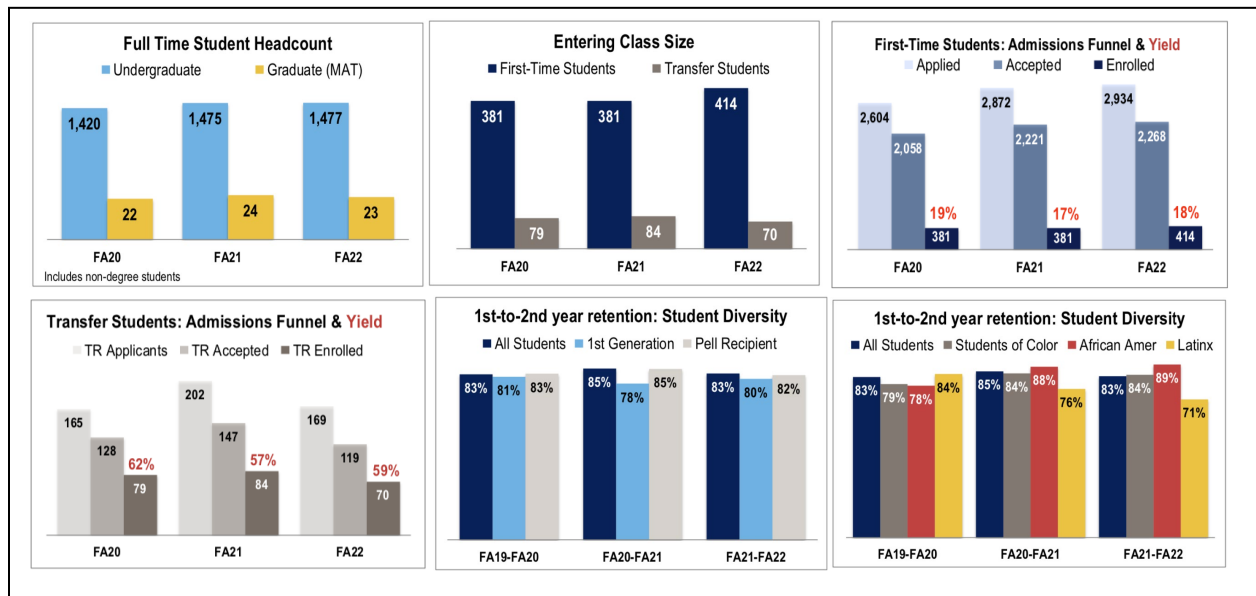
Date of Next Meeting: February 3, 2023

Committee Chair: Ray Wernecke

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

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

Dashboard Metrics



Executive Summary

The Office of Enrollment Management is pleased to submit its October 2022 report to the Board of Trustees. This report includes Fall 2022 enrollment and financial aid figures, fall recruitment plans, summer event and stakeholder engagement updates, student success initiatives and organizational updates.

Enrollment

Enrollment (headcount) for the Fall 2022 semester includes 1520 undergraduate students, (1477 full-time and 43 part-time), and 23 graduate students. This is a decrease of 6 undergraduate and

1 graduate student compared to Fall 2021. Including both first-year and new transfer students, there are a total of 484 new students for Fall 2022.

For the Fall 2022 entering class, the College received 2934 first-time, first-year (FTFY) applications. This is an increase of 2.2% compared to the previous year and is the largest number of FTFY applications in the history of the College. The Admission Committee offered admission to the same percentage of applicants in the pool compared to Fall 2021. The College enrolled 414 new first-year students which is an increase of 33 new students compared to the previous fall. The College's first-year admitted student yield increased 1.1%. This increase can be primarily attributed to the return of our in-person signature events such as our Open Houses and Admitted Seahawk Days as well as the new Marine Science program.

The College received 169 transfer applications for Fall 2022 compared to 204 the previous year. Admission was offered to 27 fewer students in part due to a higher percentage of students not completing their applications for admission. The College enrolled 70 new transfer students compared to 84 in Fall 2021. Almost all (92.8%) of the decrease in new transfer student enrollment can be attributed to fewer applications and students enrolling from the College of Southern Maryland.

Maryland residents account for 87.4% of FTFY students and 92.8% of new transfer students. Twenty percent of the FTFY class and 27% of the TR class are Pell Grant-eligible, 25% are first generation students, and 31% are from historically underrepresented communities. This is the most diverse class in the College's history. The academic profile of the FTFY class continues to increase with an average unweighted GPA of 3.5 on a 4.0 scale, a weighted GPA of 3.83, and an average SAT of 1240. When considering the average SAT, it is important to note that this figure is of the 30% of enrolling students who submitted test scores. This compares to 22% of first-year students with an average SAT of 1225 for Fall 2021. The average GPA of our new transfer students is a 3.29. The Desousa Brent Scholars (DB) program enrolled 64 new students, 61 first-year students and 3 transfer students. DB candidates are selected by the DB staff during the admission process, directly invited by the DB program, or are members of our enrollment pipeline programs. This is an increase of 10 students compared to Fall 2021.

The New Student Experience (NSE) team including staff from Academic Affairs, Enrollment Management and Student Affairs, returned to hosting an on-campus SOAR (Seahawk Orientation, Advising and Registration) in June. Beginning in mid-May, the NSE team also coordinated a series of virtual 'Hawk Talk programs, student assessments, one-on-one virtual faculty advising sessions, targeted communications, social media and other activities to engage our enrolled students to offset the possibility of increased summer melt. The Fall 2022 melt of our new first-year students was 7.4%. This was a decrease of 1% from the melt for Fall 2021 and a 5.8% decrease of the melt for Fall 2020. The decrease in melt can be attributed to a combination of the return to in-person recruitment events as well as the enriched summer programming. The Division of Student Affairs with the support of the NSE team developed and managed the Fall Orientation programs. Moving forward, the NSE team will be placing their attention on the student experience from the time the student indicates they will be enrolling until their arrival on campus for orientation.

Beginning in Fall 2020, the Retention Strategies Committee launched a number of initiatives to increase retention and persistence. Given the challenges presented by the pandemic, we have not yet seen the desired results. While this is the case, we cannot measure whether current results would have not been as strong without these initiatives. First to second year retention is 83% for Fall 2021 FTFY students to Fall 2022. This is a decrease of 2% compared to the retention of the Fall 2020 FTFY entering class and level with the retention of the Fall 2019 FTFY entering class. Retention increased for Black students (+1%) and first-generation students (+2%); was level for White students and declined for Latinx (-5%) and Pell grant-eligible (-3%) students. For Latinx students, Fall 2022 retention represents a downward trend. The Retention Strategies Committee will be looking further into these data to recommend additional initiatives to improve first-year retention and reduce the equity gaps to the reach the 88% first to second year retention target.

The College continues to invest significant institutional funds for merit and need-based financial assistance with 83.7% of undergraduate students receiving institutional merit and/or need-based aid this fall compared to 85.3% last fall. For the 2022-2023 academic year, we project that \$8.2M of institutional funds (33.3% discount rate) and approximately \$1.1M of St. Mary's College Foundation funds will be used for merit and need-based financial assistance for our students. In addition, \$626K in waivers for Tuition Exchange, Resident Assistants, and Tuition Remission have been granted. This compares to \$7.9M of College Funds, \$1M of St. Mary's College Foundation funds, and \$620K in waivers during 2021-2022. The increase in financial aid expenditure is due to 14 additional new students and 14 addition out-of-state students.

Fall 2022 Recruitment

The admission office hosted 432 prospective students from May through August. While our total guests were level with the Summer of 2019, we had 21% fewer prospective student visitors than during the summer of 2021. In 2021, however, we had not hosted a spring open house and it is likely that students who otherwise would have attended the open house visited during the summer. If the 208 students who attended the open house in late April are included with the number of students who visited from May through August, then 640 prospective students (+16.6%) visited campus. The month of August was the busiest with 183 prospective students visiting campus.

At the Admission Open House on Saturday, September 17, the campus hosted 229 prospective students and 465 guests for a total of 694 in attendance. This compares to 162 prospective students who attended the September 2021 Open House and was the largest September Open House on record. We were pleased that the Open House was the first-ever event in the Nancy R. and Norton T. Dodge Performing Arts Center. The Open House also served as the soft-launch for the Grand Opening the following weekend.

The program included an opening Welcome in the auditorium featuring welcome remarks from executive leadership, a student panel, and an overview of admission and financial aid. Following the Welcome families visited the Academic Program and Student Resources Fair and then had the option of taking a general campus tour or a residence hall tour and eating brunch in the Great Room. There was also a special session for prospective transfer students to inform them of the admission and advisement process. The Chemistry and Biochemistry, Math and Computer Science, and Anthropology departments volunteered additional time to showcase their lab

spaces. These departmental programs were well-received and we are planning on expanding these options at future Open Houses.

With 32.3% responding, evaluation feedback from our guests was very positive. The program was rated as “excellent” by 86.7% of our prospective student attendees. Another 10.7% rated the program as “good” and the program increased the interest of 84% of attendees. We added a new evaluation question this year asking where the College ranked among the other colleges they were considering. 18.7% indicated the College was their first choice with 54.1% ranking the College among their top choices. Subsequent Open Houses are scheduled for Saturday, October 22, and Saturday, November 12. We are hosting a virtual open house on Wednesday, December 7th. The Spring Open House is scheduled for Saturday, April 22, 2023.

Of all predictive measures, whether or not a student visits campus carries the greatest weight meaning that prospective students who visit campus are more likely to apply and enroll. This increase in visitors, along with positive evaluation results, suggest that we will see an increase in the number of applications for admission with a higher affinity for the College. This bodes well for the upcoming application season.

Fall 2022 offers the largest access to high schools and community college since the fall of 2019. As a result, the admission office will complete a robust fall travel all across Maryland and in select areas outside of the state. Admission staff are conducting recruitment travel at almost 500 high schools, community colleges, and community-based organizations primarily in Maryland and then in our targeted out-of-state markets. This includes events at 48 of the “Lucky 50” schools in Maryland.

Direct recruitment events are planned in every Maryland county, with special attention paid to the four counties (Allegany, Garrett, Kent, and Somerset) where no new first year or transfer students enrolled and in Prince Georges and Baltimore City. Within Baltimore City, visits are planned in conjunction with CollegeBound, one of the college’s most important relationships with a community-based organization. We are also planning a special recruitment event in Baltimore in mid-November.

There are 20 transfer recruitment events scheduled at community colleges throughout Maryland. These events include attendance at transfer student fairs, hosting table visits within community college transition offices, and participating in virtual fairs sponsored by the Maryland Association of Community Colleges. While community colleges heavily restricted in person visitors due to the pandemic, this fall we will have an in-person presence scheduled at every Maryland Community College, except for Prince George’s Community College.

The Office of Admission is also launching more targeted transfer recruitment strategies including transfer segmented communications, expanding relationships with community college honors programs, collaborating with community colleges to promote reverse transfer options for students, reviewing our current partnerships to address any gaps, and setting regular office hours at the College of Southern Maryland.

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. 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.

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. Current results as measured by the number of students expressing interest in the college and attending events are outpacing past results.

Our first year Early Decision (ED) and Early Action (EA) application deadlines are November 1 with the Regular Decision (RD) application deadline on January 15. We plan to release ED admission decisions by December 1, EA decisions by January 1, and RD decisions by March 1. Fall transfer admission decisions are released on a rolling basis beginning in late February. Spring application admission decisions are released on a rolling basis beginning in early October. Once admission decisions are released, we will launch a comprehensive yield campaign for admitted students and their families.

Summer Events

In early July, the College hosted the week-long National Hispanic Institute American Lorenzo deZavala (LDZ) Legislative Leadership Program for more than 160 Latinx students from across the United States, the Dominican Republic, Mexico and Panama. The National Hispanic Institute has offered this competitive and transformative experience crafted for future community leaders since 1982. The week-long quest covers a broad array of skills, competencies, personal growth opportunities, social relevance, and topics of national and international relevance to Latinx quality of life. The program also featured a day trip to Washington D.C. where the students met with Congressional leaders and staff who were alumni of the program. While there were challenges that can be associated with hosting a program like this for the first time, the National Hispanic Institute considered the program a success and are hoping to return to campus in 2023. Hosting students on the campus for programs like the LDZ is a new student recruitment strategy that has proven successful at a broad range of institutions.

Following the National Hispanic Institute American LDZ program, the College was the host of the Potomac and Chesapeake Association for College Admission Counseling (PCACAC) Summer Institute. PCACAC is a professional organization for school counselors, admission officers, and independent education consultants. The Summer Institute is a program for new school counselors and admission professionals and provides professional development on college advisement. 129 individuals from across the Mid-Atlantic region participated in the Summer Institute and this provided important exposure for the College to new and seasoned counselors who may have never been on the campus. The Admission Office also offered a special tour for participants during the program.

The Office of Admission hosted its first on campus counselor event since 2019 in early August. Thirteen secondary school counselors and independent consultants attended from the wider Mid-Atlantic region, with one counselor traveling from Philadelphia. The purpose of the event was

to increase the campus visibility with influencers in the admission process. Our guests met with senior members from campus offices, received updates from the College, enjoyed lunch in the Great Room, toured campus, and participated in a professional development session on writing letters of recommendation.

Stakeholder Engagement and Community Outreach

On September 22, the College hosted the Southern Maryland College Fair for students in St. Mary's County and southern Calvert County. While St. Mary's County Public Schools used to host the event in the local community, there has been no college fair open to the local public since 2019. Upon learning that there was not going to be a fair for 2022, the Office of Admission filled in the void and hosted a fair on campus. In the span of three weeks, the Admission Office worked with partnering colleges and St. Mary's and Calvert County Schools to host the first ever college fair at the College. Representatives from 37 colleges, trade schools, and military branches attended to increase postsecondary access. Approximately 250 community members attended the fair. We are hopeful this can continue as the site for the college fair.

Two counselor-engagement events are scheduled for this fall. On October 24, a counselor event is scheduled in Rockville, MD for secondary school counselors in the Montgomery County region. In mid-November, the College will also host an event in Baltimore City for Baltimore City counselors. This event will deepen relationships with Baltimore City Schools and partnerships with Community Based Organizations to spread awareness of the DeSousa-Brent Scholars Program, the Baltimore City Scholarship, and the inclusive environment on campus.

Office of Student Success Services

The Office of Student Success Services (OS3) continues to expand its services to support all of our students in achieving academic success.

OS3 had a busy and successful summer coordinating the Seahawk Orientation Advising and Registration (SOAR) for first year students and transfer students. Students were assigned summer advisors from across campus and received one-on-one virtual advising appointments to select courses. As part of the new student onboarding process, OS3 coordinated three evening Hawk Talk programs to prepare incoming students and their families. OS3 also presented workshops during the bridge programs for first year students in the new Sum Primus program for first generation students and the DeSousa Brent Scholars program. OS3 is also working closely with the DeSousa Brent Scholars (DB) program on programming for DB students as well as ensuring that the DB program is directly informed about OS33 programs.

After participating in online training during the summer and in-person training in August, our six Peer Academic Success Strategies (PASS) Specialists and 32 Tutors are providing support to students. To date, the PASS Specialists have had 17 meetings with students and tutors have had 22 tutoring sessions.

This fall, OS3 has launched the Seahawk Family Liaison program to build partnerships and share timely information with parents and families in order to connect them with the resources, services and programs to aid and support them and their student, and build partnerships.

Building on a best practice for supporting students in courses with higher rates of D, F, and Withdrawal grades, OS3 has partnered with Dr. Daniel Savelle who teaches Economics Statistics on a pilot Seahawk Instructional Partnership (SIP) initiative. Each section of Dr. Savelle's course now has a SIP student who attends all class sessions, takes notes, shares their notes with him, and runs study sessions. The SIPs also meet regularly with him to discuss their observations about where students are struggling.

OS3 recently hired two part-time contractual professional Academic Coaching Fellows, Margaret Hurst and Amy Werblow. Margaret is supporting the professional academic coaches in OS3 and will work closely with students to improve their study skills, note taking, and testing skills and will also refer students to campus resources. Amy is a reading specialist who will provide support to students with their critical reading and/or notetaking skills. Many students during Covid are not as practiced with their deep dive reading skills and these coaches will be a resource to strengthen these skills.

The Seahawk Academic Improvement and Learning Strategies (SAILS) course currently has 12 students registered this fall. There are fewer students on academic notice after the spring semester, so fewer students registered for the course. As part of the notification process, students on academic notice are encouraged to use OS3 services and/or take the SAILS course. This year first-year students and their families who saw value in the class asked to enroll in SAILS which is creating a new dynamic in the course. As a result, we will explore providing a summer bridge program for first year students next summer in partnership with appropriate campus colleagues.

Because data indicate that students who declare their major by the end of their second year are more likely to persist and graduate on time, OS3, in partnership with Academic Affairs, hosted the second Majors and Minors Fair on Friday, September 16, as a retention initiative. More than 600 current students attended the fair in part due to attendance being a requirement for LEAD Core classes.

Staffing

Staffing has been very stable in the Division of Enrollment Management. New staff include Caleb Shankle '22 who was hired over the summer as an Admission Counselor. Caleb had been an Admission Ambassador Coordinator and a varsity athlete on the Cross Country and Track and Field team. Current vacancies include a contractual Admission Fellow position and the Associate Director of Admission position. The Admission Fellow search is underway and I expect that the search will be successfully concluded in October. The initial Associate Director search was not successful. The position is being reposted at the end of October when admission staff begin to transition back to the office following the fall recruitment season.

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

None



**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
ADMISSION AND FINANCIAL AID
MEETING OF OCTOBER 14, 2022**

**OPEN SESSION
AGENDA**

- I. DISCUSSION ITEMS**
 - A.** Fall 2022 Enrollment Results
 - B.** Fall 2023 Recruitment Update
- II. ACTION ITEMS (None)**
- III. INFORMATION ITEMS (None)**

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