



**BOARD OF TRUSTEES  
ST. MARY'S COLLEGE OF MARYLAND  
ADMISSION AND FINANCIAL AID  
MEETING OF FEBRUARY 3, 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 COMMITTEE  
REPORT SUMMARY**

**Date of Meeting:** February 3, 2023

**Date of Next Meeting:** May 12, 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:** *(Enter NA if this does not apply)*

**Dashboard Metrics:**

N/A
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**Executive Summary:**

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

**Fall 2022 Recruitment Season:**

The Fall 2022 recruitment season represented a return to normal for our on- and off-campus recruitment activities. From July through December, 526 prospective students and their families attended an information session and tour. This compares with 604 students who visited between July and December 2021 when we fully opened for campus visits and likely relieved pent-up campus visit demand. Prospective students and their families also have the opportunity to take a self-guided campus tour app.

The on-campus Open House programs resumed this fall on Saturday, September 17, Saturday, October 22, and Saturday, November 12, 2022. 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, Art, Music, and Anthropology departments volunteered additional time to showcase their facilities because dynamic spaces are

influential in student recruitment and retention.

Including all three programs, the campus hosted 818 prospective students and their families. The October Open House was the largest for which we have records. This compares to 620 prospective students and their families who attended the 2021 fall on-campus open houses. For our on-campus signature events, the Open Houses and Admitted Seahawk days, there is always a difference between the number who register and the number who attend. We were pleased that the percentage of students who had registered for the open houses rebounded to 57.5% compared to last fall's 51.3%. With 31.9% responding, evaluation feedback from our guests was very positive. The program was rated as "excellent" by 83.4% of our prospective student attendees. Our Open Houses increased the interest of 81.6% of attendees and 72.3% are likely to apply. 18.9% indicated that the College was currently their first choice in the college search process. The Spring Open House is scheduled for Saturday, April 22, 2023.

Admission staff conducted recruitment activities at 510 events primarily in Maryland and then in targeted out-of-state markets in 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. This compares to 286 events during the Fall 2021 recruitment season. 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, 2023, 22 applicants have been referred by 24 St. Mary's College alums.

The College continues to work 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 implemented a significant digital, social media, and outdoor advertising campaign. The primary Fall 2022 campaign ran between early September and the October Open House and was followed by a secondary campaign that concluded with the November Open House. As was the strategy, this campaign contributed to the increase in our open house registrations. A digital campaign designed to build awareness of the College through a call to visit campus and attend our Spring Open House was launched in January and will continue through the open house in April. Moving forward, incorporating a sophisticated vertical integration of our recruitment communications in a responsive model will be important to increase the interest of our prospective students, families, and other influencers.

### **Spring 2023 New Student Enrollment:**

Current Spring 2023 new student enrollment includes 30 students (five first-year students, 24 transfer students, and one student who was readmitted into the College) with 50% of transfer students enrolling from a community college. This is on a goal of 28 new students. By comparison, in Spring 2022 the College enrolled 21 new students (three first-year students and 18 transfer students) with 66% of transfer students enrolling from a community college. The increase in new student enrollment is primarily due to an increase in applications that closely reflects the number of applications received for Spring 2021. The census date for Spring enrollment is on February 13, 2023. At that time, we will communicate the College's actual Spring 2023 and blended annual enrollment totals as well as updated financial aid expenditure figures.

Student Affairs in collaboration with the New Student Experience Team which includes staff from Academic Affairs, Enrollment Management, and Student Affairs, updated and hosted an in-person Spring Orientation Program. The program included a range of sessions designed for students to get to know each other, learn about our community standards, values, and expectations, sign the President's Book, and prepare for their first day of classes.

### **Fall 2023 Applications:**

As of January 25,, 2023, the College has received 2858 first-year and 24 transfer applications for Fall 2023 admission. This compares to 2673 first-year and 30 transfer applications on the same date for Fall 2022.

### **Admitted Student Yield Initiatives**

Early Decision and Early Action applicants were notified of their admission decision and merit scholarship and financial aid awards in November and December, respectively. Following the online notification, hard-copy admitted student packets were mailed to those offered admission. All admitted students were subsequently sent a financial assistance packet that includes information on St. Mary's College direct costs, the options available to pay for these costs, a glossary of terms associated with the financial aid process, and a hard copy of the financial aid award for those who submitted a Free Application for Federal Student Aid (FAFSA). If students had not submitted a FAFSA, an enclosed flyer encouraged them to do so as soon as possible.

The mailing of the admitted student packets initiates a comprehensive multi-channel communications campaign along with faculty, staff, and student outreach to our admitted students and their families. In partnership with Institutional Advancement, faculty and staff, the Office of Admission is incorporating bilingual yield communications in Spanish. We continue to work on expanding our social media presence. As part of the Early Action application review process, the Admission Committee invited a number of students for an interview to learn more about them. Interviews were completed in January. These students, those who were deferred to the Regular Decision process from the Early Decision/Action processes, and Regular Decision candidates will receive their admission decision no later than April 1, 2023.

The College will be hosting two on-campus Admitted Seahawk Days on Saturday, February 25 and Saturday, April 1. We will be hosting off-campus Admitted Seahawk Celebrations in Montgomery and Baltimore counties. Admission staff will be hosting micro yield events in targeted in and out-of-state areas. We are working with the faculty to expand the Shadow a Seahawk program during which admitted students attend a class and enjoy lunch in the Great Room with a current student. This year's Future Seahawk Series of virtual yield programs will include nine programs with topics ranging from the DeSousa Brent Scholars Program to financial assistance, IDEAA, alumni outcomes, and student life. The components of the Honors College Promise will be addressed over three programs.

### **Fall 2024 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 2023 entering class was launched in December 2021 when the College started recruiting students who had taken the PSAT test in the Fall of their sophomore year in high school. Recruitment for the Fall 2024 entering class has begun with the

launch of the sophomore and junior search strategy as soon as PSAT data were available in early December 2022. We are continuing to work with Waybetter Marketing in the execution of the search strategy. Initial results are strong. In addition, we work with a number of other sources to secure new student leads. The Office of Admission is hosting our on-campus Spring Open House on Saturday, April 22 for prospective students.

### **Retention Initiatives:**

The Retention Strategies Committee has been reconvened into two committees designed to focus on strategic and tactical retention initiatives. The Retention Steering Committee, which includes the vice presidents from the Divisions of Academic Affairs, Enrollment Management, Equity and Strategic Initiatives and Student Affairs, and the Director of Institutional Research, is responsible for regularly reviewing retention and graduation data, recommending retention goals, identifying and determining retention initiatives with the goals of identifying and anticipating retention challenges. The Retention Steering Committee, in partnership with the Vice President for Business and Finance, has also charged a Retention Work Group.

The Work Group is chaired by Kathy Langan Pusecker, Executive Director of Enrollment for Student Success, and Joanne Goldwater, Associate Dean for Retention and Student Success, and includes staff from the Business Office, Financial Assistance, the DeSousa Brent Scholars Program, IDEAA, the Registrar, and Student Affairs. The Retention Work Group will ensure that the retention task calendar is up-to-date and that all activities are completed on a timely basis, develop and implement any initiatives from the Retention Steering Committee, identify students who are at-risk for leaving, identify and revise practices that have a negative impact on retention, and recommend policy changes to the Steering Committee.

In addition to this important administrative focus on retention, the further development of programmatic initiatives designed to engender affinity and a sense of belonging with the College community will have a significant impact. The DeSousa Brent Scholars program, the Sum Primus program, and athletics are examples of affinity-based programs that have had or have the potential for positive retention results. Strengthening the delivery of student services, such as advising, will also have an impact on student persistence. In the case of advising, this is especially true when it is integrated as part of a first-year experience (Tinto, V. 2002 April 15). When students feel a deep sense of affinity and belonging, they will work to overcome challenges that might otherwise lead to their leaving the College because they want to remain a part of their community.

### **Student Success Services:**

The Office of Student Success Services (OS3) has significantly expanded the number of programs and services designed to support student academic success since becoming a part of the Division of Enrollment Management. OS3 manages the College's early alert system, Beacon, the PASS peer mentor program, and the academic tutoring program. They also provide academic coaching, advising, and other academic support services as needed. During the Fall 2022 semester, 654 people attended appointments with the professional staff, academic coaches, and PASS specialists. The team also met with students and their family members telephonically and virtually.

The OS3 professional staff processed 1113 Beacon alerts and 923 Beacon Updates (a total of 2036) this fall. This is an increase of 26% over Fall 2021. The need for academic coaching saw

the largest increase year over year. The increase in notifications most likely stems from Joanne Goldwater's having met with almost every academic department and most of the student support offices in August and September as well as provided training on Beacon to the new faculty and staff on an on-going basis to ensure that anyone with a student concern could connect the student to resources. It also stems from the challenges that students are having due to the impact of the COVID-19 pandemic on learning and mental health.

This fall, OS3 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. The Office contributed four articles to the parent/family newsletter and supported the redesign of the SMCM family website. Two webinars, "What to Expect When You're Expecting...Your Student Home for Break" and "The F Words, FAFSA, FERPA and Financial Aid" were presented during the Fall semester. These webinars are posted on the OS3 site. Three more webinars are slated for the Spring semester. To demystify academic jargon, a new "Dictionary of Acronyms & Terms" was created and posted on the College website.

OS3 offered 19 workshops for students this Fall. The workshops focused on 10 different topics and were held in the First-Year Residence Halls and outside the Great Room in the Campus Center. 186 students attended the workshops with attendance ranging from one to 21 students. After getting feedback from the PASS Specialists, who delivered most of the programs, as well as from students who attended, we have concluded that tabling with information that students can pick up on various topics will be a better option than presenting a full workshop. The approach will be implemented during the Spring semester next with each handout having a QR code that the student can follow to see a full presentation on the subject matter. In partnership with the DeSousa Brent Scholars Program (DB), OS3 named a DB liaison and directly marketed the OS3 "just in time" programming to DB students.

The tutoring program continues to be expanded with 60 students now serving as tutors for 63 courses. During the Fall semester there were 172 requests to meet with a tutor. This is compared to 32 tutors and 68 requests during the Fall 2021 semester. The tutoring program is being well-received with the student satisfaction survey indicating that the tutees rated their tutors a 4.68 out of 5.

A mid-semester check-in survey asking students how they are feeling and if there were any resources that they might need was administered. 542 (36%) responses were recorded. A total of 296 students reported feeling excellent or good about their semester. 169 students said they felt average this semester, and 56 reported feeling poor or terrible about the semester. 130 students requested specific outreach with the top three most frequently requested services including mental health support, financial assistance, and academic coaching. OS3 connected each student to the requested services.

**Staffing:**

It is with mixed emotion that I share that Beverly Read, Executive Assistant to the Vice President for Enrollment Management, will be retiring after more than 20 years of service. Her commitment to excellence along with her deep institutional knowledge and relationships will be a loss. She has

been an invaluable resource for me, past deans and vice presidents, and the entire Division. A search is underway with the goal of filling the position before she departs to her home state of Georgia.

**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: October 14, 2022**

**Status of Minutes: APPROVED**

**Admission and Financial Aid Committee Members Present:** Board Chair Susan Dyer, President Tuajuanda Jordan, Judith Fillius '79, Sven Holmes, Jessie Price '92,

**Committee Members Absent:** Committee Chair Ray Wernecke, Melanie Hilley '92, Carlos Alcazar

**Staff Member:** David L. Hautanen, Jr.

**Others Present:** Nicolas Abrams '99, John Bell '95, Alice Bonner '03, Peter Bruns, Paula Collins, Peg Duchesne '77, Elizabeth Graves '95 (remote), Gail Harmon, Glen Ives (remote), Larry Leak '76 (remote), Doug Mayer '04, 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, Elena Langrill, David Taylor, Bhargavi Bandi (remote), Anne Marie Brady '93 (remote), Rob Maddox '07 (remote), Ryan Myzak (remote), Kathy Pusecker (remote), Beverly Read, Shannen Sherrer (remote)

**Executive Summary**

Ms. Judith Fillius '79 filled in for Committee Chairman Ray Wernecke. She called the meeting to order at 10:20 a.m. Attendees participated both in-person and via videoconference.

**Discussion Items**

David Hautanen provided an update on the College's Fall 2022 enrollment and Fall 2023 recruitment efforts.

**Fall 2022**

- Headcount for Fall 2022 includes 1520 undergraduate students and 23 graduate students. There are 1477 full-time students and 43 part-time students. This compares to 1520 students (1475 and 50 part-time) students for Fall 2021.
- New student enrollment includes 414 first-year students, the largest since 2012. The decline in transfer students (70 transfer students compared to 84 last Fall) is primarily due to fewer students enrolling from CSM.
- Staff visited 209 different high schools, and 32 community colleges.



- Underrepresented students (128) account for 31% of our first-year class with 20% of those being Pell eligible and 25% are first generation. This is the most diverse class in the college's history.
- Out-of-state enrollment is 11%, which is a 2% increase over last year.
- Students are from 17 states. Virginia, DC, and Pennsylvania are the most common home states. There are students from El Salvador, Ethiopia, Germany, Honduras, Indonesia, Liberia, Netherlands, Nigeria, Philippines, and Saudi Arabia.
- Marylanders represent a smaller percentage of the entering class, but due to the size of the first-year class saw an increase of 19 students. 20 of 24 Maryland counties are represented.
- The top five majors are Biology, Undeclared, Psychology, Marine Science, and Computer Science. There are 31 in Business.
- The results of a survey of first-year student, both matriculants and non-matriculants, were shared.
- There are 70 transfer students this year. Eighteen (26%) came from 4-year institutions. 30% came from the College of Southern Maryland, a downward trend of 21 compared to 34 last year. The new Director of Admission has a background in transfer admission, and we have launched an enhanced recruitment strategy for transfer students.

### **Fall 2023**

- An overview on the College's recruitment efforts for Fall 2023 were presented. Mr. Hautanen acknowledged the help of the marketing team with brand awareness via billboards, social media, postcards, and other publications.
- The admission staff has visited 385 high schools in 10 states; 82 college fairs, 22 transfer events, including multiple visits to several high schools and community colleges.
- The Office of Student Financial Assistance has conducted four workshops.
- There are two upcoming events. A Secondary School Counselor event on October 24 in Montgomery County and another on November 16 in Baltimore. Plans are to host counselors from Charles County in December, but the date is not final.
- There are 19,016 inquiries at this point which is an increase of 5% over last year. 486 students visited campus from May – September vs. 608 last year. While the total is down, open house attendance is up as well as Common Application data.

A short question and answer period followed the presentation.

Dr. Jordan thanked Bill Roberts for stepping up and volunteering to take on the role of Faculty Liaison to the Admission and Financial Aid Committee.

The meeting adjourned at 11:00 a.m.