



**BOARD OF TRUSTEES
ST. MARY'S COLLEGE OF MARYLAND
ADMISSION AND FINANCIAL AID
MEETING OF MARCH 12, 2023**

**OPEN SESSION
AGENDA**

I. DISCUSSION ITEMS

A. None

II. ACTION ITEMS

A. Recommendation to revise the College Policy on Student Residency Classification

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: May 12, 2023

Date of Next Meeting: October 13, 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

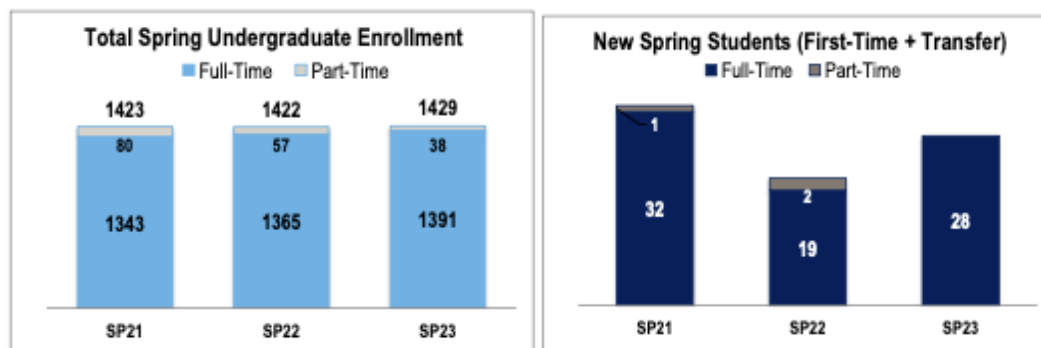
Executive Summary:

The Office of Enrollment Management is pleased to submit its May report to the Committee on Admission and Financial Aid of the Board of Trustees. This report includes information on 2022–2023 enrollment, Fall 2023 enrollment, financial aid, Fall 2024 recruitment initiatives, and student success services.

A. 2022-2023 Enrollment

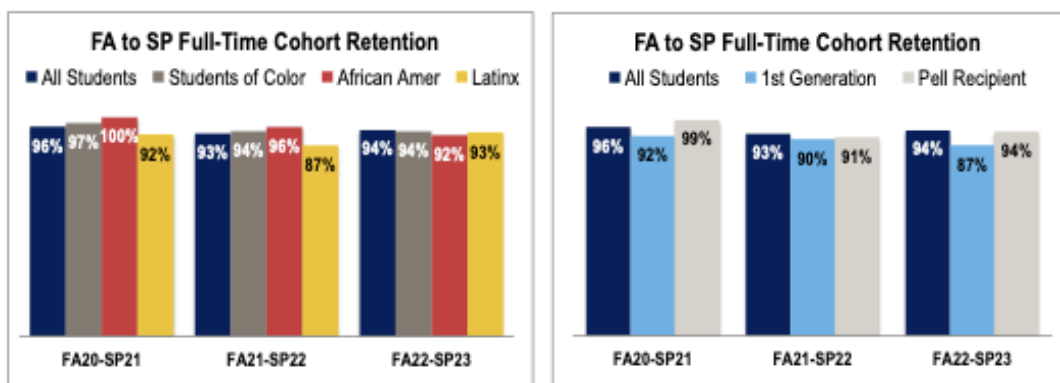
Spring Census:

The Office of Institutional Research completed the enrollment census for the spring term on February 13, 2023. Total enrollment is 1429 students including 38 part time students. Over the last three years, the number of part-time students has declined significantly as the pandemic evolved to an endemic. For Spring 2023, the College enrolled 28 new students on a goal of 28 new students. This compares to 21 total new students for Spring 2022, and 33 new students for Spring 2021.



The fall to spring term retention of all full-time students was 92.9%. This compares to the overall term-to-term retention of 91.3% for 2021-22, and 92% 2020-21. The fall to spring term retention of all full-time first year students was 94%. While retention of African American and Latinx student was below 94%, student of color retention was also 94% because of retaining 100% of Asian students and 96% of multiracial students. First generation and Pell grant recipients was below the average for full-time first year students. The downward

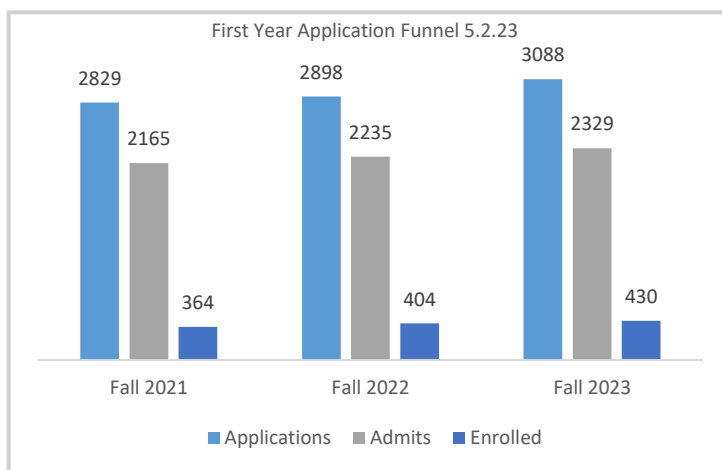
trend of African American and first-generation students is related and the full roll-out of the *Sum Primus (I am First) Living Learning Community* will be instrumental in reversing these trends.



B. Fall 2023 Enrollment

First Year Students:

I am pleased to share that as of May 1, 2023, the College has received a historic number of Fall 2023 applications for admission. Fifty-one students have enrolled and accepted a place in the DeSousa-Brent Scholars Program.



Fall 2023 First-Year Applications by Application Plan:

- 58 (+48.7%) Early Decision applications
- 1769 (+18.8%) Early Action applications
- 1262 (-7.9%) Regular Decision applications

Our signature Admitted Seahawk Days were a success. The program included a plenary welcome featuring President Jordan, video presentations, a student panel, and the College's PING vocal ensemble. This was followed by an academic and student life fair with faculty and students, brunch in the Great Room, campus tours, residence hall show rooms and academic showcases in the academic departments. The success of these programs is due to the support of the entire campus community.

2023 Admitted Student Signature Event Attendance:

- Admitted Seahawk Day
 - Saturday, February 25: 207 students and their families
 - Saturday, April 1: 191 students and their families
- Spring Open House

- Saturday, April 22: 30 student and their families
- Total: 428 student and their families

Other yield programs include our in person daily campus tours, the Shadow a Seahawk class visit program and the virtual Future Seahawk Series. Between February 1 and April 30, 90 admitted students attended one of our daily tour programs and 27 admitted students participated in the Shadow a Seahawk program. The Future Seahawks Series included programs featuring our academic disciplines, affordability/financial aid, career preparation and alumni, housing and residence life, and student life. A total of 213 students attended the Future Seahawk Series programs.

Anthropology, Asian Studies, Business, Biology, English, Performing Arts, Psychology, and Sociology faculty completed outreach to admitted students. The faculty were provided prioritized lists of admitted students to contact after Spring Break which is when most admission decisions had been released along with materials to support making the calls. Academic departments also participated in a “hand-raiser” campaign, in which prospective students indicated which departments they would like to hear from as they make their decision. Academic programs also wrote “brag” letters or emails that were sent to admitted students to impress on opportunities available.

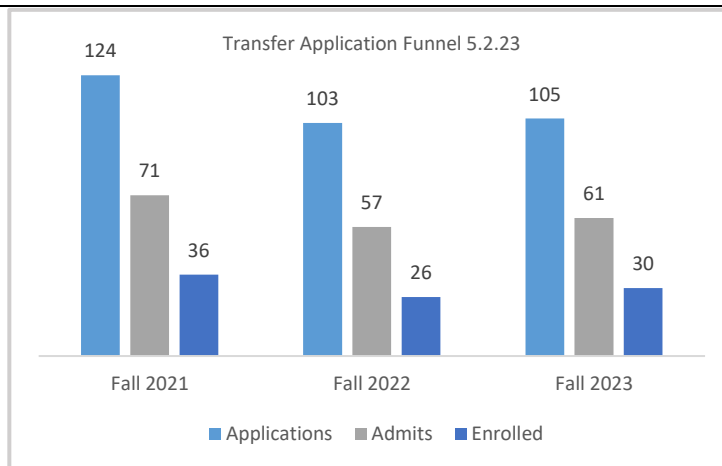
Off campus Admitted Student Celebrations were held in Bethesda, Maryland and near the Baltimore Washington International Airport. These locations were selected due to target student populations and availability of public transportation. These events featured current students, faculty members and alumni who volunteered their time to interact with admitted students. 54 Admitted students and their family members attended these events. In addition to large regional events, admission staff also hosted ice cream socials for admitted students in Frederick (1), Montgomery County (2), and Philadelphia, Pennsylvania (1).

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 admission offers do not meet their academic, personal, or financial needs.

Once a first-year student has submitted their enrollment deposit, they receive information pertinent to the business of completing their enrollment. Our one day-long SOAR (Seahawk Orientation, Advising and Registration) programs are on June 20, 21, 22. Students who are unable to attend the on-campus program either due to a conflict or distance will be able to participate in a virtual eSOAR program on June 26. The New Student Experience (NSE) team including staff from Academic Affairs, Enrollment Management and Student Affairs, coordinates SOAR and the Orientation program at the beginning of the fall semester.

Transfer Students:

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. While applications are level, the number of students applying from a community college has increased which should enhance the yield of our admitted transfer students.



Transfer students are advised and registered on an ongoing basis as they submit their enrollment deposit. In August enrolling students will participate in transfer-specific programming for incoming transfer students and Orientation for both first-year and transfer students as part of the move-in and matriculation processes.

C. Financial Aid

The Office of Student Financial Assistance (OSFA) continued a number of initiatives to contribute to new student enrollment. In addition to delivering the financial aid award as part of a more comprehensive packet, follow up mailings to all students, targeted mailings for first generation and low-income students, and proactive personal outreach calls to first generation students are included in these initiatives.

Free Application for Federal Student Aid (FAFSA) forms have been filed by 1804 (+212) admitted students as of May1. The Scholarship Committee reviewed 58 merit scholarship appeals submitted by admitted students. This is 12 more than for Fall 2022. The staff has processed 29 special circumstance financial aid appeals, compared to 32 for the Fall 2022 entering class. Current students have submitted 6 special circumstances financial aid appeals compared to 17 at this time last year. The decrease in financial aid appeals represents a return to the typical volume before the pandemic.

The current tuition/fees discount rate for first-year students who have submitted enrollment deposits is 39.6% which is down 1% from with last year. Depending on the characteristics of additional enrolling students, the first-year discount may decrease assuming this year reflects past trends. The current tuition/fees discount rate for transfer students who have submitted enrollment deposits is 25%. While this does represent an increase of just under 4% compared to last year at this time, it can be attributed to the addition of new strategies designed to mitigate the current challenges of the transfer recruitment market. Because the number of enrolling transfer students is a proportion of the entering class, the current overall new student discount is lower than last year at this time.

Landers Scholarship Program:

The Landers Scholarship Program provides fully funded (tuition, fee, room, and board) four-year scholarships to low-income, first-generation, and/or underrepresented students. The objective is to provide access to an excellent education to students from Maryland with an emphasis on students from Baltimore City. The scholarship promotion, selection and awarding process is a collaborative effort between the Divisions of Enrollment Management, Inclusive Diversity Equity Access and Accountability, and Institutional Advancement. The goal is to enroll four Landers Scholars each year. Landers Scholarship recipients may also participate in the DeSousa Brent Scholars Program.

For this Enrollment Cycle:

- 93 applied for the Landers Scholarship
- 15 selected for an interview

- 13 interviewed
- 4 accepted the Landers Award and have committed to the College

Of the 93 applicants, 56 enrolled at the College including the 4 Landers recipients.

D. 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 2024 entering class was launched in December 2022 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 2024 continues and recruitment for the Fall 2025 entering class has begun with the launch of the sophomore and junior search strategy as soon as PSAT data were available in early December. We are continuing to work with our external partner in the execution of the search strategy.

Spring Recruitment Travel:

Admission staff has been actively engaged in off-campus Spring recruitment travel. For first-year student recruitment, this has included 89 high school visits, local, regional and national college fairs and workshops with 62 of these events in Maryland and the remainder out of state, primarily in our contiguous regions. There have been 15 transfer recruitment events.

As a partner of the College Bound Foundation, the College joined several other institutions to present college-awareness programs at 11 Baltimore City high schools the last week in April. The formats varied from large presentations to the entire junior class, to rotating classes with small school groups, to college fair-style layouts. These were successful programs.

Spring Open House:

The Office of Admission hosted our on-campus Spring Open House on Saturday, April 22, 2023. This was the largest Spring Open House in the history of the College. Over the course of the day, the weather went from partly sunny to cloudy to very heavy rain that began just after most guests had left campus. Feedback from the program was very positive with 17% (N=45) of student attendees completing the evaluation survey. 82.2% “loved” the program, 84.4% are “more interested” in the College and 70.5% are “very likely” to apply to the College. Narrative feedback was also just as positive. An area for improvement is that some families did not feel they had time to do everything.

Spring Open House Attendance:

- 233 prospective students and their guests
- 34 admitted students and their guests
- Total 267 students and their guests

Our annual Open House programs have been scheduled for the fall semester. The Open House programs will be on the following Saturdays: September 16, October 14, and November 11.

Summer Programs:

- The Office of Admission is planning a Counselor Program on June 16 and 17 in conjunction with the Mulberry Music Festival.
- In July, the campus will be again hosting the week-long National Hispanic Institute Conference Lorenza de Zavala American Youth Legislative Conference for about 150 Latinx youth from the United States, the Dominican Republic, Mexico, and Panama.
- The Office of Admission will be adding Campus Tours on Saturdays throughout the summer.

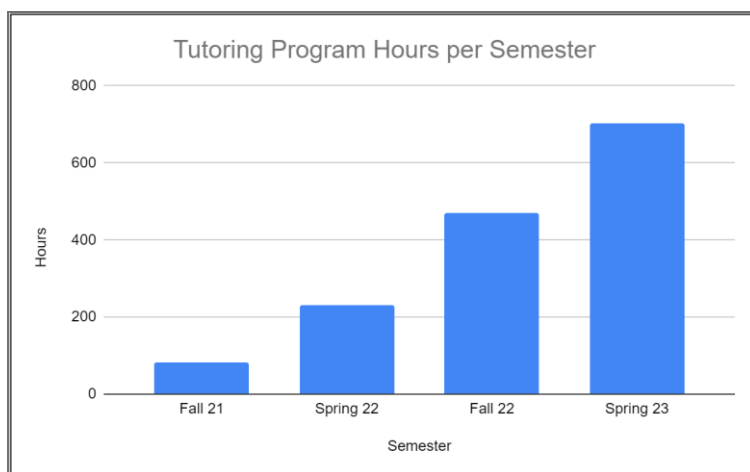
E. Student Success Services

The Office of Student Success Services (OS3) is responsible for services and programs designed to support student success and retention. This includes the College’s academic early alert system, academic advising,

mentoring, coaching, just-in-time programming, and tutoring.

OS3 manages the College's early alert system, Beacon, which is the system used by faculty and staff to raise concerns about students. OS3 responded to 490 Beacon alerts and 1034 Beacon Updates (total 1652) this Spring 2023 semester, as of April 30. This is a 40% increase in total notifications compared to the Spring 2022 semester. The most significant categories were academic concerns (N=518), the need for academic coaching (N=407) and students with mid-term (grade) deficiencies (N=347). There were 978 recorded visits to the office compared to 837 during the same time of the Spring 2022 semester. Academic coaching demand was supported by the addition of two part-time Academic Coaching Fellows.

The Tutoring Program has experienced a significant increase in demand this academic year. For the 2021-2022 academic year, there were 32 tutors who conducted a total of 313 hours of tutoring. For the 2022-2023 academic year, there were 51 tutors who conducted a total of 1174 hours of tutoring for the same courses.



Other Updates for Spring 2023 include:

- Five Peer Academic Success Strategies (PASS) specialists met one on one with students
- Outreach for all athletic teams
- Open Study Halls on Tuesdays and Wednesdays from 5:00 – 7:00 p.m.
- The Seahawk Family Liaison program responded to 31 requests in addition to some families directly contacting OS3 staff
- Three programs for parents: “How to Help Your Student Academically,” “Helping your Student Prepare for the Summer and Next Year,” and “Supporting Your Student During Finals”
- Articles for the Parent and Family Newsletter
 - Student Athletes and What to Do If They Become Ineligible
 - Parenting a Perfectionist
 - The Liberal Arts: What Can You Do with a Liberal Arts Degree?
 - Now What? Do's and Don'ts of How to Take a Course and Get It Counted.
- Parents and Family Webinars:
 - What to Expect for Spring Semester
 - Summer Plans: More than a Suntan
 - The Great Debate: SMP vs. Senior Capstone
- Supported the transition of 48 students who left the College for a Medical Leave of Absence, a general Leave of Absence, or a Withdrawal. After the Spring semester these responsibilities will transition to the Dean of Students Office.

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
MEETING OF MAY 12, 2023**

ACTION ITEM I.A.

**RECOMMENDATION TO REVISE THE COLLEGE POLICY
ON STUDENT RESIDENCY CLASSIFICATION**

RECOMMENDED ACTION:

The Admission and Financial Aid Committee recommends revising the St. Mary's College of Maryland Policy on Student Residency Classification for Admission, Tuition Charge, and Differential Purposes (Section IV. B.) which grants temporary in-state residency status for tuition benefits to out of state residents.

The current policy states:

- *The spouse or financially dependent child of a full-time or part-time (at least 50 percent time) regular employee of SMCM.*

Recommended revision to the policy:

- *The spouse or financially dependent child of a full-time or part-time (at least 50 percent time) regular employee of SMCM or the financially dependent child of a full-time or part-time (at least 50 percent time) regular employee of USM.*

RATIONALE

The revision to the policy would allow University System of Maryland (USM) employees who live out of state to receive the same tuition benefit as those who live in-state. It will enable USM employees to receive equitable benefit of the tuition remission benefits that are based on in-state tuition rates. The revision will make the SMCM policy consistent with the policy at USM institutions.

President Jordan supports this revision to the policy so that the dependents of SMCM and USM employees are treated equitably.



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

Date of Meeting: February 3, 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 Hilley '92, Sven Holmes, Jessie Price '92 (remote),

Committee Members Absent: Carlos Alcazar

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

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 (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, Mary Broadwater, Jeff Byrd, David Taylor, Bill Roberts, Gretchen Phillips, Bhargavi Bandi (remote), Anne Marie Brady '93 (remote), Rob Maddox '07 (remote), Ryan Myzak (remote), Kathy Pusecker (remote), Beverly Read

Executive Summary

Committee Chairman Ray Wernecke called the meeting to order at 10:40 a.m. Attendees participated both in-person and via videoconference.

Discussion Items

David Hautanen provided an update on the College's Spring 2023 enrollment and Fall 2023 application update.

Spring 2023

- Full-time equivalent enrollment (FTE) for the 2022-2023 academic year is 1450. New Spring 2023 enrollment includes 28 first-time and transfer students and no part-time students. This compares to 19 full-time and 2 part-time new students for Spring 2022. This nice rebound is a result of a robust transfer strategy this fall.
- Student retention from Fall 2022 to Spring 2023 93.4% up from 91.3% Spring 2022, consistent with term-to-term retention before the pandemic.
- Underrepresented students, apart from Pell Grant-eligible students, are not being retained as strongly as the all-student average, highlighting the need for additional strategic programming to build a sense of belonging and affinity among our students.

Fall 2023 Application Update

As a preface to the application update, Mr. Hautanen explained the four primary factors, known as the 4 P's, drive enrollment: Product, Price, Place, and Promotion and explained how each has a bearing on the recruitment, application and enrollment process:

- The College has received 2914 first-year applications for Fall 2023, a 7% increase over Fall 2022 and a 10% increase over Fall 2021. Applications will continue to be accepted and the College can expect an additional 200 applications to come in assuming consistent application behavior.
- Transfer applications are slightly behind last year, 31 for Fall 2023 versus 33 for Fall 2022. It is still early in the application cycle for transfer students and given the enrollment challenges faced by community colleges the team is continuing the robust transfer recruitment strategy that was implemented in the fall.
- We can attribute the growth of the applicant pool since 2019 to the increased enrollment and admission marketing efforts and the launch of the National Public Honors College brand.
- Continued promotion along with the addition of our new academic programs in Neuroscience, Marine Science, and Business Administration has attributed to this growth.
- Business Administration and Management has received 351 applications, the second largest applicant pool. Biology has the most applications. Rounding out the top five are undeclared, psychology, and computer science. Marine Science is level with last year.
- Early Decision applications rebounded this year most likely due to students being able to visit in a more traditional timeframe and format compared to the Fall 2022.
- The out-of-state market continues to increase with DC, Delaware, Virginia, and Pennsylvania leading the growth. Georgia, New York, and West Virginia are also showing notable increases.
- Recruited athlete applications are down but comprise 49% of our currently enrolled students compared to 33% for Fall 2022 at this point meaning that we are not yielding non-student athletes at the same rate. While it is early, this is a data point that we are monitoring.
- Our usually academically strong applicant pool remains robust and is more diverse with a significant increase in the number of Latinx/Hispanic students.
- While these increases present certain yield challenges, there is a lot to be pleased about. Admission staff is engaged in planning and launching a comprehensive multi-channel yield campaign.

As we continue to attract applicants, enrolling or yielding our admitted students and retaining our current students we need to be cognizant of a range of factors that will inform how we approach our work.

- The number of high school graduates across the nation continues to increase until 2027 but then drops below the 2023 figure. Maryland will see a similar pattern until 2035-2036.

- The number of black and white students will decrease but the number of Latinx/Hispanic students will significantly increase.
- There will be a need to continue to strengthen our relationships and presence in Maryland as well as out-of-state.
- Intentionally and strategically investing in both the academic and student life programs will help attract and retain the students that **are** graduating from high school.

The additional, or fifth P, is Parents and Parental figures and their influence on the final enrollment decision. Engaging parents is critical. Today's parents are of Generation X, noted for being skeptical consumers. They want to see proof of quality in programs and outcomes and want to be shown not told. Because parents have such great influence in enrollment and student success, the Office of Student Success Services launched the Seahawk Parent and Family liaison program.

Parents are the biggest influencers of our campus visits and events, followed by the College's website. This emphasizes how much influence our place – location and academic, residential and student life spaces have on the choice process. Parents are more focused on academics and students are thinking about the wider college experience.

Board members were invited and encouraged to attend the Admitted Seahawk Days on Saturday, February 25, and Saturday, April 1, as well as the off-campus events on Thursday, March 23, 6:30 p.m. at the Bethesda Marriott and Sunday, March 26, 2:00 p.m. at the BWI Airport Marriott.

A short question and answer period followed the presentation.

The meeting adjourned at 11:30 a.m.