ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY, JULY 21, 2005 BOOTH LIBRARY, ROOM 4440

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Mona Davenport, Margaret Messer attends for Bonnie Irwin, Betty Ralston, Karla Sanders

MEMBERS ABSENT:

Charles Costa, Scott AGM Crawford, Thomas Hawkins, Mary Herrington-Perry, Will Hine, Bonnie Irwin, Lauren Kluge, Andrew McNitt, , Steve Rich, Anita Shelton, and Keith Wilson, , and Anne Zahlan

GUESTS:

Peggy Hickox and Jone Zieren

Brenda Major stated there was not a quorum to have an official meeting.

CALL FOR AMENDMENTS TO THE NOTES FROM JUNE 16TH MEETING

Under the section ENROLLMENT DEPOSITS/ORIENTTION/HOUSING UPDATE, delete the sentence "Minority Affairs admissions are down. They do not have the exact figures at this point." and "THIS ONLY ADS UP TO 100" as the 2 apparently did not declare their ethnicity.

UPDATE ON CRUNCH TIME THINK TANK

The Think Tank members (Major, Sanders, Moock and Hudson) meet each Friday morning at 7:30 and discuss the current student situation and strategies.

A handout was shared showing freshmen admits at 4,646 as of July 15th and transfer admits at 1,390.

From last month Housing has gained a little overall. They are down 351 applications or 11% from this time last year, but 2 weeks ago they were down 12%. Signed new freshmen contracts are down 113 or 5% from last year, but 2 weeks ago they were down 6%.

As of this morning we have 1,797 paid enrollment deposits. It was asked if the enrollment deposits were looked at for show rate. This has not been done.

Orientation has had 1,749 new freshmen attend with 9 more indicating they want to attend late registration. Freshmen registration is completed. On Transfer Day, Tuesday, July 19th there were 213 students to register for classes. We, however, do not know how many students left with incomplete schedules as most classes are closed and only their advisors have that information. This is a problem especially as we are expecting approximately 100 for the August 16th Transfer Day and Admissions is still admitting students as we want the numbers. Elementary Education is now <u>closed</u>.

Gateway show rate is at 60%, as of yesterday, at 168. Overall admitted numbers show that we have admitted 10% students of color. It was asked if we know the yield rate of the 10% admitted. It is not known at this time.

Of 181 Trio continuing students only 105 are registered to come back this fall. It is thought perhaps this is because of student holds. WCE holds for summer will not be put on until the first week of classes.

Continuing Education enrollment for summer is up 9.5 % from last year.

There is a great concern of not having classes for the admitted students planning to attend the next Transfer and Late Registration Days. Elementary Education classes were full in the spring, however, that major did not close. Now Admissions is going to look at the number of admitted students who declared that major after April. It is thought that there needs to be a listing of how many seats are needed for students to complete their major classes (their advisors would have this information). It is not known how the chairs are using numbers of what students took say 5 years ago in regard to the number of seats that will be needed. Some of those classes may not have been what they needed but classes just to have a full schedule. The Directors of Admissions, Center for Academic Success and Achievement, and Orientation will try to meet with the Provost to address this concern.

OPEN HOUSE IN REVIEW

A map of Illinois showing the residency of those students who attended the July 7th Open House was shared. There were 272 in attendance, which are 30 more than last summer. However, this is the first time that students were actually sent an invitation to attend Open House in July. Music camps are being held during this time so space is not readily available and there is no air conditioning in McAfee. Fortunately, Ken Baker agreed to allow the Recreation Center to be used as the welcome area. That worked out so well that the Recreation Center is going to be used as the welcome area from now on and the information fairs will be in the ballroom. Admissions is sending a follow up "thank you" to those students who attended along with a link to a survey. As an incentive to respond to the survey they are being offered a gift (which is yet to be determined.)

STAMATS VIDEO CONFERENCE REVIEW

Brenda Major was involved with a virtual seminar conference last month and received good information from a survey of students, parents, and others regarding college enrollment and converting applicants to matriculate. These 4 steps were noted: 1) we need to know who we want to be, 2) where the student lives (geographically and how the students are thinking as to how the school could be challenging to them, 3) invest and convert time and money to build an image, 4) conduct a segmented search of where students are from and where alumni are working (parents, peers, guidance counselor, and other who they respect and look up to.)

We need to enrich the prospect pool of those students who most likely will matriculate (those living close by), and look at how much family contribution can be made. It was suggested that another avenue would be more information directed to the parents. Also, to get more parents of local students involved, especially if they are staff members. A web site could be set up just for parents with a section for questions to be answered. There would be a need for someone to monitor this and direct questions to the appropriate area for answers.

COMMITTEE REPORTS / ANNOUNCEMENTS

No committee reports.

The 2005-2006 catalogs was discussed as to when they are expected. We are hopeful they will be here by the end of July. The same number will probably (could be a slight reduction) be ordered for the years up to 2007 - 2008 and then the undergraduate and graduate catalogs will be combined. We do not want to use the catalog as a recruitment tool. We have other literature to be used for that purpose.

Kathy Engelkes is looking for volunteers to help with move-in-day on August 18th.

Regular scheduled meetings 8:30 a.m. in Booth Library Room 4440

September 15, 2005 October 20, 2005 November 17, 2005 December 8, 2005 January 19, 2006 February 16, 2006 March 9, 2006 April 20, 2006 May 18, 2006 June 15, 2006 July 20, 2006