ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, JUNE 16, 2005
BOOTH LIBRARY, ROOM 4440

MEMBERS PRESENT:
Ann E. Brownson, Mona Davenport, Mary Herrington-Perry, Bonnie Irwin, Karla Sanders, and Anne Zahlan

MEMBERS ABSENT:
Julia Abell, Ingyu Chiou, Charles Costa, Scott AGM Crawford, Thomas Hawkins, Will Hine, Lauren Kluge, Andrew McNitt, Betty Ralston, Steve Rich, Anita Shelton, and Keith Wilson

GUESTS:
Sue Harvey, Kimberlie Moock, and Jone Zieren

Brenda Major indicated there was not a quorum so this would not be an official meeting.

ADMIT NUMBERS FOR FALL
The number of freshman admits as of June 15th is 5,213 compared to last year's number of 5,191. Admitted transfers as of June 15th 1,252 and for 2004 the number was 1,269. We have more transfers in process just waiting for spring/summer final transcripts.

ENROLLMENT DEPOSITS/ORIENTATION/HOUSING UPDATE
Enrollment deposits as of June 15th are 1,741. This gives us a 33% yield.

Orientation has received 1,565 reservations as of June 15th. Transfer reservations total 707 compared to those registered last year at this time of 1,171. We have 88 registered for the July Transfer Day. We tell students they must attend orientation to register for classes. However, they do not have to, but to get registered it is not an easy process and they receive briefer orientation information.

Minority Affairs admissions are down. They do not have the exact figures at this point.

Minority Affairs is doing some strategy training with African American alumni to help recruit the weekend of February 24th – 26th, then July 23rd training in East St Louis, and on to Chicago August 6th.

Gateway just had a record orientation of 102. Now they wish Enrollment Management to look at the ACT for those students. Of those 102 students that attended they had an average ACT of 17. The admission requirement is a 14 ACT. When this was set, the admission ACT requirement was believed to be 18. Gateway would like for ARC to look at where those students are academically that were admitted with a 14. Twenty five of the 102 students admitted this year had a 14 ACT. Of those 14 ACT's only 5 are below 2.5. There are 41 of the 102 who are first-generation students. Their average GPA is 2.6. The make-up of the 102 students is 48 African American, 8 Latino, 1 Asian, and 43 White with 52 percent minority. **THIS ONLY ADDS UP TO 100.**

Minority Affairs is looking at the high schools these students are coming from to work with Admissions Counselors in the Chicago area so we can be more pro-active there.

We have 28 BOOST students coming to the next Orientation. BOOST offers assistance to students who need less structured advisement, as they are more talented, but not quite ready to be on their own. They will have less advisement the first year than the normal Minority Affairs students' do. These students will be required to remain Undeclared and to take University Foundations the first year. Until BOOST knows the results of their HECCA Grant request, there are plans to accept no more than 50 students this first year. Cindy from the Academic Success Center is developing a program of study for these students. This is not a program that high school counselors' recommend students for; it is an internal selective process.

Housing is 23% down overall in applications and contracts.

Admissions has been informed by students applying to EIU that Northern has closed their admissions. This may help our admission rate. Northern has not officially announced their closing.

On Friday mornings at 7:30 there is a Think-Tank Meeting of Mark, Mona, Kim, Jone and Brenda to discuss the numbers and strategies.

LOOKING AHEAD

The July 7th Open House Welcome Session will be held in the Recreation Center. Admissions just completed a 6,200-piece ACT mailing to all students who took the Prairie State Exams. This is the first time this mailing has gone out to promote the July Open House (in the past we have promoted the Fall Open House instead) so we are expecting a larger July attendance. As of June 14th 95 students had pre-registered for their attendance. Admissions is also targeting students coming to summer camps.

Approval has been given for a change in the pooling process. We will begin accepting, reviewing, and admitting new student applications for fall 2006 on July 15th. We will not have a preferred filing date of November 1st. Those students who do not meet the Admission, Gateway, or BOOST requirements will be sent a denied letter. The pooling process will probably begin the first of October for those students who meet the admission requirements but we need to identify further information such as GPA and College-Prep grades. We are not to publicize not having a priority filing date before the State Articulation Meetings.

On the new application for admissions the word optional has been omitted from the personal statement section. We do want this section to be completed.

Admissions shared three new mocked publication pieces, a grabber piece for high school and college fair visits which includes a bookmark which guides them to where to apply on line, view book and admitted student packet. A few suggestions were made to add, if possible, with the time frame. If not, perhaps for next years pubs. We do want some of these pieces ready for the recruitment of athletes which starts in July. We have several new coaches and information needs to be available for them as well as a meeting for their information before recruiting.

Honors also shared three publications: a bookmark with the Honors slogan and contact information for the Admissions Counselors to have for distribution, a yield piece for parents, and a piece for students who applied to EIU but have not pledged to Honors. The main ACT recruiting piece is not available, as it will come out of next year's budget.

COMMITTEE REPORTS / ANNOUNCEMENTS

No committee reports.

A new law has been passed in regard to the use of social security numbers. If we give students information that they pass back we can not print their social security number on it, therefore, the registration permit is being revised. Records is redoing their information (printed class rosters and grade reports) to remove this number and working on the alternate ID number with Banner. A preliminary search was made for duplicate names resulting in 112. We are not sure how this will work at this time.

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

July 21, 2005
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