ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, APRIL 19, 2007
BOOTH LIBRARY ROOM 4440

MEMBERS PRESENT
Robert Augustine, Ann Brownson, Bonnie Irwin, Fern Kory, Julie Sterling, Stacey Ruholl, Keith Wilson

MEMBERS ABSENT
Julia Abell, Mona Davenport, Bud Fischer, Tori Frazier, Mary Herrington-Perry, Steve Rich, and Karla Sanders

GUESTS
Jill Nilsen, Stacia Lynch, Mark Hudson

Brenda Major chaired the meeting.

APPROVAL OF THE MINUTES OF MARCH 22, 2007
A quorum was not reached; therefore no formal actions were taken.

APPLICATION AND ADMISSION UPDATES

UNDERGRADAUTE

Brenda distributed three reports. These included the Composite Report of Applications Received and Approved for the fall 2007 Comparison among State Universities in Illinois, Application for Admission for fall 2007 as of April 16, 2007, and the 2006 University Distribution by County. Brenda indicated that application rates had improved since the last report period and that there were fewer students withdrawing after being admitted. Brenda also reported that Eastern will host an Open House on Saturday, April 21 and approximately 650 families had registered. She noted that many families were inquiring about campus safety and evacuation plans in relation to the recent events at Virginia Technology Institute.

OTHER AREAS

Honors, Housing, the School of Continuing Education, and the Graduate School and International Programs all reported steady progress in application rates.

MARKETING EIU, GUESTS DR. JILL NILSEN AND MS. STACIA LYNCH
Dr. Nilsen and Ms. Lynch opened the discussion by distributing a reorganized copy of the issues that were developed by the Enrollment Management Committee following the February/March Meetings. She also distributed a copy of *The Rapid Rise of Academic Marketing* by Larry D. Lauer and *Marketing is the Message and Vice-Versa* by Noel-Levitz. The following areas of discussion emerged from the reorganization of the EMAC Publications & Marketing Concerns:

PHILOSOPHICAL ISSUES

Dr. Nilsen noted that the philosophical issues identified by the Committee are critical to the Committee's work and should be discussed thoroughly and should become a foundation on which we advance enrollment management at Eastern.

WEB ISSUES

Dr. Nilsen noted that the web pages were currently being redesigned and that she will share with the designers the recommendations that appear in the document.

DESIGN ISSUES

Design Issues: There was an extensive discussion regarding issues of design. Dean Augustine noted that in a private discussion with Ms. Lynch and Dr. Nilsen he realized that marketing/recruitment materials are specific to a "client" and in the case of summer school; he would need to consult with Dr. Weber regarding how graduate programs might be a focus of summer school publications. Ms. Lynch provided a history of how design and marketing materials had

evolved from one to two primary pieces to an array of 12 or more with different areas of focus. The concern of Dr. Fischer about the colors used in brochures was discussed and it was noted that the choice of color palate as a design element was tied to attraction/appeal. The use of school colors was tied more to connections you make with the University after arrival. Dean Irwin discussed the relationship between design/marketing and academic engagement so that academics are the prominent theme. Dr. Nilsen added that Eastern's themes that include the faculty-student bond, small class size, safe campus are embedded throughout the marketing and recruitment materials used. Dr. Nilsen noted that the campus visit, parents, and guidance counselors are the three agents that impact students' college choice. Marketing/recruitment materials are approximately 4th and 5th on the impact list. There was some discussion regarding how linked Eastern's campus visits, parental/guidance counselor programs, and print/marketing materials are and do they all carry a linked message that integrates the University's themes for maximum recruitment success. Community College issues, such as lower costs to complete two years at the local community college were also reviewed. Dean Irwin noted that the cost savings is only achieved if appropriate preparation for the four-year institution has been achieved. If not, it can extend time to degree and ultimately cost the student more. She offered that providing this type of useful information has important implications for student choice.

RESOURCE ISSUES

Dr. Nilsen noted that the central marketing budget for the University is $138,000 or .07% of the University Budget.

MEDIA ISSUES

Costs and effectiveness of media investments were discussed in relation to newspaper ads and other media.

ORIENTATION ISSUES

As noted earlier, campus visits are the top reason a student selects a university. Dr. Nilsen noted that one of our themes is the faculty-student bond, so when students arrive for campus visits, the opportunity to meet faculty at the orientation/open hours validates this theme.

LEGISLATIVE ISSUES

Dr. Nilsen reviewed the Legislative Team that has been used for several years to communicate Eastern's message to legislative representatives.

MISCELLANEOUIS ISSUES

Ms. Lynch noted that she is always available for consultation on marketing pieces and she would work with programs to establish annual meetings. Dr. Nilsen also reviewed the work of the Retention Committee and suggested that EMAC receive reports from the committee regarding their work. She also would be happy to have Stacia provide updates from the Marketing Committee.

<u>OTHER DISCUSSION ISSUES/TOPICS</u>

COMMUNITY COLLEGE MARKETING

The group noted that Community Colleges have done a good job marketing access through lower cost and regional location and through partnerships with high schools that allow for dual credit. These features have made the Community Colleges an attractive alternative to initiating a college career at a four-year institution. Others noted that four-year institutions could advance their enrollments by providing better and more effective information to community college transfers about what they need to know to succeed at the four-year institution. Brenda noted that this is partially covered in Eastern's View Book. Others noted that Community College challenges will continue with legislation to build residence halls on their campuses and to provide authority to offer the baccalaureate degree.

EXIT PROCESSES

Following the discussion with Dr. Nilsen and Ms. Lynch, there was discussion about not having a standard process or exit interview to determine why students leave Eastern. Many students claim to leave because of financial reasons, however, there are often many other important issues. Having valid comprehensive information on the reasons that students leave would enhance enrollment management and student support. Various ways to acquire that information were reviewed. Examples included web tools, collecting data from those who might know, such as advisors, residence hall directors, or related staff members, considering record holds until the information is collected, or simply developing a standard process to consistently obtain the information.

LEGISLATION TO INCREASE PARTICIPATION IN COLLEGE FROM LESS PREPARED GROUPS

There was discussion about the impact of federal legislation that pushes Universities to admit more students who are at high risk. Such students may not have been on a college preparation tack in high school and may have intended to attend community college, but not earn a four-year degree. As a result, these students did not take college preparation courses or participate in those activities that enhance success at the baccalaureate institution. Such student can experience significant problems initiating their college programs of study and Universities frequently do not have the comprehensive support services needed to help these students thrive.

CONFIDENTIALITY ISSUES

Mr. Hudson discussed the issue of student confidentiality and how this can prevent information from reaching a mentor or advisor who can assist a student. Dr. Kory noted that we sometimes believe that poor scholarship is responsible for student attrition, but if we don't have access to student performance records we cannot be sure.

The meeting adjourned at 9:50