

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY MAY 17, 2007
BOOTH LIBRARY ROOM 4440**

MEMBERS PRESENT

Ann Brownson, Ingyu Chiou, Bud Fischer, Mary Herrington-Perry, Fern Kory, Karla Sanders, Julie Sterling

MEMBERS ABSENT

Julia Abell, Robert Augustine, Mona Davenport, Tori Frazier, William Hine, Bonnie Irwin, Steve Rich, Stacey Ruholl, Mary Wallace, and Keith Wilson

GUESTS

Mark Hudson, Margaret Messer, Kimberlie Moock, and Brenda Tennell

Brenda Major chaired the meeting.

The April 19th meeting did not have a quorum, no formal actions were taken.

APPLICATION AND ADMISSION UPDATES

UNDERGRADUATE:

Brenda gave a written report that showed we are closing the gap between now and this time last year. We are down only 1.6 % in freshmen applications and 3.4% in transfer applications. We are down 7.3 % in freshmen approved applications and 10% in transfer approvals.

Admissions sent out e-mails and have received more enrollment deposits. Financial Aid letters were about a month later this year because of Banner. Hopefully next year we can notify students of their "E" number and they can view a checklist once they are admitted and we can communicate more effectively. We have received 1,628 enrollment deposits and we believe them to be all new freshmen. We can still get to our 1,800.

GATEWAY:

Brenda reported that Gateway has 228 admitted and 65 in BOOST. Gateway can only accommodate 130 and BOOST 50. Of the 228 that said they are coming 170 have not paid their enrollment deposit, applied for housing, returned their Debut information or Financial Aid. They still have a pool of applicants.

HONORS:

Margaret Messer reported that Honors has received 171 applications and has accepted 164. They have denied 3 and 6 are not showing as admitted. They will have seats available.

GRADUATE SCHOOL AND INTERNATIONAL STUDENTS:

No report.

CONTINUING EDUCATION:

Summer contracts are ready to go. They will have an Open House at Oakbrook in August. They hope this will help them to expand into the Chicago Area.

HOUSING UPDATE:

Mark Hudson reported they have received 344 applications since last month. This is down 14% compared to this time last year. They are also down 14% in returned contacts. In the past contracts have been up to replace applications. They have 1,540 new students and 1,150 are freshmen.

ORIENTATION UPDATE:

Kimberlie reported they have had 3 transfer days. This is 3 fewer than in the past and they have seen 430 students compared to 478 last year. The institutional goal is 670. For the Transfer Debut on the 23rd they need to see 150 but currently have 104 coming. Freshmen numbers are down 126.

SEATS UPDATE:

Carla reported that the Seats Committee has been meeting over the last year to determine where seats are needed. They have a concern that they can't do the roll out with Banner. In previous years the Chair would say how many seats to save for Debut. There is no central saving function now. Now, some chairs released all their seats and some release seats per week.

ADMITTED STUDENT DAY IN REVIEW:

Brenda reported they saw 480 families compared to last year's 328. The goal was 500. The Deans participated in 30-minute sessions to admitted students in their College. As there were students attending that were not admitted (juniors, the Deans would like an admitted student day only and have it earlier in the semester. Therefore, the last Saturday in March 2008 will for admitted students only. Financial Aid did talk with several students that day.

We will also be having an April Open House. This is more of an opportunity for new juniors. We want to have activities with faculty on that date. This will give them more experience and allow them to know more about what to expect academically when they get here.

MARKETING RECAP:

Jill Nielson and Stacia Lynch attended the last meeting and discussed marketing EIU. Fisher is still concerned with the web page as it has been 2 years that we have been working on this and there does not seem to be any change. We need to ask campus what they would like to see. There needs to be more articles about campus, (academics, sports, photos, etc.) not just the calendar.

Hudson reported that he had participated in a parents' exercise focus group as he has a junior in high school. In this group subjects were listed and he was to categorize and put them into folders by importance as a parent.

It is believed that the web will significantly change after all entities input have been received.

YEAR IN REVIEW (EMAC) ACCOMPLISHMENTS:

Added to our committee the Graduate School Dean; the seats committee is up and running; Parents' Newsletter from the sub committee; program viability; and a significant change to the policy for transfer students, and student development /expectations and goals established.

ANNOUNCEMENTS

Hudson announced that Admissions is in the middle of a search for 6 Admission Counselors. They hope to invite candidates to campus the 1st week of June and positions to start July 1st. One of the counselors will be Chicago based the other 5 will be Charleston based.

Student Success Specialist candidates will be interviewed next week (2 on Monday, 2 on Tuesday, 1 Thursday). This position will be for students who come and end up on warning. This position will work with students to get them back to good standing.

The Oak Brook office space is being used on September 30th for a Reception. This will be advertised as Sunday Afternoon at Oak Brook and featured will be the Fine Arts Program. The reception will be downstairs in the open area and the focus will be on 30 high schools in the area. Invitations will be sent and notification will be sent to local alumni in the Arts.

Meeting adjourned at 10:05

Spring 2008 – 8:30 a.m. - Sullivan Room - University Union

September 20
October 18
November 15

January 17
February 21
March 20
April 17
May 15