

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING NOTES
THURSDAY MARCH 20, 2008
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Robert “Bud” Fischer, Teresa Freking, Mary Herrington-Perry, Tammy Zuber attending for Sue Harvey, Mark Hudson, Bonnie Irwin, Brenda Major, Kimberlie Mook, Stacey Ruholl, Karla Sanders, Julie Sterling, and Mary Wallace.

MEMBERS ABSENT

Julia Abell, Julie Chadd, Mona Davenport, Sue Harvey, Richard Higginbotham, William Hine, Fern Kory, Stacia Lynch, Rodney Marshall, and Steve Rich.

GUEST

Shilpa Maheshwari

APPROVAL OF MNUTES OF FEBRUARY 21, 2008

We had no quorum when the meeting started - there was no action on the minutes.

APPLICATION REPORTS/ADMIT REPORTS

Undergraduate

Brenda Major presented a written application report which included comparison data from 04-07. She said we are doing okay compared to last year. If we stopped admitting today and yield at 40% we would be at 1902 on freshmen. We are still accepting applications and admitting students. Yesterday Brenda and Sue Harvey were at the quarterly meeting of the Directors of Undergraduates and Admission and Registrars of the State Schools in Illinois. When the state schools enrollment numbers are in for the 07-08, grads and undergrads, she will have it in an electronic file and distribute to the committee.

Illinois State is already closed for freshmen admission as of March 1st. They have 2,214 enrollment deposits and a 300 student wait list. Illinois State said last year they would be admitting more students and not be as selective for this year. This may be the reason they are already closed. The bad thing about this is they may have closed the door on some strong students whose first choice was out-of-state or private and now realize they can't afford it.

There is a new Director of Admissions at Northeastern. He asked the schools to tell about their enrollment of students of color. SIUE is up in admits of color 33%. Brenda wonders how they have accomplished this because overall they are hurting and they are in Edwardsville, not in the city. They are going to be Division I next year. They have increased the athletic fee for next year by \$100.00 per semester to support that move, Mary Wallace added.

Northern Illinois is the only school without an enrollment deposit and they will start in fall 09. They think their deposit will be \$250.00. This puts us in a good position since we only charge \$150.00. Brenda did not have an opportunity to poll all the schools to find their criteria for waiving or deferring the enrollment deposit. Northern said they were not looking to defer but may do so for full-need students.

Carbondale has a new Associate Vice Chancellor for Enrollment who would like to increase their enrollment deposit and make it non-refundable. The Vice Chancellor thinks if you make it high enough they won't make deposits at other schools. Our enrollment deposit is fully refundable up to May 1st and half refundable if you tell us between May 1st and June 1st. Students whose financial situations make it possible are typically depositing at three schools and will attend at least two orientation programs. You really don't know until 10th day if they are attending. Housing contracts are really the best indicator for us.

Karla Sanders asked for the yield numbers for the past two years. Brenda answered about 34 or 35%. She said our yield should be 35% and we can still do some things to increase that. We are periodically

seeing new applicants that would have been scholarship contenders had they applied earlier. Brenda suspects that students are getting their financial aid packages from out-of-state schools and find they can't afford to attend there. They are now looking for schools still open. The good thing is that we are positioned to be reasonably affordable, not that we are the least expensive or cheapest, but we can say we are the best value in terms of actual costs for in-state students. The only school that has lesser fees is Western. Western's numbers are hurting. A couple years ago their numbers were higher than ours.

Mary Herrington-Perry asked to what extent is our value offset by other institutions who offer better scholarships. Brenda said we are going to see some drop. Bonnie Irwin said in her area students tend to come even though they do not get the scholarship. Honors yield rate is 68 to 70%. Brenda said where we are really hurting is the bread and butter student. We do not seem to have scholarships for and to attract the more academically successful in-coming students. We have more scholarships for juniors and seniors. Bud Fischer said that Biological Sciences has received more new scholarships the last two years but the donors are not interested in having their money used for freshmen and sophomore students. Unfortunately that is where they really need the money. Foundation or someone who works more closely with the donors needs to stress where the money is needed.

Mary Herrington-Perry asked if the tuition increase would have an impact on the yield. Brenda said everyone's tuition is going up. When our costs come out we may lose some really good students to the community colleges because the students and parents perception is that starting at the community college saves them money. Bonnie Irwin said the Honors numbers are a little different this year as generally half of their applicants are presidential scholars, but this year it is two-thirds

Bud Fischer asked what Illinois State is doing differently. Brenda answered that they are being less selective. When you look at our application numbers we are at 7,049 for new freshmen. If we weren't pooling the way we do for anyone who meets the grid (18 and 3.0, 19 and 2.5, 22 and 2.25) that is a lot of people we could be putting in the mix. After this year Brenda is going to see what she can get from Illinois State's Institutional Studies as to the profile of their students and compare against our profile. Brenda said that more telling than the ACT is the student's academic GPA (which will be harder for her to get that information). The pooling makes a difference. About eight years ago, Illinois State was pushing to increase the quality of their students and compared themselves to U of I. They have completely gone in the opposite direction and seem to be looking at revenue instead of quality.

In selectivity Eastern is perceived right at or a little higher than Illinois State because we pool from the very beginning. Most other state schools, if they pool at all, say if you meet the minimum requirements and get your applications here by November 1, you are admitted. When we look at some of the transcripts you can see a 3.0 GPA. When you look closely at academic courses it is possible for a student to have a B average overall and a C average in their academic coursework. We conduct a holistic application review attempting to assess students' motivation to succeed in our academically challenging environment.

Debbie Barker asked Brenda if they were going to pull the pool sheets from the folders this year. Brenda said they were going to try and do that but should they find them to go ahead and shred.

Karla Sanders asked if we are tracking the pooled students to see if they are successful and still attending the University. Brenda said we have not been able to look at that information. We have tried to do some of it manually. It is a large task that needs one full-time person's attention. Karla asked if there is some code in Banner that can identify those who are pooled. Brenda said we do actually know if a student has been pooled. It is a matter of someone writing a report to get the information from Banner. The task will be assigned to the new Enrollment Management Technical Support Specialist.

Bud Fischer said he would still like to know how long it takes a transfer to graduate. The other day he saw transfer students that have wasted a lot of money. The community colleges are jammed and to keep the students in classes they put them in anything available to keep them moving along. Mary Herrington-Perry said she has seen previous information that Rita Pearson and Larry Larvick have

provided that shows it does not take long. Brenda said that Larry is working on that information now. Mary says that for our Eastern students it is four and a half years.

Mark Hudson asked how many years we have been pooling. Brenda said five years. He said, if we look at the student profile of six years ago compared to the profile of today, is the ACT about the same? Brenda said the ACT is down a point. Julie Sterling asked if we know why it is down. Brenda said the ACT on the national level is down too. Mary Herrington-Perry said the state ACT average is 21 and ours is 21. Brenda said in some years we were rounding up—we were at 21.8 and rounding to 22. Karla Sanders said she thought we rounded up for only what we published.

Mark Hudson said as far as our admission strategy the most significant thing that Eastern has done in the last six years is the admission process. If our pool is not better would you say that has failed? Julie Sterling said it seemed these last year's students are not as strong as they have been in the past. Usually those stronger students are the ones that are pooled. She does not know specific guidelines as what we look for and who reviews those pooled applicants. Brenda said there is a representative from each college and largely it is their grades in the more difficult academic courses. Julie then asked if students with the lower ACT's had done better academically would they be pooled. Brenda said in order for a student to be pooled they have to meet the requirements of the grid. If they fall below that Brenda reviews the application. There is not a significant number that she reviews. Pooled students actually meet the admissions requirements based on numbers and patterns of success in more academically challenging courses. Debbie Barker commented that this group seemed to need more one-on-one attention. Kimberlie Moock said each year the students get more demanding.

Dean Augustine said that on the graduate level Illinois State is more flexible in their menu of majors and opportunities to attract students. We struggle with that here in making sure that we are preparing for our future. He struggles with how to get rid of graduate programs that are not attracting applicants to the pool. When the pool goes down in those programs they get the leftovers. These students are the ones who were unsuccessful in getting into or having opportunities elsewhere and that diminishes the quality of study. It is just the opposite on the other end. Those graduate programs that have protected their future, that have put into place options and majors, have opportunities to attract a high-quality applicant pool. A lot of students come to Eastern undecided on the undergraduate level so they are not as influenced by a major. Because Dean Augustine works a lot with the Dean of Illinois State's graduate school he discovers they are always able to bring in and phase out graduate majors a lot more effectively. They are twice as big as we are so sometimes that size gives you more flexibility. At Eastern, Dean Augustine says, when we add a certificate program we have struggled to let go of the whole degree program. At some point he is going to have to say he will have to stop funding these programs.

While on the subject of Illinois State Brenda said she had received an email from a student who said she was no longer planning on coming here, she was going to Illinois State. Brenda asked if she would share with her why she chose Illinois State over us. The student said she found that they had a better program in Physics Secondary Education. Also, Illinois State University is about three hours away from home and it gave her the security that she could go home whenever she wanted to. She liked how their campus is set up and really became interested in ISU when she found out she wanted to be a high school teacher. Mary Herrington-Perry said for those who do not know, we too have a Physics Teacher Education program. Debbie Barker said this seems to be an era we are in now that students want to be closer to home. Brenda said there are a lot of things that are beyond our control. It sounds more like a distance issue for this student. She has spoken with the student four times, so it was not like she did not feel a level of connection to Eastern. We can do a whole lot of things right, but we can't change our location.

Gateway

In Mona's absence, Brenda reported that Gateway has a waiting list. It is virtually closed. We are telling people this without making a big announcement. We do not want to send out any indication that the University is closed. This week the Gateway staff is calling the over 220 students they have

admitted. In looking at those students they were finding that only about 55 to 60 have applied for housing. With their calling they could nudge the student to make a commitment. A lot of the students had applied for financial aid. Brenda feels that by the middle of next week we will know where we stand with Gateway. We do have some strong Gateway candidates on the waiting list, and maybe even stronger than the ones who are saying they are definitely coming. Gateway students have fewer options so the Gateway yield is typically about 55 to 60%. Julie Sterling asked if students did not show for the first day of Gateway Orientation would the wait list students be called? How long will the students be on the wait list? Brenda said they are planning to move the wait list by the end of the month. Last year they did not act this early but they did not have that significant pool of admitted students then.

Honors

Bonnie Irwin gave a written report and said that applications received are up 20.1% from last year and the admits are up from last year 19.8%. However, when you look at two years before it is a reminder that last year was a bad year. She feels that next year they will break even with fall 2005 which has been her goal all year. A better indicator for Honors is who has accepted scholarships and so far they have received about half of those back. They do have until the first week of April. Their out-of-state applicant did accept.

Graduate and International

Dean Augustine reported they are up 13% in graduate applications, but he will stand by what he said earlier that all those applications are in the top-choice programs. Those programs are thriving and the programs that are struggling for enrollment do not have any applicants. He is happy about that on one hand but on the other that does not translate into more graduate students because high-demand programs are full. Dean Augustine used his department as an example. He has had over 100 applicants and can only admit 20 new students. These students are all 4.0 GPA. It is very difficult to choose among them. Most of them are non-EIU educated. It is extremely competitive to get in.

History, English, CDS, MBD, College of Student Affairs, and Political Science are reporting amazing applicant pools. They are asking if he can provide just one more award to get this student to come here because they can go anywhere. It is difficult to find those resources. He is trying to develop some ways to help them. It is a great time to be in graduate education in that regard. He is continuing to work with those programs that are struggling.

He is happy to report that the Art Department is looking very hard at the feasibility for an MFA Program and they have a very unique idea for this. It will take them another six to eight months to try and work this all out.

The Music Department continues to struggle to try and redefine what they might be in their new facility. They suffer the most by being out of their facility where they do not have a concert hall. When their applicants come to look around, they look at McAfee and somehow that is not attractive to come here and study. That will all change in a few months and that may help them get back on track. He feels they have some significant work to do on their degree program. It is out of line with current degree programs that have a lot of applicants.

Dean Augustine has done an enrollment study on all these programs and our music department is only attracting one to two per cent of the students who study in all the institutions in Illinois. It is very low in comparison to everyone else. We need to look at the investment we have there as to whether we can sustain it.

He is really pleased with the Special Education Department as they are working on a new certificate program that will sustain and advance the quality of that program and attract more applicants.

The Chemistry Department has a team on campus today and tomorrow studying their undergraduate and graduate programs. He has been very blunt, stating it is not attracting many applicants and they need to figure out what they are going to do. He has been pushing for a professional master's program there.

This program would prepare students for professional degrees not for the academy because their program is not in line to do that.

At the International level they are down 12% in applications. He is not worried about that because that surge of applicants was in the School of Technology and they are full. A lot of the declines are because of this. He is pleased with how the application and admission rates are going and that we are getting continued interest in our undergraduate enrollments. This is amazing to do when we compare tuition rates to Illinois State. Our rates are three-times higher plus \$600.00 a credit hour. Until we address our tuition issue here it is going to be very difficult for us to increase the number of undergraduate international students.

Bud Fischer said there are two or three things that have been on the table since he arrived here. He said that Dean Augustine's earlier comments are why this institution is not the best in Illinois because change is like causing death to occur. We have two big things that have been on the table for seven or eight years that would change what we look like, our academic pool, and who we could choose. One is International tuition costs that has been on the table for five years and somehow can not get approved. The other one is that we still do not have the ability to bring in people from Indiana. This was talked about ten years ago and we haven't figured out how to give them in-state tuition. Western and Carbondale are doing this but not us. Change is hard at EIU but that is a change they wouldn't even know unless they accidentally picked up a paper and read it. This is an enrollment management issue and has to go to the top of someone's pile. We are missing good students that could only enhance the educational opportunities and the diversity of this institution. We have built and remodeled buildings in that length of time.

Mark Hudson asked if someone has actually said no to that proposal and is that actually on the table? Brenda said it has been there. Dean Augustine said he believes that it has been decided that we would lose too much revenue if we change our tuition rate. What he sends forth is for the graduates and undergraduates and tells them how many students we have to bring in to compensate for the loss. He thinks we can bring those students in at the lower rates. He knows how many students we have to have. They could look at it and say we did not do it and then go back to the old rates. This just seems to be a difficult decision to come to. We have also provided for them data for our competitors, particularly Illinois State that offers a more competitive rate for international students. They are one of our biggest competitors for students in general and international students as well. We try and make the best case that we can. He doesn't know if it would be useful for our group to make some recommendations both for international tuition and undergrad students as well. Brenda said we actually have. She said maybe we need to resubmit it in the form of a petition for everyone to sign. Bud Fischer said when you talk about lost revenue; lost revenue insinuates they are actually coming. If they are not coming and they are going somewhere else then we have already lost the revenue. Mary Wallace said in terms of lost revenue, through her experience in athletics, most of the international students are actually getting tuition waivers. If we drop that to a two to one ratio you are actually going to wind up with three students for the cost of two now and therefore we gain. We could generate more revenue because we could recruit more students. Dean Augustine said it would also help with their waiver budget. He suggested that perhaps Brenda and others on the committee might form a subgroup to stress that we need this to be a high priority.

Dean Augustine said in regard to study abroad we have exchange agreements with certain countries. How it works is you pay your home school tuition and a student here and a student there exchange. A lot of those countries that we have relationships with want to send students not on the exchange. They are not part of our exchange students they just come independently and are called a one-way. Other institutions offer those students an in-state rate because they have a liaison with them. We lose those students who would come, because they have heard good things from their student colleagues about Eastern, but they can not afford to pay the out-of-state rate. Dean Augustine has also requested as part of his proposal in-state rates for those students. If we give them the break, they would actually pay us the in-state tuition rate and attend. This would be a positive thing for us

Mary Herrington-Perry said that Dean Augustine has identified the problem and has done some analysis. Probably there has not been any across-the-board analysis of cost benefits. He needs to really come up with the numbers and show that to the Vice President for Business Affairs. Brenda said she feels we need to talk with Vice President Cooley and the Provost. Dean Augustine said perhaps we needed to present it to Presidents' Council as well. Dean Augustine, Mary Herrington-Perry, Bonnie Irwin, Mary Wallace, and Brenda will meet about this.

Dean Augustine said that the issue with international students is often academics. We have an International Studies option and having international students enrolled in our programs is essential. When we say we have an international component to our major we have an obligation to have that international voice there. That diversity of voice is essential in quality graduate study whether it is domestic diversity or international diversity. Dean Augustine said you do hear from time to time the issue of enrolling domestic students versus international students. However, our international enrollments do not yet meet expected standards for enrollment. That isn't going to be an issue for us. As the competition for domestic students continues to increase we have an opportunity to increase our international enrollments to insure that our undergraduate enrollment fulfills our expectations.

He is also working hard with the Middle Eastern countries that are amazingly wealthy and can afford to pay tuition rates anywhere in the world for any of their students. We are trying to establish stronger ties with those countries that want their students to come and study in the states.

Speaking about Study Abroad, Dean Augustine said, that Eastern is number four among Illinois public institutions in sending students abroad. Only the University of Illinois at Urbana Champaign, Illinois State and Northern are ahead of us. In achieving that goal, he pointed out that when you compare Eastern's enrollment to their enrollment we have a significantly different level. We are only about 25 students away from topping NIU. We do that with about 25% of the staffing that they have. He said that every day that you hear the dollar goes down that will affect our students' ability to go abroad. It is going to cost double the amount of money. The group now will not be affected as much because they are locked in. He is worried about the students for next year. If our dollar continues to fall we will probably have to shift our study abroad to Central and South America.

Julie Sterling said the last few years about every third student was talking about spring break and where they are going. She did not hear that for this break and felt it was partly because of the economy. She also said many are planning to study abroad this summer and are using the money for that versus spring break in Florida or Texas. This is the first year she has really noticed this change. Dean Augustine said that our study abroad programs only lost two of the original sixteen that didn't fill enrollment. One of the weaknesses we have is the burden falls on the faculty member to recruit for the program. He does not feel that is right. Their job is to teach. He is trying to figure out how to provide staff support so faculty can focus on teaching. He is doing some restructuring in his office to see if he can provide a broader range of support for marketing and promotion. The only reason faculty members go is because not enough students enroll. Julie says they have three sisters going this summer.

Continuing Education

Dean Hine was not in attendance today due to a death in the family.

FRESHMEN ENROLLMENT TRENDS, STRATEGIES, AND RECOMMENDATIONS

Brenda handed out information on the freshmen profile from the fall 2002 through 2007. She said not a whole lot changes in this, but there are some significant changes in diversity over the last three years. This will give us some good information as to the students who are actually attending. At our next meeting we can discuss what we can impact and any thing that needs to be impacted such as ACT, etc.

She encouraged the committee to get on the Admitted Student Open House link. This Open House is very different this year as to what it has been. There are opportunities that we are doing to impact the yield. You can click on and see the variety of 25 workshops we are offering students to participate in with faculty. The music and chemistry labs are already filled and they are working to fill all others. There are 400 students already

signed up and most of them have already selected a workshop. If the remainder does not reply, Admissions will assign them one. This is new to try and get students more involved at the University at an earlier stage. We know that getting the student involved early the more likely they are to build that level of comfort that makes us as their first choice.

Brenda said she will send electronically an executive summary of a report that was presented at the Directors' Meeting. It is the Pot Hole Report. This was done with the consortium through the Chicago School of Research at the University of Chicago. It gives some really interesting insight as to what these high school students are doing and thinking and why they may not be acting in the ways we think that is logical for them. There are some college prepared students who decided not to go to college because they didn't understand the FAFSA or they waited too late to do the FAFSA. There is some really interesting insight as to where we are losing students and what we can possibly do to start shoring that up. So they are not all being exported, some are just not doing anything. She will send a link to the complete report, too, as it is about 150 pages.

COMMITTEE REPORTS

We still need more seats.

ANNOUNCEMENTS

None.

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

April 17, 2008	May 15, 2008	September 25, 2008
October 16, 2008	November 20, 2008	January 15, 2009
February 19, 2009	March 26, 2009	April 16, 2009