

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, September 18, 2003
BOOTH LIBRARY, ROOM 4440
8:35 A.M.

MEMBERS PRESENT:

Julia Abell, Mary Herrington-Perry, Will Hine, Johnetta Jones, Doug Klarup, Nikki Kull, Stephen Larabee, Herbert Lasky, Blair Lord (Chair), Andrew McNitt, Betty Ralston, Christy Kilgore-Hadley (for Steve Rich), Karla Sanders, Steve Scher, Mark Voss-Hubbard, Keith Wilson, and Anne Zahlan

MEMBERS ABSENT:

Doug Bock, Scott AGM Crawford, and Steve Rich

GUESTS:

Margaret Messer and Kimberlie Moock

APPROVAL OF THE JUNE 19, 2003 MINUTES:

A motion to accept the minutes was made by Hine and seconded by Abell. All voted aye.

“ACT WRITING TEST”

The Provost stated that Eastern has been contacted to see if we wish to use the optional 30-minute writing test that ACT plans to make available in the 2004-2005 academic year. This assessment tool can assist with admission and placement decisions for Fall 2006. Lord asked members for discussion on whether and how we should use future students' ACT writing test scores. A summary of this discussion follows:

Will the writing test be included in the Prairie State Achievement Examination (PSAE) currently administered without cost to all Illinois high school students? Will a fee be charged for it? Will students complete it at the same time they complete the PSAE?

Will ACT score the writing instrument? What information will be sent to us—just the results or the results and the actual writing sample? Will the scores be reported separately from those for the English component?

Will students have the option of repeating only the writing test?

Would we use test results for admission purposes only or for placement as well? (It was noted that the current placement system seems to work well, and that a decreasing number of students are placed in the fundamental English course.)

Some of the advantages of the ACT writing test are that we can know positively that the student wrote the essay him or herself, which is not the case with personal essays many institutions require; that the instrument will be valid; that the scoring will be reliable; and that the data will provide us the opportunity to determine whether there is any correlation between test scores and grades (For example, we could record and study test scores for a three-year period to determine whether or not they were a good predictor of student ability and success).

Disadvantages of the test include the possibility of students not doing their best work, particularly if they must take the writing test at the end of a long day of testing.

ITS would have to be notified well in advance so that staff can add this new score to the student record system.

If other state schools are going to use writing test scores for actual or potential admission purposes, we should not postpone our decision.

At the conclusion of the discussion, the Provost requested that Dr. Karla Sanders contact ACT to obtain answers to some of these questions, so that the committee could make an informed decision about whether and how to use ACT writing test scores.

ENROLLMENT UPDATE:

Total first-time freshman enrollment for Fall 2003 is 1,984, as compared to 2,074 last year. The total freshman class is approaching 3,000, however.

PARTIAL POOLING PROCESS COMMUNICATION UPDATE:

Susan Ambrose reported that Admissions is mailing out a counselor newsletter to the high schools at the end of the month, and that admissions counselors will be telling counselors and students about EIU's partial pooling process on their high school visits. As it stands now, students who have completed their applications by November 15th and meet the minimum requirements will be admitted. If their completed applications are received after November 15th, they will be pooled, and only students with certain profiles will be admitted. Those students with less than the minimum criteria will be immediately rejected; all others will be held until after February 15th.

Ambrose also reported that now that high school students are being directed to the web to apply, their contact and interests information is easier to import into our student information system and distribute to appropriate areas.

"DATA GROUP" SUBCOMMITTEE REPORT:

Kimberlie Moock distributed a report describing the development, with support from ITS, of a centralized data warehouse that would store information needed to enhance admissions decision-making and reporting and to implement the partial pooling process. Moock was asked if this information could be available beyond the recruitment and matriculation periods, so that we could track students' performance to determine how well the partial pooling is working. She indicated that the warehouse was a temporary solution to an immediate concern, but that the new student information software (Banner) would address that need. The subcommittee continues to work on identifying data sources and ensuring their reliability.

OTHER:

EMAC meets the third Thursday of the month.

Meeting adjourned at 9:20.

Scheduled meetings 8:30 a.m. BOOTH LIBRARY ROOM 4440:

October 16, 2003

November 20, 2003