ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY, FEBRUARY 26, 2004 BOOTH LIBRARY, ROOM 4440 8:34 A.M.

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Scott AGM Crawford, Jean K. Dilworth, Nikki Kull, Herbert Lasky, and Steve Rich

GUESTS:

Jeff Cross, Sue Harvey, Mark Hudson, Denise Lee, Kelly Miller, Kimberlie Moock, Jill Nilsen, and Dale Wolf

APPROVAL OF THE OCTOBER 18, 2003 MINUTES:

Minutes were approved as written on motion of Hine and second by Sanders.

DUAL ADMISSION PILOT PROJECT:

Associate Vice President Cross shared information on a pilot project beginning in the fall semester with Lake Land Community College. This project will be with Lake Land College because of its geographic proximity. We have also had requests to start dual admission programs with Parkland College and Illinois Eastern Community Colleges. The university had been involved for the past 5 years in an effort to strengthen articulation with community colleges and with its transfer relations with community colleges.

Dual admission is students declaring at the time they begin their education at the community college their intention when they complete their associate degree, either AA or AS, to transfer to EIU. This helps us know who those students are, the admissions and records offices can track these students, we know they are coming and can plan for their schedules, and begin to establish a relationship with the students. We have over 50 different 2 + 2 articulation agreements with community colleges that facilitate students that come to us from community colleges. Between 30 and 40 percent of our students are transfers and are a significant portion of our student body. We are working with them program by program.

This is not dual enrollment. Classes will be taken at the community college. The student graduates and then transfers to Eastern. This gives us the opportunity to communicate with those students and for the student to establish a relationship with us.

This is a pilot program, we expect the numbers to be small, but if the numbers are exceedingly small with Lake Land we may respond to the requests from Parkland and Illinois Eastern Community Colleges to include them in the pilot.

Cross thanked the Dual Admission Committee members Susan Ambrose, Kathy Bennett, Gary Foster, Sue Harvey, Larry Larvick, Fraun Lewis, Kimberlie Moock, Rita Pearson, Kathy Reed, and Jane Wayland for their input in this project.

- Are we able to track these students? Yes, the student master will have a code to know they are dual.
- If the student does not get an associate's, how is he/she admitted here? He/she must meet our admissions requirements. However, we encourage students to complete their degrees. If they do not finish their degree, they are no longer in the dual admission program.
- Why would the student want to get involved? This will lock them in place in the class for the semester they transfer.
- Does the student have to reconfirm that they are transferring to Eastern? We will get a transcript every semester and there will be advisor contact. This will help us to know exactly what the student is going to do.
- If the student is not coming we will know ahead of time and not save them a spot. That is correct.

- Would there be circumstances where the university would have the right to cancel the student's enrollment? The committee has not considered it at this time.
- Will the Eastern advisor advise the student for their program at the community college? We will not do the community college advising, but if there were questions that the advisor can answer for the best classes transferring to their program at Eastern the advisor would be available.

MARKETING PLAN: PRESENTATION AND DISCUSSION

Mary Herrington Perry gave a handout Marketing Goals, Core Message/Identity, NCA Self-Study Survey, NCA Self-Study Survey, and ways that the EMAC can address the Marketing Plan recommendation. She then made a video presentation for the marketing committee. This committee meets on a monthly basis to talk about marketing issues. The presentation is in response to the request of Jill Nilsen for answers to: 1) How can the university better use research to make an informed marketing decision? 2) What is Eastern's brand identity? 3) What is the strategic marketing message? and 4) How can the university better integrate the marketing message in communications, activities, and programs across the campus?

This marketing is targeted to incoming first-time freshmen and is being done now because we feel we are at the top of the game. The marketing goals are to:

- Support university efforts to selectively manage enrollments by targeting students of even higher quality;
- Make EIU the university of first choice for more of our students;
- Maintain enrollments as competition increases and in preparation for a future decrease in the supply of high school graduates;
- Prepare legislators and their staffs to support legislation and appropriations that will have a positive impact on the University;
- Engage alumni in University activities;
- Increase outreach efforts with donors, alumni, and friends;
- Increase private philanthropic support for the University; and
- Continue to improve the relationship between EIU and the greater Charleston community.

We, as a University, want to all be on the same page when marketing our identity. We want to tell Eastern's story for our:

- Strong academic reputation;
- Close interpersonal relationships;
- Ample opportunities for personal and professional growth;
- Small classes
- Tenured/tenure-track faculty in the classroom
- Positive undergraduate experience
- Satisfied alumni

Are we making the best use of our marketing information? The marketing committee wants to help by providing support with an on-line toolbox or identity tool kit. The information about our marketing could be found on Eastern's home page for anyone to use. The committee was asked what they would like to see in the toolbox.

• It was asked what Eastern could do to make our marketing stand out in comparison to other school perhaps saying the same thing about themselves. Other schools may say the same things we do, but we have the statistics to prove what we have accomplished. The campus community as a whole has to send the same message.

What can the Enrollment Management Advisory Committee do to help with the recommendations in the marketing plan? The marketing committee is trying to create a network of marketing tools and the enrollment management committee made and discussed ideas. The committee was then asked for volunteers to help work with areas mentioned to go on to the next chapter of marketing EIU.

• Admissions (Lee) from on-line applications, departmental notification for their personal response to students' major interest.

- Hine volunteered to work with the non-traditional students.
- Harvey volunteered to work with the transfer students.
- Zahlan would contact the English Department recruiting committee.
- Voss-Hubbard would make it known to Graduate Studies.

It was also asked what other issues the Enrollment Management Advisory Committee might want to address for the future. Does the committee want to make any changes to what it is already doing? There will be future discussion on this.

APPLICATIONS/ENROLLMENT MANAGEMENT UPDATE

Director of Admission, Dale Wolf, advised the most recent report (February 15th) showed four to five percent more freshmen had applied than last year. We have admitted a smaller number of students though. However, when you add the Gateway numbers (which should be next week) then we are the same as last year. The process for this semester has been different this year. Students who applied prior to the November 15th were processed on a rolling basis based on the written admission policy. Students who applied after November 15th and were not admissible were denied. Those students who met the internal set of higher than average criteria (a combination of rank, test scores, etc. that were above what we normally would ask) they were admitted on a rolling basis. Anyone else who met the policy but did not meet the set of internal criteria were placed into holding pattern and were sent a letter that they would know by February if they were admitted. There were approximately 220 students who have met the written policy but have not been admitted. After discussions with the provost, and looking at the number that we had, we admitted about 90 using such things as major, strength of schools, strength of college-prep courses, etc. Those students left in that category was sent a letter and a form explaining they would not be admitted the first time but they had the option of placing themselves on a wait list by returning the enclosed form. These forms are to be returned by the end of the first week of March. The students were told that if we did not hear back from them by that time, we would assume that they were no longer interested in Eastern. Those on the wait list were told they would know by the middle of April if they were admitted. That would allow a couple of weeks prior to the May 1st deadline when the deposit is due of all new freshmen. Admissions has received back approximately 10 forms.

There has been no official announcement of our closing admissions. Many people now feel, with the procedures going on, we are in effect closed. That has been evidenced by applications slowing down.

The transfer students are running ahead of the applications and accepted students from last year.

Wolf said he has been working on the next cycle of more changes to the admissions procedure that can be brought to the various committees involved.

The Provost's target number for the year is 1,900 new freshmen.

Mark Hudson in Housing stated there are more steps for the students to take so that we know they are serious about attending Eastern. Currently housing is 23% down in applications. Last year we had strong application numbers, but two years ago they were down. This is a concern. Housing sent out over 4,000 e-mails on Monday of this week to those who were admitted but have not applied for their housing. There are no on-line responses; the student must mail in their applications.

Gateway will be calling minority students for their response next Monday and Tuesday. The Center for Academic Support and Achievement is doing calling. Orientation is also calling students and getting responses that the student will be making their decision in April. Orientation feels this is due in part that students have been accepted at more than one school and are waiting to see what financial aid they will be offered as well as what the tuition costs are going to be. The financial aid deadline is May 1st and letting the students know by the 2nd week of April is cutting it close. The Board of Trustees does not meet until April 26th to decide on tuition. Admissions has received calls about their scholarships. The Honors College will be sending out their awards letter within the next 10 days.

The Provost said there would be more adjustments to the admission process, including efforts to refine the pool and get more information out to the students.

ADMSSIONS DIRECTOR SEARCH UPDATE

The Provost said that Martha Brown, Chair of the Search Committee, reported there are 20 applicants for the director search. The committee is in the process of narrowing down candidates for interviews.

"DATA GROUP" REPORT: PROGRESS AT IDENTIFYING AND COLLECTING DATA NEEDED TO MANAGE FALL 2004 APPLICATIONS

Kimberlie Moock reported that ITS is still working on programming to bring all the data into one warehouse. When they get close to accomplishing this, something else comes up. Orientation is making some headway by getting more information on their screen.

OTHER BUSINESS

Mona Davenport, Interim Director of Minority Affairs was introduced as a new representative to the committee.

Please forward any agenda items to the Provost.

Meeting adjourned at 9:57.

Regular scheduled meetings 8:30 a.m. BOOTH LIBRARY ROOM 4440:

February 19, 2004	March 25, 2004	April 15, 2004	May 20, 2004	June 17, 2004
August 19, 2004	September 16, 2004	October 21, 2004	November 18, 2004	