

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, NOVEMBER 18, 2004
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Charles Costa, Mona Davenport, Will Hine, Bonnie Irwin, Lauren Kluge, Andrew McNitt, Betty Ralston, Karla Sanders, Anne Zahlan

MEMBERS ABSENT:

Scott AGM Crawford, Thomas Hawkins, Mary Herrington-Perry, Steve Rich, Anita Shelton, and Keith Wilson

GUESTS:

Sue Harvey, Kimberlie Mook, and Jone Zieren

Brenda Ross convened the meeting at 8:30.

OCTOBER 21, 2004 MINUTES:

Minutes were approved on motion of Hine and second by Davenport. All voted in favor. It was noted that the upcoming meeting for April had an incorrect date. The correct date is April 21st.

REVIEW OF ALL APPLICATIONS AND ADMISSIONS TO DATE

As we moved the priority date for applications to be received from November 15th to November 1st we do not have a direct comparison. There were 1,070 applications for that week. Admissions is telling students that applied for fall 2005, if they called, that it would be 4 weeks before they would have an answer as they are switching priorities to the spring 2005 applicants. They are receiving about 10 calls a day from counselors and parents of the applicants that are being reviewed and denied.

STATUS OF POOLED AND REVIEWED APPLICATIONS

Admissions has 30 applications post marked after November 1st to date. Gateway had 54 completed applications. There are 140 students who fall under the marginal review from those received with the November 1st postmark. There were 37 students admitted from the 1st review of 70. The Gateway applications will be sent to Minority Affairs for review starting Monday. Last year Minority Affairs admitted 200 with 132 here on the 1st day.

Transfer students are slightly down for fall 2005.

Looking at the Admissions report that was passed out, it seems that the students we are admitting now have a lower class rank from last year. Now with the pooling, we can be more selective with applications received after the November 1st priority filing date. What is the deciding factor—ACT, class rank or GPA? It is a combination of all as some transcripts do not have the ACT recorded, some schools do not list class rank, and even some do not give the GPA only the grade. Gateway is seeing more applications with an ACT of 16/17 instead of the lower 14/15 when the program initially began. Gateway applicants must have a 2.0 GPA.

Coming soon we will have to state in our regular admission requirements, “must have a minimum C average.” The admission requirements are posted on the application.

It was asked if the marginal students were applying by the November 1st priority date and the better students are applying after that date that counselors know that we will accept. We do not know yet, but we received packets with several applications from high schools counselors to meet the November 1st priority date.

Indiana, Kentucky and Missouri are giving more scholarships to students coming from other states to make up the tuition rate difference. We are also seeing shared applications with ISU, Western, Northern and even Iowa.

NOVEMBER 11TH OPEN HOUSE REVIEW

We are still optimistic in that soon we will have a report on those who attended with a breakdown of freshmen, transfers, where the student is in the process (applied, admitted), gender, major. We had lower attendance than last year. At the October Open House we had 670, but only 432 for November 11th. The rainy weather may

have played a part in the low attendance. 276 students had pre-registered on-line. 121 were on-site registration. With the Host Program there were parents accompanying the students. Honors had about the same from last year, 65 for this year and 67 last.

Do we want to promote the Honors Program in conjunction with the November Open House next year? The Honors Program wants to discuss this more. This is hard to do, as we do not have a large pool for interested students. It was asked if we keep in contact with alumni to see when their children might fall into that pool. Of the 41 Gateway applications about half had a teacher, sister, brother, parent or someone with a connection to EIU giving them an unconditional reference. On College Nights we have seen mothers in EIU shirts.

Several students in attendance at the Open House had already been admitted (55 freshmen and 4 transfers.) The full session for transfers went well and even for the freshmen going to EIU on the dual admission program. Gateway made presentations to 30 to 35 families.

In the 1:00 session there were about 20 families that said their students had done nothing at this point about college. We did seem to have more seniors at this open house. The browsing session in McAfee went well as they had more room. It was started about half an hour sooner and they had overlapping sessions. We need to thank Phoebe Church for moving classes to the Recreation Center that day. Admissions is sending a "thank you" to students who attended with an e-mail link back to the on-line evaluation form.

We had 8 families that had their vehicles towed as they were parked on private property. It was suggested that we provide transportation for the families from remote lots, have them park someplace and we bus them in, or ask staff to park out at Wal-Mart and bus them to and from campus that day.

We are having an Admitted Student Open House on April 23rd. This is for students who have been admitted and never been to campus, this is also for undecided students to help them with their decision, assist with financial aid, and housing.

Possible agenda for that day to include:

- Welcome to the College of
- New library presentation
- Repeat Gateway presentation
- Collect enrollment deposits and inform families of the "05" tuition costs
- 2005 Housing costs and take housing deposits
- Health Services information
- Financial Aid (will have to estimate aid as Board not deciding fees until later)
- Student panel of 2nd semester freshmen (what I wish I knew a year ago-homesickness; get involved)
 - RSO representation, University Board, etc.
- Honors presentation
- Alumni on a panel from the Colleges
- Parents Club
- Consumer debt
- Cost to parents for students dropping classes

The University of Illinois has already announced their tuition; can't we encourage our administration to do so? The budget for the State is still in question with news reports announced today.

OTHER COMMITTEE REPORTS

The **Academic Retention** Forum was held on Wednesday November 10th at 2:00. There were about 50 in attendance. They had two breakout sessions. The Evaluations were very high. The committee meets again on the 1st Wednesday in December.

Non-Traditional Student week was successful with a good turnout. There is soon to be a lounge on the 2nd floor of the Union outside the Schahrer Room with lockers, chairs, vending machines, and hopeful staffing in the spring.

Bonnie Irwin asked if box could be added to the on-line application for those students interested in the Honors Program to check. They have had 11 students apply to date.

OTHER BUSINESS

None

Meeting adjourned at 9:30 on motion of Sanders.

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

November 18, 2004
May 19, 2005

January 20, 2005
June 16, 2005

February 17, 2005
July 21, 2005

March 24, 2005

April 21, 2005