

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY, OCTOBER 21, 2004  
BOOTH LIBRARY, ROOM 4440**

**MEMBERS PRESENT:**

Julia Abell, Ann E. Brownson, Ingyu Chiou, Thomas Hawkins, Will Hine, Bonnie Irwin, Lauren Kluge, Andrew McNitt, Betty Ralston, Karla Sanders, Keith Wilson

**MEMBERS ABSENT:**

Charles Costa, Scott AGM Crawford, Mona Davenport, Mary Herrington-Perry, Steve Rich, Anita Shelton, and Anne Zahlan

**GUESTS:**

Sue Harvey, Jone Zieren, and Dirk Muffler

Brenda Ross convened the meeting at 8:30.

**SEPTEMBER 30, 2004 MINUTES:**

Minutes were approved on motion of Hine and second by Brownson. All voted in favor.

**OCTOBER 11, 2004 OPEN HOUSE REVIEW AND REVISIONS FOR NOVEMBER 11, 2004**

There were 670 prospective students who attended our October 11<sup>th</sup> Open House. Coming soon there will be specifics about these students. The goal is to be able to tell you: where they come from in the state, if they are admitted, if they applied, what majors, freshmen or transfers, ACT, etc. Once this is complete we will have something to compare to next October's Open House.

Ross shared a schedule of the October 11<sup>th</sup> Open House. She stated, "with about 2,000 (including parents and siblings) in attendance it was difficult to hear and accommodate everyone in the browsing session in the Union." She then distributed a revised schedule for the November 11<sup>th</sup> program showing the browsing session being moved to McAfee. A transfer student session is being added also. The President will do a welcome for all. For the October Open House about 1/3 of the students took tours before the browsing session. Admissions is also encouraging faculty, staff, and students participating to wear Eastern apparel. A Gateway session will be added in the future beginning with the November 11<sup>th</sup> Open House.

It was asked if when the students are completing their information sheets if it could be a form that could be scanned electronically for more accuracy. It is a possibility.

Admissions is sending a "thank you" to students who attended with an e-mail link back to the on-line evaluation form.

**APPLICATION/ADMIT REPORT**

As of October 20, we have 2,353 new freshmen applications for fall '05. This is compared to 2,177 for October 15, 2003. Admissions is expecting an influx of applications between now and the priority application date of November 1<sup>st</sup>. We have 269 transfer student applications and 9 completed Gateway applications. The Gateway Committee will begin its work the first week of November.

**POOLING/REVIEW ADVISORY COMMITTEE**

They will be reviewing marginally admissible students who normally would have been denied because they were just below our admission requirements. They would have received a denial letter telling them they could appeal and to send additional information. They would try the Gateway program as another approach. We are trying to assist the high school counselors in not trying the Gateway admission. We are giving them the review process over Gate Way. The Deans nominated committee members: Scott Crawford, Kathlene Shank, Julie Chad, Hui Li, Harrison Green, Carolyn Woolever, Tim Mills, Kathy Bower, and Karla Sanders.

The committee will be looking at those students who will be pooled after the November 1 priority filing date. They will be tracking pooled students. Last year there were 300 students and half of those were admitted. There are probably more than 300 for this year. Pooling will insure the student can have accommodations with their

major. It was asked if there was any certain trend where the student fell short in the pool of marginal admits. The majority has a minimum 18 ACT. The GPA is scattered. They will not be looking at students with less than a C average. The grade point average tends to be a better indicator of how students perform in the classroom.

Since we have moved the priority date from November 15<sup>th</sup> to November 1<sup>st</sup> we will probably have more pooled applications. The Chicago area high school guidance counselors do not like the priority date as it is making them rush to send applications and official transcripts. We have 1,074 incomplete applications because we do not have transcripts.

### **DISCUSSION ON DEVELOPING THE EIU SUCCESSFUL STUDENT PROFILE**

Ross shared written information as to what ingredients make up a successful EIU student. This was for a model for typically 18-year-old students. Later we will be looking at the same information for transfer students and then the non-traditional student.

Included on the list was:

- Avg. ACT comp.
- Rank in class
- GPA
  - County
  - High school
- Gender
- Ethnicity
- Major
- Campus involvement
  - Honors
  - Student gov't
  - Athletics
  - Greek Org.
  - Orientation activities

The ACT does not seem to matter after the student is actually here. ACT and high school involvement is more important. As for class rank, some high schools no longer include this information on transcripts, they use GPA. Other suggestions were made for looking at those students who were transferring in high school classes for college credit, advance placement/dual credit. Ross asked the committee to look this information over and bring any other factor suggestions to the next meeting.

A concern was also voiced in that we seem to be losing our traditional commuter freshmen. We lost 28 last year and 32 the year before.

### **UPDATE ON COMMUNICATION FLOW**

Ross stated she attended a meeting with Jill Nilsen's Marketing Eastern Illinois University (MEIU) committee. They are looking at the kinds of communications to be sent from the departments to prospective students (traditional freshmen)—what they tell them, when they tell them, basically the best way to communicate with them. They have found that 67% of new freshmen don't want electronic communication. So they are trying to create a communication flow with snail mail, telephone calling, and face-to-face meetings, in addition to e-communication. They are trying to develop communication for the prospective student, then for the student who has applied, and finally for the student who is admitted. Hopefully this will improve the yield rate of students. They are looking at information for the student as to what happens after they get accepted. What is the next communication sent to them? For the future, they are looking at ways to communicate with the parents—FERPA information, etc.

A discussion topic for next month is the admitted student open house. The objective of this program is to assist students with financial aid, and tie up loose ends, getting them ready for orientation, and registration.

Admissions is in the process of mailing a post card to admitted student parents right now.

**OTHER COMMITTEE REPORTS**

The Academic Retention Committee is sponsoring a Fall Forum on Wednesday November 10th at 2:00 in the Arcola/Tuscola Room. They are focusing on freshmen and sophomores this year. It was asked if adult and commuter students could be considered in a future forum.

Transfer Day was this past Wednesday, October 20<sup>th</sup>. There were 82 who attended and 78 who were invited that did not come. From the information sheet that Sue Harvey provided, these figures are close in comparison to those students who were invited for spring 2003 and spring 2004.

It was asked if we are seeing an increase in transfers? Yes, we are seeing a higher yield rate, over 50% of admitted students. It was also asked if this was just any transfer student or possibly 2 plus 2 students. This information has not been gathered.

**OTHER BUSINESS**

A final draft of the Non-matriculated Student Enrollment (Guest Student) policy for undergraduates was circulated. Originally this was for summer students, now it can be for any term. There is a \$20 application fee per term. They are still coded as a guest student in the system. It was asked if a guest student could be an exchange student. The guest student is defined as a domestic student enrolled at another university in the United State, or non-traditional student who is not seeking a degree or financial aid.

Meeting adjourned at 9:33 on motion of Sanders.

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

<b>November 18, 2004</b>	<b>January 20, 2005</b>	<b>February 17, 2005</b>	<b>March 24, 2005</b>	<b>April 26, 2005</b>
<b>May 19, 2005</b>	<b>June 16, 2005</b>	<b>July 21, 2005</b>		