

ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, SEPTEMBER 30, 2004
BOOTH LIBRARY, ROOM 4440
8:30 A.M.

MEMBERS PRESENT:

Ann E. Brownson, Ingyu Chiou, Charles Costa, Mona Davenport, Thomas Hawkins, Will Hine, Bonnie Irwin, Lauren Kluge, Blair Lord, Andrew McNitt, Betty Ralston, Karla Sanders, Anita Shelton, Keith Wilson, and Anne Zahlan

MEMBERS ABSENT:

Julia Abell, Scott AGM Crawford, Mary Herrington-Perry, Steve Rich, and Karla Sanders

GUESTS:

Kimberlie Moock, Dirk Muffler

FEBRUARY 26, 2004 MINUTES:

Minutes were accepted as posted from Academic Affair homepage unless otherwise notified.

REVIEW OF LAST ADMISSIONS CYCLE:

The Provost reported that we had over 8,600 new freshman applications for fall 2004. There were 8,200 for last year; 7,600 for 2002; and 6,200 for 2001. As of tenth day enrollment we had 1,803 new freshmen. This is down from orientation's number of 1,851. The target range was 1850 to 1900.

We had 1,940 transfer applications, which is up from 1,860 in 2003; 1,791 in 2002; and 1,673 in 2001. Our target is to match last year. We have 3,029 new students total. Basically we hit our target, we are up 1.1%, 129 total.

Also our estimates for the tuition/income fund (net) target was met.

We pooled about 300 students and admitted 150. The selection of those pooled was between the Director of Admissions and the Provost. They decided there needed to be some changes in the admission application as there was not enough information for the selection process. Now we have added some voluntary information: sports, extracurricular activities, honors, community services, and a personal statement as to how they would fit into Eastern.

We are encouraging students to take the new ACT writing exam. Other state institutions are encouraging their applicants to do the same. They are not requiring them to do so as we originally expected.

Do we have a description of the pooled accepted student? No, but we can develop that.

The Director of Admissions stated there are 11 program visits with high school guidance counselors throughout the state. We provided them with updated information from questions from last year and our new materials. They have inquired about the profile of our incoming class, about our foreign language requirements, and how we use the ACT writing assessment. Illinois State Admissions is saying they are recommending that the students take the writing exam but their Provost said they are requiring students to take it. They are also asking how our profile matches their product. Overall the ACT average score here is 21.9. U of I is recommending the separate writing exam. The writing assessment is not required on the Prairie State exams that all juniors take. It is separate. Other schools are recommending the national ACT, as it is required for athletes. There is a possibility it could be used at EIU for writing deficiency.

ISSUE OF UNDOCUMENTED STUDENTS

In spring 2003 a law was passed by the governor that allows students whose parents are undocumented aliens and work in the state of Illinois to attend state colleges and universities as Illinois residents. However, they do not receive state and federal assistance. We have been asked to put this on our admission form and we are going to comply. We have had one student to request admission and we have asked for additional information, but none has been received. The Chicago area has asked how we are/will be handling these students. We will give them the same consideration as other Illinois residents. We have also been asked if we will provide additional

funding for these students. We will not. However, we need to develop a policy to welcome these students, but not financially support them.

EVOLUTION OF ADMISSIONS PRACTICES—PART II

Brenda Ross our new Director of Admissions reported that last year we had a priority deadline for applications of November 15th. From those applications, students who met the minimum criteria were admitted. After November 15th the applications that were received were put into a pool. From the pool then, as previously stated, the Provost and Director of Admission read the applications and selected those to admit.

This year we have moved the priority filing date to November 1st and then we will start the pooling process. It is the high school guidance counselors and parents that truly guide where the students attend. In the pooling process this year we will be looking at students' majors more closely.

Also we will be looking more at the Gateway Program. This program's intent is to serve the disadvantaged population to ensure a diverse student body. The high school counselors started using the Gateway admission requirements when their students did not qualify for regular admission and therefore the program's purpose is not being served. Some of these students need to go to community colleges first and then transfer here. For Gateway admission the disadvantaged student must present a personal statement and have three letters of support.

The Gateway Program needs to stress to their students that certain criteria is set (study table times, etc.) and if they do not comply they will be dismissed.

Gateway is going to be admitting students by the same cycle that Admissions does. They have 20 Gateway applications to review in October. It was asked if they have a fixed number to admit. In the past, Mona Davenport stated, 150 per year were accepted with the hopes of 120 actually attending. Gateway is hoping for 200 accepted and 127 coming. They currently have 154 Gateway students on campus.

The Gateway students were first admitted with a 14 ACT—which was when the EIU ACT admission requirement was 16. They now are looking at how productive/successful those 14 ACT's are before thinking about raising the ACT. In the past February ended their admission date then April was the final selection. They lost students because of the late date. Gateway has 243 applications and the admissions office has accepted 215 and enrolled 127. Admissions will probably see a larger number applying to the program as 1500 applications were sent out. High School counselors are looking at ways to get their students into school.

Our view book publication this year is very favorable. The first half is directly for the students and the other half addresses needs and issues that both the students and parents have.

Gateway advisors are seeing 40 students a week. They have a new Latino Counselor and he is seeing 25. They also have a graduate student who is seeing 15 students per week.

COLLEGE LIAISONS

We want to increase our communications to the rest of campus, said Director Ross. We want admissions staff to meet monthly (in person or by a phone call) with representatives from academic departments or services areas. We need information from you to give to others. Admissions will be finalizing the people in their area who will be making the contacts once the new admissions counselor is on board next week. They will designate a "hitters list" or faculty who can talk with students. At this point Ann Brownson the Booth Library based Faculty Senate representative volunteered to be one of those liaisons.

REPORT FROM ORIENTATION

Orientation is revisiting their orientation dates. The transfer days are solid but freshmen dates need to be adjusted to do better at getting more of the late students here for advising before the last day of advisement.

Ross said that we target students the summer after their junior year of high school. We are looking at the communication flow of the prospective student. When are they contacted from other schools and what information have they received from them?

What we are doing is working through CollegeNet to define and communicate with the prospective pool before they apply. We are designing an on-line inquiry form. When we make visits we take view books and the tri-fold visit piece. It encourages students to visit our web site and it will link right to the inquiry page.

Irwin says when they find students interested they have a student from Honors to actually write to the prospective student. They have 6 interested right now.

Dean Hine inquired if they can link to COS and BOT, too. It could be.

The students will get an electronic alert of campus happenings, such as open house. Admissions just sent 2,700 e-mails for our next open house on October 11th. If the student plans to visit they can ask for information then.

Also, the admissions counselors are looking at entering information from the students they met with on the road. Before, we just made our visits and there was no follow up. We are looking at sending hard-copy information to the student and if they are interested they can apply to their high school counselor. CollegeNet will have a pop up asking, "Do you want to send your high school transcripts with your application?" CollegeNet will charge a \$5.00 fee for the transcript. Their high school counselor will request their transcript be sent electronically. Deciding whether we consider that as "official" is next. Currently we cannot use a copy of a transcript as official.

It was asked that currently if additional information requests are made, what is the turn-around time? It is four weeks. With the inquiry form some of the information would be an immediate response on line.

OTHER COMMITTEE REPORTS

The Retention Committee is sponsoring a fall forum on November 10th. More information will be announced later.

Moock reported that they are still developing reporting tools to be able to obtain the reports and information needed for campus inquiries.

Hine reported that an adult committee has been meeting with the Union and they will soon have an adult lounge with couches, lockers, etc.

OTHER BUSINESS

We are one year away from when the largest group of enrolled students will graduate. The Provost charged a subcommittee to look at the number of students that the University could successfully handle. They could not come up with a specific number but did give a range and we are right on target.

We want to start having regular monthly meetings on the third Thursday of the month. Brenda Ross will be in charge of convening those meetings.

Meeting adjourned at 9:47.

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

October 21, 2004	January 20, 2005	March 24, 2005	May 19, 2005
November 18, 2004	February 17, 2005	April 26, 2005	June 16, 2005
			July 21, 2005