ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY, APRIL 21, 2005 BOOTH LIBRARY, ROOM 4440

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Charles Costa, Thomas Hawkins, Mary Herrington-Perry, Will Hine, Andrew McNitt, Betty Ralston, Karla Sanders, Keith Wilson,

MEMBERS ABSENT:

Scott AGM Crawford, Mona Davenport, Bonnie Irwin, Lauren Kluge, Steve Rich, Anita Shelton, and Anne Zahlan

GUESTS:

Cindy Boyer, Don Dawson, Sue Harvey, Margaret Messar, and Jone Zieren

Brenda Ross convened the meeting at 8:35.

MINUTES OF MARCH MEETING

The March 24th minutes we approved on motion of Ralston and second by Herrington-Perry. All voted in favor.

APPLICATION REPORT

We have received a total of 1,540 freshman applications as of today and have accepted 5,347. Accepted applications last year at this time were 5,608. Transfer student applications are 1,557 compared to last year at 1,535. We have accepted 1,051 compared to 1,044 last year.

Freshman enrollment deposits as of April 18th are 985, which is down 179 or about 15% from this time last year. There appears to be some confusing information sent to families this time of year. The application fee in the beginning is \$30.00. Now, however, we are asking for \$150 new freshman enrollment deposit due May 1st, a \$50 housing application fee and then a \$250 housing deposit. Out of the \$150 enrollment deposit \$40 of that goes to student orientation but if they are bringing parents the first parent pays \$30, the second parent pays \$20 and for any additional person it is \$20 each. The communication to the parents on the costs is coming from the different offices and is being very confusing. It is a possibility that parents may believe they have already paid the enrollment deposit so we should not be overly concerned on the enrollment deposit total at this time.

Looking to next year we are trying to communicate more clearly to the parents of the admitted student. We will give them a folder with all the information as to what amounts they have to pay, when they have to pay, and coupons they can tear off and mail with their payment.

It was asked if the costs could be lumped together as one payment. No, as some parents could better afford making different payments, transfer students do not pay the enrollment deposit, and transfers do not necessarily live on campus.

An e-mail is being sent out to students now, who have not paid all the deposits due, advising them of what they still need to pay. The 2nd week in May we will look more closely at those students who have paid something but not their enrollment deposit and a communication will be made before cancellations occur. Recently Admissions is seeing more seniors visiting campus that has not been here before.

DISCUSSION OF OUR POOLING PROCESS

Prior to November 1st students were admitted who met the published admission requirements. After November 1st, students who met the admission requirements were pooled and reviewed by faculty and department chairs to get a higher quality of student. Chicago area counselors wrote letters to all the state schools to stop the pooling process, as they do not know what and when to

Enrollment Management Advisory Committee Meeting Minutes 4-21-05 send students information about applying, or come up with a common filing period. State wide this is not going to happen.

The feeling is that we are not meeting the pooling process objective as we have the same student profile after November 1st as we had with those applying before the preferred November 1st application date. We are not improving ACT or GPA, but it does engage faculty in the admission process and that we want to continue.

Before pooling, students who met the admission requirements were admitted. Last year we pooled 300 and admitted half. This year we are pooling more but with 20/25% denied. Maybe the problem is with the date and not the pooling. It was thought that the better students would apply by the preferred filing date, but it appears that the marginal students are doing this because they have a better chance of being admitted. Our application says they are minimum requirements and do not guarantee admission. Western and Southern Illinois University at Carbondale do not have preferred filing dates. The University of Illinois and Eastern have the November 1st date.

We have not changed our image. Retention and graduation rates are good. Marginal students stay in the pool longer as more information is looked at such as classes they took, the grades they received in certain classes, if they did poorly their freshman year and then better as they advanced to a senior. Some students see the November 1st preferred filing date as a closing date. Discussion was had further regarding the pooling process;

- the Provost would like to have a true pool where we would collect applications and compare students against each other;
- we might specify a set timeframe of when they apply as to the timeframe they would be notified of admission:
- we could base scholarship awards on the date of application;
- we could raise our application fee for applying after the preferred application date;
- We could have a flat cutoff date of May 1st and still keep May 1st as the deadline for the freshman enrollment deposit;
- Perhaps it would be better to have no early filing date and no pooling date. We could have a waiting list where the student is notified they have not been denied but more information is needed to help us make a decision.

We can not make a true comparison of the pooling process from last year to this year as the preferred-filing date was changed. We will probably have twice as many pooled students this year compared to last. The pooling process discussion is to be continued.

We have not announced a closing date. Applications now are just trickling in. We still have space available. The space depends upon the yield. Prior to the last couple of years at 35% we would close. Last year's yield was 28%. We are probably only going to see, at the most, 250 more applications.

Admissions sent out a letter from President Hencken to 6200 admitted students encouraging them to attend the Open House. We currently have about 400 students who have reserved for Saturday. The best guess is that we will see about 750 families. Hopefully, there might be someone interested in applying and we will be accepting applications on Saturday. We also sent information out to about 30 newspapers.

TRANSFER DEBUT UPDATE

We have 122 confirmed transfer students for today's debut. The last program had 85 with 6 no shows. It has helped that students must confirm their attendance. The show rate is better. Students not coming in June with get a July invitation.

READMISSION AFTER DISMISSAL

Karla Sanders introduced Cindy Boyer, Assistant Director of the Academic Success Center. She stated that the catalog says students who are academically dismissed should enroll in GST 1000 during the term in which they re-enter the University. There is no mandatory program for dismissed students and no tracking for those students when they are automatically readmitted. Perhaps their dismissal was not caused by academics but other problems. These students are at high-risk not to succeed. She has worked with mostly juniors and seniors students as a pilot program to be retention friendly this semester and most are achieving academically. For students to be readmitted they must have a 2.0 at the last institution attended, a combined 2.0 from all institutions attended and 2.0 on a 4.0 at all institutions. This would also be good for the students who have been readmitted through the Committee on Reinstatement. These students have been dismissed two separate semesters.

She distributed a "Proposal for Intervening with Students Who Have Been Re-Instated Following Academic Dismissal." Further discussion was had regarding this proposal. A motion was made by Hine and second by Herrington-Perry that the committee supports the proposal and to present it to CAA for acceptance beginning in the fall 2005 semester. All voted in favor.

BOOST

Building Outreach and Opportunities for Students in Transition is a program for borderline students mainly of color we are loosing because they are over the minimum Gateway admission requirement of 14 ACT and 2.0 GPA. This is targeted for public high schools in the Chicago area for under represented and underprivileged who have 16 ACT-2.7 GPA, 17 ACT-2.5 GPA, and 18 ACT with 2.0 GPA. This could affect 161 students. Some have been previously denied, mostly students of color, with 17 to 26 ACT and 2.4, 2.5, and 2.6 GPA's. The average ACT of those we're admitting this year to BOOST is 18.26.

BOOST will not affect TRIO. Some students may get into Gateway, BOOST and then TRIO. A student can not be in Gateway and TRIO at the same time. BOOST is for 1 year. TRIO has 175 spots.

They would meet with the students, but not as often at the Gateway Program does. Plans are to track these students for sure the 1st year and hopefully the 2nd, 3rd, and 4th years.

CASA, Admissions, and Minority Affairs are writing a three-year HECA grant proposal and if approved we will do more. However, the Provost has approved money if the grant is not available.

ADMITTED STUDENT DAY, 4/23 OPEN HOUSE UPDATE

More volunteers could be used for Saturday. The informational fair is at McAfee from 10:30 to 12:30. Only 7 said they could not attend. Typically more than half don't say they will attend.

COMMITTEE REPORTS AND ANNOUNCEMENTS

The commuter student lounge ribbon cutting will be today at 3:00 p.m. Everyone is invited. This will be staffed from 4:00 to 6:00 Monday through Thursday.

Meeting adjourned at 9:50 a.m.

Regular scheduled meetings 8:30 a.m. May 19, 2005---Booth Library Room 4440 June 16, 2005---Booth Library Room 4440 July 21, 2005---Booth Library Room 4440