

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, FEBRUARY 17, 2005
BOOTH LIBRARY, ROOM 3202**

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Will Hine, Bonnie Irwin, Andrew McNitt, Karla Sanders, Keith Wilson, Anne Zahlan

MEMBERS ABSENT:

Charles Costa, Scott AGM Crawford, Mona Davenport, Thomas Hawkins, Mary Herrington-Perry, Lauren Kluge, Betty Ralston, Steve Rich, and Anita Shelton

GUESTS:

Don Dawson, Sue Harvey, Kimberlie Moock, Cindy Tozer, and Jone Zieren

Brenda Ross convened the meeting.

JANUARY 20, 2005 MINUTES:

Correction in the minutes heading SPRING 2005 ENROLLMENT, it should be **FALL 2004 ENROLLMENT REPORT**.

NCA SITE VISIT REVIEW

There were no major concerns. The visit went well and we received verbal tenure. Our committee was asked about in the marketing meeting as to the make up, how it worked, and its relationship to the marketing committee and the MEIU sub group. It was asked if these three groups needed to meet separately. We advise with enrollment. The other two groups market the entire campus.

It was asked if we have a figure for the cost for recruiting each student. We do not.

A printed article was shared with the committee about the University of Illinois using alumni in African American recruitment. As they are getting much free press right now (because of their undefeated basketball season) they can use this to their advantage and manipulate information. They had 7200 new freshmen in the fall 2004. They were 400 down students of color. Early in the fall they give 125 disadvantaged tuition waivers to the Chicago public schools. These students do not perform well on tests nor would they be retained at 4-year schools. Their retention rate is very low from freshmen to sophomore. These students end up receiving full MAP and/or full PELL so the university would end up with very little to pay for them. Advertising that they are giving the tuition waivers sounds good but in reality it is not so. The U of I's Chicago satellite office is anti-recruited students of color to call attention to the retention problem. The University of Illinois does not specify their plan for recruiting African American students.

ISU and Northern gave their cost of recruiting students, but we are unsure if they can verify this information. The University of Illinois says it costs \$85.00 a student but with their team winning they do not have to recruit.

Eastern's plan is to give recruiting packets and training to African American alums. Prior to this year Minority Affairs did not look at communication flow.

ISU is admitting students we are denying. Is it better to spend a lot or spend a little? The count on 10th day should tell us something. Up until 10th day, we can only guess.

Edwardsville seems to be the school of choice right now. Their numbers are up 24% in freshmen and up 26% in transfers. They have reallocated and trying new technology. They have nothing to lose. They possibly have in-state residency for Missouri. Western has something for Iowa students for in-state residency. They do not have significant out of state enrollment to question their numbers. However, they are in competition with us as students are not applying to us as their school of choice. It appears that Effingham and Mattoon students are choosing Edwardsville now. Chat rooms are one of their newer technologies with student ambassadors. However, they are monitored.

Our major competition seems to be with ISU, NIU, WIEU (Champaign/Urbana), Purdue, Iowa and Indiana State showing up a little.

APPLICATION REPORT

Compared to February 15th of last year we are down. We are up about 47 accepted African American students compared to last year. Until we do things the same way for 3 years it is hard to have comparison. We started reviewing earlier. Gateway has admitted 112 students toward their goal of 225. At this time in the past it has been 65 to 66% of their students admitted.

Enrollment deposits are up from 127 at this time last year to 327 paid deposits. May 1st is the deadline for payment. Students who have not paid their housing deposits are being called now. Based on the housing deposits we will have 1400 new freshmen this year. Housing contracts will be mailed around the 1st of March. Students think if they are admitted we have room for them so don't worry about getting their deposits made.

We had Open House on Monday (February 21st) when high schools are closed and parents are off from work for the holiday (President's Day). We have more admitted students planning to attend on Monday, but it is for admitted and non-admitted students. A survey is being prepared for distribution for the non-admitted students attending.

YIELD STRATEGIES

On April 23rd we will have our first open house for admitted students. These students will have their financial aid award notices by that time.

We are adding sessions with the Deans regarding majors and they will have faculty, current students, and alumni to discuss the outcomes of that major. Ross said she would be meeting with the Deans next Tuesday about strategies sessions.

The undeclared students will have an opportunity to meet with Monica Zeigler, Linda Moore and an alumnus to discuss careers.

There will be a parents' panel (asking the Parent's Club) that will have 3 sessions in the a.m.

Students meeting with students (current students and recent alums).

Alums meeting (benefits of EIU education).

A card has already been sent to the parents advising what they can do to help their student through the process. The Deans are sending out letters ahead of time and a letter from President Hencken will also be mailed. He and hopefully the panther mascot will be giving tours.

Other suggestions are technology and library tours.

Honors are having a reception for admitted students with current students and faculty teaching Honors courses. Honors will be sending letters as well. Their qualifications are 3.50 G.P.A. or better, top 10% of their class and a Math ACT of 26.

We will have had 5 transfer debut days by the time we have the April 23rd open house. Are we going to reach a time when we turn transfer students away? We are not there yet. The monthly report that goes to the Deans does not give the number of hours, just that they are a transfer student.

Continuing Education students in the future might be looking at a degree at a community college as they are taking courses on- and off- campus at the same time now. 30 to 35 % are transfer students now. Can we maintain this for the future with more freshmen going to community colleges? Will there be a possibility that community colleges might offer 4-year degrees? We do not know. Illinois is 3rd in the country for exporting

students. Is that freshmen or transfers? We do not know. Transfer student are not all prepared for completing their degree here. We are transfer friendly, but the University of Illinois is not transfer friendly.

Looking at college cost with the guaranteed tuition rates. Is it more economical to go 4 years at the same rate or transfer as a junior and still pay the freshmen rates? Some students are trying to graduate early and come in the spring, and others are starting in the summer. Students are looking at the best by for their money. Western has frozen their room and board, too.

For fall 2004 the transfer top feeder schools were:

Lake Land College	999 with 3.01 GPA
Moraine Valley	384 with 2.90 GPA
Illinois Eastern	356 with 3.11 GPA (Frontier, Lincoln Trail, Olney Central, & Wabash Valley)
Parkland College	323 with 2.97 GPA
College of DuPage	2.35 with 2.82 GPA
Joliet Junior College	230 with 2.98 GPA

Community College Transfers 3,793 with 2.94.
EIU natives 4,156 with 2.87.

The number of students from each community college is the total number enrolled at EIU, not only new students.

Various committee members had to leave, so continued to next meeting will be discussion and recommendation on minimum grade point average for new freshmen and retention study.

Regular scheduled meetings 8:30 a.m.

March 24, 2005---Booth Library Room 4440
April 21, 2005---Booth Library Room 4440
May 19, 2005---Booth Library Room 4440
June 16, 2005---Booth Library Room 4440
July 21, 2005---Booth Library Room 4440