

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, JANUARY 20, 2005
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Charles Costa, Mona Davenport, Thomas Hawkins, Mary Herrington-Perry, Will Hine, Bonnie Irwin, Andrew McNitt, Betty Ralston, Karla Sanders, Anne Zahlan

MEMBERS ABSENT:

Scott AGM Crawford, Lauren Kluge, Steve Rich, Anita Shelton, and Keith Wilson

GUESTS:

Sue Harvey, Chelsea Frederick, Kimberlie Mook, and Jone Zieren

Brenda Ross convened the meeting at 8:30.

NOVEMBER 18, 2004 MINUTES:

Correction in the minutes of the word November in the Open House Review section.

SPRING 2005 ENROLLMENT

We had a record number of applications last year. We are not going to have a record number applying this year. At present the admissions counselors are contacting high school guidance counselors to see where their students are going to attend. Last year was our first for applying on line and it seemed that students were excited about doing that. The application review handout sheet shows freshmen applications received as of the comparable date for fall 2004 to be 7,357 compared to 6,540 for fall 2005. For fall 2004 we had admitted 5,136 and to date we have admitted 4,473.

The first week of November, when we had our announced priority filing date of November 1st, we had 1,070 applications. The President would like for that to be our benchmark and would like for us to continue to get 1,070. Realistically this is not possible.

The freshmen incomplete applications number of 896 is not truly incomplete applications as some are students for whom a decision on their admittance has just not yet been made (we had 233 application after Christmas break.) We have about 590 true incomplete applications. The others are currently or about ready to go for review. The admission counselors are calling incomplete students in their respective territories. We do send those students a letter telling them why they have an incomplete application.

Transfer applications are about the same with 829 for 2004 and 824 fall 2005. Accepted transfers for this time for fall 2004 were 483 and currently we have admitted 466.

The pooled students are the students whose applications were postmarked after the November 1st priority filing date. 139 have been reviewed and 94 of those have been admitted. After the Christmas break we received 233 applications and 189 of those are currently under review. Our web site says we are still accepting applications for fall. We are sending out to high school and community college counselors a newsletter that we are still accepting applications. Also an article is being sent out to local newspapers by Vicki Woodard focusing on Honors Students, our next open house and indicating that we are still accepting applications. We have also sent out applications to students who had visited the university in the fall 04, and indicated an interest for the fall 2005 semester, but have not applied. We have not had enough response to report on these.

The ACT profile of admitted pooled students is below average. We look at GPA as well as class rank if it is included on the transcript. Also we look at grades in college prep classes. We are looking at the students' information to get a better performing student. A low ACT does not seem to affect our retention and our graduation rate.

We are tracking the students who are pooled to see how they perform. We are also tracking the students who applied by the preferred filing date.

Our Gateway pool is larger because of the November 1 priority filing date. 82 applications have been reviewed with 33 being admitted. 98 applications are ready for review. We are being more selective and actually looking at year to year GPA. The students admitted have an average 16.7 ACT and a 2.7 GPA. The Gateway Program is reviewing all those students who were admitted since 2000, and those with a 14 ACT are doing extremely well over all. Their average GPA is 2.72. Of the 33 admitted students there are 22 white, 6 black, 5 Latinos, no Asian or Native American. They are trying to review the remaining 98 by next Monday. On the Gateway application this year there was a place to indicate first-generation college student. This has helped tremendously in aiding the purpose of the Gateway program. Of the 33 admitted 16 are first-generation. They are also looking more closely at the recommendation letters as to who is actually doing the writing. On the average they are looking at a 16 to 17 ACT. Last year they admitted 225 and had a 130-show rate.

YIELD RATES-REVIEW AND DISCUSSION

From the handout provided 10th day yield rate shows a downward slide. We were at 27.8 for fall 2004. Ross stated there is no way that we can repeat this yield rate. With this in mind yield strategies are being put in place. We are the smallest state school and should have the highest yield rate. Our goal was 1900 although the President wanted 1950. Depending on what figures you are looking at we had 1803 or 1863. With that little student difference spread over campus how can we tell the difference? We can tell in the accounting ledger. We have graduated more students so we do have more room. Our goal is 2005 new freshmen for 2005. With the number that we have just admitted we would need a yield rate of 44.7%.

It was asked why the yield rate dropped so drastically in 2 years. Several things were noted: our enrollment dates, financial aid, deposit dates, and at the end of last spring the University of Illinois said they could take 600 more freshmen (we know that we share applications). They had a record enrollment of 7200 new freshmen. There was also out-of-state competition with Kentucky, Indiana, and Iowa.

YIELD STRATEGIES FOR FALL 05 ENROLLMENT

A handout was shared telling what is being done and will be done to help with the yield for fall 2005.

- Postcard to parents telling them what to do next,
- Postcards to new freshmen applicants and admits and admitted and applied transfers who did not attend fall open houses,
- Letter from the President to the student and family promoting attendance at April 23rd open house for admitted students (can pay deposits then, Financial Aid assistance, current students' parents' panel, alumni in attendance, and possibly planning afternoon receptions with Departments, Deans, Honors, and Gateway),
- Mailing of EIU4 letter encouraging students to learn more at Admitted Student Open House and EIU Debut
- Financial aid nights (hosted at EIU) for 33 area high school seniors and families on 2/24 and 2/28, also promoted on the web and financial aid award estimates mailed to students with FAFSA on file by mid February with award notices mailed at the end of March,
- Admitted student open house

Other suggestions were Open House sessions for transfer students, undeclared students, international students, and for adult students.

HOMEWORK:PROFILE OF THE EIU FRESHMAN

We need to continue to think about what we think the profile of a typical successful freshman student should be. We hope then to use that profile to actually help us in the selection process for those students who are pooled.

COMMITTEE REPORTS

Harvey reported that students are still registering late for various reasons and numbers are running a little ahead as of today.

Hine reported that off-campus FTE numbers are up.

Sanders reported that the Academic Retention Committee has met once and discussed what the forum would be for next year. They have additional suggestions for breakout-sessions. They plan to meet again in early February.

Moock reported that the Data Warehouse is up and running and has information. She meets with ITS once a week and they are working now to have printable report.

Irvin reported that Honor student applications are ahead of last year, but that is artificial as the scheduled deadline was moved. They have 127 applied and 109 accepted. Last year at the end of January they had 106. The on-line applications made a big difference. They are having problems with their on-line scholarship applications. It does not seem to be working correctly. However, there are 83 completed scholarship applications and 50 are eligible for Presidential scholarship with ACT 25 and top 50% and ACT of 30 and top 10%.

Hine reported that as of Tuesday, January 18th, an adult student lounge had been approved in the Union west building outside the Schahrer Room. It will hopefully be ready right after spring break in March. They will have staff there Monday through Thursday until 6:00 p.m. They are looking for suggestions for a title for this lounge. Also plans are to start a commuter student sub committee.

OTHER BUSINSS AND ANNOUNCEMENTS

The next meeting will be February 17th in room 3202 of the library.

Meeting adjourned at 9:35 on motion of Hine.

Regular scheduled meetings 8:30 a.m.

February 17, 2005---Booth Library Room 3202

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