

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, MARCH 24, 2005
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Scott AGM Crawford, Mona Davenport, Lauren Kluge, Steve Rich, and Anita Shelton

GUESTS:

Don Dawson, Kimberlie Moock, and Jone Zieren

Brenda Ross convened the meeting and shared a handout from the Director of Admissions and Records officers meeting last Friday. This showed the February and March enrollments of all the state schools and how Eastern compares to our competitors.

APPLICATION REPORT

Application figures as of March 15th, shared in a handout report, show we are not that far down in acceptances. Today's freshman application numbers are 7,352 applied and 5,188 accepted. There are 624 incompletes (that number should be going down) and 161 have cancelled. We have denied 1,379. We can expect some fallout from students who are admitted but do not attend. Admissions is contacting students, particularly those already admitted, to move them through the process quicker with enrollment and housing deposits.

Transfer application received as of today total 1,395 and we have admitted 912. We have 455 incompletes and 22 have cancelled. The incompletes will be staying in the cycle until late July or early August when final transcripts arrive. Our target is 1,000 new transfers.

Moock shared transfer orientation numbers with a handout comparing last year to the completion of 3 programs for this year. Students are not acting as quickly as hoped, but now that students can choose a day to come to campus, they are choosing a later program which is more convenient for them. June is always the biggest program.

Freshman enrollment deposits as of yesterday were 601. Last year at this time we had 466. All freshman invitations have been sent out so we hope deposits will be up. The next 30 days will tell us better.

Gateway is going through the review process. There are 2 or 3 more rounds coming up. The applications are not yet trickling down. Gateway has admitted 138 and admission will remain open until they get 225. Those in the pool are being asked for more information-grades, etc. They are reviewing some denied students because their situation has changed.

REVIEW OF ALUMNI TRAINING

1900 letters were mailed out from Minority Affairs before the weekend of Miss Black EIU regarding a meeting for recruitment. They were being asked to come to a Saturday meeting when they were actually coming to campus for fun. Six students did attend and took applications with them.

This past week two alumni brought vans to campus with 6 students each. Three of those students are looking here for fall.

During spring break at a fair in Chicago for Latinos, an ROTC member attended with EIU admissions and for both programs 30 students expressed some interest. ROTC attracted the most students.

Admissions is looking for a different approach. Probably the next step will be to take students on the road with counselors.

Diversity across the board will be discussed in more detail next month as a result of Ross visiting with legislators two weeks after the appropriations hearing.

ADMITTED STUDENT DAY ITINERARY

The first Open House for admitted students is scheduled for Saturday, April 23rd. A draft of the schedule for the day was shared with the committee. The 3rd floor in the Union within the Charleston/Mattoon area there will be a money pit, pc's for students and parents, virtual presenters of Financial Aid, table for student loans, table for processing, and a table for student employment. Other adjoining rooms will have question and answer sessions and a room for student accounts to take deposits. There will be an informational table outside of these rooms as you exit the elevator. All of this takes place from 8:00 to 12:00.

LOCAL (COLES COUNTY) RECRUITMENT STRATEGIES

The Guidance Counselors are saying that they have an academic class this year and students are looking elsewhere than EIU. What can we do to open up areas on campus to our local students to show them the enrolling process and campus life?

- Contact students sooner, perhaps their freshman year;
- Working more with Guidance Counselors;
- Talk further with those planning to attend Lake Land;
- Overnight shadow with a local student;
- Freshman here who know the local counselors, school visit with our Admissions counselors;
- Lunch with faculty, the President, or Bonnie in the Honors Program;
- Complementary invite to athletics event, school plays, dress rehearsals, musical events (perhaps parents too);
- Contact EIU graduates teaching in Coles County Schools to encourage EIU attendance;
- Class for juniors when they are filling out forms for application;
- Invite classes to come for use of our library;
- Invite to evening program after 4:00 (visit commuter lounge);
- E-mail to schools events at EIU;
- Students with the same demographics contacting prospective students;
- When visiting schools make the whole school EIU day (encourage to wear EIU colors);
- Lesser cost for eating at food court or dining center.

2.0 GPA REQUIREMENT

A discussion on whether to make 2.0 minimum GPA a policy for admission purposes occurred. Many felt we should not admit students with less than a 2.0. As a common practice we do not admit students with less than 2.0, but we do have some students with special situations and are admissible based on rank.

READMISSION AFTER DISMISSAL POLICY CHANGES

This will be discussed at another meeting as Sanders had to leave the meeting early.

OTHER REPORTS

Honors Program admissions is up 25%. As of March 15th they have admitted 171 compared to 136 last year. They now have on-line application and 30% of the students have used that. The need for more Presidential scholarships is being stressed. These are not endowed and currently are coming out of the General Fund. The application fee for Honors does go into the General Fund.

The warehouse data is there. However, after working for several months with ITS, it has been discovered that the wrong version of software is being use. They are getting an update and training will begin soon.

The search committee for the Director of the Counseling Center is bringing 3 candidates to campus. The first candidate is on March 31st, the second on April 4th, and the last on April 6th. This is an A & P position.

ANNOUNCEMENTS

None

Meeting adjourned at 9:30.

Regular scheduled meetings 8:30 a.m.

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