

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, MAY 19, 2005
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

Julia Abell, Ann E. Brownson, Ingyu Chiou, Mary Herrington-Perry, Will Hine, Betty Ralston, and Anne Zahlan

MEMBERS ABSENT:

Charles Costa, Scott AGM Crawford, Mona Davenport, Thomas Hawkins, Bonnie Irwin, Lauren Kluge, Andrew McNitt, Steve Rich, Karla Sanders, Anita Shelton, and Keith Wilson

GUESTS:

Don Dawson, Sue Harvey, Margaret Messar, and Kimberlie Moock

Brenda Ross indicated there was not a quorum so this would not be an official meeting.

APPLICATION REPORT

Freshman admits as of today 5,193 compared to May 13, 2004 we had 5,342. Transfers admitted 1,127 in 2004 1,147. We have accepted 171 Boost students and asked those students to contact Admissions by May 21st if they are accepting. To date 22 have accepted. We can accommodate 50 students. Gateway has admitted 262 students with 80 committed to coming June 5th.

ENROLLMENT DEPOSITS

Deposits as of yesterday 1,680 compared to 1,880 last year. We have had 51 cancellations, which is ahead about 10 compared to last year. There is a 10% history of cancellations.

Housing shows 114 enrollment deposits for students who have not applied for housing and about 1/3 of them are local. Admissions is e-mailing admitted students who have not paid enrollment deposits and calling those students who have paid their housing application but have not paid their enrollment deposit.

A discussion took place as to whether at any time a portion of the enrollment deposit should be refundable. Currently it is 100% refundable by May 1st, and 50% by June 1st. Forty dollars of the enrollment deposit goes to student orientation and the remainder goes toward the first installment of tuition. The purpose of the deposit is to know that the student is coming. Some private schools are asking for larger deposits and they are non-refundable. Some prospective students are paying at more than one school and when they make their final decision, they contact the school they are not going to attend and pressure that school to refund the deposit. Some universities now have legal representatives working with angry parents.

Guidance counselors are having problems effectively advising their students because parents are weighing affordability over the education value.

Is "enrollment deposit" the best term to use? Is it a fee, installment or initial payment? The committee feels the name needs to be changed. Do we want to increase the amount of that payment and make it non-refundable? As education per semester was cheaper a few years back, and state government continues to decrease their education funding; increasing the enrollment deposit (or whatever name we wish to call it) and making it non-refundable seems to be in our best interest. A problem with this is that parents are being asked to make this payment while the

student is still in high school when in reality they are thinking they have until fall to worry about college payments. A suggestion was made to give a discount if paid by a certain date and housing would be guaranteed. As our policy is not refundable after June 1st do we want to make the payment date June 1st? We do not confirm their orientation date until they pay their deposit. We are required to give a yearly refund policy report for housing and tuition. Today's comments will help with further discussions with the Provost and President.

Orientation fees are going up next year. This year's transfer group is not acting as quickly as in previous years but not because they are not coming. We are going to see more transfer students as more than half of high school graduates are going to community colleges. We are going to have to think differently as to what is a transfer student? The age of a transfer student could be 17 or 18 and they are going to think and behave like a new freshman. In the past transfers were more mature, more focused, and yielded at a higher rate. Dual-credit students are not considered transfers these are students in high school who are taking classes in connection with community colleges. It seems that in the very near future freshmen will be coming in with 12 college credits. We are considering having the transfer students' pay the enrollment deposit next year. They do not get what the freshman is offered at orientation and it does not seem right that the freshman pay for the transfer orientation program. A new transfer parent orientation was added this year because of the high volume of parents attending with their transfer student.

ADMITTED STUDENT OPEN HOUSE IN REVIEW

Handouts were provided with information showing the number of attendees, ethnic origin, gender, high school classification, county of residence. Attendance was low, but we feel it was due to the weather as it was very cold. We did have positive feedback from students who attended. There were 47-enrollment deposit collected and financial aid was steadily busy. We are setting an additional date of April 8th for just for admitted students next spring. It will not be as involved as this year, but it will be included in our regular open house schedule.

MEIU UPDATE

An admitted student packet, we think, will greatly impact the information flow for the parent and student next year. It will have a checklist of what to do now that the student has been admitted, and coupons to be used when paying fees, etc. Pockets inside the packet will allow insertion of information needed at the time frame that the student is admitted. The Lou letter that is designed to give positive reinforcement after the student has been admitted will be sent to the family. This year it was sent 3 days before the open house. The mail service was not as timely as hoped and some received it after the open house. For next year, no matter when the student is admitted the letter will be mailed out 2 weeks after admission. By this time next year parents and students should be closing up their packets with their process completed.

COMMITTEE REPORTS

None.

OTHER BUSINESS

Next meeting we will discuss the pooling process that will not involve dates but admitting on space available.

Regular scheduled meetings 8:30 a.m.

June 16, 2005---Booth Library Room 4440

July 21, 2005---Booth Library Room 4440