

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, NOVEMBER 17, 2005
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

Julia Abell, Ann E. Brownian, Ingyu Chiou, Mona Davenport, Eric Glenn, Thomas Hawkins, Will Hine, Bonnie Irwin, Stacey Ruhol, Karla Sanders, Mary Wallace, Keith Wilson

MEMBERS ABSENT:

Melanie Burns, Robert "Bud" Fischer, Mary Herrington-Perry, Andrew McNitt, Steve Rich, Anne Zahlan

GUESTS:

Stacia Lynch and Mark Hudson

Brenda Major called the meeting to order at 8:30.

APPROVAL OF THE MINUTES OF THE OCTOBER 13TH MEETING

The minutes of the October meeting were approved on a motion by Hine and a second by Davenport. All voted in favor.

APPLICATION REPORT UPDATE

An application report was distributed showing the numbers of where we are in comparison to last year. The numbers are down, but we are pooling earlier. We are looking at students who may have been admitted last year, had they applied in October, who now are not automatically admitted. We are telling the students to keep sending us improvement information and we will continue to look at their progress.

In the report shared with the numbers of applications and admissions from all the state schools, we are the only school who does not show that are numbers are up. We are not concerned about this at this point. We expect to be catching up. The yield is most important. We expect to be getting some information from the Data Warehouse to start tracking yield earlier in comparison than we did last year.

We have enrollment goals from the Provost of new-on-campus freshmen of between 1900 and 1950. Last year the figure was 2,005. Although the number of students to faculty ratio as reported is 17, some faculty are concerned with the numbers for class size in their department, and wondering where these numbers are coming from. It is believed to be revenue driven because of the larger graduating class.

An Illinois map was distributed showing the number of students enrolled from each county for the fall of 2005.

OPEN HOUSE AND ENROLLMENT DISTRIBUTION COMPARISONS

The November 11th Open House Report was distributed with the map of Illinois showing the county for which the student resides that visited that day. There was a concern with the 152 no-shows, so a map was also shown of the distribution within the state of those students. An e-mail message is sent to the no-shows advising them of our next Open House and inviting them to attend then. These are on-line-pre-registered students telling us they were coming. Two-weeks prior to the Open House students are sent a reminder e-mail. We also placed an advertisement in the Charleston Times-Courier newspaper for our local students.

The November Open House should be larger than October's but it was not this year. October's attendance was 500, but November's was 427. Last year's attendance for November was 250 because of inclement weather. We do not know why the attendance was down this year. Everyone has Open House on Columbus Day and Veteran's Day. A lot of people came to the Admissions Office in the afternoon who missed the Open House because they went to other schools first. If those students' missing the morning Open House are caught at the Union by those staying a little later, they are counted in the total numbers. If they just come to the Admissions Office in the afternoon, they are not counted in the total. There were 20 families who came on Saturday most of which missed the Friday Open House, but at least they did come. However, this goes against our goal of being their 1st choice. In reviewing the Open House, the Admission Staff discussed how to accommodate those families who wanted to visit several different schools. Our location makes it easier for people to do that. Enrollment Management Advisory Committee member's suggestions for Open House improved attendance include:

- Switching to previous or following Saturdays of Columbus Day and Veterans Day;
- Regular big Open House with a repeat in the afternoon of the popular sessions;
- Starting the Open House Program later in the day;
- Have more academic open houses in the afternoons;
- Saturday Open House for local students as their schools were in session;
- To be the student's 1st choice have a Saturday before Columbus Day before other schools to make a FIRST impression;
- Family sessions at Open House which would include younger siblings, and parents considering completing their degree;
- Sophomore Open House.

Athletics invites students they are recruiting for an overnight on Friday and then visit the campus on Saturdays, so the Saturday Open House might work for them. We need more contact by Admissions with students' coming to campus for other events.

DISCUSSION OF PROMOTING ACADEMICS TO PROSPECTIVE STUDENTS

Stacia Lynch, one of our graphic artists, reported on how we are going to market academics to prospective students. We are starting to develop new publications during the spring. We want to feature our best and brightest students and our excellent teaching faculty. We will be asking departments for their student recommendations. We want to let faculty, or possibly staff talk about their students. We want to feature young alums about 1 to 5 years out who will speak to the student and the parent as to how Eastern has affected their lives.

It was asked about having a video clip on the web or a power-point presentation before Open House of those young alums using a possible famous back drop of where they are located. Eastern is considering a video when funds are available. A DVD was also suggested that could be taken to schools when recruiting.

We are making some progress in our local schools as Charleston high school had a financial aid night. Eastern was not invited, but Brenda made a call to the counselor and we have a commitment to be included in next year's financial aid night. Last week, Oakland High School had a college fair and had a financial aid presentation. This was Oakland's first college fair and they have a new counselor. This was all new to him. Eastern will be presenting the financial aid program there for next year.

Also, suggested was a Mini-Open-House for special populations. Alumni who are teaching could display our posters in their classrooms for recruitment.

Mark Hudson is working with Athletics for on-campus-housing, including local students.

COMMITTEE REPORTS

Parents' Club Newsletter will have alum articles that are already established.

ANNOUNCEMENTS

There are 87 students registered for the December 2nd Transfer Day. This is a concern as most classes are full.

Bonnie Irwin reported that the Honors Day Program had 66 families in attendance and they are 25% ahead in applications and acceptances compared to last year.

Dean Hine stated they had a very successful Non-Traditional Student week.

Meeting adjourned at 9:55.

Regular scheduled meetings 8:30 a.m. in Booth Library Room 4440

December 8, 2005

January 19, 2006

February 16, 2006

March 9, 2006

April 20, 2006

May 18, 2006

June 15, 2006

July 20, 2006