ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY, OCTOBER 13, 2005 BOOTH LIBRARY, ROOM 4440

MEMBERS PRESENT:

Ann E. Brownson, Mona Davenport, Robert "Bud" Fischer, Thomas Hawkins, Will Hine, Bonnie Irwin, Andrew McNitt, Stacey Ruhol, Karla Sanders, Mary Wallace, Anne Zahlan

MEMBERS ABSENT:

Julia Abell, Melanie Burns, Ingyu Chiou, Eric Glen, Mary Herrington-Perry, Steve Rich, Keith Wilson

GUESTS:

Mark Hudson, and Kimberlie Moock

Brenda Major called the meeting to order at 8:35.

REVIEW AND APPROVAL OF THE MINUTES OF THE SEPTEMBER 22ND MEETING

Thank you to Mona for taking the minutes at the September meeting. There was one correction in the attendance. Ann Brownson was absent from this meeting. On motion of Hawkins and second by Irwin the minutes were approved. All voted in favor.

OPEN HOUSE REPORT

A handout was shared from Admissions showing a map of Illinois that included the number of students from each county that attended the October 10th Open House. The southern part of Illinois does not have many that attend. They have a low rate of high school graduates going on to 4-year schools, and it is thought that the military is heavily recruiting from there. Also, out-of-state schools such as Southeast Missouri State and Murray State College in Kentucky are recruiting and offering scholarships for out-of-state tuition. As long as they do not total over 3% of their population they are allowed to do this. Illinois does something like this with Western and Iowa and Indiana State does this with some adjoining Illinois counties. Continuing Education at Eastern offers in-state tuition with distance learning only.

At the next meeting Admissions will share a map of the distribution of the fall enrollees as to county.

Minority Affairs did a mass mailing to 41 Illinois Upward Bound students that resulted in 7 groups coming for Open House and some with their counselors. Some groups came on buses the night before. This gave them a feeling of the college atmosphere. The Latino students have not been heavily recruited and from their group there were some that actually applied. Everyone has Open House on Columbus Day so for us to capture these groups it was definitely significant. We had about 500 attend this year compared to last year's number of 530.

The counselor from the Latino group is interested in establishing Juarez clubs at various universities to give support to those students.

Admissions has been asked to attend the College Fair at Wells High School, on the west side of Chicago, this Saturday. They have 0% going to 4-year universities. We need a Latino counselor in Chicago. Brenda is going to attend and hopefully take an Eastern student with her to help with translation.

Our next Open House is Veteran's Day, November 11th. It is significantly larger, normally around 700. We can not comfortably accommodate 700, but we have in the past. Last year the weather was terrible and only about 280 attended. Honors is also having an Open House on that day. Brenda has contacted local hotels to put up posters and have our view book available on their display racks. The Worthington will give discounts for this date and we are hoping that several will stay overnight to get the Charleston experience. Hopefully this will encourage people to get here earlier as tours and sessions after the Welcome are too large. The President

gives a tour, and most wants to go with his group, however, it is hard to get them all back in time for the other key sessions/presentations.

We do an electronic evaluation after each Open House and for the November date paper evaluations as well, as the electronic evaluation will be used. Most who respond either love it or hate it. There will be less competition for our Open House on November 11th as Southern will be closed for their floating holiday. It is hoped to have more groups in attendance. The October Open House did not have any vehicle tow charges this time.

APPLICATION REPORT

Fall 2006 freshman applications as of September 30th stand at 940. We have admitted 366 of these applicants. Compared to fall 2005 on this same date we had 1, 000 applications with 555 admitted. Transfers are at 142 applications and 78 admitted. Applications for transfers compared to fall 2005 are exactly the same at 142 with 74 admitted. Students of color that have been admitted as of September 30, 2005 were 28. We have admitted 41 for fall 2006 under regular admissions. Honors admissions is up about 100% from this time last year, but they feel it is because of the early ACT mailing. The yield rate for freshman for fall 2005 was 30.8%. The yield rate for transfers was 70.6%. For fall 2004 the freshman yield rate was 27.8 and transfers 65%. These figures are considered confusing as we look at the enrolled data (which we have to go by the enrollment deposits data) we do not know when students have cancelled (before or after a decision was made). Until we actually get Banner we will not have accurate figures.

As much as the state of Illinois is making strides to make articulation of courses easier to understand for bridging gaps between the community college courses and the 4-year college courses, none will replace what we do on a personal level. We meet students on site and review their transcripts and give them an unofficial evaluation on the spot. Plus, students coming to campus are meeting with our transfer counselors and finding out what courses at their community college will transfer back to Eastern into their program.

It is believed that in time we will see an even split between the number of freshman and transfer students. Now, 51% of the Illinois high school graduates are attending community colleges. Community colleges are getting better at marketing their courses to students while in high school, as well as dual enrollments, and the 2+2 programs.

CHARLESTON RECRUITMENT-MEETING WITH SUPT. NIEHAUS

We want to bridge the gap between the University and the school district. Supt. Niehaus asked that we change the climate at the high school. Right now Charleston students are graduating with deficiencies and Charleston students who are starting at Lake Land are taking developmental courses. He requested brown-bag lunches at the high school with our Honor students and have informal talk sessions. Also discussed was a prize patrol. Those Charleston students admitted would have balloons and a sign in their yard and a goodie bag on their door handle. Also agreed was that Charleston high school seniors take courses at Eastern and we can keep these credits in escrow until they enroll in classes. He likes the idea of high school students spending a night on campus, attending classes, and having lunch with faculty. We plan to start the credits in escrowagreement next year.

It was asked why a Charleston student received an Honors Program mailing as the first contact that came from EIU. Admissions does not know about these students unless they ask for their ACT score to be sent to Eastern. Admissions does not purchase ACT scores, it is too costly compared to the yield rate. Honors purchases a list of around 6,300 names and does a mailing. Admissions communication flow is not just to a special group as Honors would be. It was asked if the high schools could give us the names of sophomores and juniors so that we could do some contact sooner. In the majority of high schools there is only 1 counselor. We could ask the counselor to make a distribution if we provide them information. High School counselors were

recently on campus and received information. The Honors list is by zip code. They will send their ACT list to Admissions and Admissions will do a mailing. We could look at this as an interactive way to reach students in this area.

Regarding the Prairie State tests, the colleges don't know what to do with any portion other than ACT. This is a test that all Illinois high school juniors are required to take. The ACT writing component is not required only recommended by EIU for them to take. The average Illinois ACT score is now 20.3 which is down compared to other states. Since we are now pooling the ACT is not as important as it used to be.

COMMITTEE REPORTS

Parent Newsletter

The committee has looked at models. A decision has been made to do an electronic letter to new parents, continuing parents, and all parents. One letter to be sent to new parents before orientation and then right before school starts. Three newsletters will be generated over the whole semester (early in the semester, at mid semester, and later in the semester.) It was suggested to look at the Parents'

Club newsletter to see what is covered in their publication. Parents' newsletter is with the web site, but Orientation will still be mailing pieces.

CRUNCH TIME THINK TANK

The committee (Major, Zieren, Moock and Hudson) is looking at the processes on a month to month basis that areas/departments do. Admissions counselor no longer give a card to students they meet at the school visits. The students are given a view book and book mark and directed to visit our web site. We are the only school doing this.

ANNOUNCEMENTS

Foundations web site is now available.

The Frankenstein exhibit has arrived at Booth Library. It will be displayed next week with a Grand Opening on October 20th at 7:00 p.m. There will be 19 additional exhibits throughout the library. A Halloween party is scheduled for the Library on October 31st.

The meeting adjourned at 9:53

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